MARKETING ANALYTICS

Group V :

Poovizhi Murugesan
Nidhin K George
Rapoori Pruthvi Raj
Suraj Diwakar Hanumante
Bhanu Prasad Pantala

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SUMMARY

- This project assesses how well marketing campaigns connect with users—from inbox to website.
- The insights reveal how many people received, opened, and clicked emails, and how they behaved on our site afterward.
- It integrates KPIs from both email and web platforms to uncover actionable insights that support continuous improvement, audience targeting, and strategic alignment.
- The goal is to refine what works and fix what doesn’t.

OBJECTIVE

- Deliver a multi-channel performance snapshot using standardized KPIs
- Deconstruct campaign-level engagement for benchmarking
- Track how content influences engagement across devices
- Highlight high-performing campaigns for future replication
- Provide data-backed recommendations for resource optimization

KPI LIST

- Email Delivery Rate (%)
- Open Rate (%)
- Click-Through Rate (CTR) (%)
- Campaign Engagement Rate (%)
- Top Performing Campaigns
- Average Activity Per Email
- Activity Breakdown by Type
- Email Sent vs Activity Timeline
- Total unique visitors
- Average bounce rate (%)
- Average session duration
- Traffic source breakdown
- Device usage share
- Top 5 regions by unique visitors
- Engagement by date (time series)

CHALLENGES

❖Data Quality & Preparation

- Incomplete or duplicated activity logs
- Inconsistent date/time formats
- Missing campaign metadata
- Key fields like Campaign_ID or Email_ID were absent in some logs, making joins difficult.

❖Analytical & Technical Hurdles

- Users often interacted with campaigns on different devices/sessions, breaking continuity.
- Performance lags with large datasets
- Some KPIs were hard to represent visually in a way that made immediate sense

KEY TAKEWAYS

Email Performance Is Strong

- High delivery and open rates show audience reach is solid. Reliable campaign infrastructure is in place.

Timing Impacts Engagement

- Activity spikes correlate with campaign launch days and Optimize send schedules for peak engagement.

Mobile Readiness Is Crucial

- Mobile traffic continues to grow. Ensure all assets are fully mobile-optimized.

