➢ Task 2: social media campaign performance tracker
➢ Internship: Future Interns – Data Science & Analytics
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➢ Date:4 July 2025

Marketing Campaign Dashboard using Power BI

➢ Introduction:

This project aims to analyse a marketing dataset to understand customer behaviour, product spending patterns, and campaign response rates. Using Power BI, an interactive dashboard was created to visualize the data effectively and gain business insights that can help improve future marketing strategies.

➢ Objective:

- To analyse campaign performance and customer segments.
- To identify high-spending customer groups.
- To track response rates across different countries and demographics.
- To build an interactive dashboard using Power BI.

➢ Tools Used:

- Microsoft Power BI
- Power Query
- Dataset source

➢ Dataset overview:

- The dataset contains customer data related to:

- Demographics (age, income, education, marital status)

- Product purchase behaviour (wines, meat, gold, fruits, etc.)

- Response to 5 different marketing campaigns

- Joining date and country of the customer

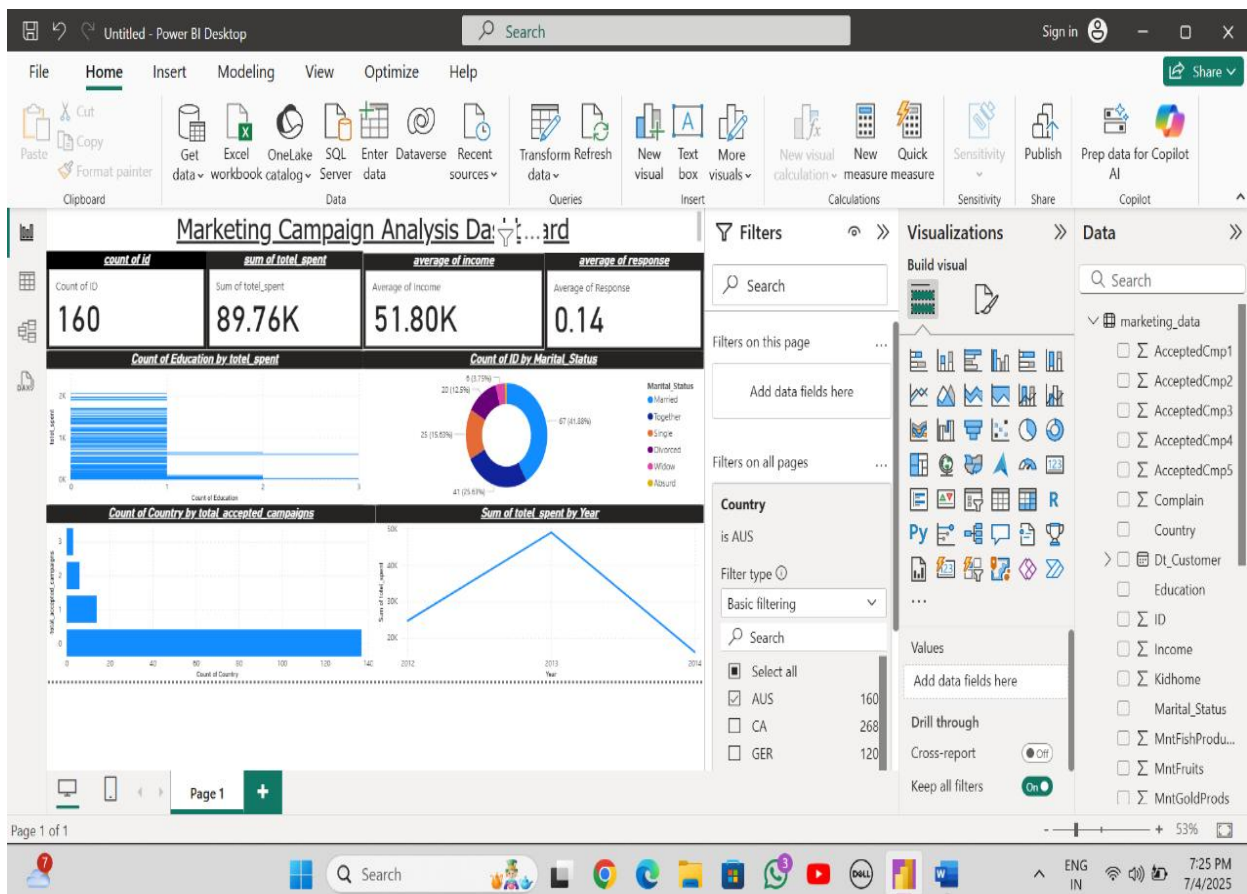Total Records: **2240**
Total Columns: **28**

➢ **Data cleaning and transformation:**

- Converted Income column to numeric by removing $ and ,
- Converted Dt_Customer to date format
- Created new calculated columns:

- Total Spent = Sum of all product spending columns

- Total Children = Kidhome + Teen home

- Total_Accepted_Campaigns = AcceptedCmp1 to AcceptedCmp5

- Removed or filled missing values in Income
- ➢ **Visualizations Used:**
- Card Visuals
- Bar Charts
- Donut Chart
- Line Chart
- Filters for country, education, response
  - ➢ **Conclusion:**

The Power BI dashboard successfully presents meaningful insights from the marketing dataset. It enables business decision-makers to segment customers, track campaign performance, and allocate resources more effectively. This project showcases the power of data visualization in real-world marketing scenarios.

➢ **Screenshots:**

Marketing Campaign Analysis Dashboard

count of id	sum of totel_spent	average of income	average of response
Count of ID	Sum of totel_spent	Average of Income	Average of Response
160	**89.76K**	**51.80K**	**0.14**

Count of Education by totel_spent

Count of ID by Marital_Status

6 (3.75%)
20 (12.5%)
25 (15.63%)
67 (41.88%)
41 (25.63%)

Marital_Status
- Married
- Together
- Single
- Divorced
- Widow
- Absurd

Count of Country by total_accepted_campaigns

Sum of totel_spent by Year