IFood Sales Campaign Analysis

Country
All

Campaign
All

Loyalty
All

AgeCategory
All

Education
All

Income Level
All

Web Purchase	Complaint	Catlogue Purchase	Discount Deal	Store Purchase
55K	126	36K	31K	78K

Campaign Successful Count

1K (7.45%)

12.44K (92.55%)

Buyers or not
- 0
- 1

Loyalty Customer Count

100%

High Value & Loyal	4.03K
Loyal	3.98K
Random	2.74K
Occasional Customers	2.70K

67.1%
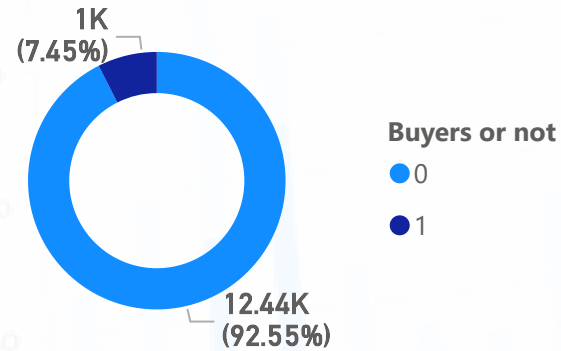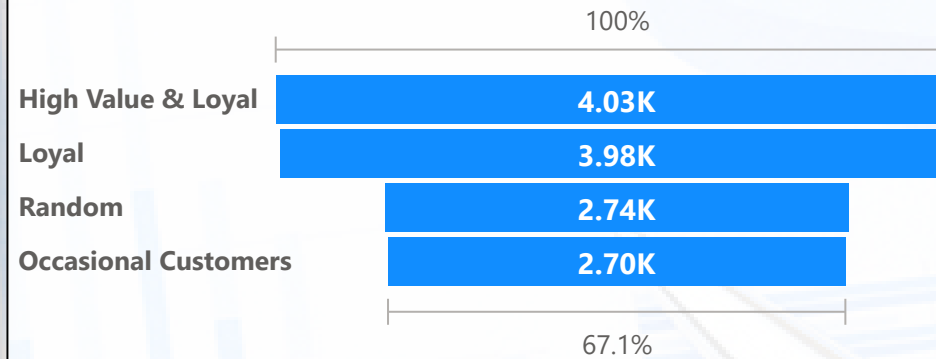
Individual Campaign Success

Recent Campaign	334
Campaign 4	167
Campaign 3	163
CAmpaign 5	163
Campaign 1	144
Campaign 2	30

0   200

Sum of Campagin values

Campagin
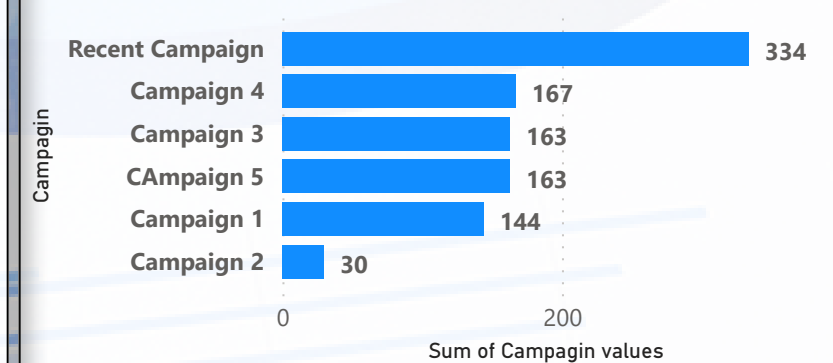
Campaign Success Based on Education Levels

Graduation	495
PhD	265
Master	160
2n Cycle	73
Basic	8

0   200   400

Sum of Campagin values

Education
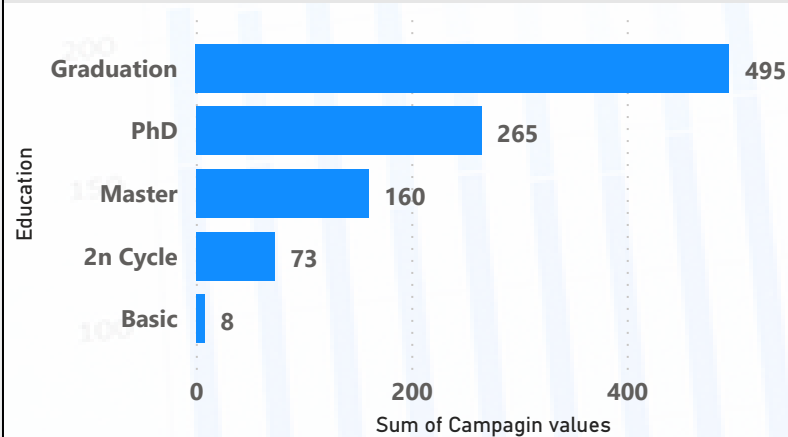
Campaign Success by Age Categories

AgeCategory	Sum
24-45	495
45-60	317
60+	156
18-24	33

Sum of Campagin values
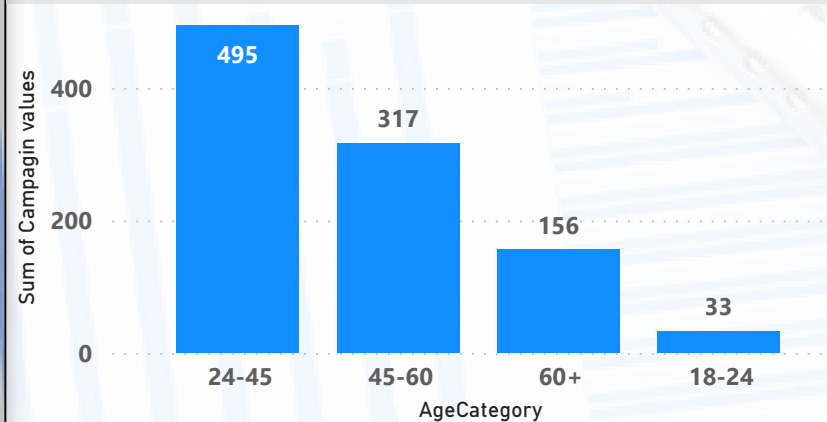
Campaign Success Segmentation by Income Level

