



# Project Title:Market Campaign ROI Analysis-GlowUp

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**Role: Business Analyst/Data Analyst**

**Tools Used: Excel,Power BI**

**Duration: 2-3Weeks**

## Executive Summary

GlowUp is a mid-sized beauty and skincare startup in India. In recent months, the business has ran recent offline and online marketing campaign. The company spent a significant budget on advertisement on different platform, now the management wants which campaign gave the best return.

This project analyzes one year of budget spent level data (ROI, category, Total revenue, customer type) to identify the drivers of sales and campaign and highlight underperforming campaign.

Using Power BI -based EDA and a multi-page Power BI dashboard, the analysis reveals that:

- The influencer campaign drives the highest positive ROI, which is 570%.
- Search based campaign drives the lowest and inconsistent performance.
- Overall across all channel ROI(%) is decent, which is above 400%.
- Three Channels (likely Social Media, Search and Display) requires high investment but generates the largest share of sales.

This report analyzes GlowUp's marketing performance from January to November 2021 to identify the most profitable channels and guide future budget allocation. Overall financial health remains strong, with **Total Revenue (calculated) at 41.08M** and an average ROI of **509.30%**. While the average ROI is high, the data reveals specific channels and audience segments that require immediate strategic shifts to maximize future returns.

## **Business Background & Problem Statement**

GlowUp management reports that some channel require exceptionally high budget on campaign to generate sales despite increased customer traffic nationwide. Some channel having low budget generates decent sales.

### **Key challenges identified:**

#### **1. Men section contribution Issue**

Despite having a large variety in men's section(25-34) still contributes lowest.

#### **2. Age segment issue**

Women segment contributes equally as all ages contribute.

## **Business Objectives**

The project aims to support GlowUp business goals through data-driven insights.

### **Primary Objectives**

Allocation of marketing budget efficiently across all segment to increase sales in future.

### **KPIs Used**

- Revenue
- Average ROI(%)
- Total Spend
- Total conversion rate(%)

- Daily Revenue Trend

## **Dataset Overview**

Dataset File: market\_campaign\_sales.csv

Rows: 200000

Columns: 23

## **Data Cleaning Process**

Performed using Power BI:

Step 1: Type Conversions

Converted total spend, budget allocation, spend into numeric formats.

Step 2: Missing Value Treatment

- budget: Filled missing with blank
- Remove currency sign and other signs to maintain uniformity.

Step 3: Remove Invalid Records

- Negative Quantity
- Zero/negative Price
- Incorrect dates removed

Step 5: Derived Columns

- Total Revenue(calculate)
- Average ROI(%)
- Total conversion rate

Key Metric	Value	Insight
Total Revenue (Calculated)	41.08M	Strong overall sales performance.
Average ROI (%)	509.30%	Indicates high profitability across all tested channels.
Average Conversion Rate (%)	7.89%	Moderate conversion efficiency, suggesting room for funnel optimization.

## Exploratory Data Analysis

### Financial Trend Analysis

#### Daily Revenue Trend (Jan – Nov 2021)

The daily revenue trend demonstrates significant volatility across the entire period, with revenue fluctuating sharply between **38M and 44M**.

- **Observation:** The trend shows high daily fluctuation but no clear long-term growth or decline over the 11-month period. The consistent, volatile peaks and valleys suggest a high reliance on specific, short-term promotional events or campaign timing rather than steady base revenue.
- **Recommendation:** Investigate the relationship between promotional timing (Flash Sales, Influencer Posts) and revenue spikes. Implement a stabilization strategy to raise the revenue floor (38M) through evergreen content and customer retention efforts.

## Channel Profitability and Efficiency

The analysis of channel performance is based on Average ROI (%) and the Total Revenue vs. Total Spend distribution.

### Channel ROI Leaderboard

All channels show a highly positive ROI (above 400%), but **Influencer** campaigns lead the field.

- **Highest Profitability (Leader):** Influencer campaigns have the highest Average ROI, positioned around 570%.
- **Mid-Range Performers:** Display, Social Media, and Email all cluster closely together with high ROI values, approximately between 500% and 520%.
- **Lowest Performer:** Search marketing has the lowest Average ROI among all channels, positioned around 480%.

### Spend vs. Revenue (Efficiency Analysis)

The Scatter Plot reveals two distinct performance clusters based on revenue and spend:

- **High-Volume, High-Spend Cluster:** Three channels (likely Social Media, Display, and Search) require high investment (1.5M Total Spend) but generate the largest share of sales (between 8.7M and 9.7M Total Revenue). These are the primary revenue drivers.
- **Low-Volume, Low-Spend Cluster:** Two channels (likely Influencer and Email) require significantly lower investment (1.1M–1.2M Total Spend) and generate moderate sales (between 6.7M and 6.9M Total Revenue).

## Audience Segmentation Analysis

The analysis of revenue distribution by **Target Audience** is crucial for future targeting strategy.

- **Top Contributors:** The two largest segments by revenue are All Ages (contributing 0.01bn) and Women 25-34 (contributing 0.01bn).
- **Smallest Contributor:** The Men 25-34 segment contributes the smallest proportion of revenue (0.04%).

- **Observation:** While revenue is distributed relatively evenly across all five shown segments (0.04% to 0.06% contribution), the highest volume comes from general (All Ages) and the key demographic (Women 25-34).

## Recommendations and Budget Allocation Strategy

Based on the profitability and efficiency analysis, the following strategic recommendations are proposed to GlowUp management:

### **Quick Wins (Immediate Scaling)**

- **Action: Scale the Influencer budget by 10-15%.** Despite being a low-spend channel, Influencer campaigns yield the highest Average ROI (570%). This is the most efficient dollar spent.
- **Action:** Increase focus on the 'All Ages' and 'Women 25-34' segments. These groups currently drive the highest overall revenue volume.

### **Long-Term Optimization (Budget Reallocation)**

- **Action: Review and Optimize Search Campaigns.** The Search channel has the lowest ROI (around 480%). Investigate keyword efficiency, ad copy, and landing page quality before scaling or cutting.
- **Action: Segment High-Volume Spend:** Analyze the high-spend cluster (Social Media, Display) to ensure ROI is not dragged down by a few inefficient campaigns. Shift 5% of the Social Media/Display budget to the Influencer channel to maximize the return.

## Conclusion

This analysis identifies strong opportunities to increase revenue and profitability for GLowUp.

The Power BI dashboard empowers real-time monitoring and supports leadership in making data-driven decisions.

