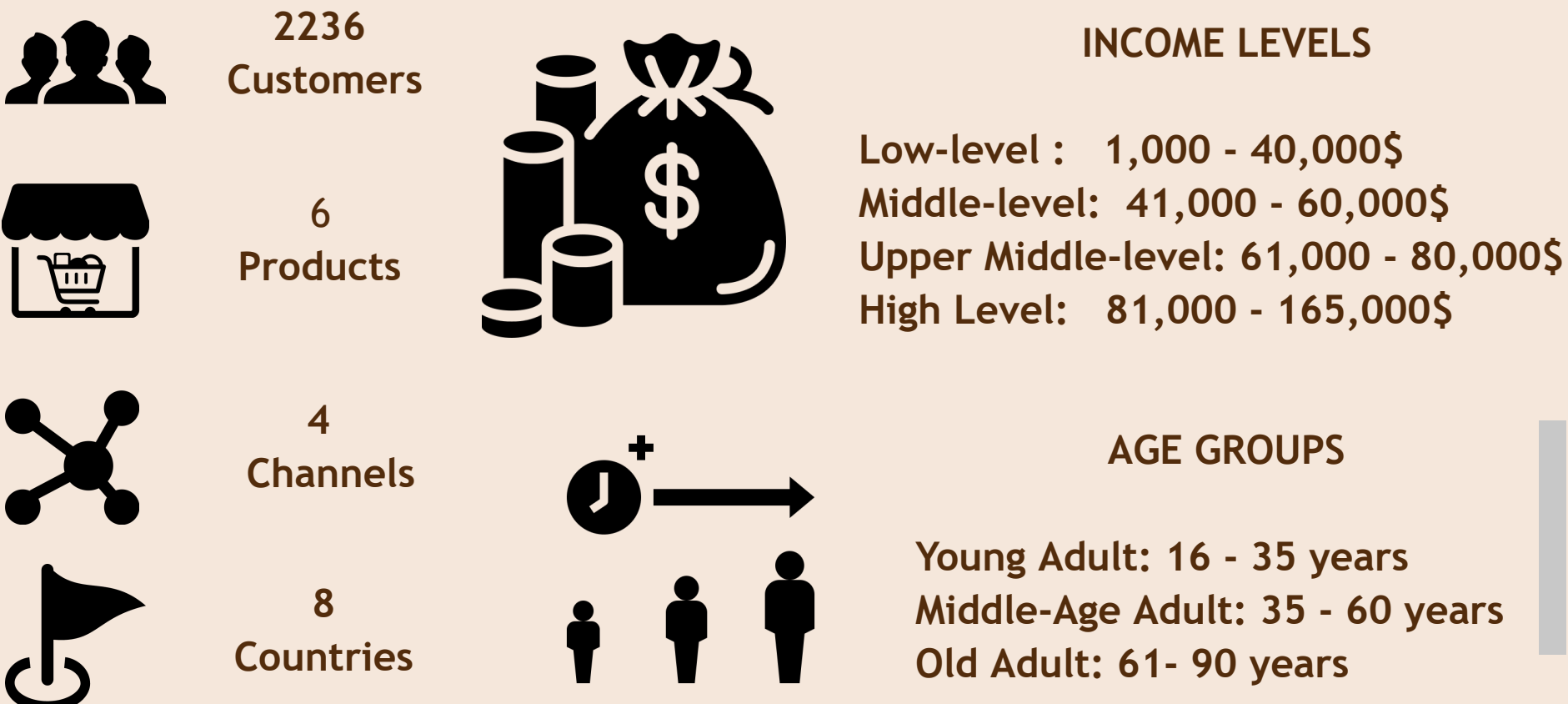


# Maven Marketing Campaign

Marketing campaign analysis report from 2012 to 2014



## INSIGHTS

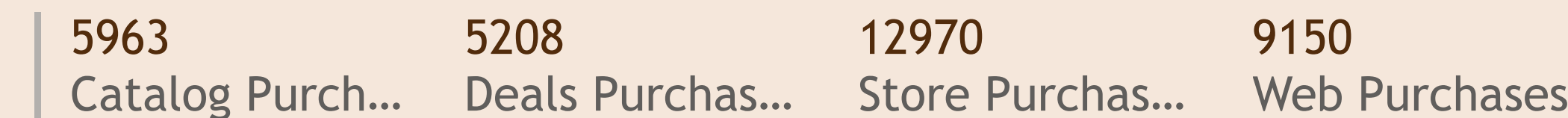
1. **Last campaign** got an amazing response from the customers of all regions, **Spain being on top**.
2. **Average customers** are from a **high-level income** group and belong to the **Middle Age** group and are **married** with a **graduate** degree.
3. Customers spent most of their money on **Wine & Meat** in all the regions, **Spain** being the first to spend **\$339k** on Wines and **\$179k** on Meat purchase.
4. **Purchase channels Deal and Catalog** are under performing. All age groups prefer shopping directly from the store or from the Web.
5. Web purchases are mostly done by **Married, Middle Age** group adults with **pHD, Masters & Graduate** degree.