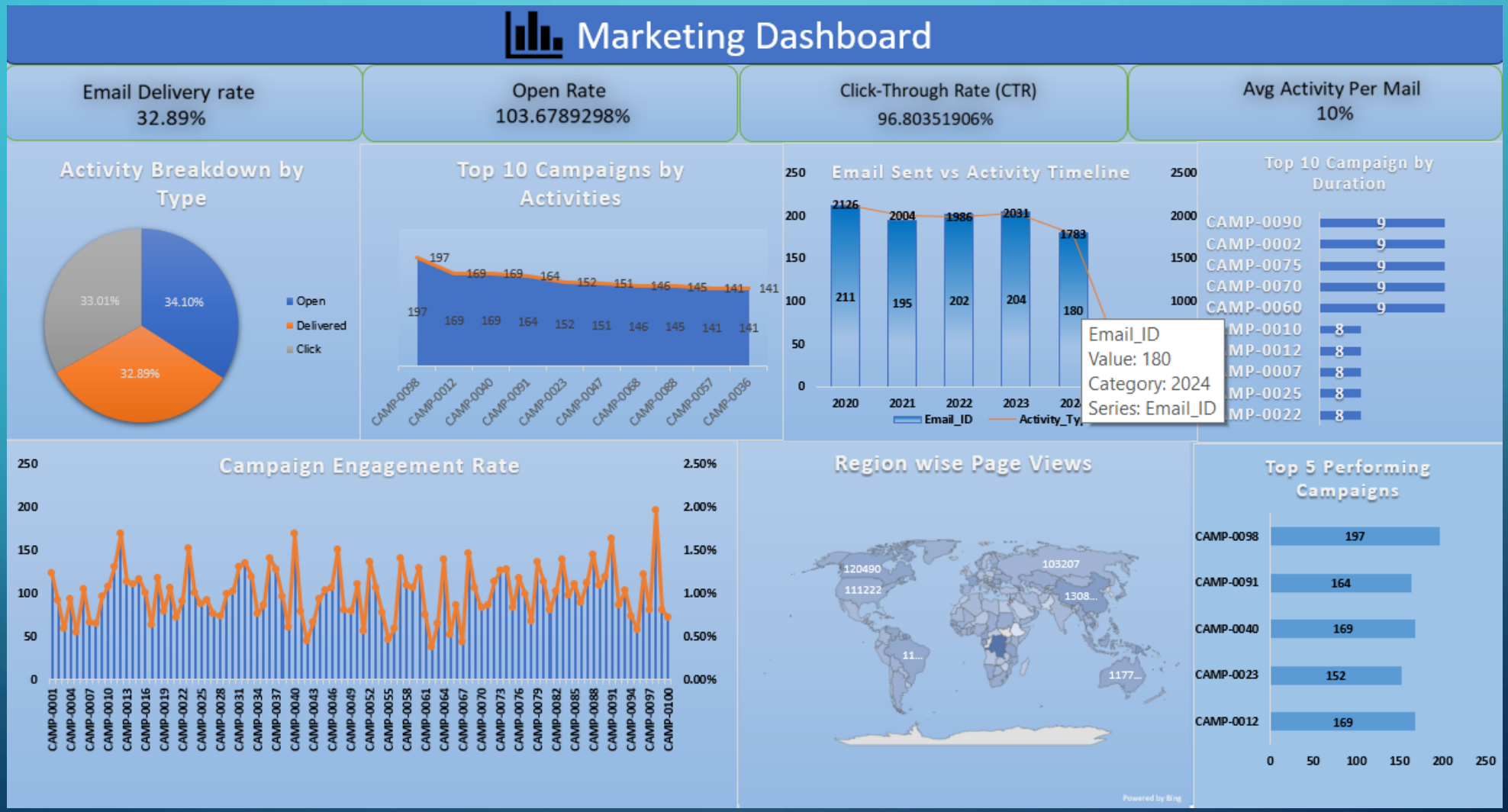
Web Metrics Reveal Deeper Behavior

- Bounce rate and session duration help assess content quality and Cross-channel tracking adds strategic value.

Target Regions Show Growth Potential

- Top-performing regions reveal high-intent audiences. Localized campaigns could increase ROI.

