

The background features a complex network of thin, light-colored lines connecting various sized dots. The dots are primarily orange and pink, with some yellow and red tones, creating a dynamic, organic pattern that resembles a neural network or a data visualization. The dots are scattered across the slide, with a higher concentration in the upper right and lower right areas.

Marketing Campaign Performance Analytics

Project Summary:

A business intelligence project to analyze **marketing campaign performance** by integrating multiple data sources into a cloud data warehouse and creating an interactive KPI dashboard. The solution leverages **AWS Redshift** for warehousing, **dbt** for data modeling and ETL, and **Tableau** for visualization, following best practices in data warehousing (star schema) and data quality management.

Github depository:

<https://github.com/raman-sk/Marketing-Campaign-Performance-Analytics>

Tableau dashboard:

<https://public.tableau.com/app/profile/raman.karp/viz/Marketing-Campaign-Performance-AnalyticsPublic/Dashboard1#1>



THANK YOU!