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MARKETING CAMPAIGN ANALYSIS

By SURAJ BELOSHE

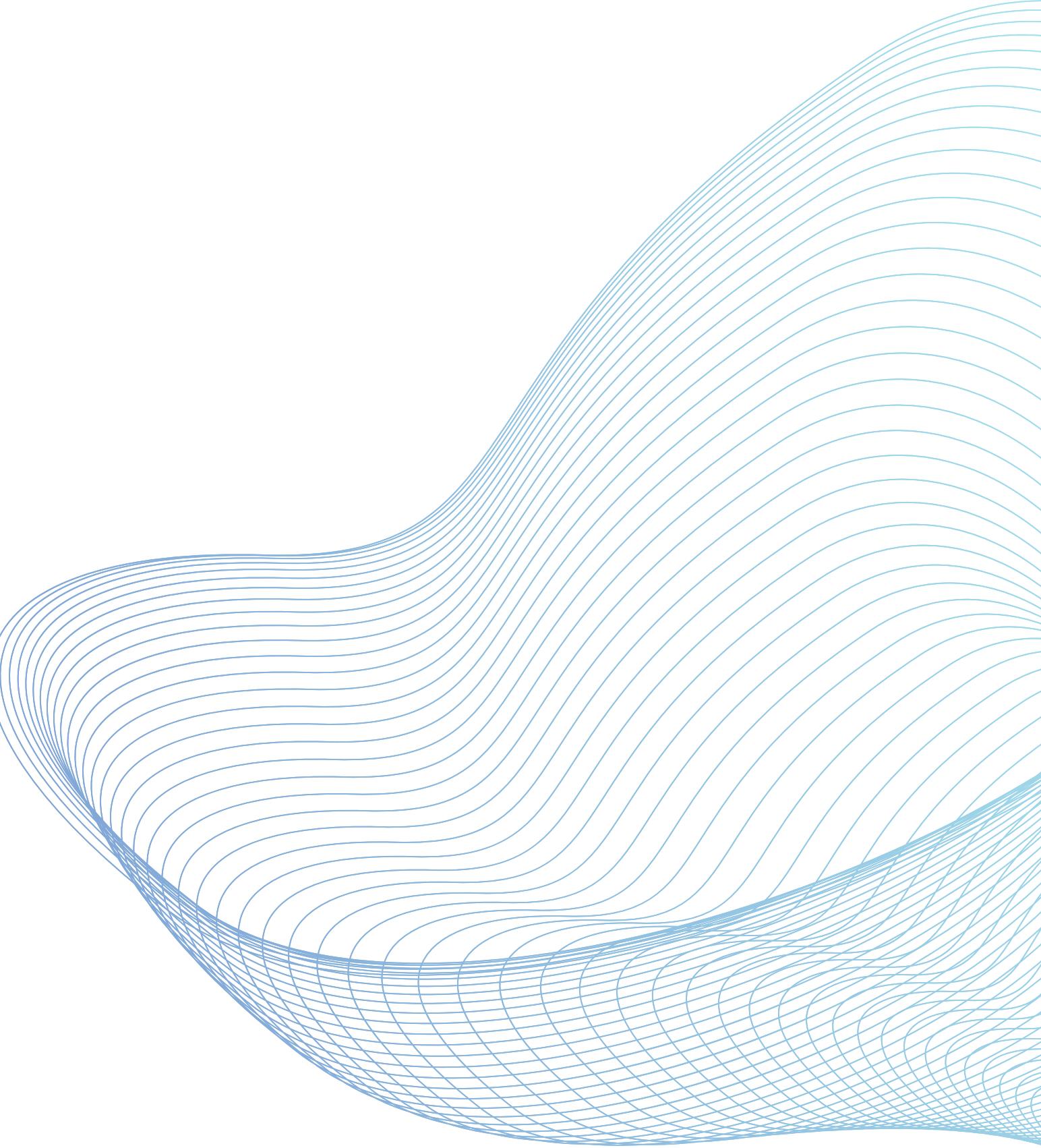


TABLE OF CONTENT



- Problem & background
 - Solution
 - Methodology & Project scope
 - Goals & KPIs
 - Concepts Used
 - Conclusion

PROBLEM & BACKGROUND

Marketing campaign data of 2,240 customers of Maven Marketing, including customer profiles, product preferences, campaign successes/failures, and channel performance.

