

Project Scope

Campaign Performance Analysis

Data Analyst: Benbiba Mehdi

Client/Sponsor: VeraCare Health

Purpose:

This project aims to evaluate and optimize the performance of VeraCare Health’s marketing campaigns from 2019–2023 in order to inform budget allocation for 2024. The focus is on two strategic objectives:

- Increasing customer signups
- Boosting brand awareness nationally

By analyzing core performance metrics (Signup Rate, Cost per Signup, Click-Through Rate, and Cost per Impression), the project will deliver deep insights and actionable recommendations to improve marketing ROI.

Scope / Major Project Activities:

The major parts of this project

Activity	Description
Data Preparation	Clean, merge, and preprocess campaign and customer data from internal sources.
Exploratory Data Analysis	Explored signup trends, campaign costs, and engagement metrics across platforms and Campaign categories.
Metric Calculation	Calculated North Star Metrics: Signup Rate, Cost per Signup (CPS), Click-Through Rate (CTR), and Cost per Impression (CPI).
Dashboard Creation	Create a Power BI dashboard to visualize key findings

	and enable the marketing team to explore data trends.
Recommendations Report	Create a detailed report that includes major findings with actionable recommendations for 2024 marketing budget decisions.

This project does not include:

This project does not involve :

- Designing or executing new marketing campaigns.
- Collecting data from third-party or external platforms.
- Analyzing non-marketing performance KPIs (e.g., service issues).

Deliverables:

Deliverable	Description/ Details
Executive Insights Presentation (PPT)	A clean, data-driven slide deck focused on the four North Star metrics segmented by campaign category and platform.
Power BI Dashboard	An interactive dashboard visualizing campaign performance and signup/awareness metrics.
Recommendations Report	A comprehensive report outlining key findings and recommendations about budget allocation for the next marketing campaign (2024)

Schedule Overview / Major Milestones:

The expected schedule for the project is:

Milestone	Expected Completion Date	Description/Details
Data Cleaning	07/18/25	The data is cleaned, preprocessed, and ready for analysis.
Metric Calculation & EDA	07/18/25	Key campaign performance metrics analyzed.
Dashboard Creation	07/19/25	Interactive Power BI dashboard completed and tested.

Final Report Delivery	07/21/25	Comprehensive report with key findings and recommendations.
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*Estimated date for completion:

Estimated Completion Date: July 21, 2025