

MARKETING CAMPAIGN RESULTS ANALYSIS

By Ruchi Kumari

Marketing Campaign

Problem and Background:

Marketing campaign data of 2,240 customers of Maven Marketing, including customer profiles, product preferences, campaign successes/failures, and channel performance.

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.

Scope:

By leveraging this dataset, marketers and data analysts can uncover valuable insights regarding campaign performance, audience preferences, channel effectiveness, and ROI. This dataset serves as a valuable resource for market research, campaign optimization, and data-driven decision-making, enabling businesses to refine their marketing strategies and drive targeted growth.

Methodology:

Data Cleaning and Preparation

Null Value Analysis: Identify columns with missing values and their percentage.

By using COUNTBLANK function we have identified NULL value in INCOME column.

Based on the nature of data value, average function used to replace NULL by mean value.

Outliers : There is no outliers.

Exploratory data analysis (EDA)

Customer Profile Analysis: Visualize customer demographics (age, gender, location, income, etc.) using histograms, bar charts, and pie charts.

Campaign Performance Analysis: Visualize campaign performance over time using bar charts.

Channel Performance Analysis: Analyze the performance of different marketing using bar chart.

Identify top-performing and underperforming channels.

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.

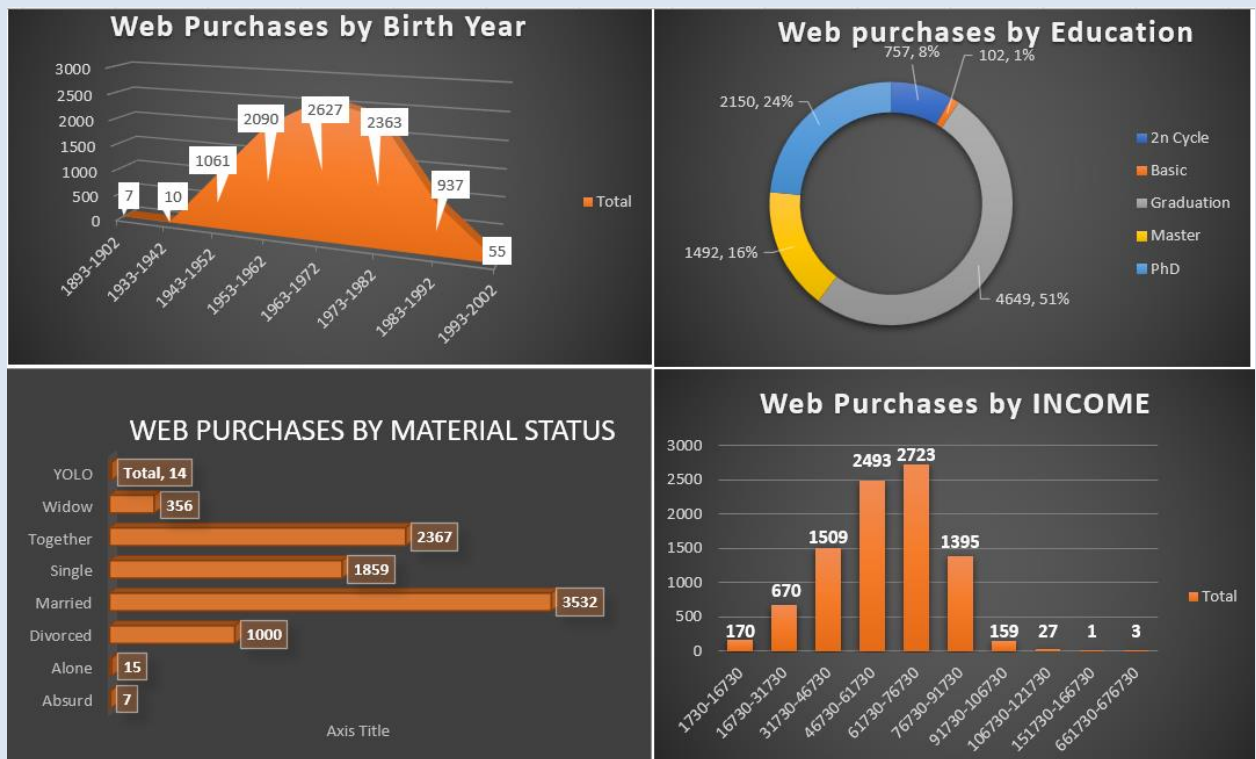
Recommended Analysis:

1. Are there any null values or outliers? How will you handle them?

There are **"24" Null values** found in "Income" column by using **COUNTBLANK** formula. There are different methods to impute missing values, such as mean imputation, median imputation, mode imputation, regression imputation. **in this data we have used "Mean" to replace blank values. (Mean value is 52247)**

2. What factors are significantly related to the number of web purchases?

Customer **'education', 'Age', 'Income' and 'marital status'** are significantly related to the number of web purchases. Based on the charts, we can see that birth, education, marital status, and income are the most significant factors in web purchases.



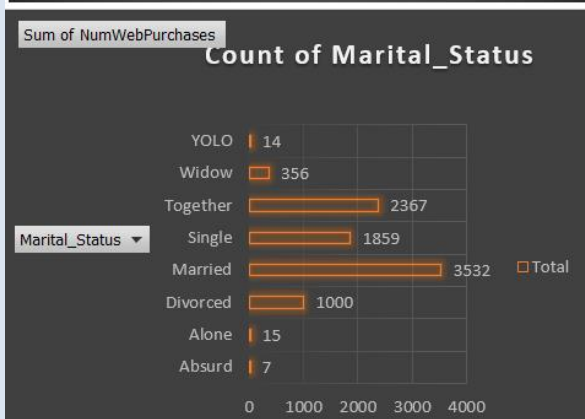
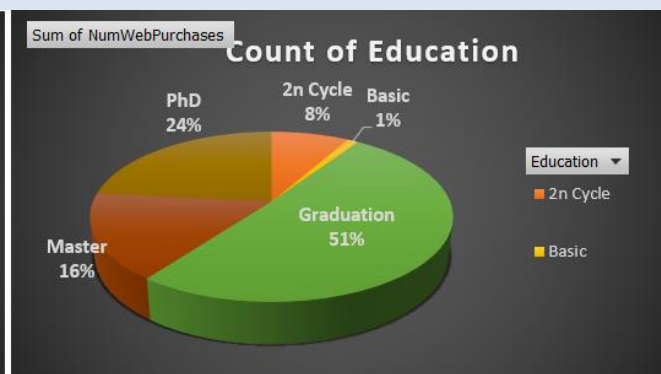
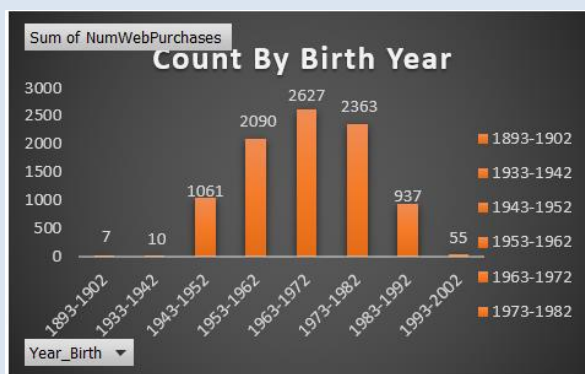
3. Which marketing campaign was the most successful?