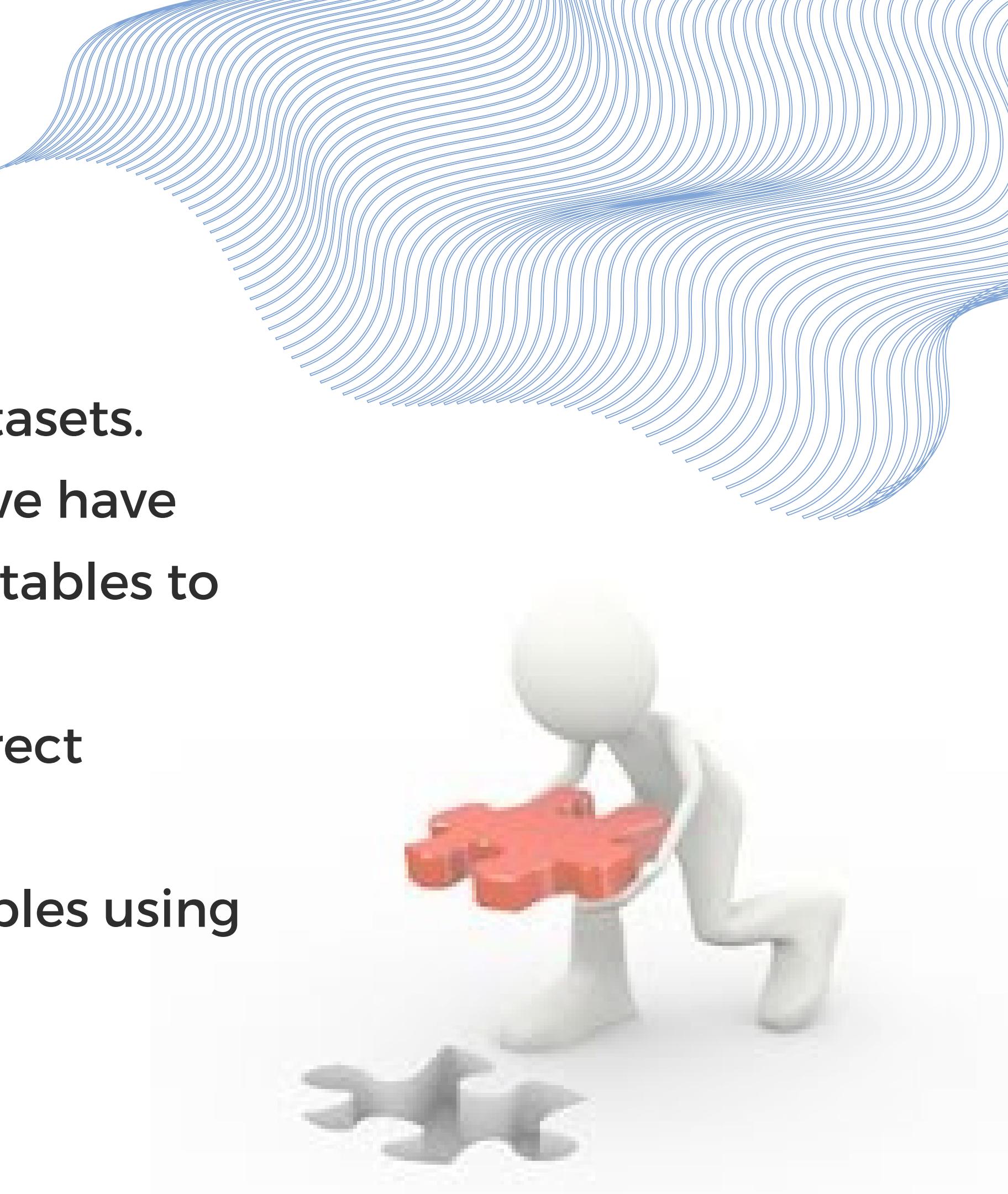
Recommended Analysis

1. Are there any null values or outliers? How will you handle them?
2. What factors are significantly related to the number of web purchases?
3. Which marketing campaign was the most successful?
4. What does the average customer look like?
5. Which products are performing best?
6. Which channels are underperforming?



SOLUTION

- We have two CSV files containing datasets.
- After reviewing the data dictionary, we have determined that we can utilize pivot tables to answer the given questions.
- However, in order to arrive at the correct answers,
- we need to experiment with pivot tables using different columns.



METHODOLOGY & PROJECT SCOPE

- The initial and most important step in analysis is to comprehend the dataset.
- Transform the CSV file into an Excel file for conducting the analysis with using pivot table.

GOALS & KPIS

- The primary goal of the project is to uncover the accurate answers that align with the business requirements.
- The key performance indicator (KPI) for the project will involve validating the data by cross-referencing it with the insights obtained.

CONCEPTS USED

We are using Microsoft Excel 365 for this analysis so following concept we will be use.

