# Marketing Campaign Analysis Report

## Marketing Campaign Performance Analysis in Power BI

### Abstract

This analysis evaluates digital marketing campaign performance across various channels and campaign types, with a focus on revenue generation, return on investment (ROI), and audience engagement. Using Power BI, insights were gathered to guide budget allocation, optimize campaign strategies, and highlight key areas for growth. The analysis identified PPC and Referral channels as top revenue drivers and highlighted Conversion campaigns as highly profitable. These insights inform targeted marketing decisions aimed at maximizing ROI.

### Introduction

This analysis examines recent marketing campaign data to uncover patterns and actionable insights for budget optimization and audience targeting. Given the organization's goal of maximizing ROI while maintaining cost efficiency, this report seeks to answer the following questions:

Which campaigns generated the highest and lowest revenue?

What is the ROI for each campaign?

How do factors like gender and previous purchases affect campaign profitability?

### Methodology

**Data Source**: The dataset was downloaded from Kaggle, and includes metrics from digital marketing campaigns, such as revenue, cost, clicks, and conversions across multiple channels (PPC, Social Media, SEO, Email) and campaign types (Awareness, Conversion, Consideration, Retention).

**Tools**: Power BI was used for data importing, cleaning, transformation (via Power Query), and visualization.

**Methods**:

**Data Cleaning**: Removed irrelevant columns, standardized data formats, and extracted necessary fields.

**Calculations**: Key metrics, such as ROI and profit, were calculated to assess campaign efficiency.

**Visualization**: Visual aids like bar charts, and pie charts were used to highlight trends and insights.

**Results**

**Campaign Revenue and ROI**

Conversion campaigns yielded the highest ROI, making them the most profitable campaign type. Conversely, campaigns focused on "Awareness" and "Consideration" showed lower returns.

Referral and PPC channels generated substantial income, making them strong candidates for increased budget allocation.

**Income by Gender**

Female audiences contributed more significantly to income (416M) than male audiences (262M), suggesting a potential for increased targeting towards females while exploring strategies to boost male engagement.

**Channel Cost Efficiency**

Channels like Social Media and SEO demonstrated lower costs with reasonable profitability, marking them as cost-effective options for broad reach.

Impact of Previous Purchases

Previous purchase history showed potential as a predictive factor for future engagement, especially within specific channels and campaign types.

**Discussion**

Based on the findings, several strategic recommendations can be made to enhance future campaign performance:

**Optimize Campaign Spending:** Increase budget allocation to high-performing channels such as PPC and Referral, which have demonstrated strong income and profitability. Reducing budget allocation for underperforming channels can further enhance overall campaign ROI.

**Target Audience by Gender:** Given that females contribute significantly more to income, tailoring campaigns to appeal more to female demographics may yield higher returns. However, implementing strategies to boost male engagement could create a more balanced revenue distribution.

**Leverage Low-Cost Channels:** Channels like Social Media and SEO offer cost-effective reach, suggesting an opportunity to expand efforts in these areas without substantial budget increases.

**Enhance Male Engagement Strategies:** Since males contribute less profit, creating campaigns that better resonate with male audiences—possibly through targeted content or incentives—could improve profitability in this segment.

**Focus on Conversion Campaigns:** Conversion-focused campaigns demonstrate high ROI, making them a priority for future campaigns. Adjusting "Consideration" and "Awareness" campaigns for better performance could also improve results across campaign types.

**Utilize Retargeting Based on Previous Purchases:** Retargeting users with prior engagement or purchases can improve conversion rates, especially within high-performing channels.

- **Conclusion**

  This analysis provides clear directions for optimizing marketing campaigns through data-driven decisions on budget allocation, audience targeting, and campaign type adjustments. The recommendations focus on maximizing campaign ROI, enhancing demographic-specific engagement, and leveraging cost-effective channels for broad outreach. Implementing these strategies can lead to increased profitability and a more effective marketing approach.

- **Appendices:** Data visuals to showcase the results made after analysis.