The Most Successful Marketing is **"Last Campaign"**



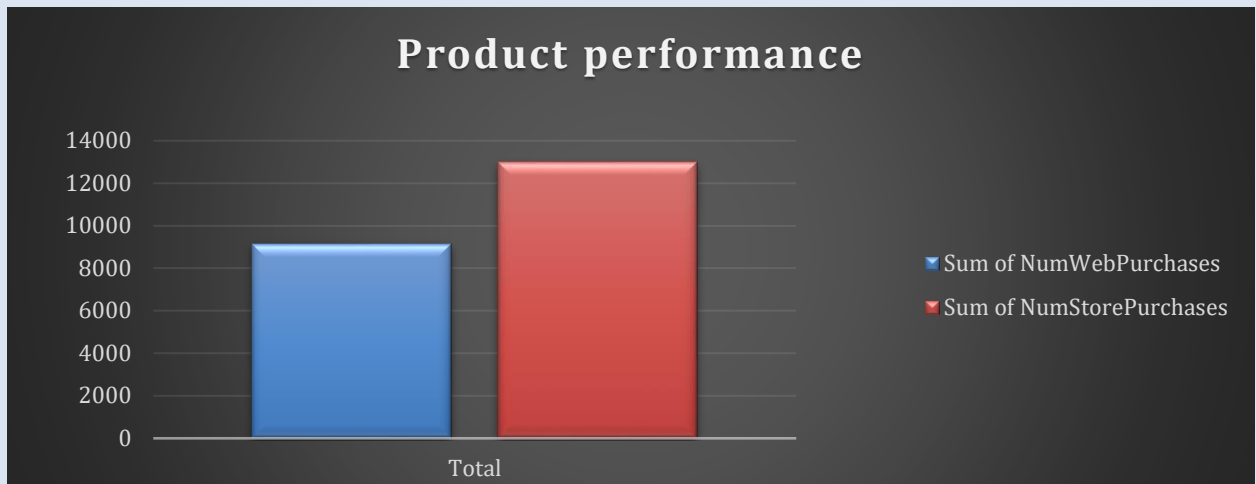
4. What does the average customer look like?

Based on the charts, we can see that **birth year between 1953 to 1982**, education level '**Graduation**', marital status '**married & together**', and income **between 46k to 76k** are the most significant factors in web purchases.



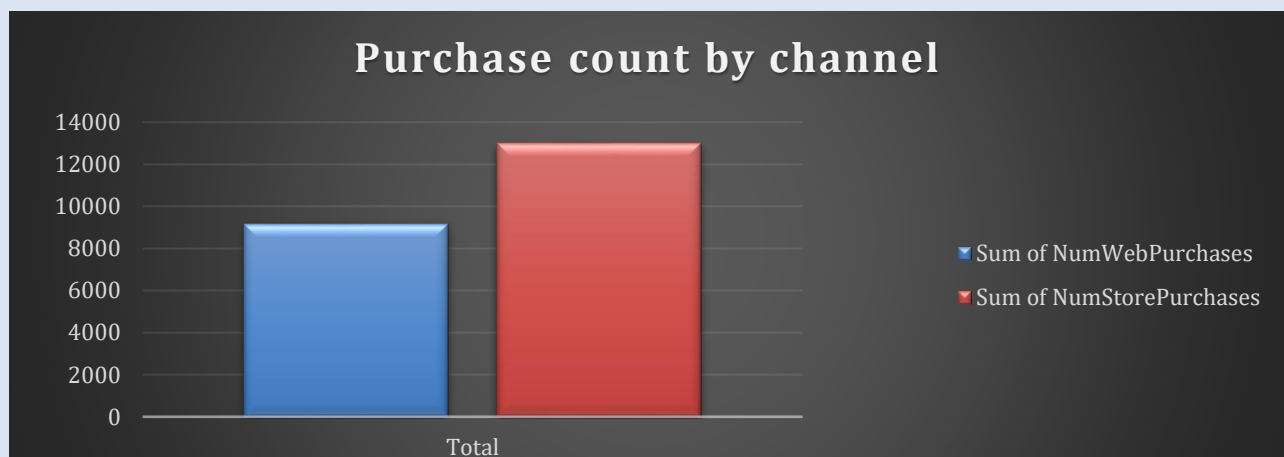
5. Which products are performing best?

Based on below chart the best performing product is "Wines"



6. Which channels are underperforming?

Based on below chart the underperforming channel is "**Web Purchase**"



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.

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