

MARKETING ANALYSIS



Demographics

Products

Campaigns

Insights

DEMOGRAPHICS

Total
Customers

2215

Total Orders

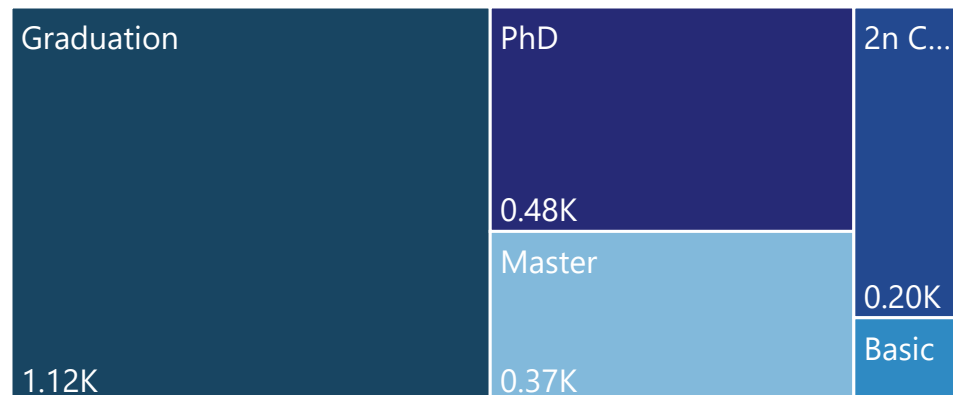
45K

Total Spend

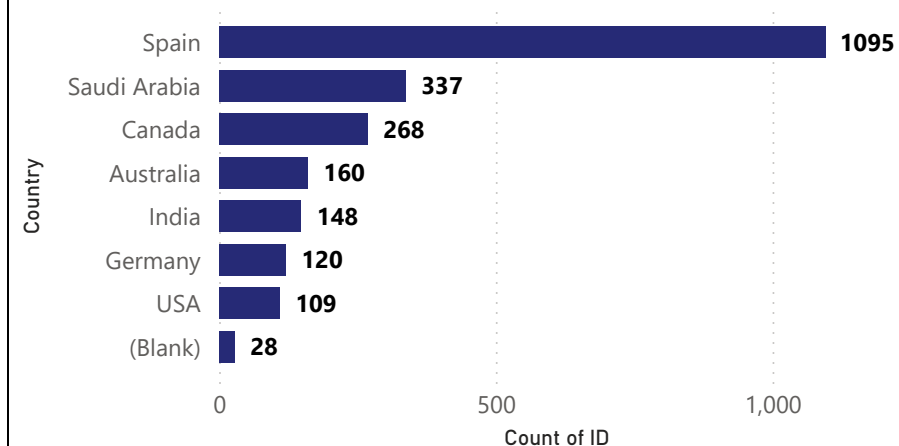
1M

Customer Education

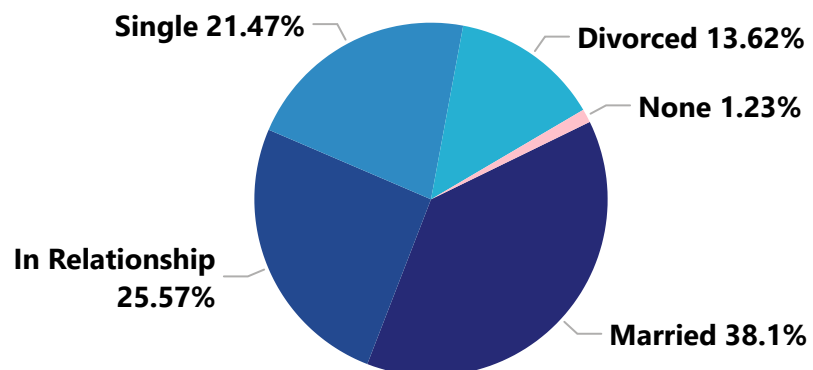
● Graduation ● PhD ● Master ● 2n Cycle ● Basic



