Marketing Campaign Analysis

Objective:

The dataset provides various dimensions, including cities, channels, devices, and individual ads. These metrics encompassed Impressions, Click-Through Rate (CTR), Clicks, Daily Average Cost-Per-Click (CPC), Spending, Conversions, Total Conversion Value, Likes, Shares, and Comments. Contestants are tasked with creating a comprehensive report to analyze these metrics, providing insights into the effectiveness of each campaign and identifying opportunities for optimization.

Data:

Onyx Data: https://onyxdata.co.uk/

Analysis:

The dashboard provides an overview of the main KPIs and channel-wise performance, offering a detailed analysis of total spending and conversion revenue for the year 2023. It aims to provide insights to improve marketing campaigns across social platforms.

The dataset required minimal cleaning, with some date formatting adjustments needed to derive DAX for monthly analytics. This was facilitated by a separate date table, streamlining the overall process. The report is divided into two sections: main KPIs and a channel-wise overview.

Key performance indicators (KPIs) were selected to evaluate the effectiveness and impact of campaigns. These include total spending, clicks, engagements, and total conversion values, compared with the previous and second-to-last months to provide a comprehensive overview.

The overview section covers everything from total spending to total conversion values and campaign performance over months and weeks, highlighting that fall had the highest spending and highest conversion rate.

Key Insights:

Some of the key findings from the analysis include:

Engagement Correlations:

- Likes and total Comments are positively correlated.
- Total Spend and total Clicks also show a positive correlation, indicating higher spending often leads to more clicks.

Monthly and City Engagement:

- October 2023 accounted for 12.19% of Likes.
- London had the highest Engagements at 67,634, followed by Manchester (63,967) and Birmingham (53,741).

Engagement Metrics Range:

- Over the past nine months, Likes ranged from 10,792 to 14,230, Comments ranged from 993 to 1,479, and Shares ranged from 1,786 to 2,856.

Channel Spending Insights:

- Facebook accounted for 43.87% of Total Spend.
- Facebook had the highest total Spend at £71,612.54, followed by Instagram (£63,394.01) and Pinterest (£28,243.52).

Platform Performance:

- Facebook: £71,612.54 T. Spend, 69,968.71 T. Clicks, 13,132 T. Conversions

- Pinterest: £28,243.52 T. Spend, 43,011.67 T. Clicks, 11,530 T. Conversions

- Instagram: £63,394.01 T. Spend, 68,605.64 T. Clicks, 15,590 T. Conversions

Recommendations:

- Utilize insights from October 2023, which had the highest likes, to identify factors contributing to this peak and replicate successful strategies in other months.

- Consider launching localized campaigns or special offers in these high-engagement areas to further boost interactions and conversions.

- Since likes and comments are positively correlated, create content that encourages interaction, such as questions, polls, and user-generated content.

- Analyze posts with the highest likes and comments to understand what type of content resonates best with your audience and replicate those elements in future campaigns.

- Continuously monitor the correlation between spend and clicks to ensure that the budget is being used efficiently.

- Reallocate funds from lower-performing channels or ad sets to those showing higher engagement and conversion rates.

Design/Theme:

I've created a custom background using Figma, carefully merging colors used in market analysis. To ensure a visually pleasing and cohesive dashboard, I fine-tuned diverging color palettes using coolors.io, achieving a perfect match for each theme. This selected color palette is consistently applied across all visualizations.