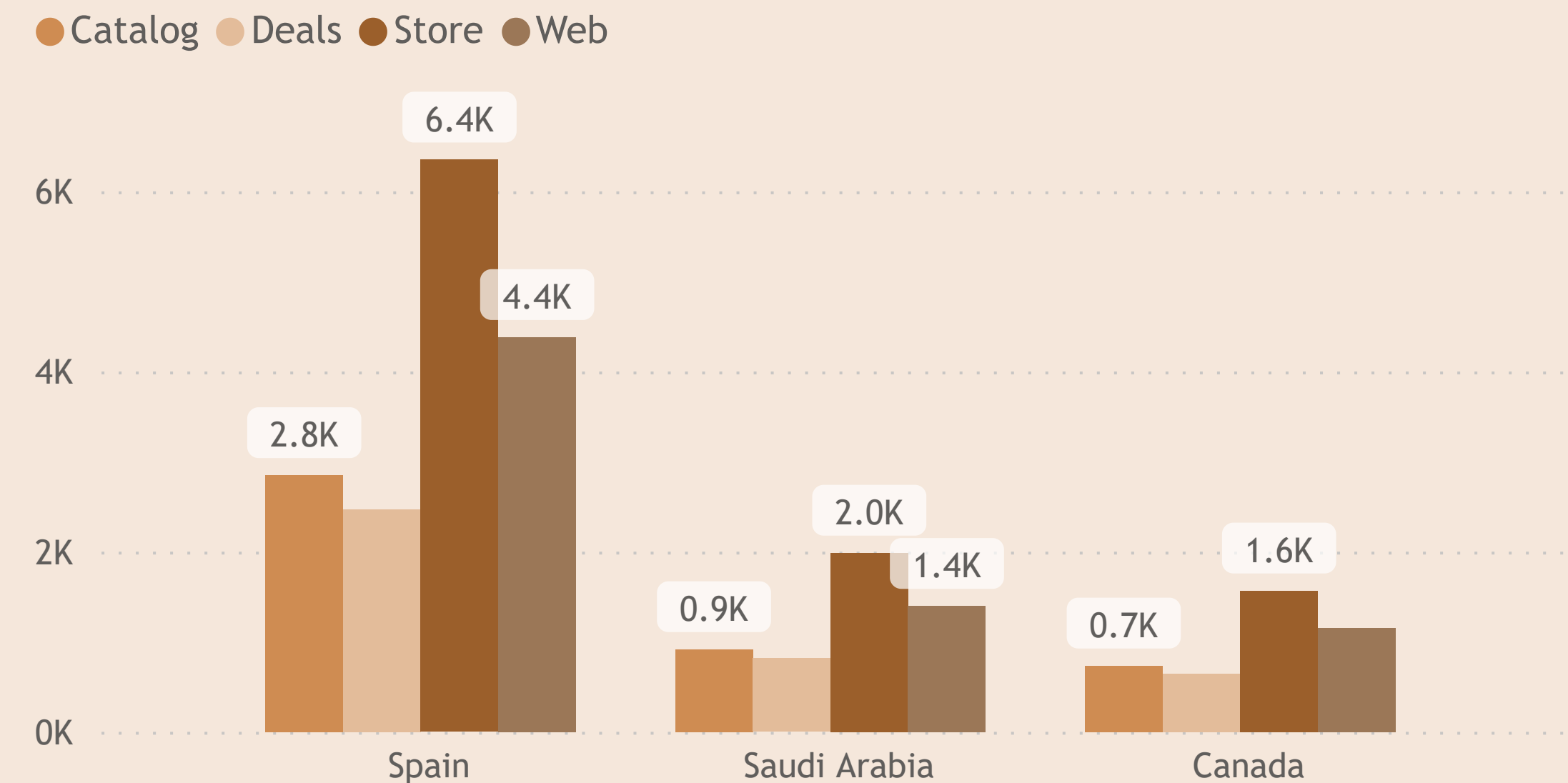
## RECOMMENDATIONS

1. Purchase channels **Deal** and **Catalog** must be redesigned & add more exciting offers with **discounts** which attracts the customer, specially targeting **top purchasing countries Spain, Saudi Arabia and Canada**.
2. **Old age** adults are consuming barely each product, an **awareness advertisement** containing healthy food consumption also must be the part of the marketing campaign.
3. Strategies employed in the **5th** and **last campaign** should be **adopted** for other campaigns.
4. The **upper middle level income** community in the **top 3 countries** should be targeted for the next campaigns to get the most profit.
5. ‘**How Web Purchases Are Done**’ tutorial advertisement could improve the rate of web

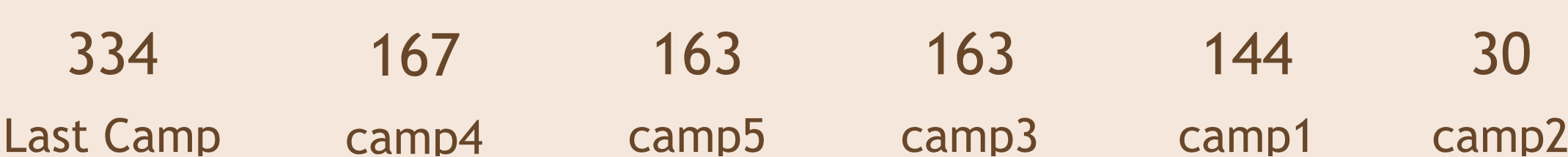
### WHICH CHANNELS ARE UNDER PERFORMING?



