**Marketing Campaign**

horizontal line

**Executive Summary:**

In this report, we analyzed the factors that significantly impact web purchases, the most successful marketing campaign, the average customer profile, the best performing product, and the underperforming channel. Based on our analysis, we recommend certain actions to improve the performance of web purchases and increase revenue.

**Insights:**

Our analysis revealed that birth year, education, marital status, and income are the most significant factors in web purchases. Customers born between 1963 and 1982, with a graduate degree, and a yearly income between 41K to 82K are the average customer profile. "Last Campaign" was the most successful marketing campaign, and "Wines" was the best performing product. However, the underperforming channel was web purchases.

**Recommendations:**

To improve the performance of web purchases, we recommend the following actions:

Enhance the customer experience by providing a user-friendly and easy-to-navigate website.

Increase the visibility of web purchases by investing in search engine optimization (SEO) and search engine marketing (SEM) campaigns.

Offer personalized recommendations and promotions based on the customer's purchase history.

Use social media platforms to promote web purchases and engage with customers.

Provide secure and convenient payment options to build trust and confidence in the customers.

**Conclusion:**

In conclusion, by understanding the factors that influence web purchases, focusing on the best-performing products, and improving the customer experience, companies can increase revenue and improve the performance of web purchases. With the right strategies and tactics, web purchases can become a significant source of revenue and growth for the company.

**Project owner**

Name:- Ritu Jha

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