LOW 14.39%

MEDIUM 29.27%

HIGH 56.34%

Clear Slicers
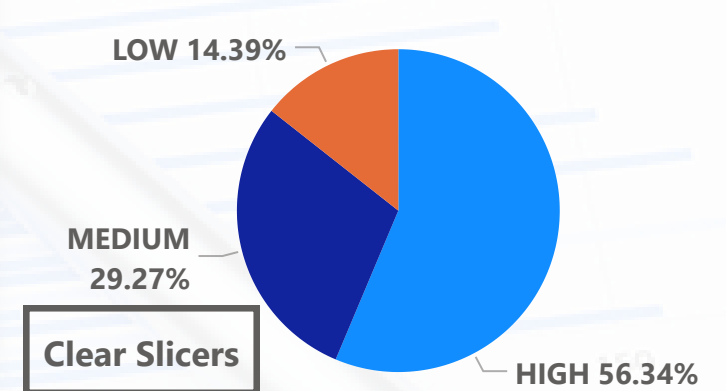
IFood Campaign Analytics By Sales

Sales Analysis by Income Level

LOW 5.22%
MEDIUM 38.01%
HIGH 56.77%

Clear Slicers

Campagin: All
Country: All
AgeCategory: All
Education: All
Loyalty: All
Income Level: All

Total Sales

Metric	Value
Total Sales	8M
Gold	592K
Fruits	354K
Fish	504K
Wines	4M
Meat	2M
Sweet	364K

Total Sales Analysis by Age Category

AgeCategory	Sum of TotalAmnt
24-45	3.5M
45-60	2.9M
60+	1.4M
18-24	0.2M
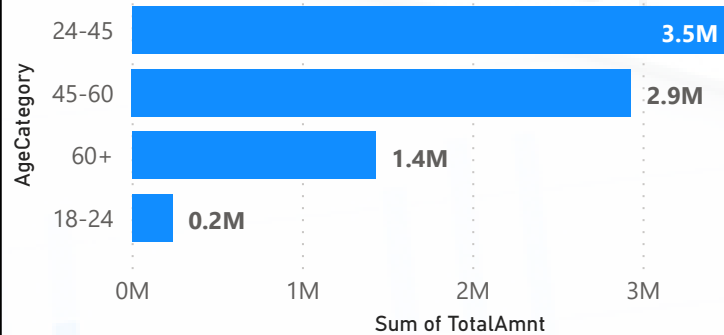
Total Sales Analysis by Loyalty Status

Loyalty	Sum of TotalAmnt
Loyal	2.49M
High Value & Loyal	2.46M
Occasional Customers	1.60M
Random	1.59M

Sales Analysis by Marital Status

| Marital_Status	Sum of TotalAmnt
Married	3.06M
Together	2.12M
Single	1.75M
Divorced	0.85M
Widow	0.34M
Absurd	0.01M
YOLO	0.01M
Alone	0.00M
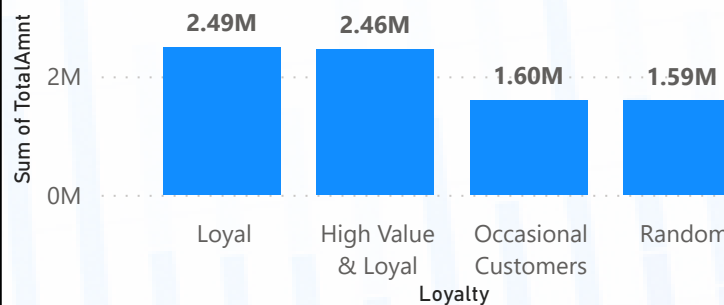
Loyalty	Sum of Sales on Fish prod	Sum of Sales on Fruits prod	Sum of Sales on Gold Prod	Sum of Sales On Meat Prod	Sum of Sales On Swet Prod	Sum of SAles on Wine
Loyal	154.5K	102.9K	180.2K	670.5K	113.6K	1267.2K
High Value & Loyal	148.1K	105.2K	175.4K	701.7K	110.6K	1222.8K
Occasional Customers	102.8K	71.9K	122.4K	425.4K	65.7K	809.2K
Random	98.9K	73.5K	113.7K	446.2K	73.8K	785.6K
Total	504.3K	353.5K	591.7K	2243.8K	363.7K	4084.9K

IFood Market Analyst Case:

A food company wants to produce the highest profit for the next direct marketing campaign, scheduled for the next month.

- A pilot campaign involving 2.240 customers was carried out, customers who bought the offer were properly labeled.

- The total cost of the sample campaign was 6.720MU and the revenue generated by the customers who accepted the offer was 3.674MU.

- Globally the campaign had a profit of -3.046MU and the success rate of the campaign was15%.

Note:- "MU stands for "Monetary Unit" .To convert a value from MU to a specific currency like USD, simply multiply the value by the exchange rate (e.g., 1 MU = 1 USD), so if you have 10 MUs, you have 10 USD."