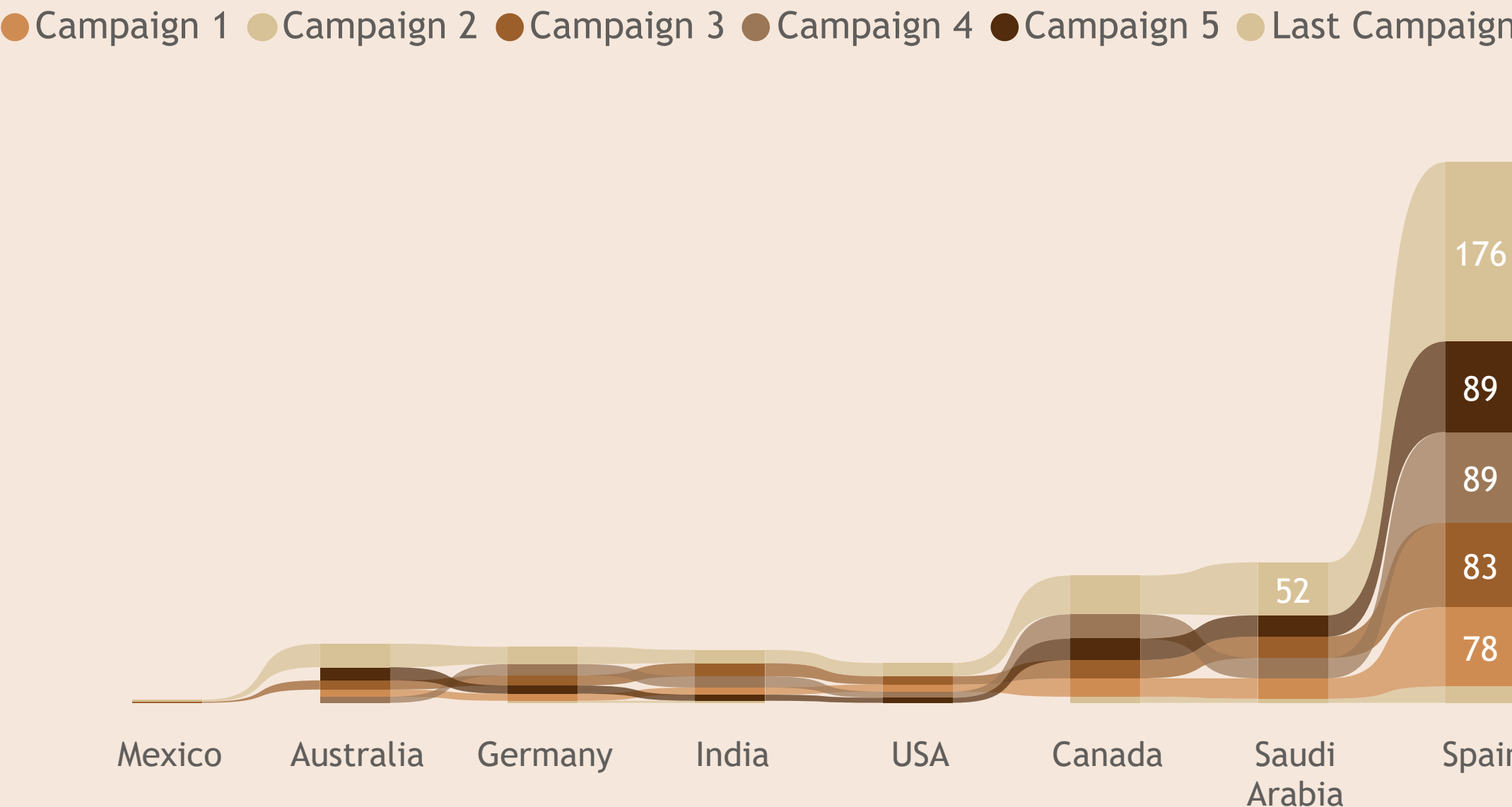
### Channels Overview



### WHICH MARKETING CAMPAIGN WAS THE MOST SUCCESSFUL?

