WHY THIS PROJECT?

With the buzz around a new ecommerce platform Temu's massive $2 billion online marketing spend to capture the Nigerian market, I found myself pondering an important question: Does a great number of impressions on online ads actually translate to tangible profit? As someone looking and learning deeper the world of data analytics, I decided to center this project around exploring the power of online marketing and answering this very question.

HOW?

When embarking on an online campaign, the first task of any digital marketer is to set clear objectives. These objectives act as the compass for measuring the campaign's success and each objective comes with its own set of metrics, such as impressions, clicks, leads, orders, or downloads, but not all metrics are created equal. While impressions measure how many people saw an ad, they don't always guarantee engagement, let alone profit.

MY FOCUS

For this project, I focused on analyzing the performance of an online marketing campaign for a luxury product: a Rolex watch priced at $1,300 per unit. Using a dataset sourced from Kaggle (in its rawest, dirtiest form!), I meticulously cleaned the data to make it ready for analysis. From there, I used Microsoft Excel to build an interactive dashboard that explored several key areas:

- Campaign Performance: Measuring impressions, clicks, and orders.
- ROI Analysis: Did the campaign generate enough revenue to justify its cost?
- Category-Insight Analysis: Identifying which aspects of the campaign contributed most to success.
- Budget Allocation Efficiency: Were resources used effectively?

  This dashboard gave me deep insights into the relationship between ad spend, impressions, and actual revenue generation.

MY FINDINGS

So, what did I find?

While high impressions may look good on paper, profitability lies in achieving the right balance between impressions, clicks, and ultimately, conversions. Without a clear primary objective to guide the campaign, even millions of impressions could fail to generate meaningful results.

For example, this Rolex campaign saw a good number of impressions and clicks,

but conversion rates were the real game-changer. It reinforced the importance of tracking metrics that align directly with the campaign's primary goal—in this case, sales.

This project was more than just a dive into data; it was an opportunity to practice data storytelling using Excel as my tool. From cleaning messy data to designing the dashboard, it was a painstaking yet rewarding process.
If you're curious to see how impressions, clicks, and conversions stack up in this campaign—or if you want to know how I built this dashboard—let me know in the comments!