AZIZA GAIS

DATA ANALYST

ANJUM MARKETING CAMPAIGNS

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HOTEL BUSINESS PROBLEM:

Anjum Hotel has been running various marketing campaigns to increase room bookings and enhance brand visibility.

Despite investing significantly in these campaigns, the hotel management is unsure which channels yield the highest return on investment (ROI) and which campaign strategies are most effective. They want to optimize their marketing spend and maximize bookings and revenue.

OBJECTIVE:

To analyze the effectiveness of different marketing campaigns and channels, determine which ones drive the most bookings and revenue, and provide data-driven recommendations to optimize future marketing efforts.

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DATA MODEL:

Clean Data :

- Describe the Data
- Assign Data types
- Check Duplicate
- Remove Blank row

Data Model:

- Create Calendar table
- Relationship

Analyze data:

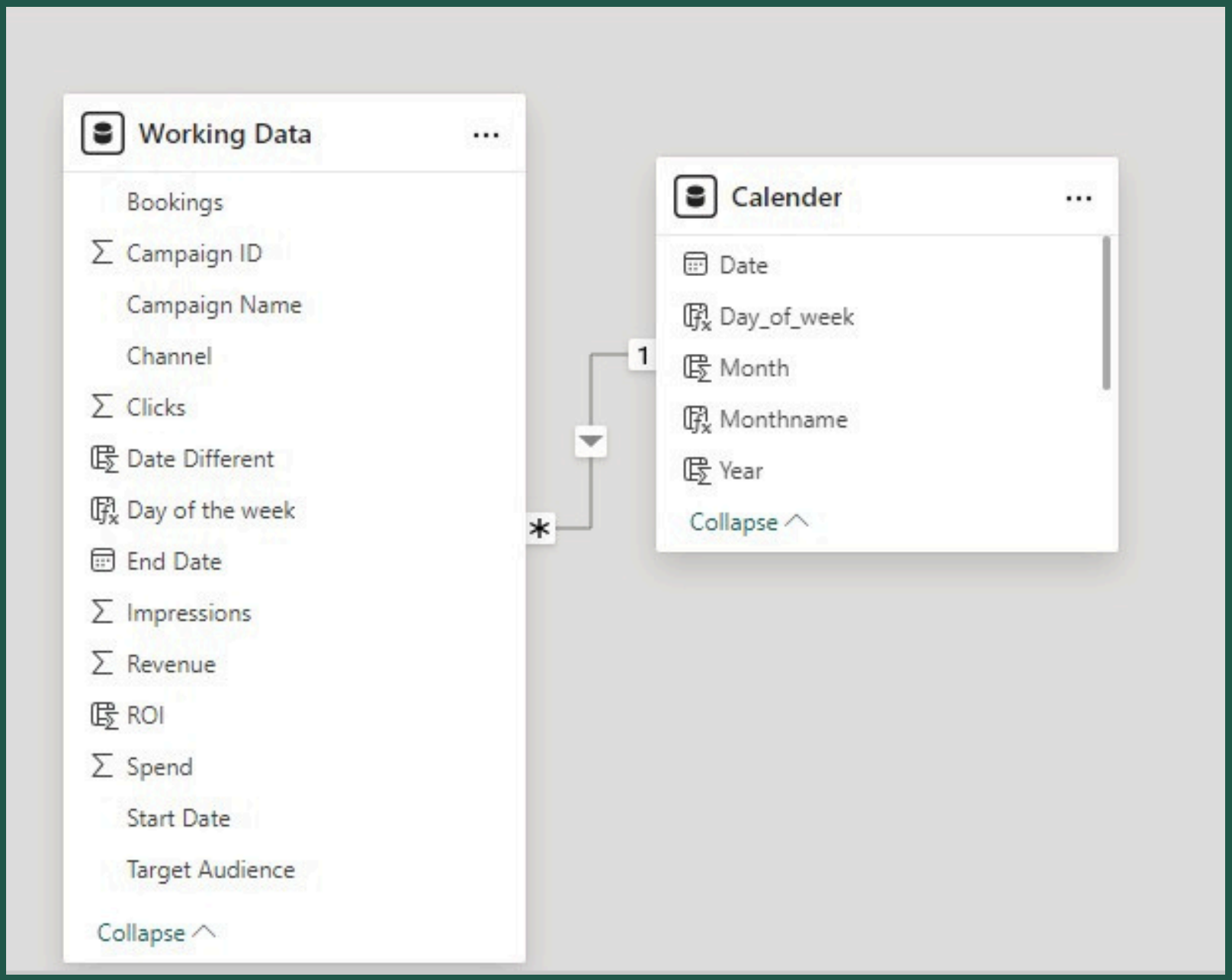
- KPI's Measure
- Trends by (Campaign Channel, Target Audience, ROI)