# MARKETING CAMPAIGN ANALYSIS

**Sum of AdSpend**
## 40.01M

**CampaignType**
- Awareness
- Consideration
- Conversion

**CampaignChannel**
- Email
- PPC
- Referral

**Gender**
- Female
- Male

**Sum of Income**
## 677M

## Campaign Type Percentage



CampaignT...
- ● Conversion
- ● Awareness
- ● Consider...
- ● Retention

25.9...
24.34...
24.8...
24.85%
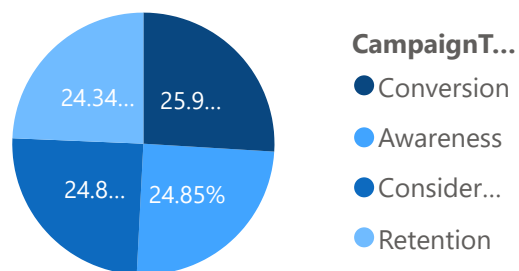
## Campaign Channel Percentage



CampaignCh...
- ● Referral
- ● PPC
- ● Email
- ● SEO
- ● Social Me...

18.99%
19....
19.46%
20.69%
21....

## Gender Percentage



Gender
- ● Female
- ● Male

39.51%
60.49%

## Campaign Type Cost



| Conversion | Awareness | Consideration | Retention |
|---|---|---|---|
| 10.3M | 10.1M | 9.9M | 9.8M |
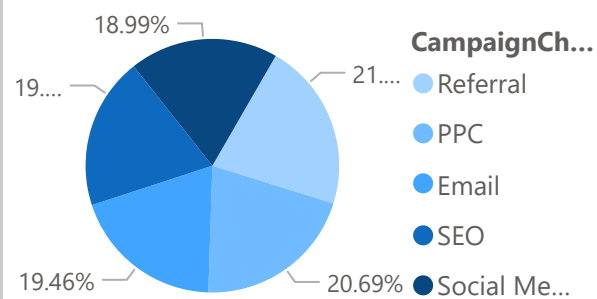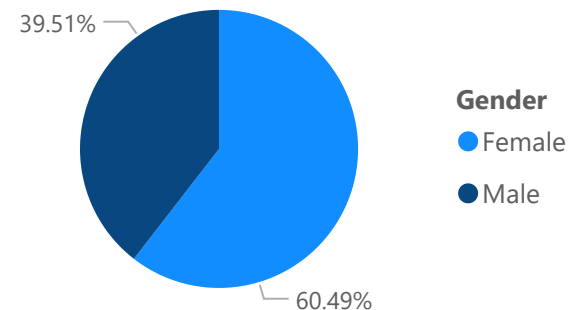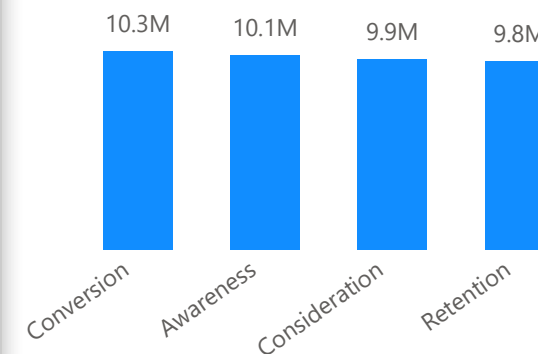
## Campaign Channel Income



| PPC | Referral | Social Media | SEO | Email |
|---|---|---|---|---|
| 144M | 144M | 130M | 130M | 129M |

## Campaign Type Income



| Conversion | Awareness | Consideration | Retention |
|---|---|---|---|
| 175M | 169M | 168M | 165M |