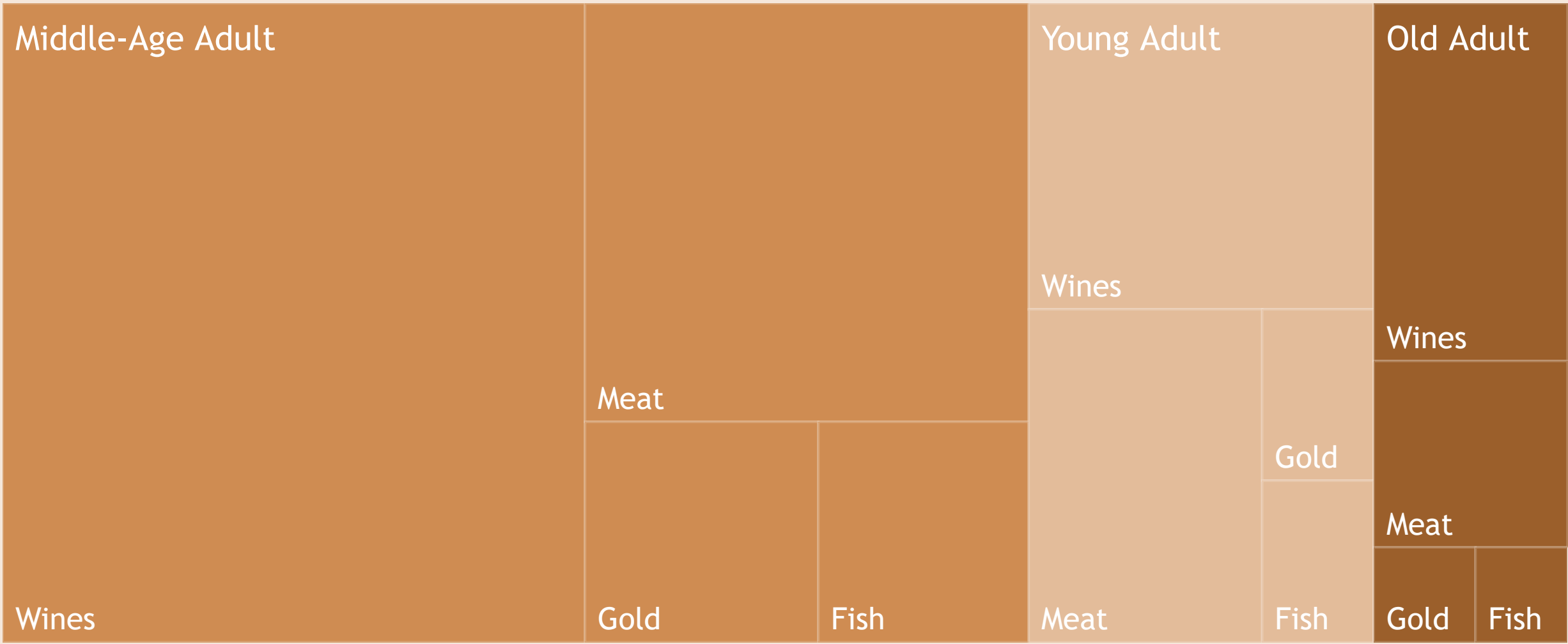


### Campaigns Overview

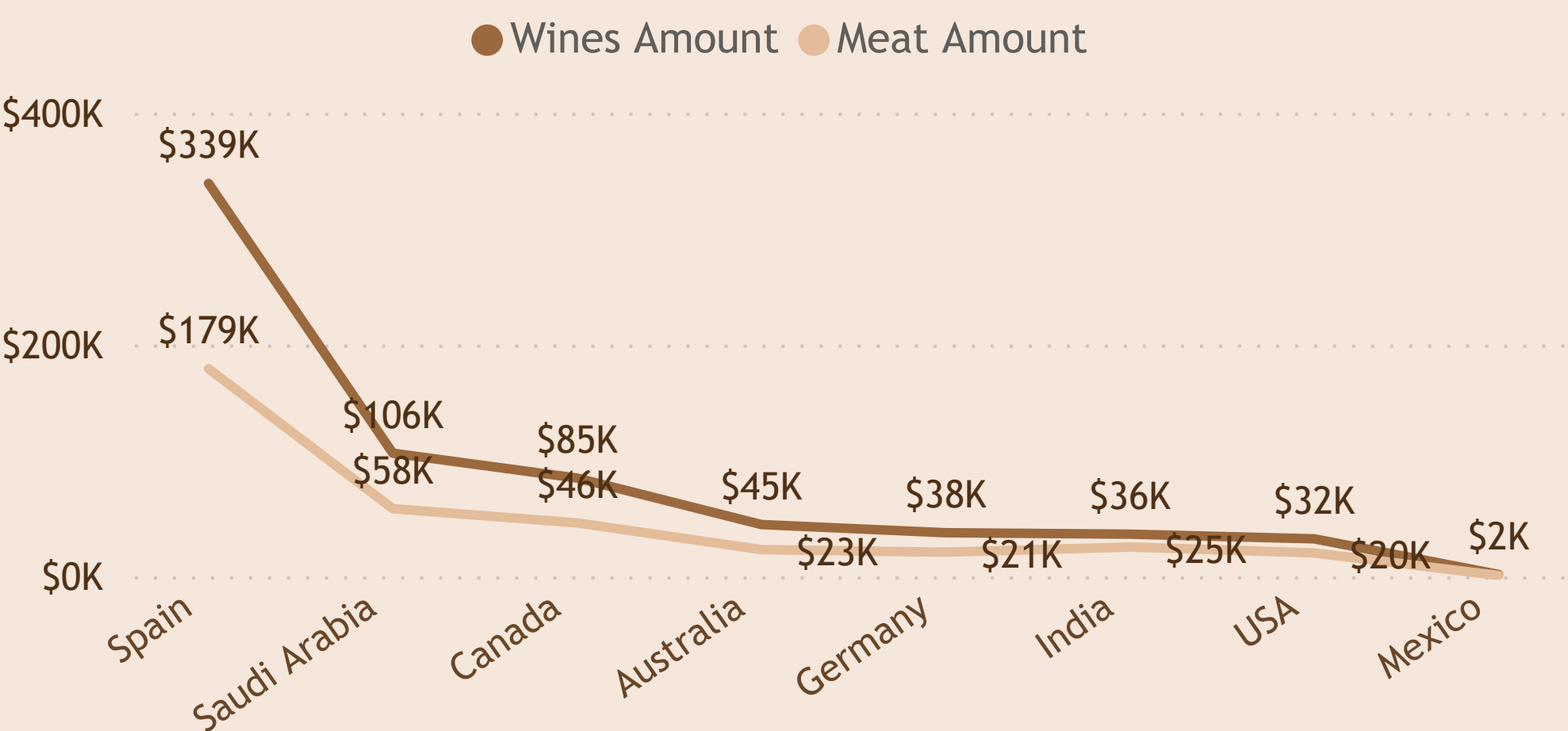


### WHICH PRODUCTS ARE PERFORMING BEST?