Excel Dashboard



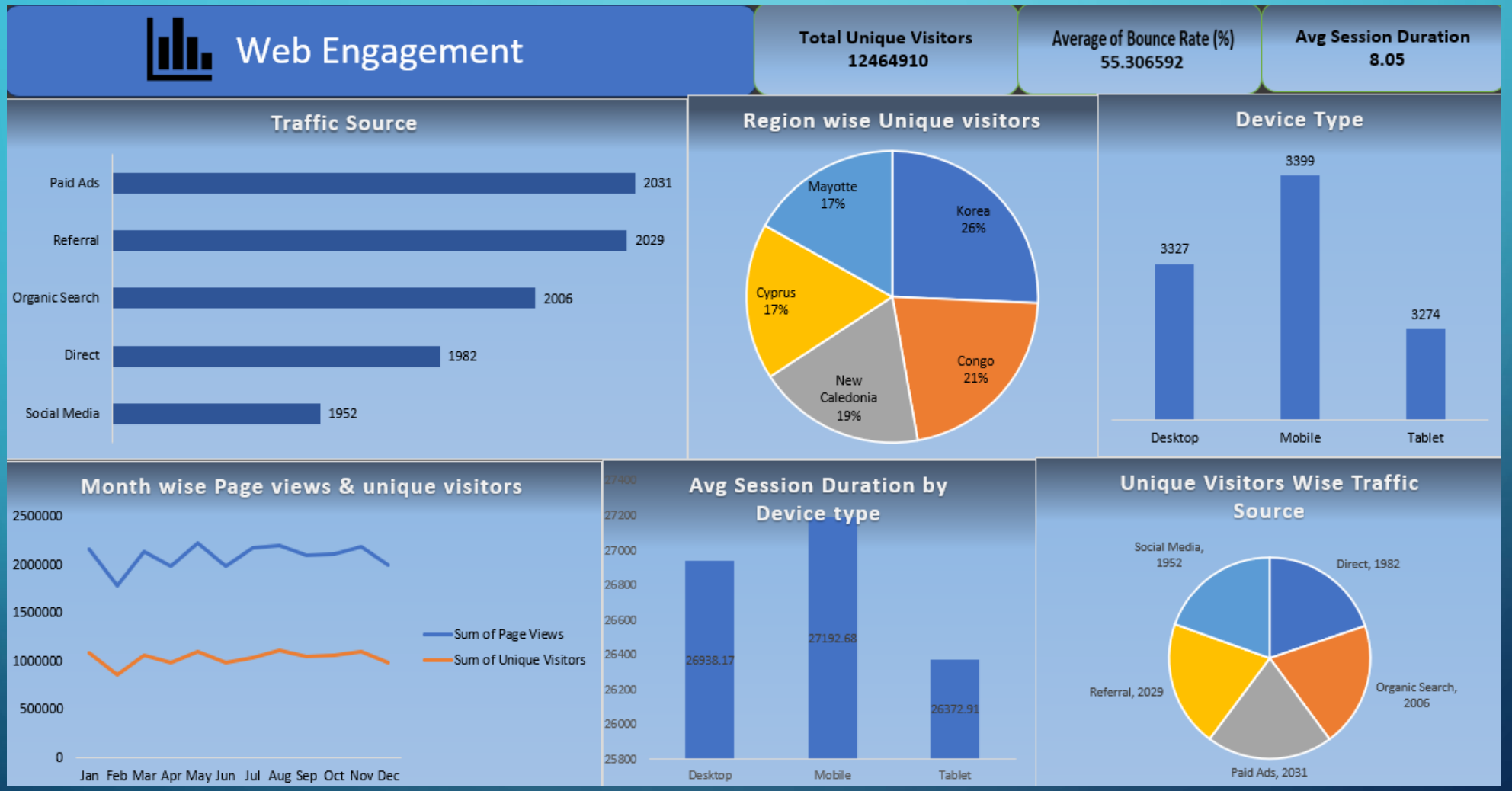