Design Dashboard:

- Main Page with Channel Tooltip Card
- Campaign Tracker Page

Recommendation

DATA MODEL:



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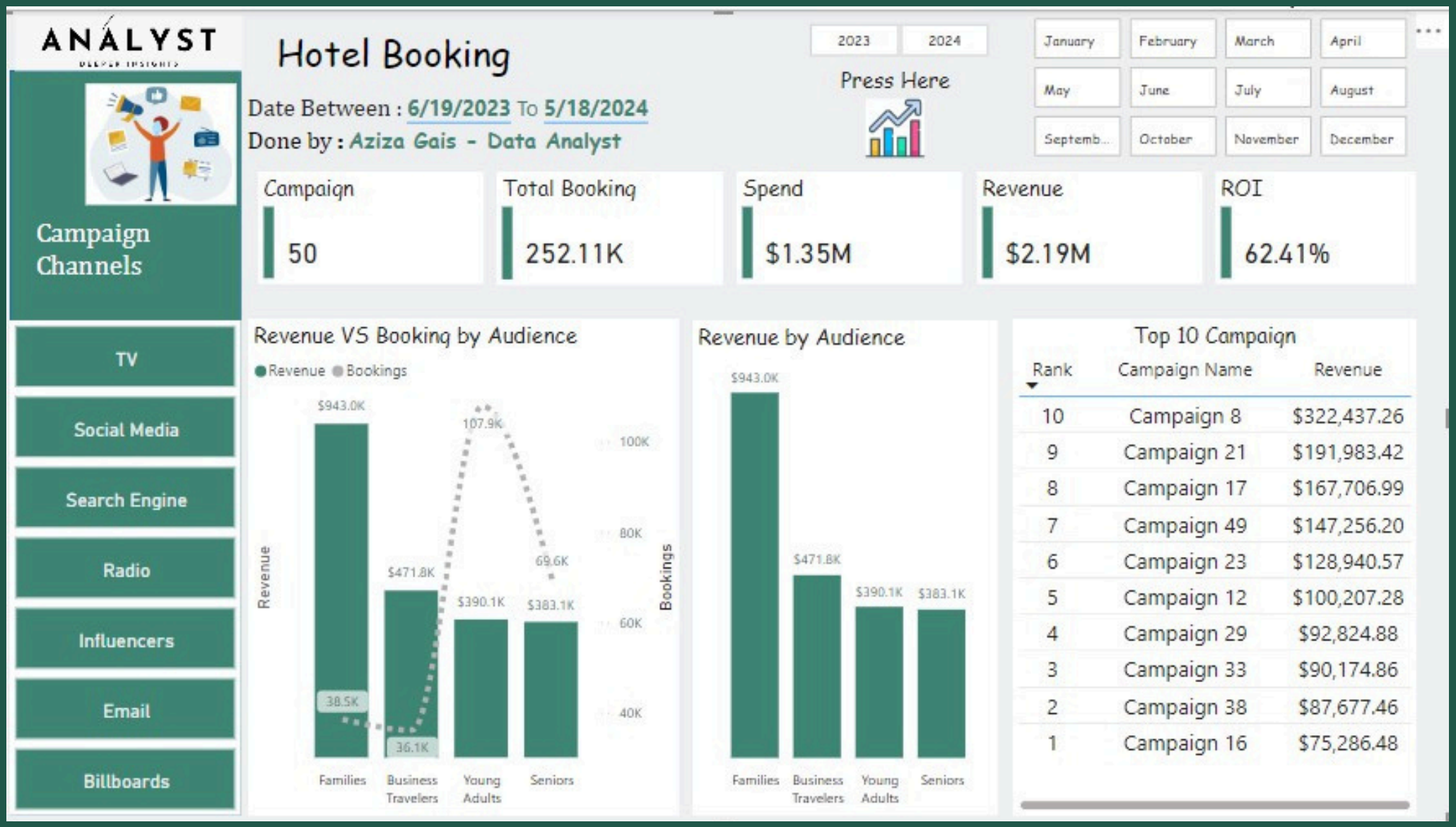
DASHOARD:



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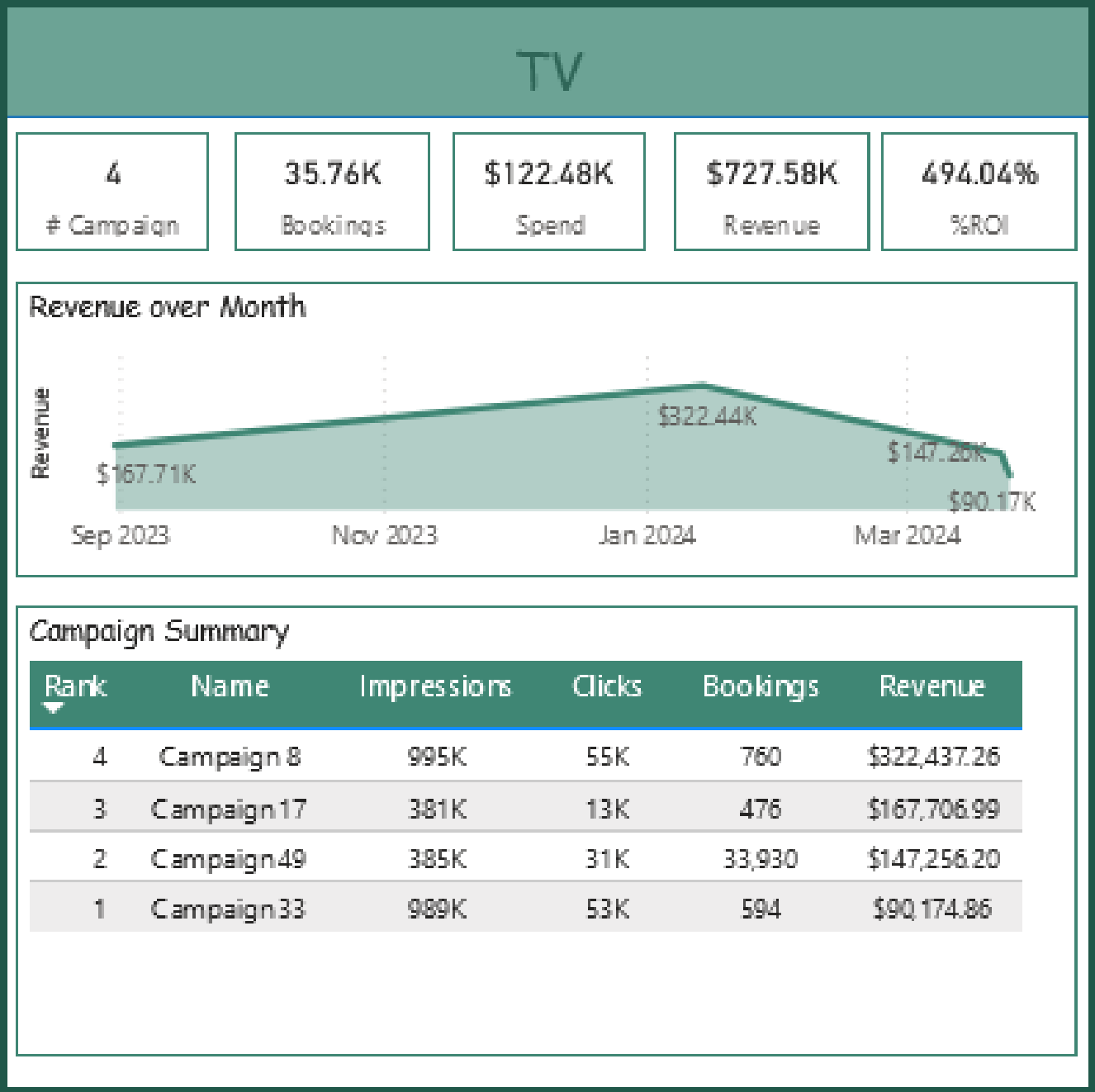
TOP 10 CAMPAIGNS:

Top 10 Campaign

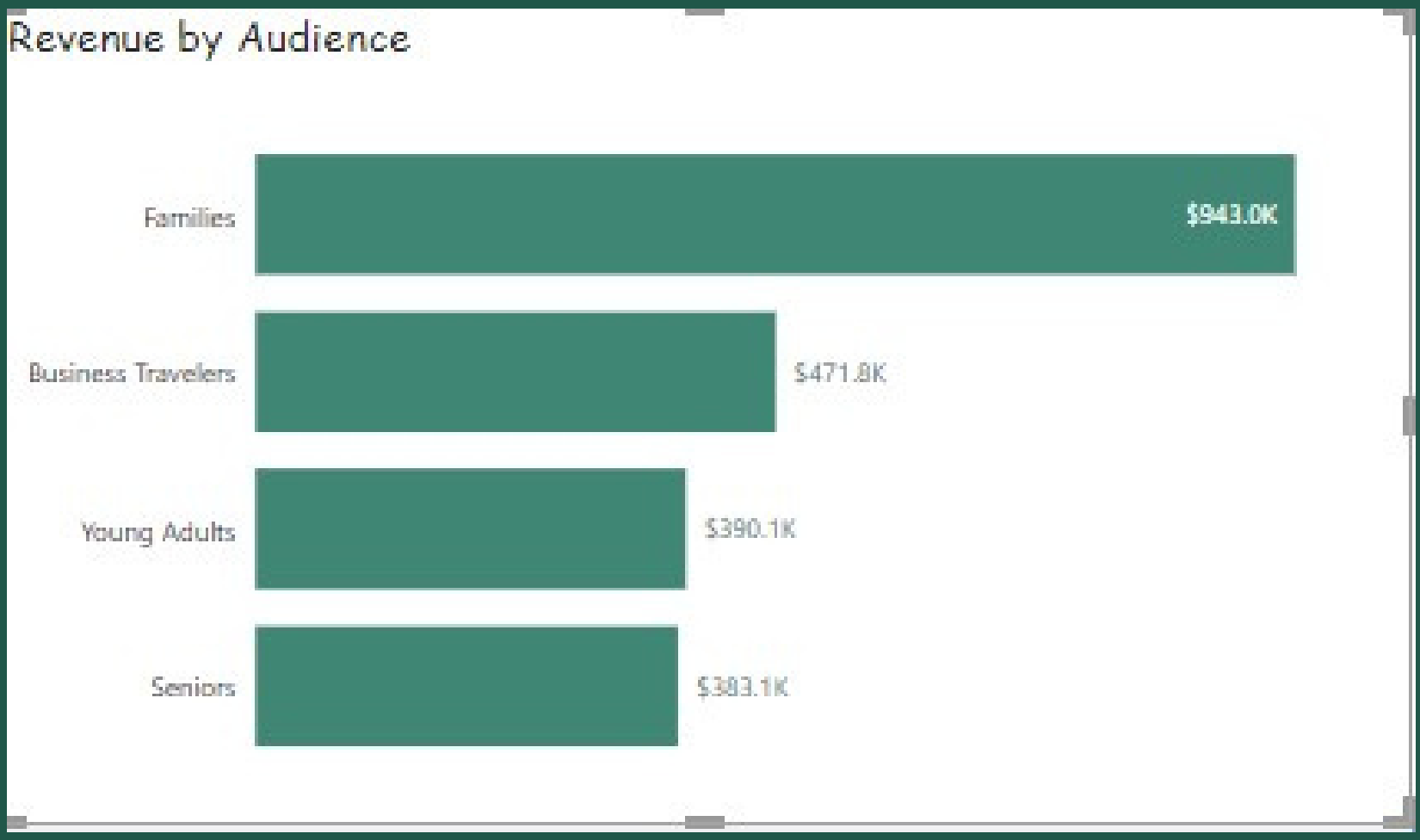
Rank	Campaign Name	Channel	Revenue
10	Campaign 8	TV	$322,437.26
9	Campaign 21	Search Engine	$191,983.42
8	Campaign 17	TV	$167,706.99
7	Campaign 49	TV	$147,256.20
6	Campaign 23	Search Engine	$128,940.57
5	Campaign 12	Social Media	$100,207.28
4	Campaign 29	Social Media	$92,824.88
3	Campaign 33	TV	$90,174.86
2	Campaign 38	Radio	$87,677.46
1	Campaign 16	Search Engine	$75,286.48

