Campaign Performance Analysis - Nova Mart

SIT DOLOR AMET

Project Objective

Objective: visual charts along with key insights for specific business questions

Dataset

Source: Two Months Marketing Campaign (12-11-2023 – 16-01-2024)

Features – Campaigns

Variables	Description
campaign_id	Unique identifier for each promotional campaign.
campaign_name	Descriptive name of the campaign (e.g., Diwali, Sankranti).
start_date	The date on which the campaign begins, formatted as DD-MM-YYYY.
End_date	The date on which the campaign ends, formatted as DD-MM-YYYY.

Features – Products

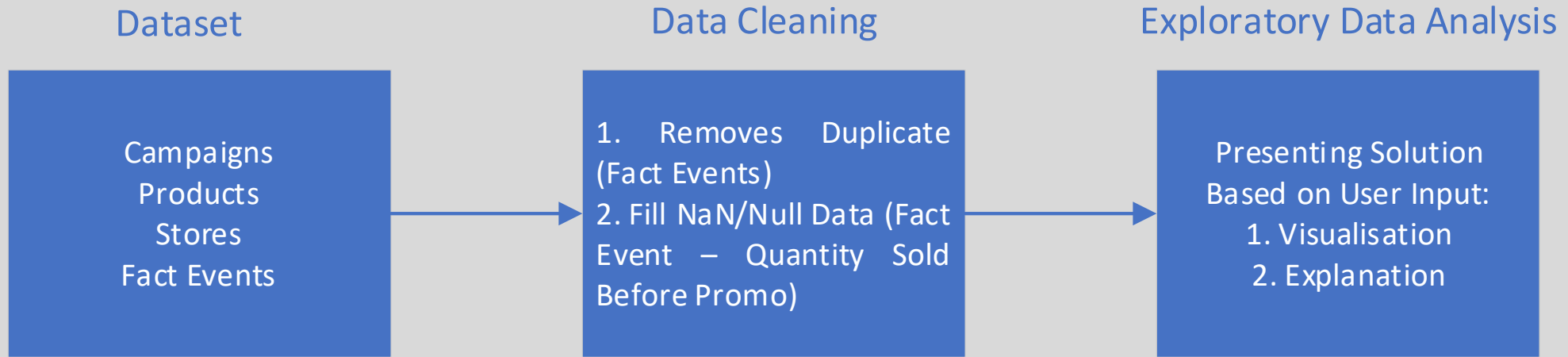| Variables	Description
product_code	Unique code assigned to each product for identification.
product_name	The full name of the product, including brand and specifics (e.g., quantity, size).
category	The classification of the product into broader categories such as Grocery & Staples, Home Care, Personal Care, Home Appliances, etc.

Features – Stores

Variables	Description
store_id	Unique code identifying each store location.
city	The city where the store is located, indicating the geographical market.

Features – Fact Events

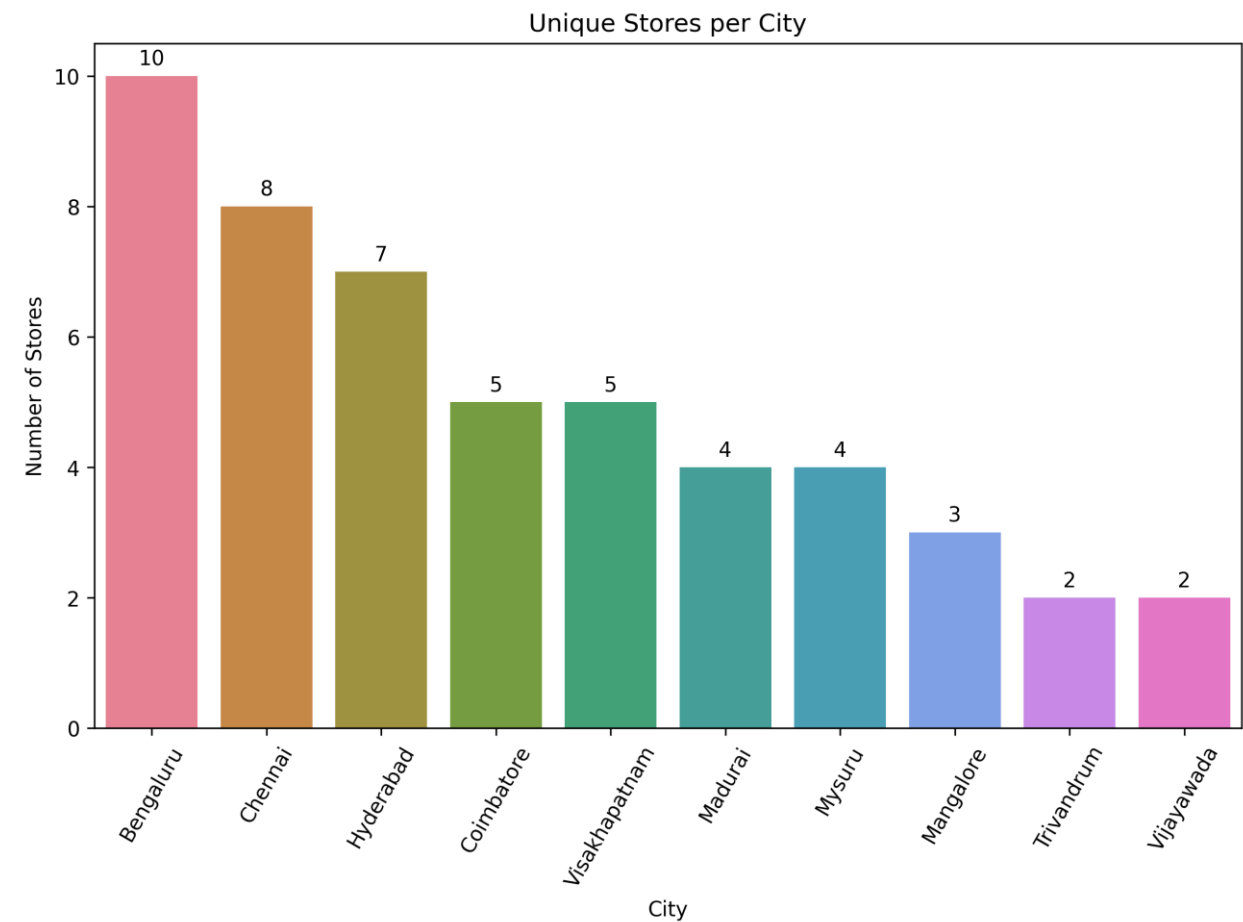| Variables	Description
event_id	Unique identifier for each sales event.
store_id	Refers to the store where the event took place, linked to the dim_stores table.
campaign_id	Indicates the campaign under which the event was recorded, linked to the dim_campaigns table.
product_code	The code of the product involved in the sales event, linked to the dim_products table.
base_price(before_promo)	The standard price of the product before any promotional discount.
quantity_sold(before_promo)	The number of units sold in the week immediately preceding the start of the campaign, serving as a baseline for comparison with promotional sales.

Features – Fact Events (cont)

Variables	Description
promo_type	The type of promotion applied (e.g., percentage discount, BOGOF(Buy One Get One Free), cashback).
base_price(after_promo)	The standard price of the product after promotional discount.
quantity_sold(after_promo)	The quantity of the product sold after the promotion was applied.

Visualize the number of stores in each city

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