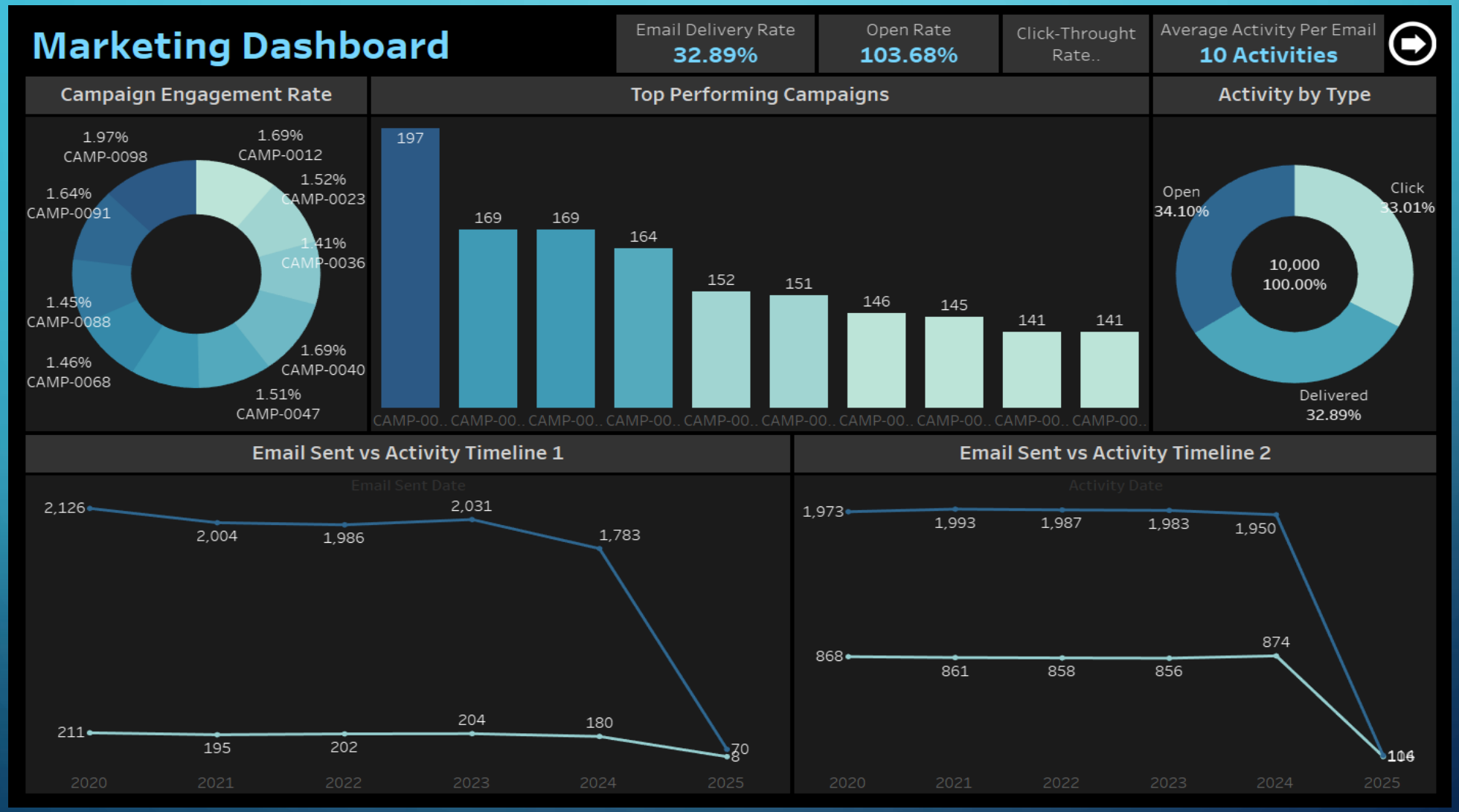
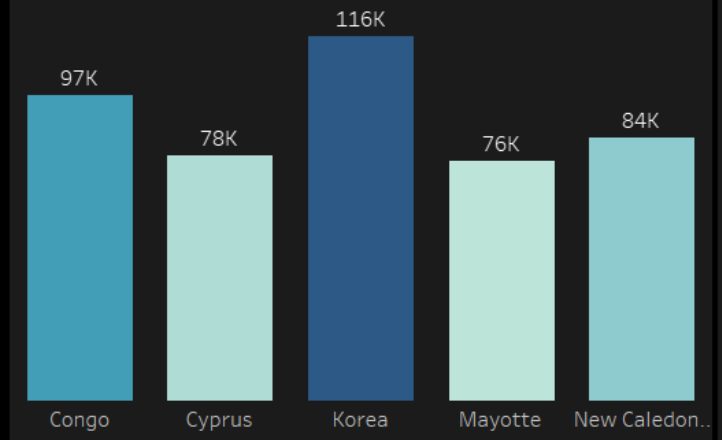