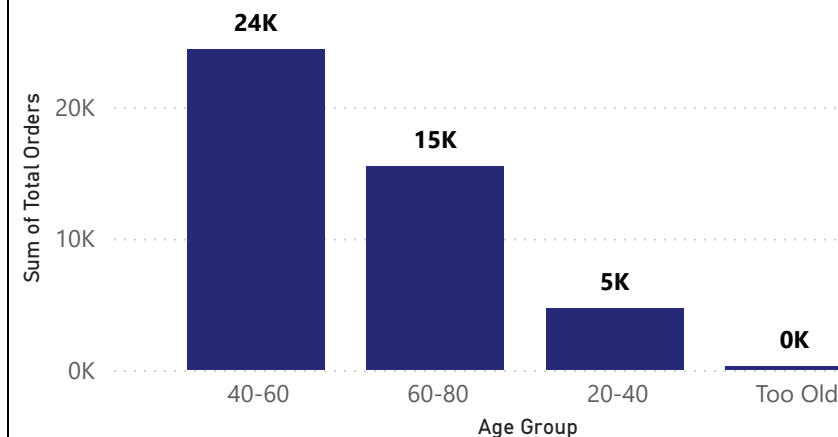
Location



Marital Status



Orderwise Age Distribution



DASHBOARD for Australia

Total Customers

147

Total Orders

2918

Total Spend

86K

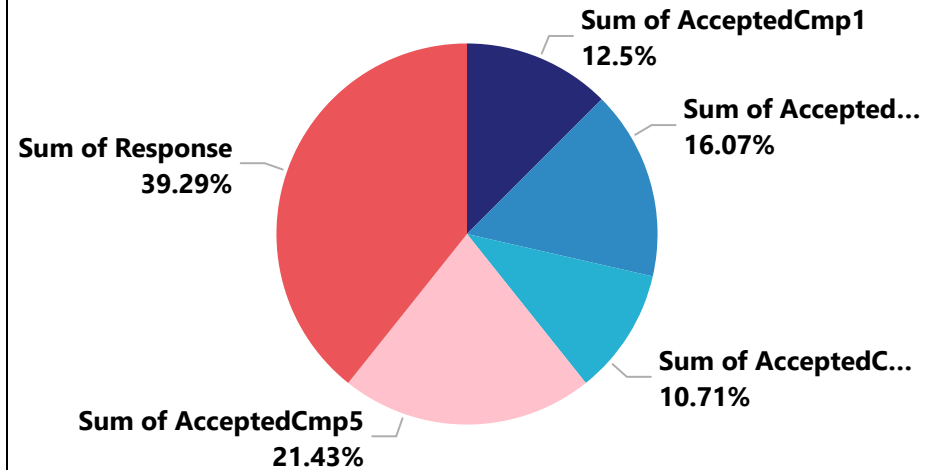
Country

☒ Australia

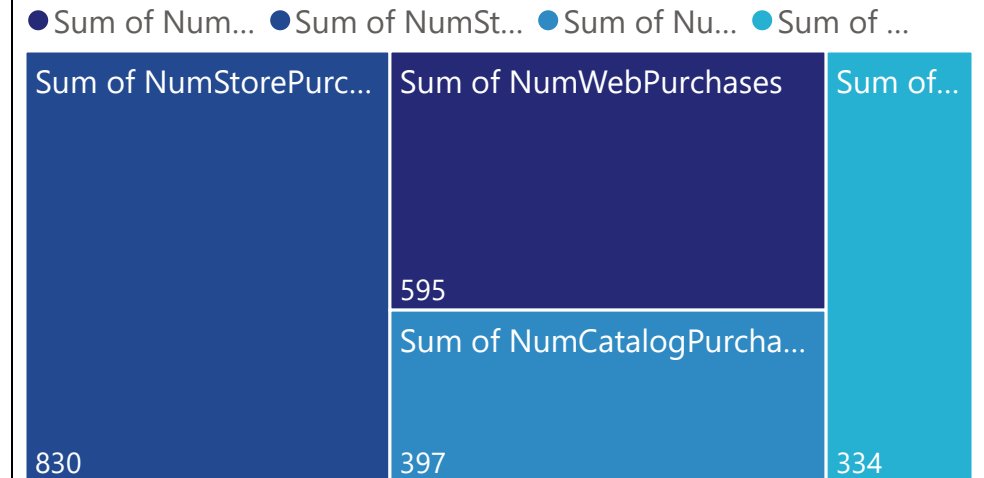
☐ Canada

☐ Germany

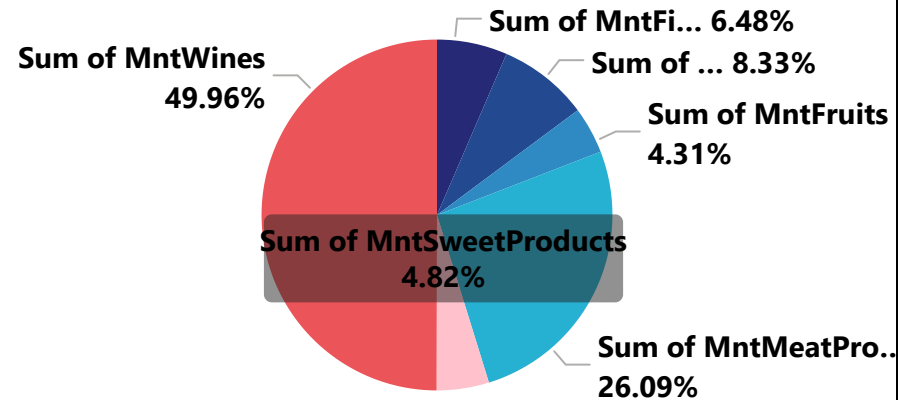