- **Advance Filter**

- **Pivot Table**

- **Box and whisker Plot**

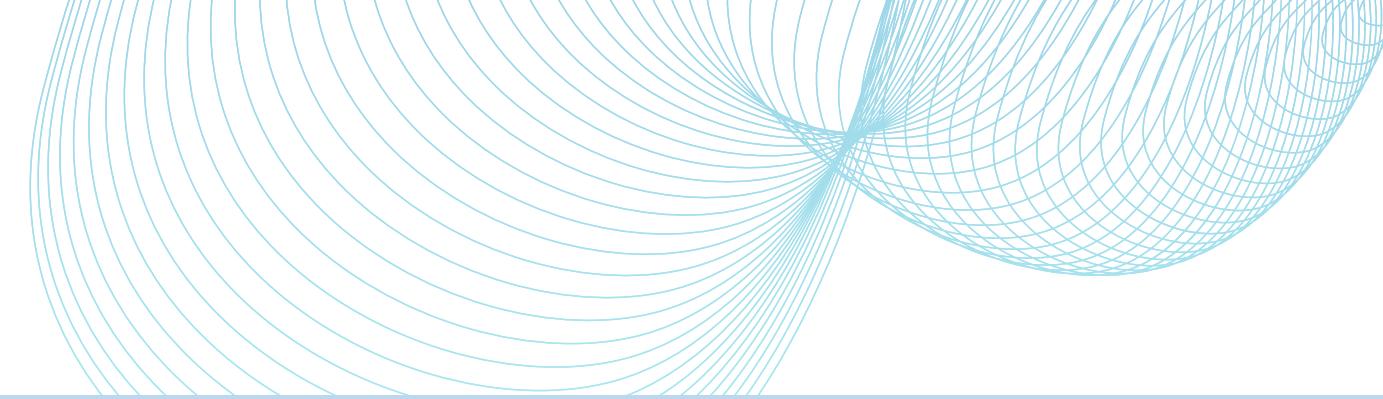
- **Charts**

- **Subtotal**

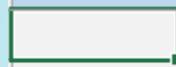
- **Table**



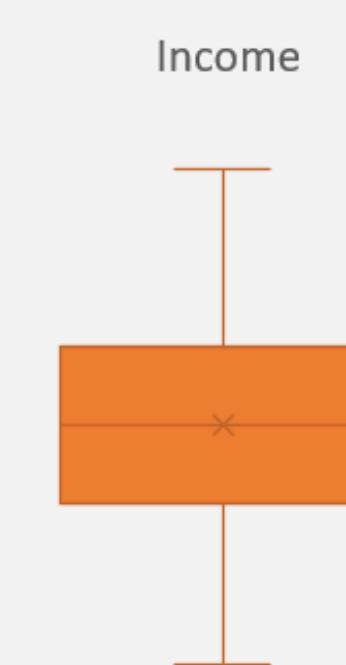
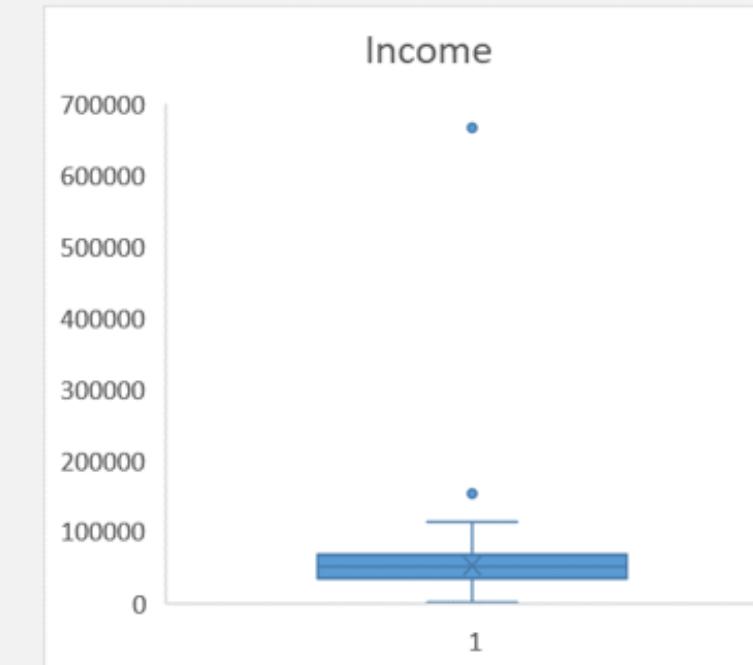
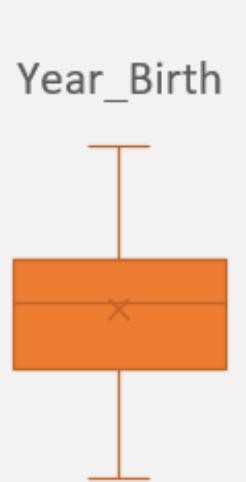
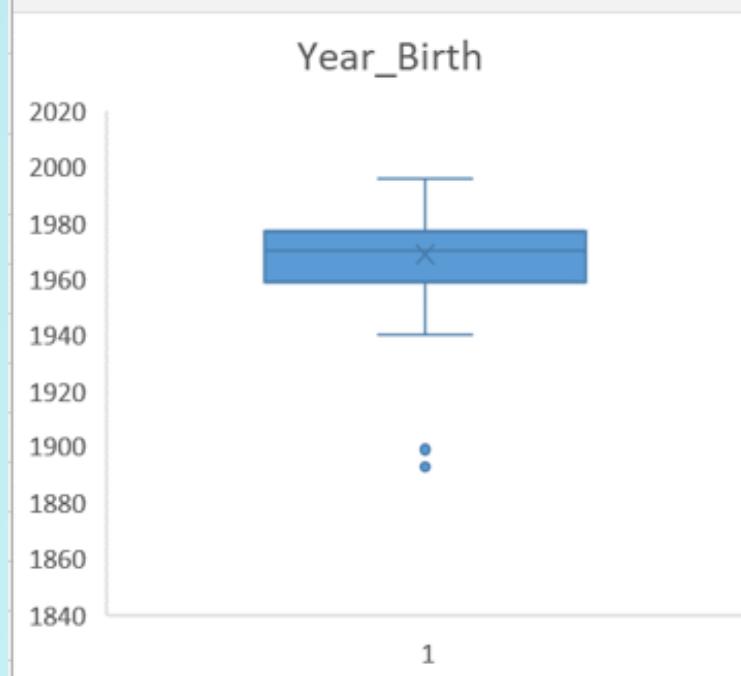
CONCLUSION