Web Engagement
Total Unique Visitors
12464910
Average of Bounce Rate (%)
55.306592
Avg Session Duration
8.05
Traffic Source
Paid Ads
2031
Referral
2029
Organic Search
2006
Direct
1982
Social Media
1952
Region wise Unique visitors
Mayotte 17%
Korea 26%
Cyprus 17%
Congo 21%
New Caledonia 19%
Device Type
3327
3399
3274
Desktop
Mobile
Tablet
Month wise Page views & unique visitors
2500000
2000000
1500000
1000000
500000
0
Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec
Sum of Page Views
Sum of Unique Visitors
Avg Session Duration by Device type
27400
27200
27000
26800
26600
26400
26200
26000
25800
26938.17
27192.68
26372.91
Desktop
Mobile
Tablet
Unique Visitors Wise Traffic Source
Social Media, 1952
Direct, 1982
Referral, 2029
Organic Search, 2006
Paid Ads, 2031

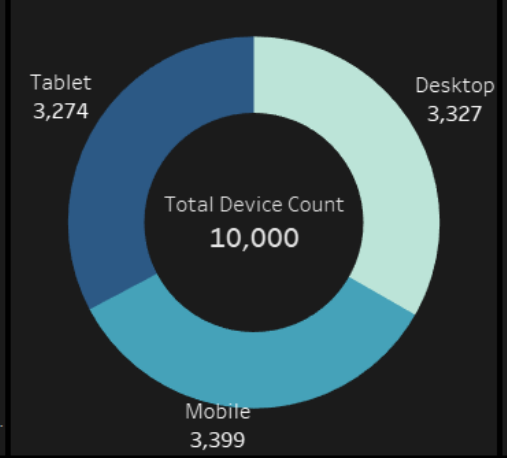
Tableau Dashboard

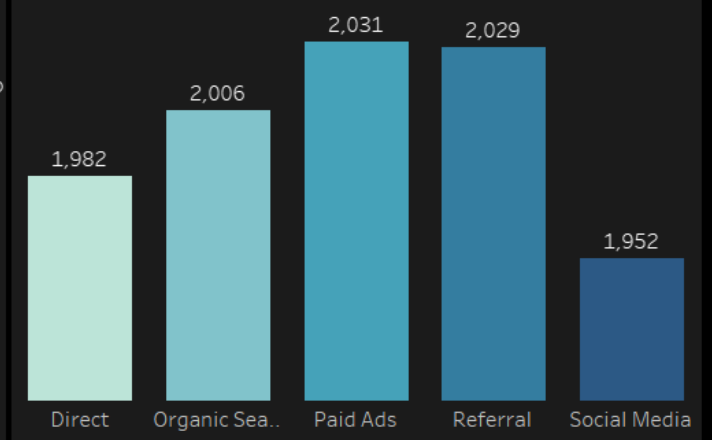


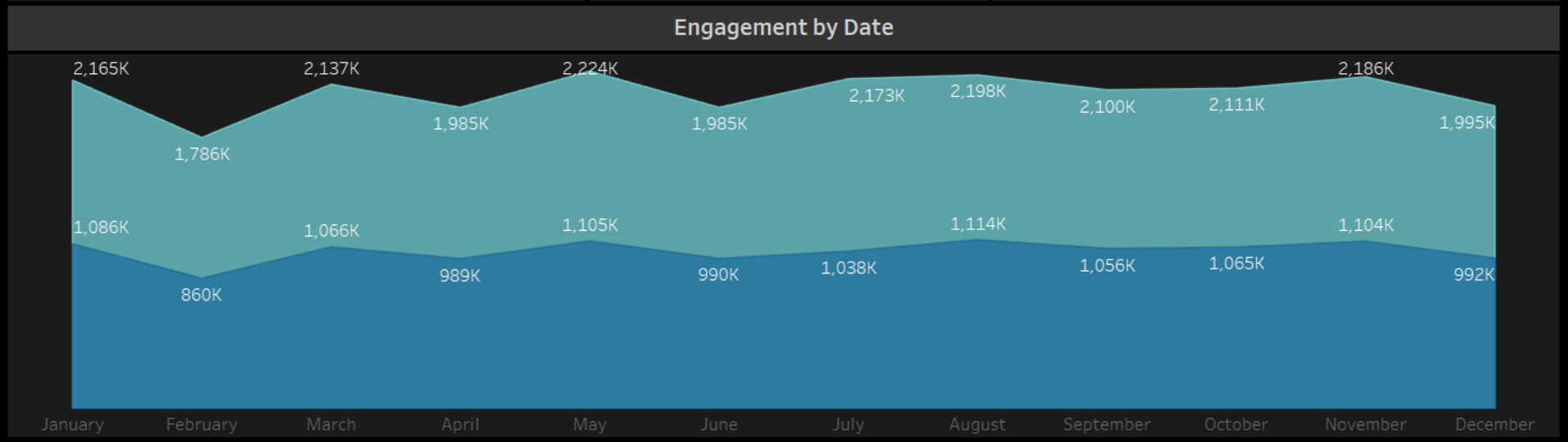
Web-Engagement Dashboard

Total Unique Visitors	Average Bounce Rate	Average Session Duration
12,465K	55.31%	8.05 Minutes

