**Problem & background**

The purpose of marketing campaign is to reach and engage with a specific target audience and persuade them to take a desired action, such as purchasing a product, signing up for a service, or increasing their loyalty to a brand. The problem of this project is to explore and analyse the data to discover key understandings such as various channels performance, products performances, customers visit and which marketing campaign was more successful. Thus, the problem is quite tactical and a big project which can be solved by given data from source Maven Analytics.

**Solution**

Marketing campaign data of 2,240 customers of Maven Marketing were given. The problem can be solved by taking use of excel to carry out the recommended analysis. All the analysis are executed on basis of customer profiles, product preferences, campaign successes/ failures, and channel performance which can be solved in excel. So, that any person can calculate the result of previous year’s campaign and judge weather to visit, buy or nor.

**Methodology & Project scope**

Final data should be calculated and easy to understand is the main focus behind the work of this project

* Firstly, you have to bring all the data in one excel worksheet and find out the null values or outliers present in marketing data.
* After doing this, find out the factors which are significantly related to the number of web purchases by considering better oriented approaches for this.
* Then, carry out the calculation for remaining recommended analysis using via pivot table by using various excel functions.
* Hence, a dashboard is prepared in which all the recommended analysis part is calculated and solved in excel.

**Goals & KPIs**

The success of my project is measured and carried out in following goals which includes:

* **Goal 1: Appropriate result on marketing campaign carried out in previous years.**
* **Goal 2: Gives better results on various channels or medium performances (going good or bad).**
* **Goal 3: The results show how an average customer looks like and come on our channels.**
* **Goal 4: It help us to know which product has been performed well in last two years of the campaign,**

**Concepts Used**

* **Concept 1: COUNT, COUNTBLANK**
* **Concept 2: SUM**
* **Concept 3: NESTED SORTING**
* **Concept 4: PIVOT TABLE, GROUPING**
* **Concept 5: MAX, MIN**
* **Concept 6: AVERAGE**

**Conclusion**

Anyone can process this data and make an understandable campaign result dashboard. The result showcases better product performances, channel purchases execution, campaign responses and customer signing engagement. Therefore, it helps the customer to know the insights of any marketing campaign and would also get awareness of such campaign carried out if such kind of data being provided.

**Project owner**

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