MARKETING CAMPAIGN RESULTS



1 Are there any null values or outliers? How will you handle them?



Total Null Values

Income = 24
MntFrutis = 1
Handled wth Mean Imputation

Outliers

Income = 2
Year_Birth = 2
Used Qurtile method Removed
Row containing outlier

CONCLUSION

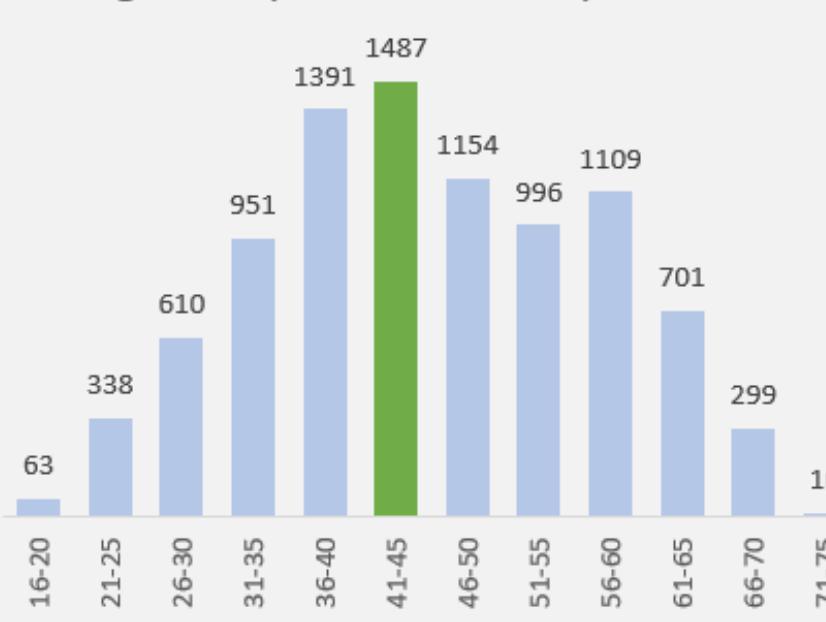
MARKETING CAMPAIGN RESULTS

2. What factors are significantly related to the number of web purchases?

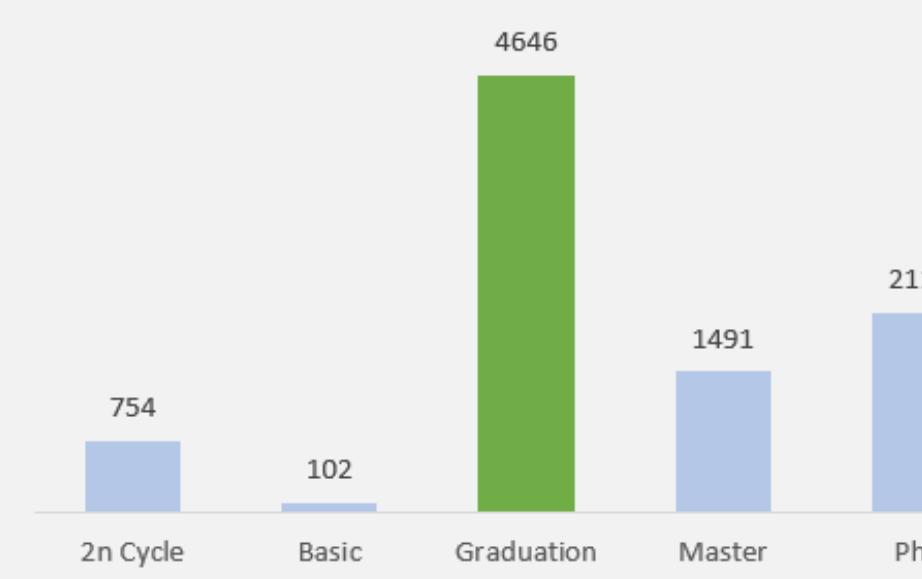
Plot A



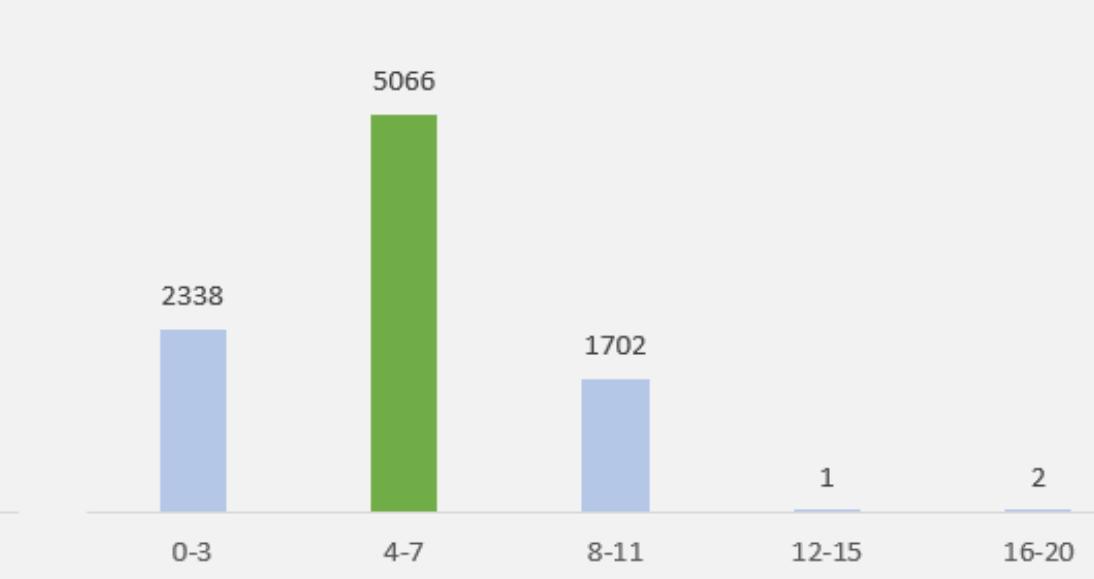
Age Group Vs No of Web purchases



Education Vs No of Web purchases



No of Web visit vs no of Web purchases



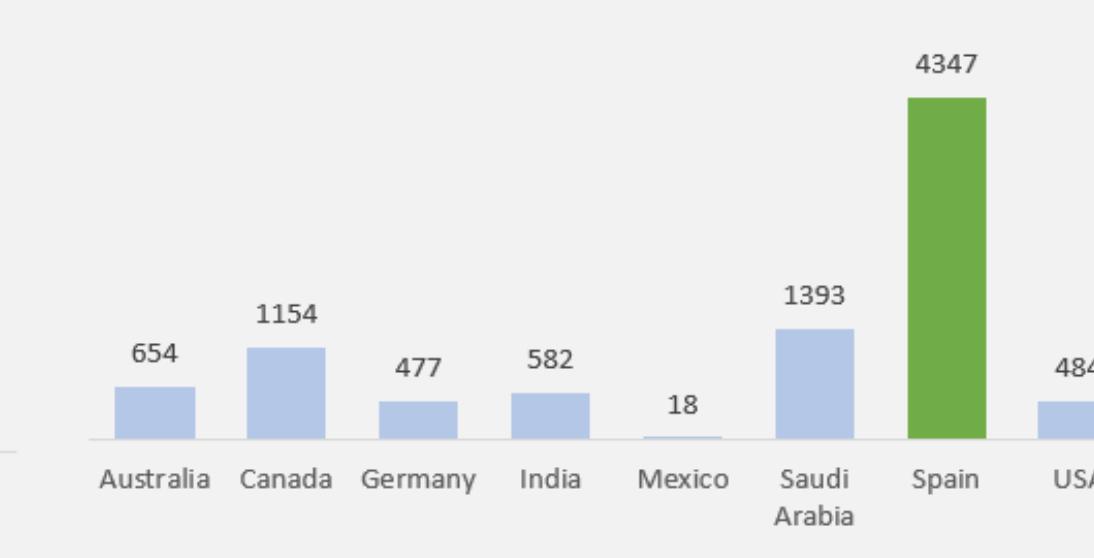
Martial Status vs No of Web purchase



Salary Group Vs Num of web purchase



Country Vs Num of web purchase



Country	Value
Australia	654
Canada	1154
Germany	477
India	582
Mexico	18
Saudi Arabia	1393
Spain	4347
USA	484

Marital_Status	Value
Absurd	7
Alone	15
Divorced	998
Married	3532
Single	1828
Together	2359
Widow	356