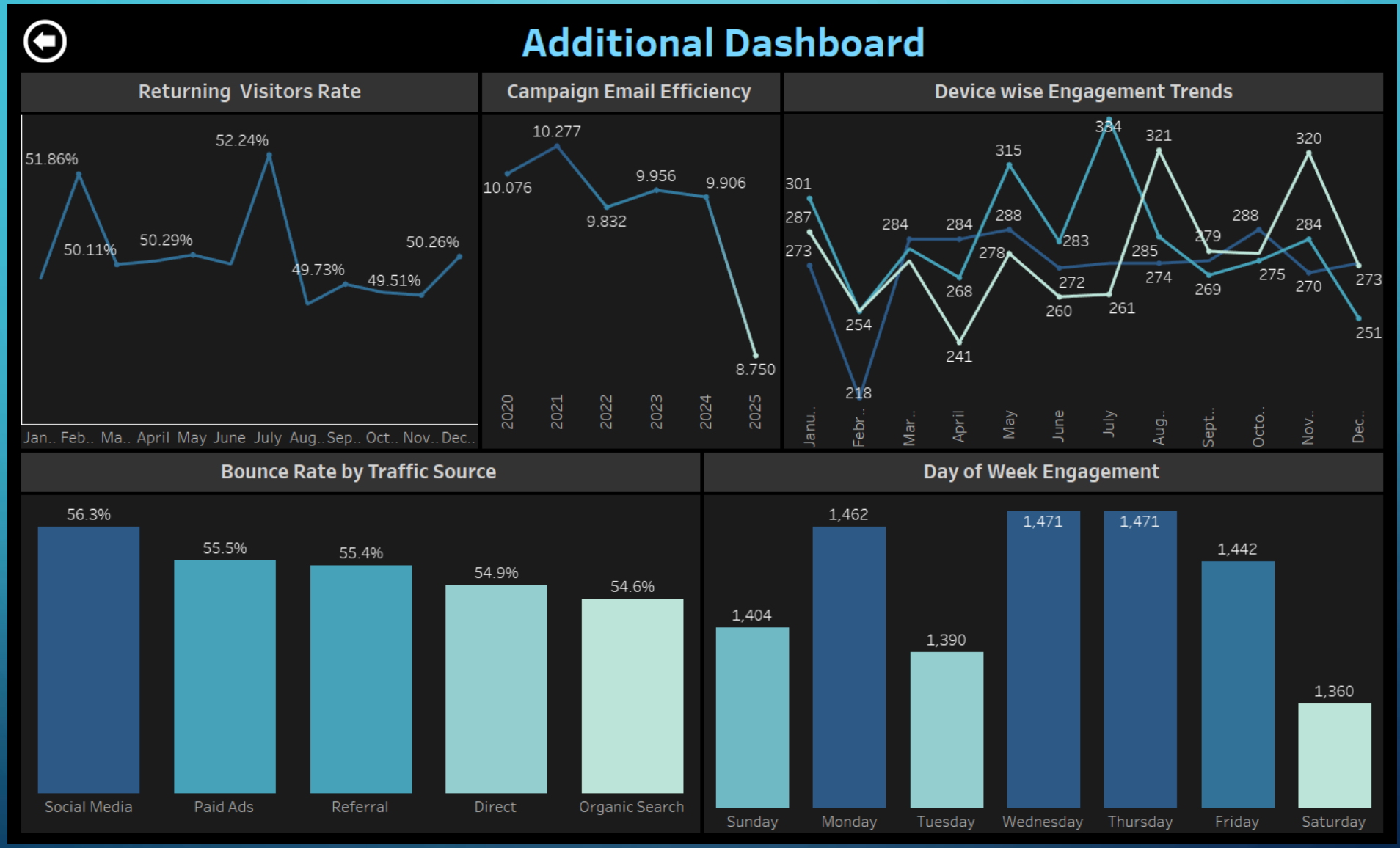




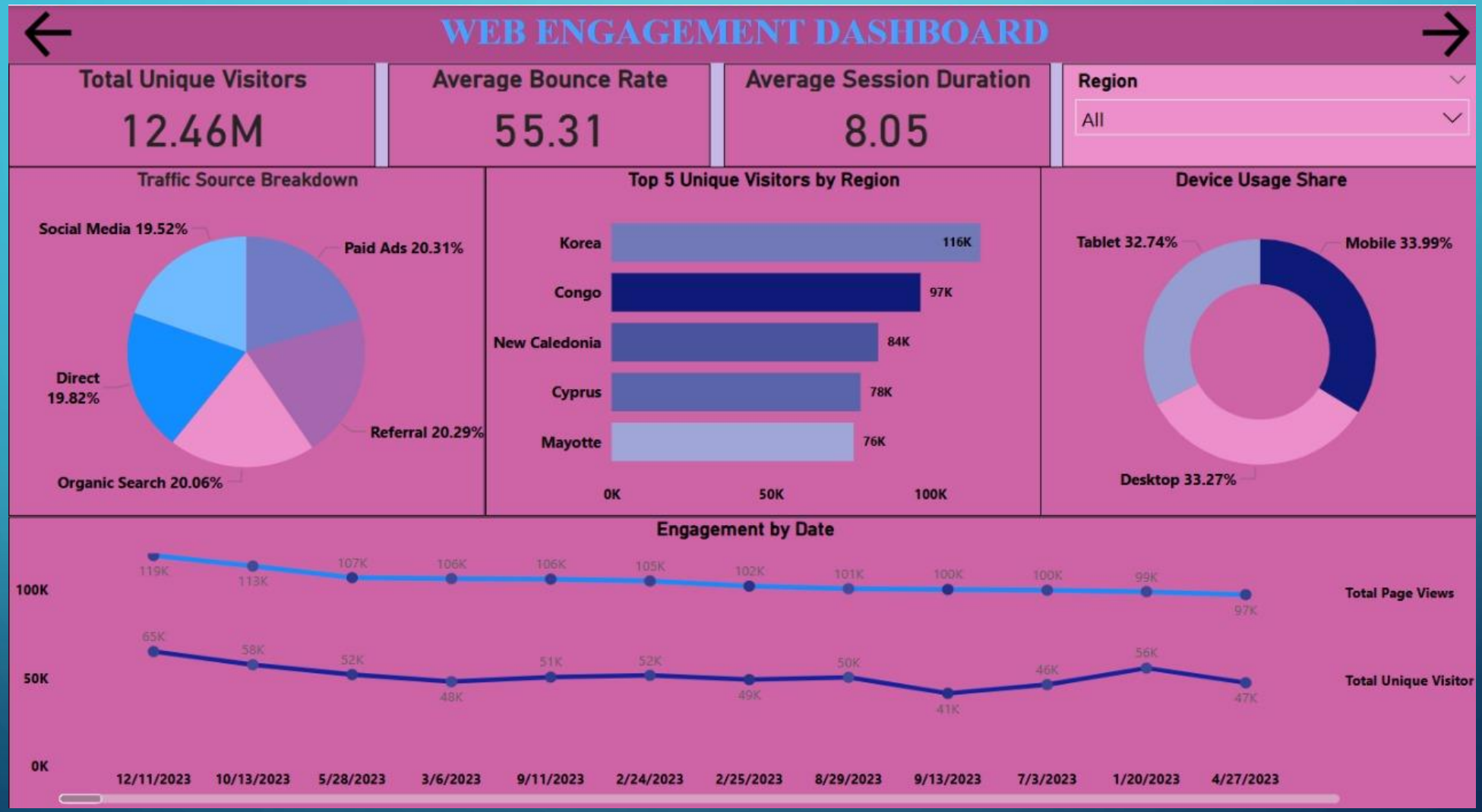




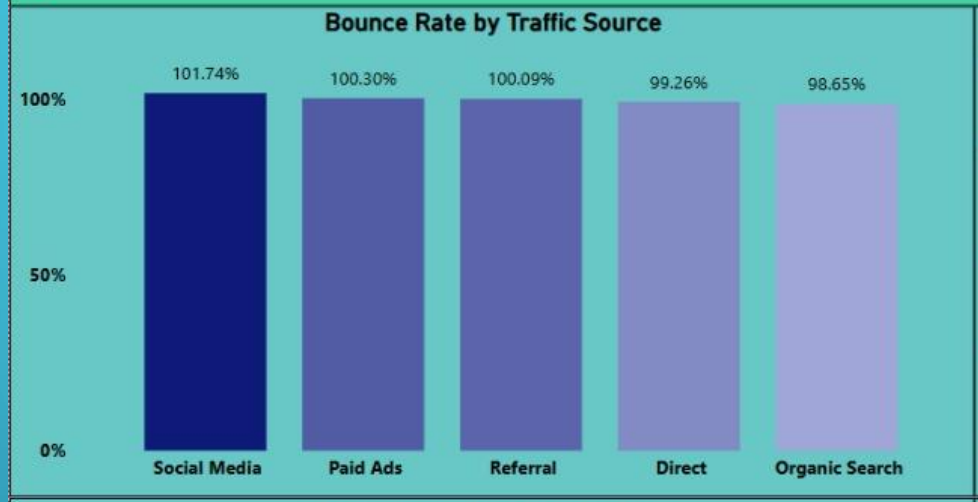
Additional Dashboard

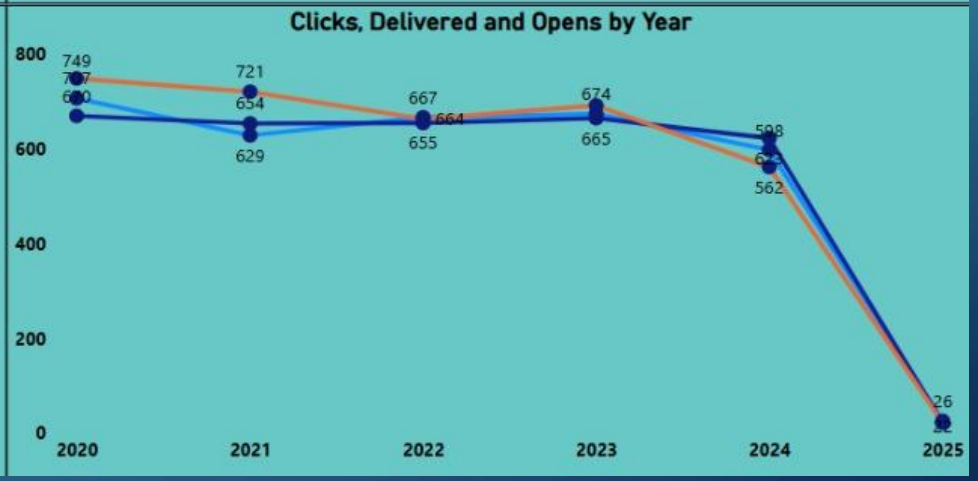


Power BI Dashboard


WEB ENGAGEMENT DASHBOARD
Total Unique Visitors
12.46M
Average Bounce Rate
55.31
Average Session Duration
8.05
Region
All
Traffic Source Breakdown
Social Media 19.52%
Paid Ads 20.31%
Direct 19.82%
Referral 20.29%
Organic Search 20.06%
Top 5 Unique Visitors by Region
Korea
116K
Congo
97K
New Caledonia
84K
Cyprus
78K
Mayotte
76K
0K
50K
100K
Device Usage Share
Tablet 32.74%
Mobile 33.99%
Desktop 33.27%
Engagement by Date
100K
50K
0K
119K
113K
107K
106K
106K
105K
102K
101K
100K
100K
99K
97K
65K
58K
52K
48K
51K
52K
49K
50K
41K
46K
56K
47K
Total Page Views
Total Unique Visitor
12/11/2023
10/13/2023
5/28/2023
3/6/2023
9/11/2023
2/24/2023
2/25/2023
8/29/2023
9/13/2023
7/3/2023
1/20/2023
4/27/2023

ADDITIONAL KPI'S





SQL outputs and KPIs

	Traffic Source	Avg_Bounce_Rate
▶	Social Media	56.27%
	Paid Ads	55.47%
	Referral	55.36%
	Direct	54.9%
	Organic Search	54.56%