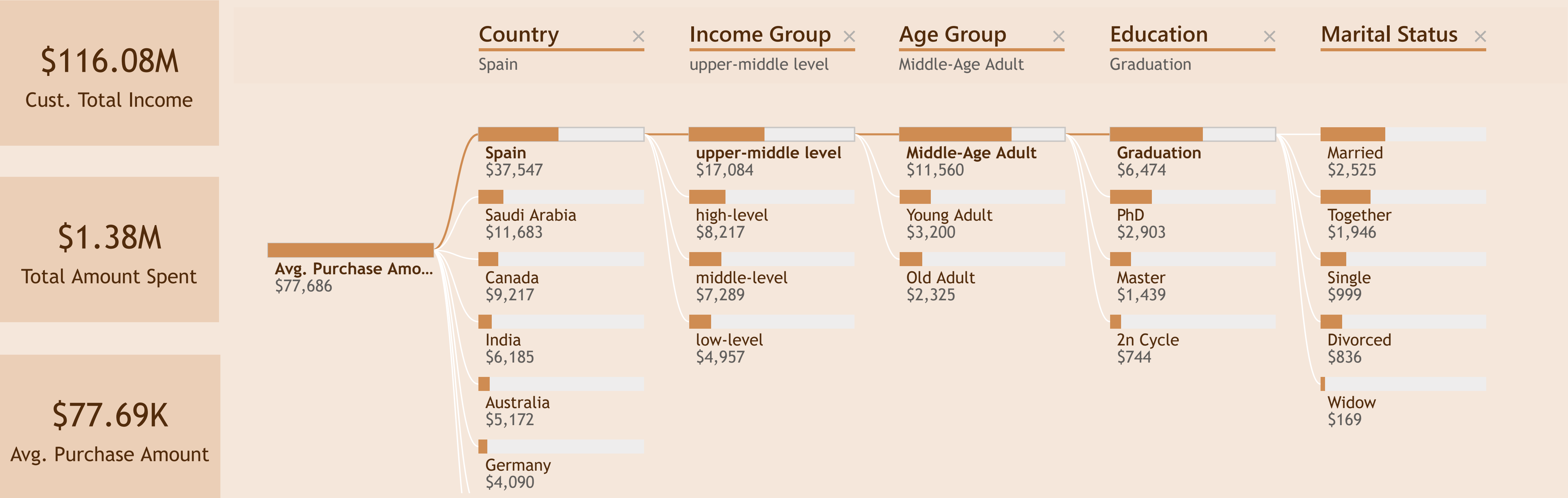
### Products Overview



### Wines & Meat Consumption Per Country