Education	Value
Basic	102
Graduation	4646
Master	1491
PhD	2116

CONCLUSION

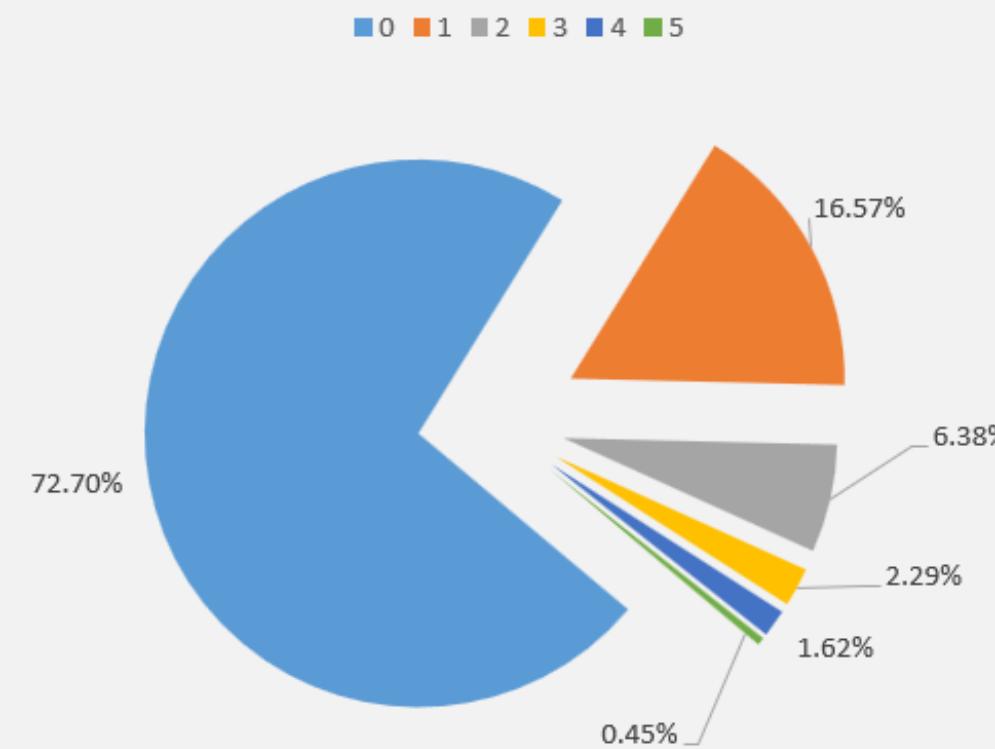


MARKETING CAMPAIGN RESULTS

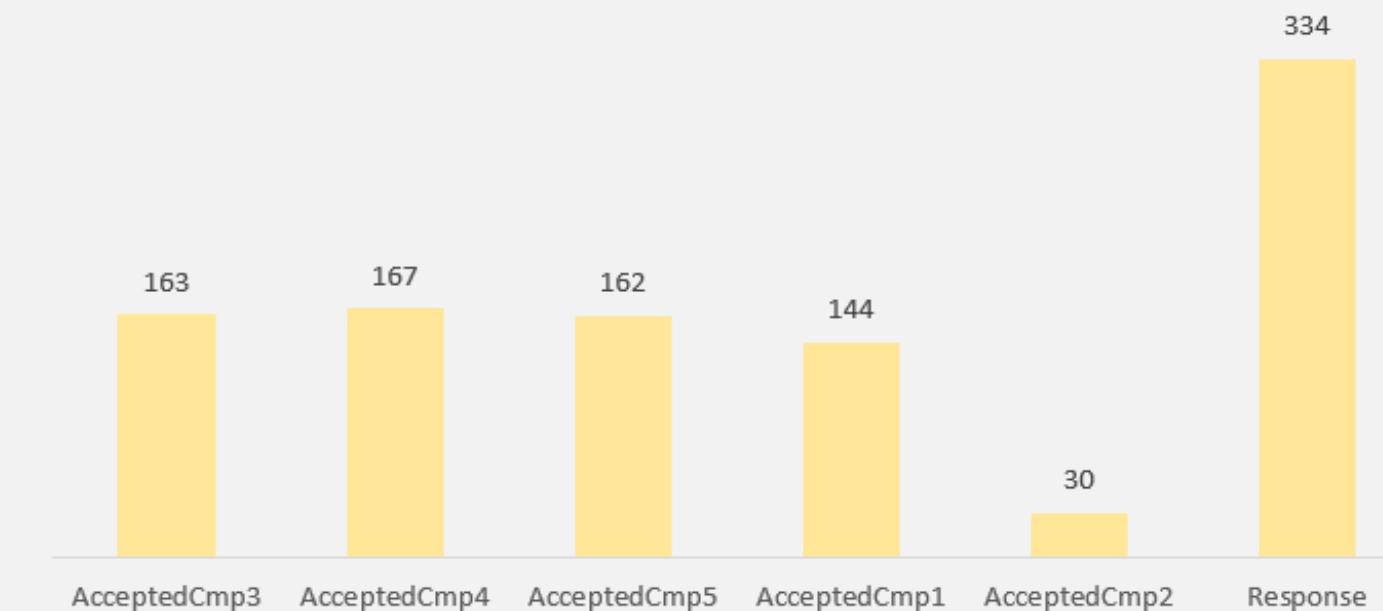
3. Which marketing campaign was the most successful?