	average_activity_per_email
▶	10

	Average_Bounce_Rate
▶	55.31

	Campaign_ID	engagement_rate_percentage
▶	CAMP-0098	197
	CAMP-0040	169
	CAMP-0012	169
	CAMP-0091	164
	CAMP-0023	152
	CAMP-0047	151
	CAMP-0068	146
	CAMP-0088	145
	CAMP-0057	141
	CAMP-0036	141

	Click_Through_Rate
▶	96.80352

	Activity_Type	Activities
▶	Open	3410
	Delivered	3289
	Click	3301

	Months	Page_Views	Unique_Visitors
▶	Sep	2100270	1055901
	Oct	2111080	1064772
	Nov	2186098	1103677
	May	2223632	1105324
	Mar	2136944	1066203
	Jun	1984991	990217
	Jul	2173300	1038063
	Jan	2164698	1085890
	Feb	1786428	859960
	Dec	1994937	992251
	Aug	2198244	1113783
	Apr	1984562	988869

	Device Type	Usages
▶	Mobile	3399
	Desktop	3327
	Tablet	3274

	Email_delivery_rate_percentage
▶	32.89000

	Month_Name	Avg_Bounce_Rate
▶	December 2023	55.55%
	February 2023	55.3%
	April 2023	55.74%
	September 2023	56.09%
	January 2023	54.95%
	August 2023	54.65%
	July 2023	55.75%
	June 2023	55.72%
	November 2023	55.67%
	October 2023	54.87%
	March 2023	55.21%
	May 2023	54.29%

	Open_Rate
▶	103.67893

	Unique_Visitors
▶	12.46M

	Region	Unique_Visitors
▶	Korea	115821
	Congo	97039
	New Caledonia	83742
	Cyprus	78208
	Mayotte	76086

	Region	Total_Engagement
▶	Korea	332232
	Congo	276823
	Wallis and Futuna	228511
	Bhutan	227603
	New Caledonia	226341

	Traffic Source	Entries
▶	Paid Ads	2031
	Referral	2029
	Organic Search	2006
	Direct	1982
	Social Media	1952

CONCLUSIONS

- This project has laid the foundation for making smarter marketing decisions based on real user engagement and campaign data.
- This project bridged the gap between email and web data, enabling a more holistic understanding of customer behavior.
- We successfully measured key email and web KPIs to understand what's working and where improvements are needed.
- Consistent KPIs, cleaned datasets, and integrated insights allow us to refine targeting, improve content, and streamline reporting.
- Manual processes were a challenge. Investing in automation, dashboarding, and real-time tracking will enhance future efficiency.
- With well-defined KPIs and logic captured, this project sets a reusable framework for upcoming campaigns or analytics efforts.

Fin.

THANK YOU !