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INTERNSHIP TASK-2 (FUTURE_INTERNS)

Marketing Campaign Performance Tracker Project Description:

o Developed an interactive Marketing Campaign Performance Tracker Dashboard in Power BI to provide real-time insights, enabling the marketing team to track performance and make data-driven decisions.

o Connected Superstore dataset (2,000 rows, 28 columns) from local system and performed data exploration to understand structure and requirements.

o Executed ETL process (Extract, Transform, Load) using Power Query Editor, including data cleaning and preparation.

o Designed visualizations such as

o Created Key KPIs: ID Count, Total Accepted, Average Income.

  o Customers by Education,
  o Accepted Customers by Campaigns,
  o Customers by Marital Status.

o Added interactive slicers (Country) to enhance user experience and drill-down capabilities.

o Derived key business insights from the dashboard:

  ❖ Education-wise graduated customers are more than others.
  ❖ Most of the customers accepted last campaign i.e. Response (33.37%).
  ❖ Most of the customers from married category.