## Gender Income



Female — 416M
Male — 262M

## Campaign Channel Cost



| Referral | PPC | Email | SEO | Social Media |
|---|---|---|---|---|
| 8.7M | 8.2M | 7.9M | 7.7M | 7.5M |
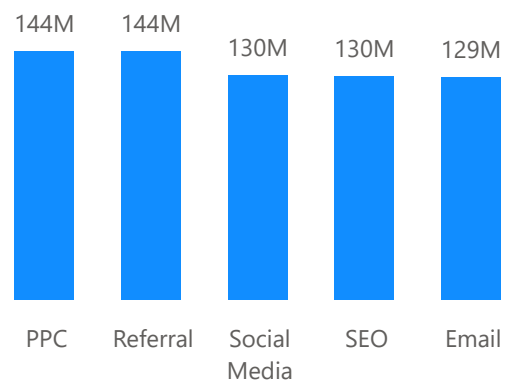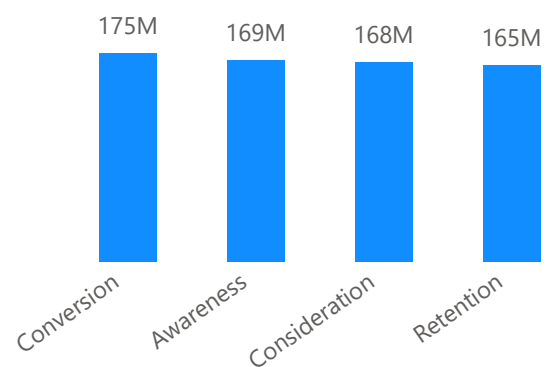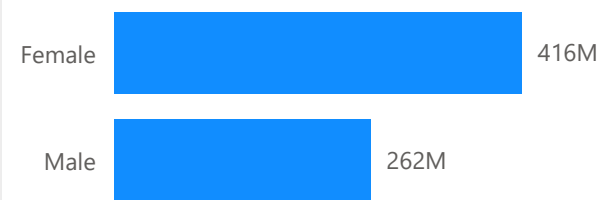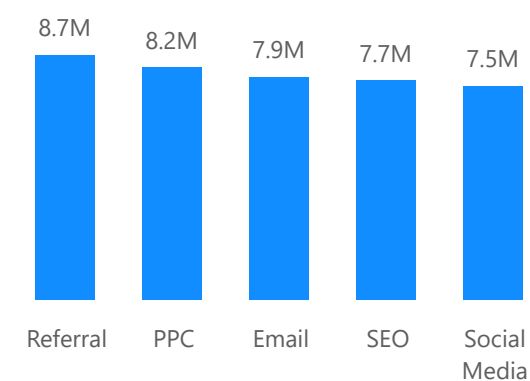
# MARKETING CAMPAIGN ANALYSIS

**CampaignChannel**
- Email
- PPC
- Referral

**CampaignType**
- Awareness
- Considerat...
- Conversion

**Gender**
- Female
- Male

Sum of Profit

# 637M

## Campaign Channel Profit

- PPC: 136M
- Referral: 136M
- Social Media: 123M
- SEO: 122M
- Email: 121M

## Campaign Type Profit

- Conversion: 165M
- Awareness: 159M
- Consideration: 158M
- Retention: 155M
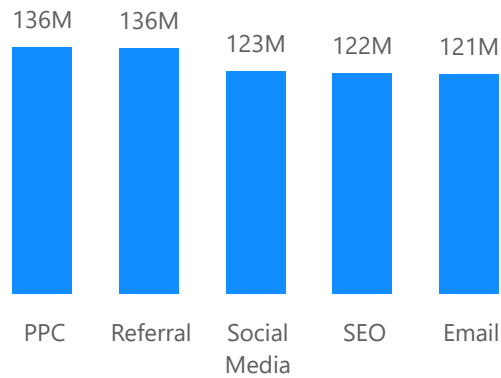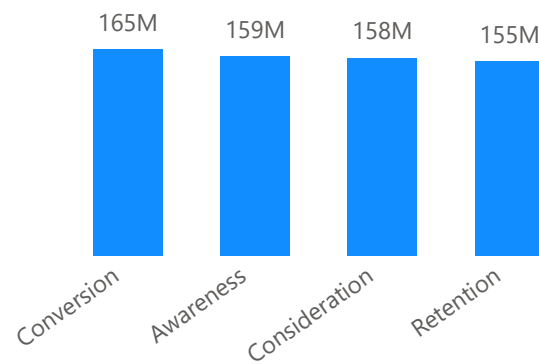
## Campaign Channel ROI