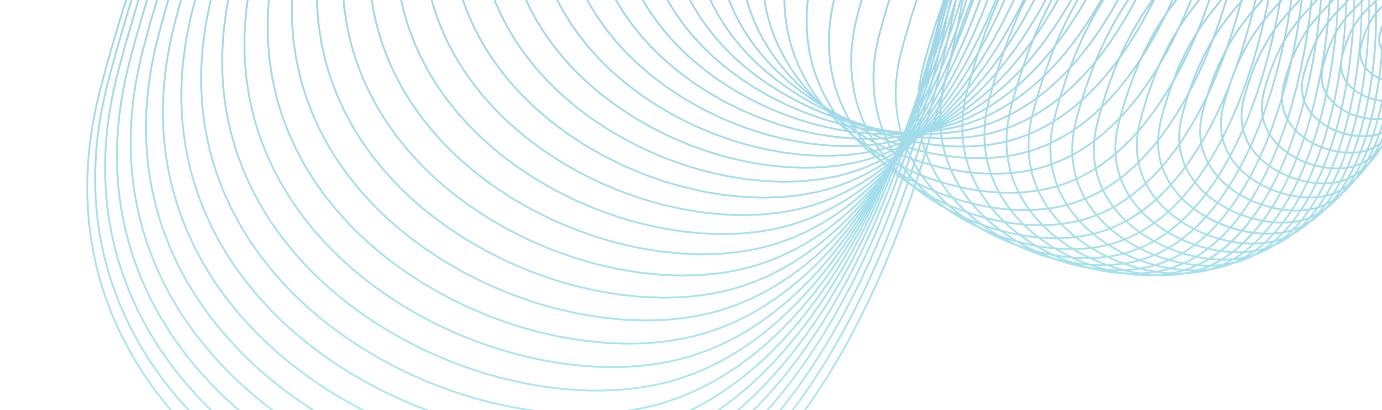
Customer participation in Campaign



No of accepted response

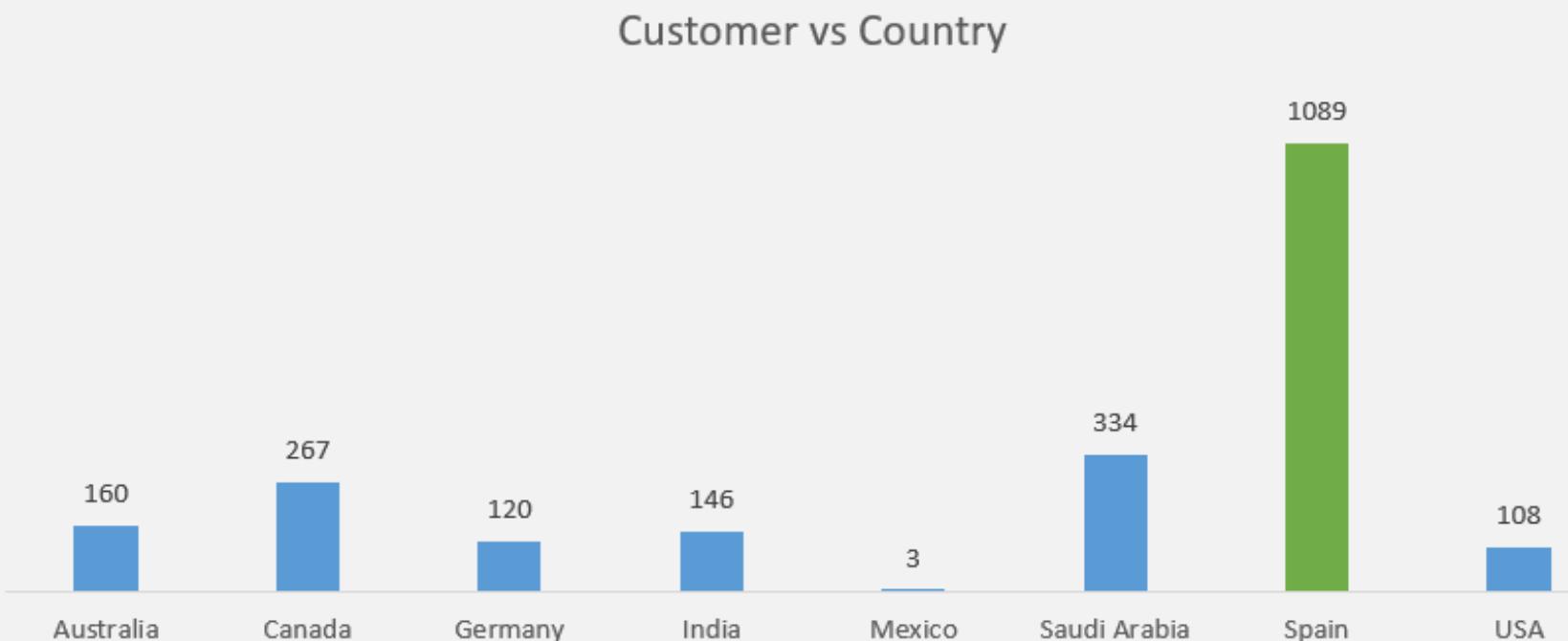


CONCLUSION

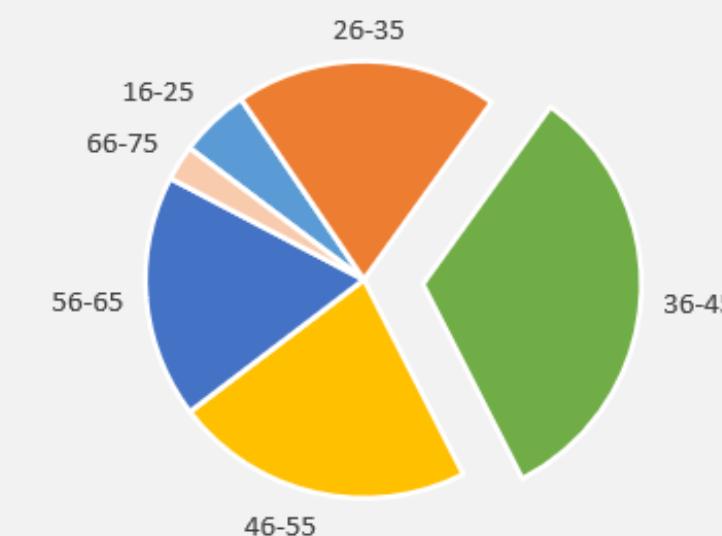


MARKETING CAMPAIGN RESULTS

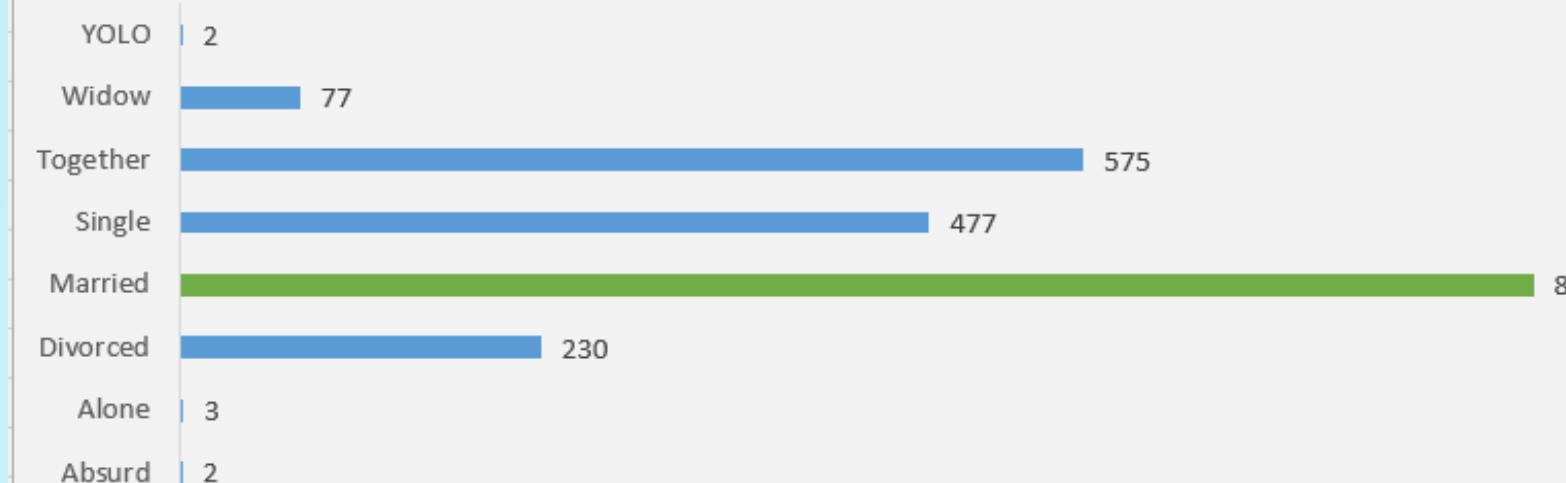
4. What does the average customer look like?



