

## Business Insights Report (EDA)

### Objective

The objective of this analysis was to evaluate marketing campaign performance across different channels and recommend budget allocation strategies based on Return on Investment (ROI).

### Data Cleaning & Preparation

The dataset was cleaned by converting date columns to datetime format and transforming acquisition cost into numeric format. Additional metrics such as Click-Through Rate (CTR) were calculated to enhance performance analysis.

### Key Findings

- Facebook shows the highest average ROI (~5.018), closely followed by Website and Google Ads.
- Email campaigns generate the highest total clicks and impressions but also incur the highest acquisition cost.
- ROI differences across channels are minimal, indicating consistent performance across platforms.
- Monthly ROI trends show stable campaign performance throughout the year.
- Customer segment analysis reveals slight variation, with Foodies and Tech Enthusiasts performing marginally better.

### Recommendation

Since ROI differences are relatively small across channels, a balanced budget allocation strategy is recommended. However, a slight increase in budget toward Facebook is advised due to its marginally higher ROI. Continuous monitoring of email campaign spending is recommended to ensure cost efficiency. Overall, the marketing strategy appears stable and effective across channels.