Campai... ● PPC ● Referral ● SEO ● Social M... ▶

- 53K (17.51%)
- 68K (22.41%)
- 64K (21.11%)
- 59K (19.51%)
- 59K (19.45%)

## Campaign Type ROI

Campaig... ● Conversion ● Consideration ▶

- 70K (23.17%)
- 83K (27.43%)
- 78K (25.74%)
- 72K (23.66%)
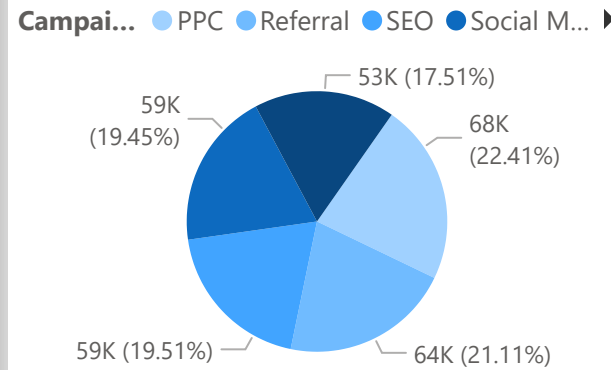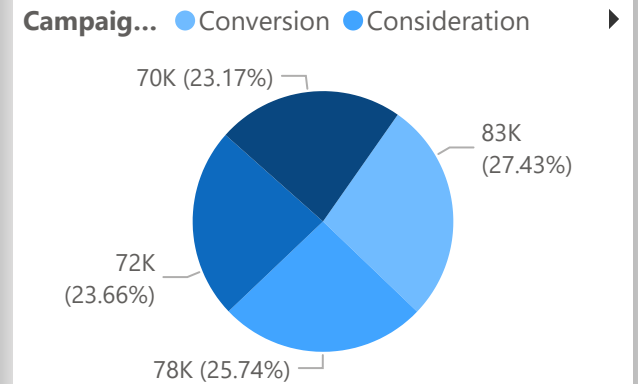
## Previous Purchases by Channel

- Referral: 7.7K
- PPC: 7.3K
- Email: 7.1K
- SEO: 7.0K
- Social Media: 6.8K

## Previous Purchases by Type

- Conversion: 9.5K
- Consideration: 9.0K
- Retention: 8.7K
- Awareness: 8.7K
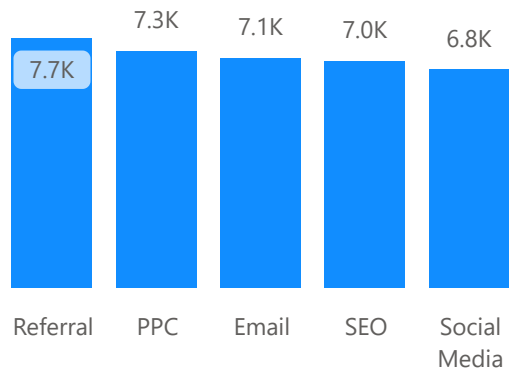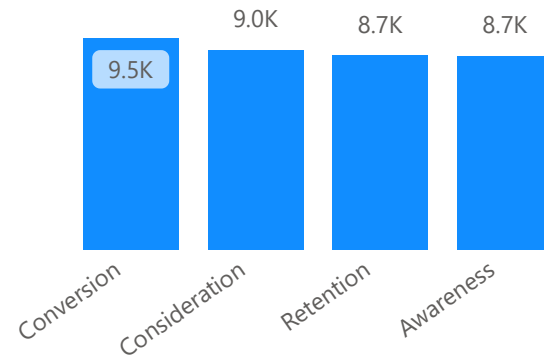
## Previous Purchases by Gender

- Female: 22K
- Male: 14K

## Profit by Gender

- Female: 392M
- Male: 246M