Campaign-wise Distribution



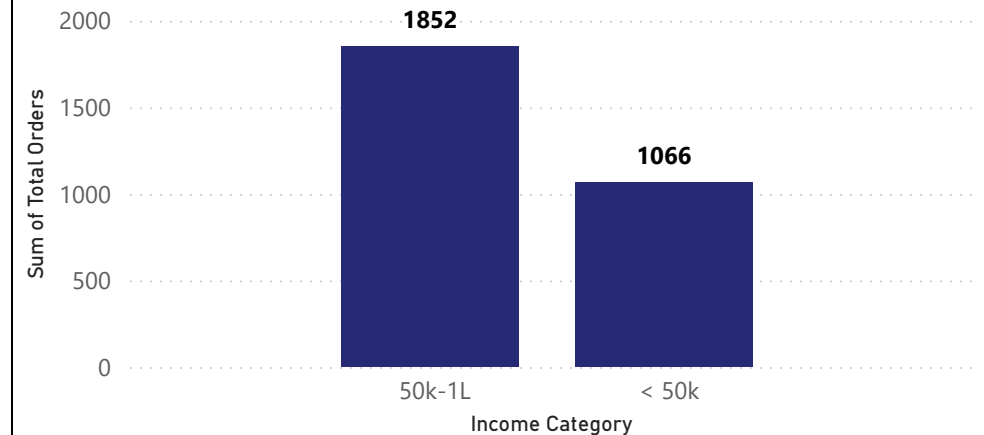
Channels



Product-wise Spend



Total Orders by Income Category



CAMPAIGN PERFORMANCE

Total Campaigns

1596

Successful Campaigns

125

Success Rate

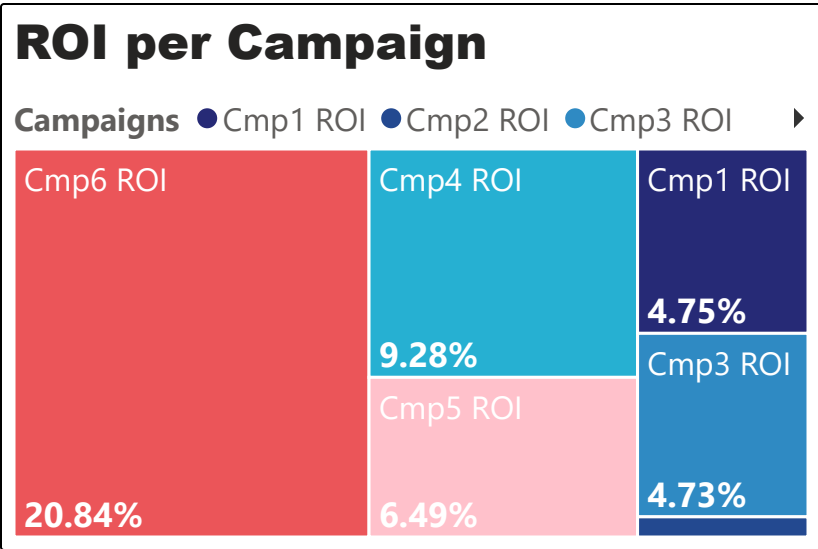
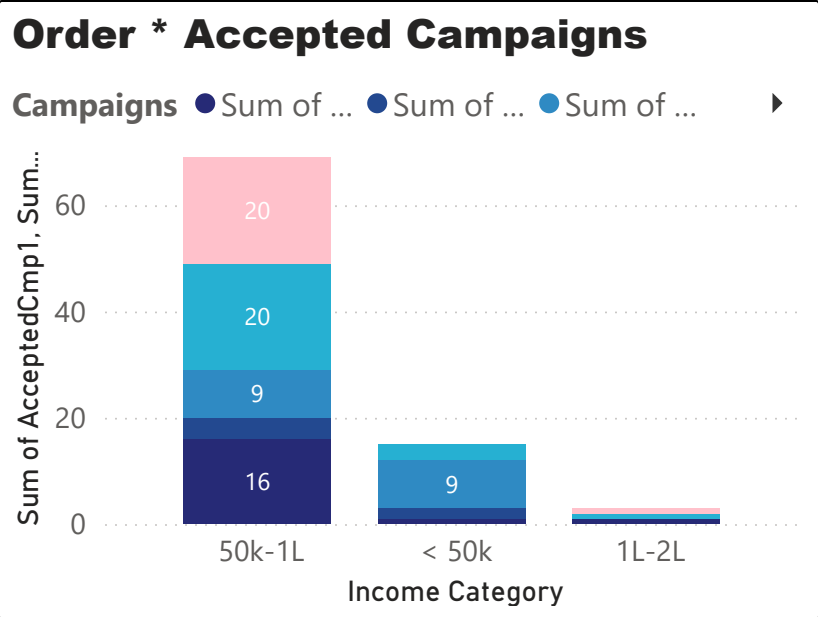
37.97%