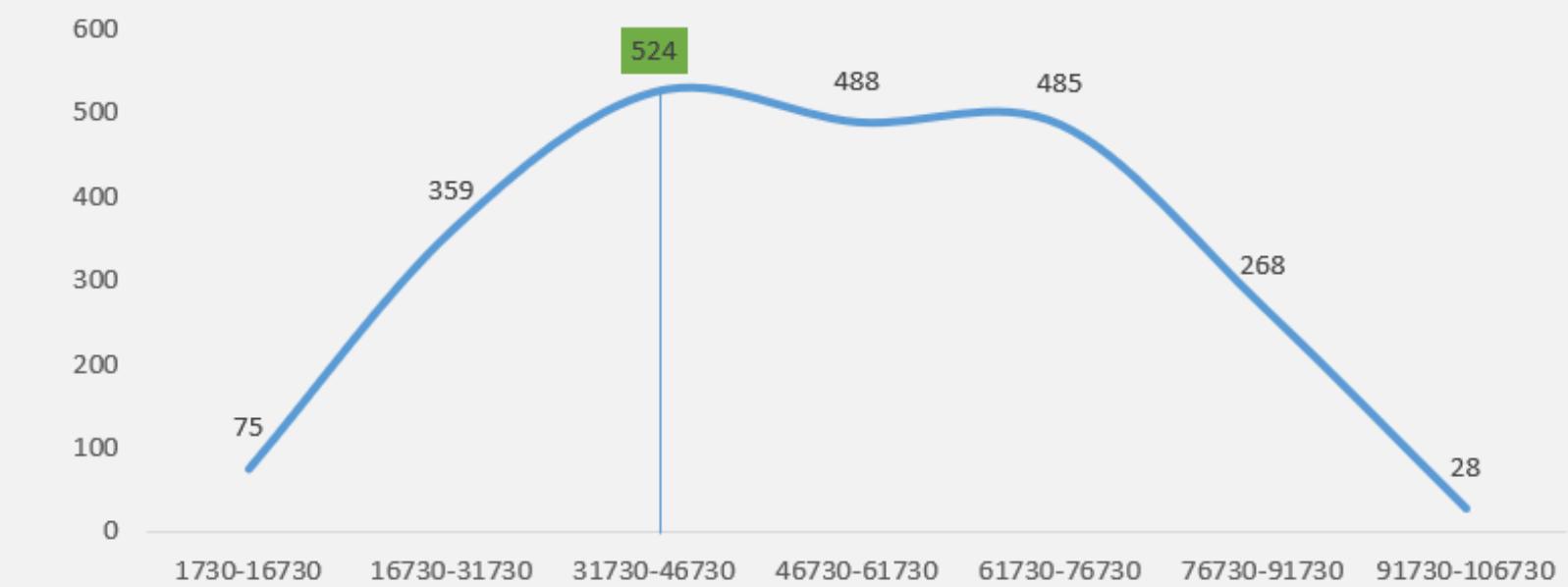
Customer vs Age Group



Customer vs Relationship



Customer vs Salary Range

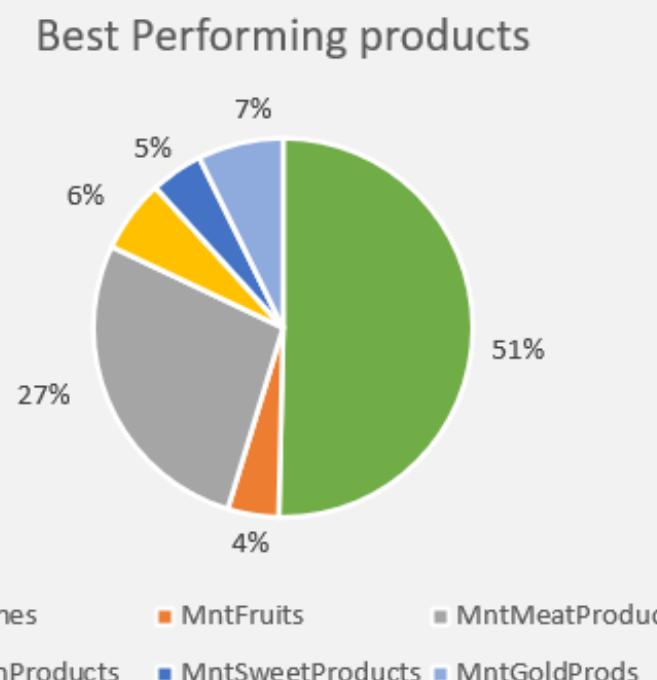
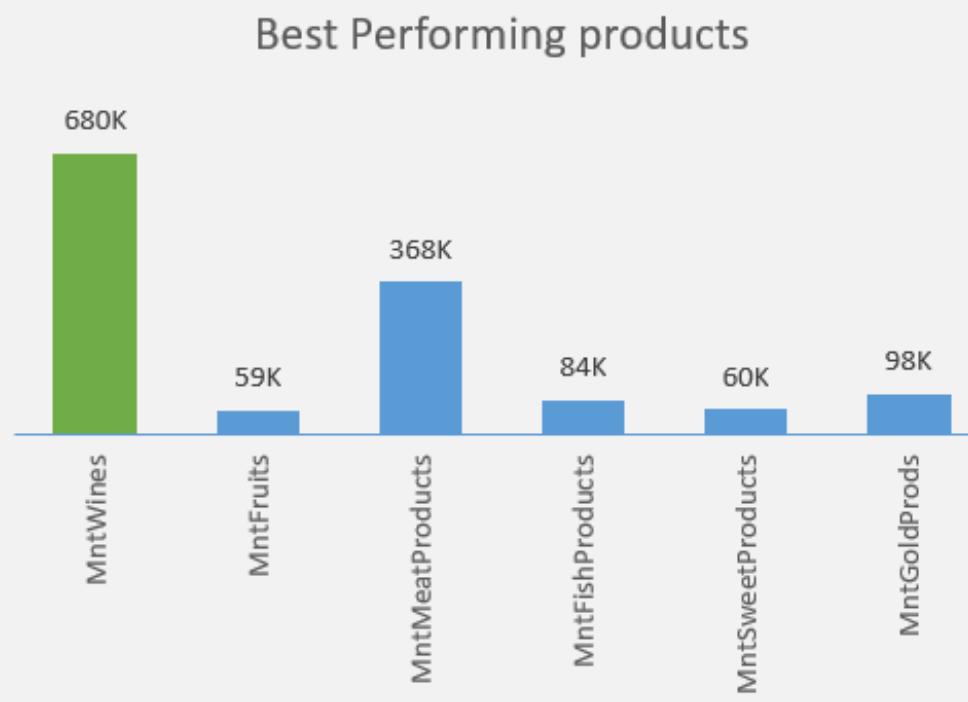


CONCLUSION

