iFood Campaign Analytics Insights & Recommendations

# 1. Key Campaign Insights

• Overall Response Rate: 15.10%

• Best Performing Campaign: AcceptedCmp4

• Customer Complaint Rate: 0.91%

# 2. Campaign Acceptance Rates

* AcceptedCmp1: 6.44%
* AcceptedCmp2: 1.36%
* AcceptedCmp3: 7.39%
* AcceptedCmp4: 7.44%
* AcceptedCmp5: 7.30%

# 3. Customer Spending Analysis

Average spending by product category:

* MntFishProducts: $37.76
* MntMeatProducts: $165.31
* MntFruits: $26.40
* MntSweetProducts: $27.13
* MntWines: $306.16
* MntGoldProds: $44.06

Top spending category: MntWines

# 4. PCA Insights

Explained Variance by First 5 Principal Components:

* PC1: 24.23%
* PC2: 6.94%
* PC3: 6.14%
* PC4: 4.82%
* PC5: 4.19%

# 5. Recommendations

• Prioritize campaigns similar to the best performing one for increased conversion.

• Reduce complaints further to improve customer satisfaction and loyalty.

• Focus marketing around top spending product categories, especially MntWines, which has the highest average spend.

• Use PCA insights to reduce dimensionality and better segment customer profiles.