Country

☐ Australia

☒ Canada

☐ Germany



Acceptance Rate Canada

Camp-1

6.77%

Camp-2

2.26%

Camp-3

6.77%

Camp-4

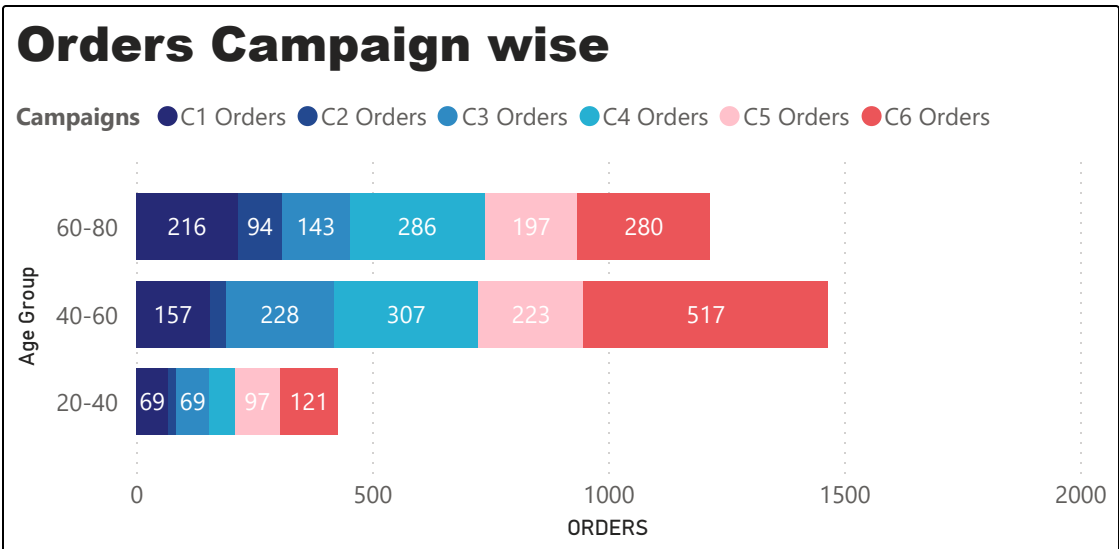
9.02%

Camp-5

7.89%

Camp-6

14.29%



INSIGHTS

Demography

- ✚ Around 50% of the orders are from the Age Category of 40-60 years.
- ✚ Majority (Around 60%) customers are in a relationship or Married.
- ✚ More than 50% of the Customers are at least Graduate .
- ✚ Spain, Saudi Arabia and Canada are the top locations for Business

Products

- ✚ In store Purchases and web Purchases are the top channels for the orders .
- ✚ Around 60% of the Customers are in the income range of 50k-1L
- ✚ Around 75% of the Spend is on Meat and Wine Products.

Campaigns

- ✚ In store Purchases and web Purchases are the top channels for the orders .
- ✚ Campaigns 6 & 4 are top performing campaigns.
- ✚ Campaign 6 has the Highest ROI with 20%