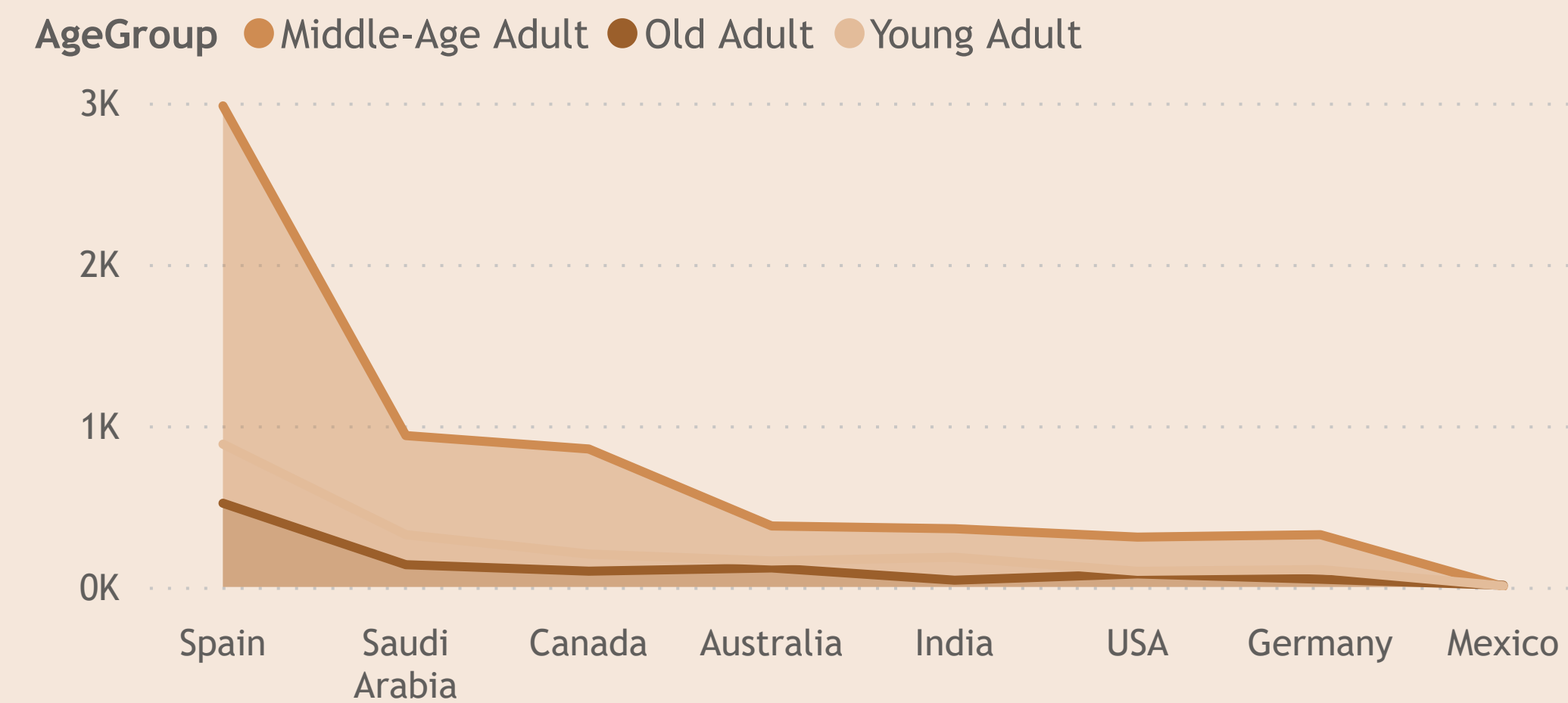


### WHAT DOES THE AVERAGE CUSTOMER LOOK LIKE?



### WHAT FACTORS ARE SIGNIFICANTLY RELATED TO THE NUMBER OF WEB PURCHASES?

### Web Purchases Associated With Each Country & Age Group



### Total Web Purchases By Income Levels