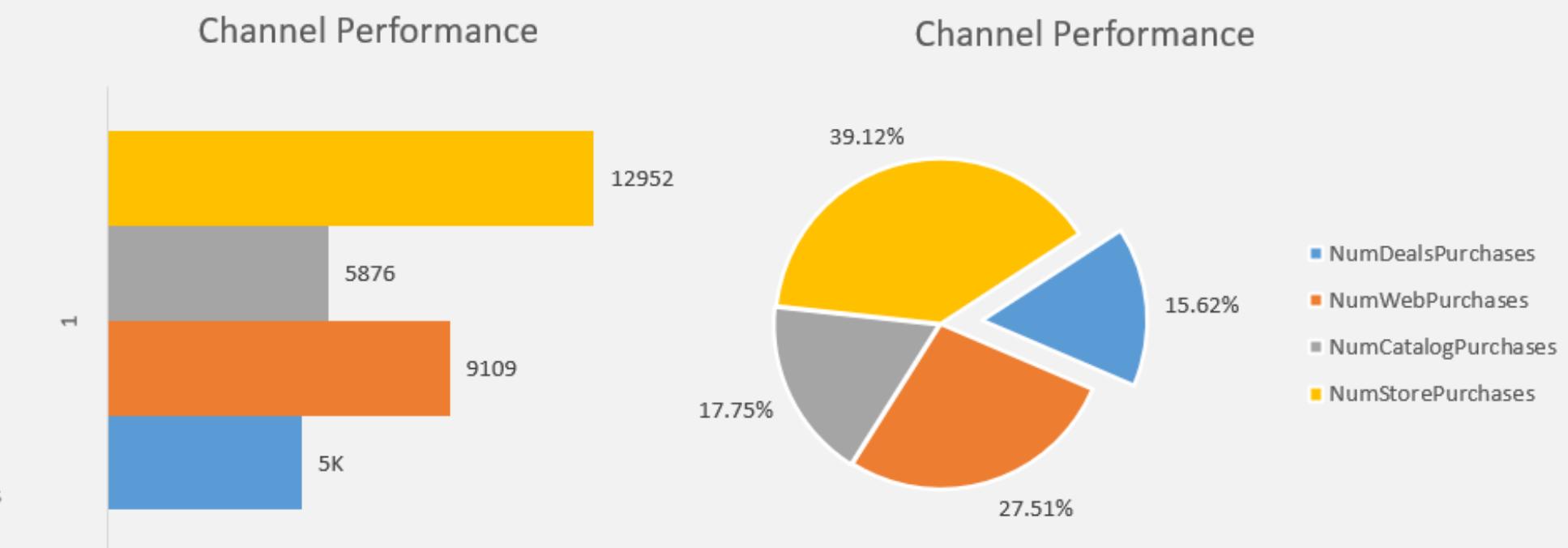
MARKETING CAMPAIGN RESULTS



5. Which products are performing best?



6. Which channels are underperforming?



THANK YOU

Project Owner

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Date: Jun 21st, 2023