CHANNEL CARD TOOLTIP:

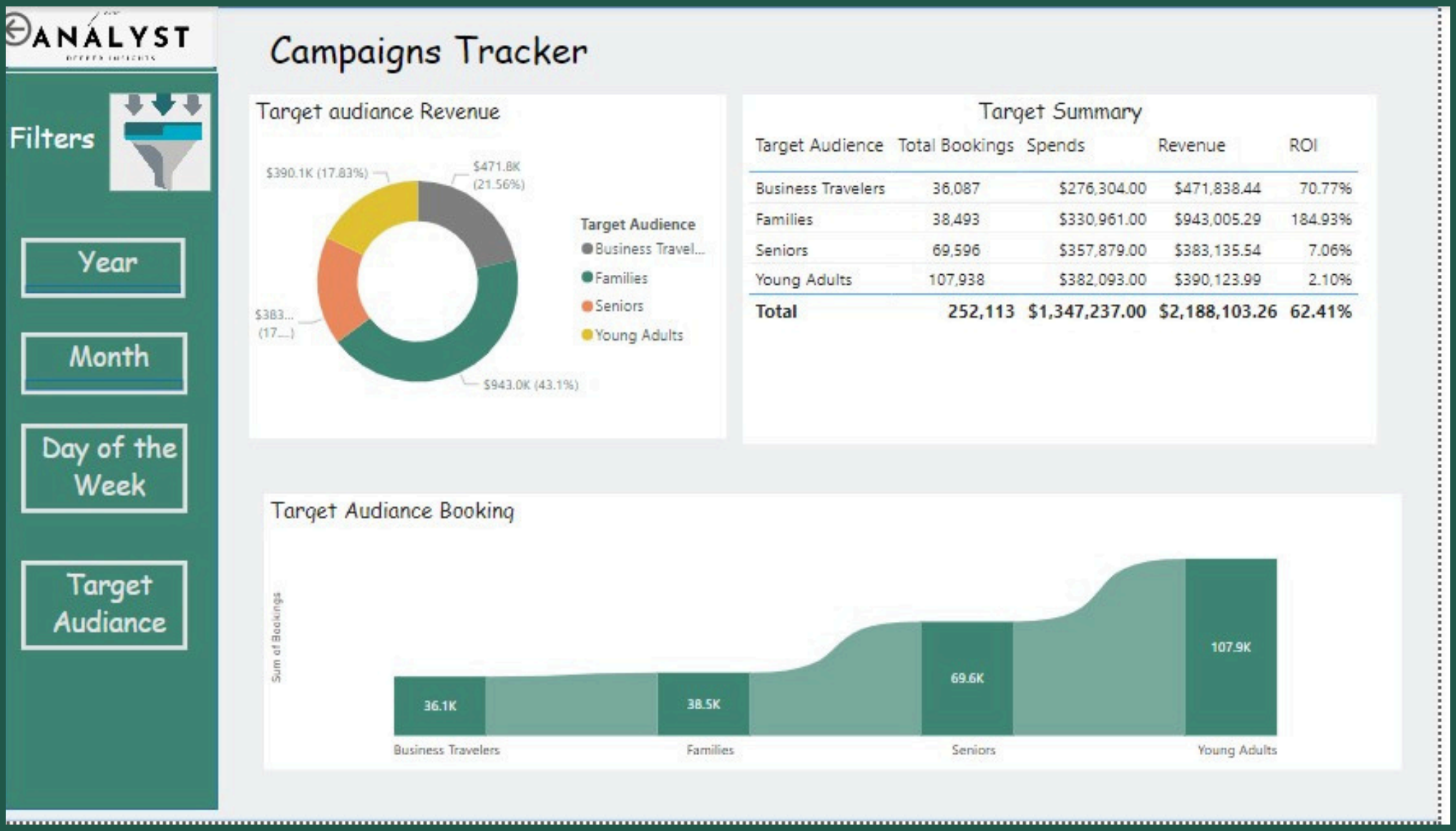


Rank	Name	Impressions	Clicks	Bookings	Revenue
4	Campaign 8	995K	55K	760	$322,437.26
3	Campaign 17	381K	13K	476	$167,706.99
2	Campaign 49	385K	31K	33,930	$147,256.20
1	Campaign 33	989K	53K	594	$90,174.86

AUDIANCE TARGET:



CAMPAIGN TRACKER:



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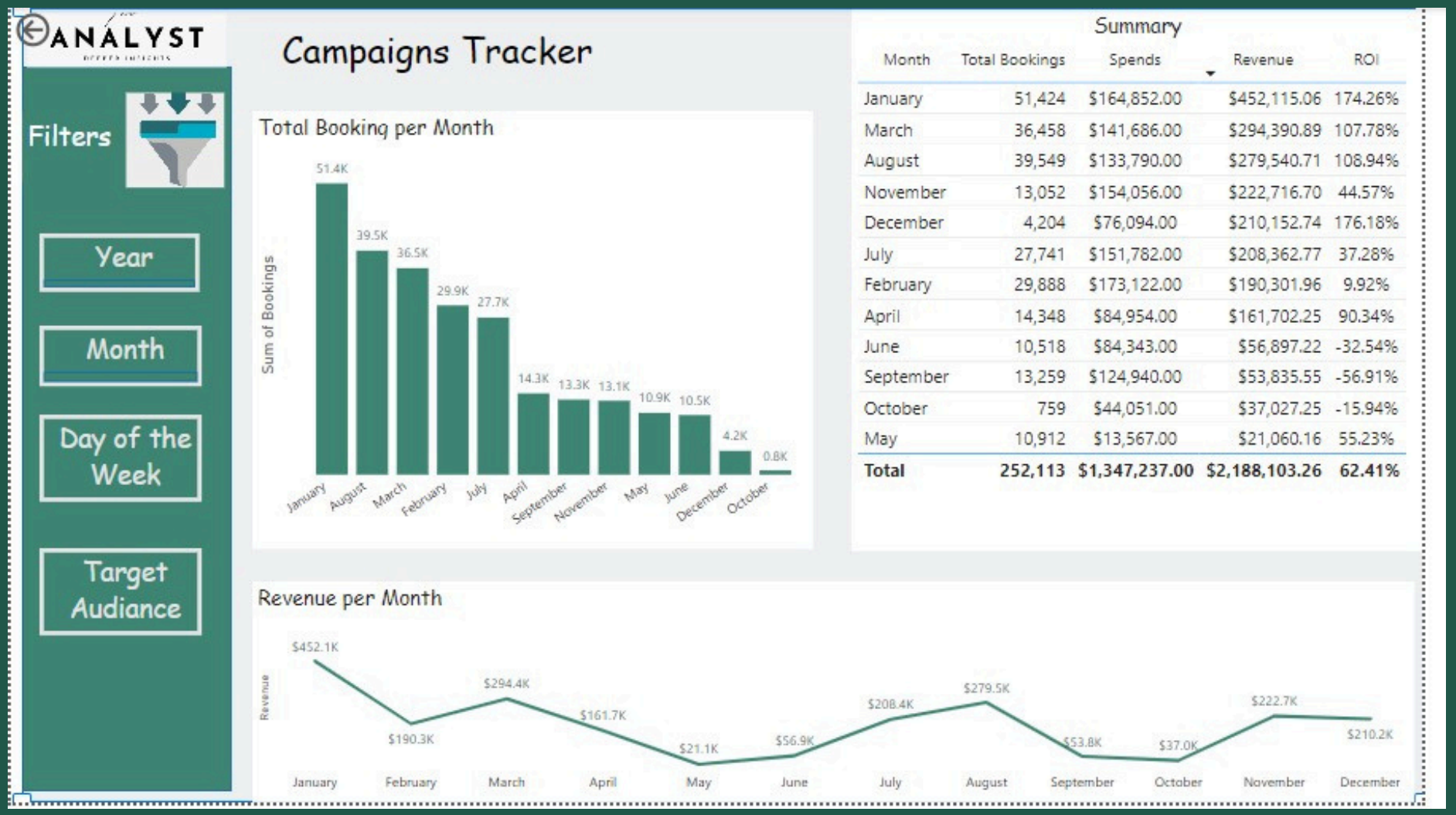
CAMPAIGN TRACKER PER MONTH:



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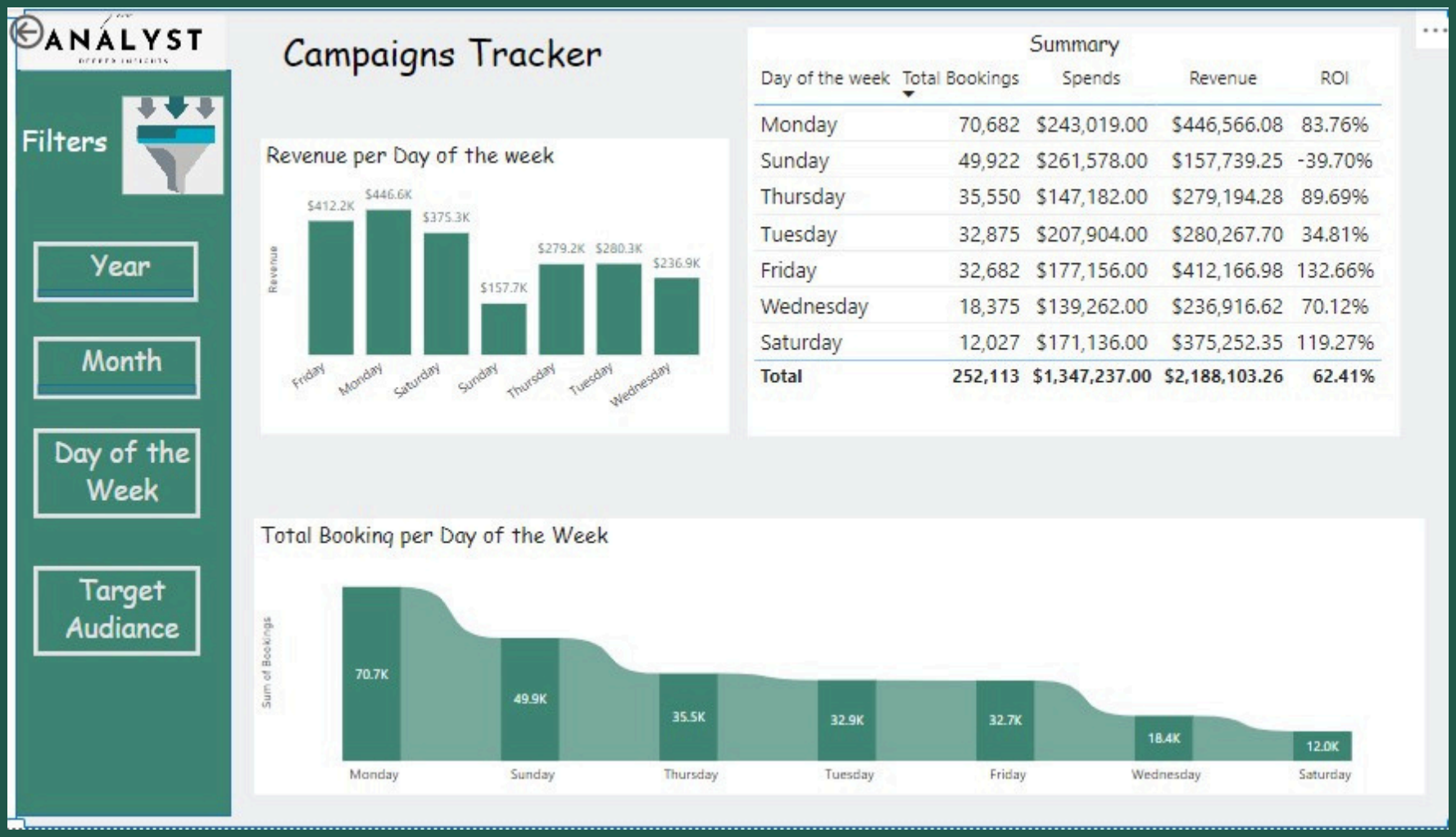
CAMPAIGN TRACKER ON DAY OF THE WEEK:



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INSIGHTS:

Date Range: from June 19, 2023, to May 18, 2024

1. Key Metrics:

- Campaigns: There were a total of 50 campaigns during this period.
- Total Bookings: 252.11K bookings were made.
- Spend: The total expenditure was $1.35M.
- Revenue: The revenue generated was $2.19M.
- ROI: The return on investment (ROI) was 62.41%

2. Insights:

- Booking & Revenue Trend: Both bookings and revenue showed an increasing trend from 2023 to 2024.
- Effective Channel Performance: TV campaigns stood out as the most effective channel, contributing significantly to revenue.
- Audience Impact: Families had a huge impact on revenue, while young adults played a key role in bookings.
- Best Booking & Revenue Days: Mondays & Sunday were the best days for bookings, Friday & Monday were best in revenue .
- Best Booking & Revenue Months: January & August were the top months for bookings, January & March were top for revenue .

RECOMMENDATION:

- Channel Optimization: Consider allocating more resources to TV campaigns, which have proven effective.
- Audience Targeting: Continue targeting families, as they drive substantial revenue. Explore strategies to engage young adults further.
- Day-Specific Campaigns: Plan specific campaigns between Fridays & Monday to maximize bookings.
- Seasonal Campaigns: Leverage the popularity of January, March ,July and August for targeted marketing efforts.
- Go deeper: Occasionally, a high day or month's bookings did not translate into a high revenue.

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WAS THIS HELPFUL?

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