Market Flash Campaign Performance Analysis
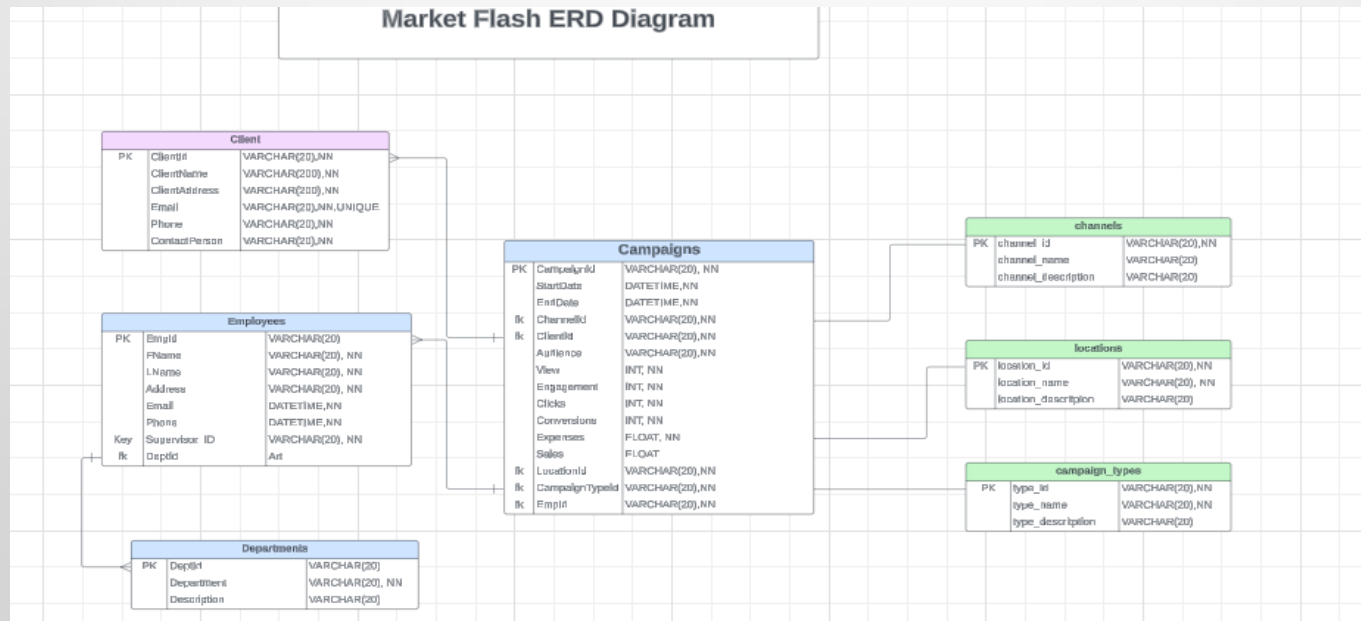
Objective:

- To analyze campaign performance and employee impact on campaign success.

Key Questions:

- - What factors contributed to high-performing campaigns?

Data Structure Overview

Market Flash ERD Diagram - Shows relationships between Clients, Employees, Departments, Campaigns, Channels, Locations, and Campaign Types.

Campaign Performance Dashboard

- Campaign Performance Dashboard:

- - Key KPI: Average Conversion

- - Analyzed by Channel, Audience, and Location for in-depth insights.
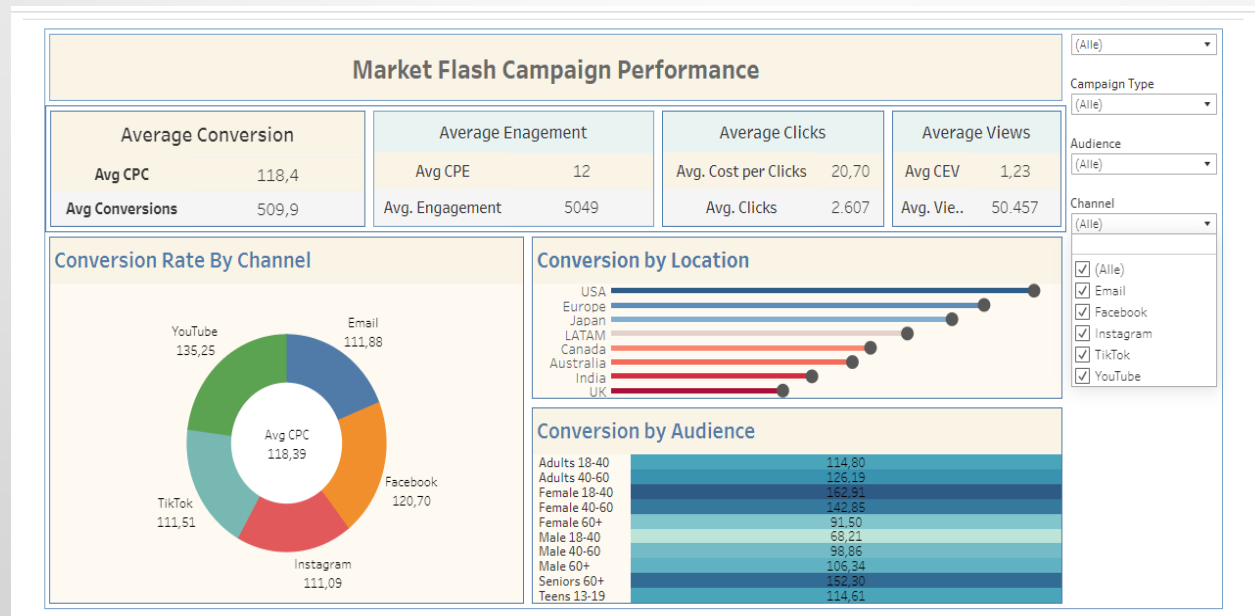
Insights and Analysis

- **Key Findings**:

  - Average Conversion is the primary KPI for performance.

  - Analysis focuses on variations by:

    * Channel (e.g., Email, Facebook, Instagram)

    * Audience Segments (e.g., Age, Gender)

    * Location (e.g., USA, Europe, India)

- Trends highlight which channels and audience segments contribute most to conversion success across different regions.

Conclusions and Next Steps

- **Summary:** Overall insights on campaign performance and employee contribution.

  - Recommendations:

    - Focus on campaigns led by high-performing employees.

    - Invest in marketing channels with high engagement.