My **Marketing Analysis** Power BI Dashboard! 🚀

I recently worked on – a Marketing Analysis Dashboard! This project provided a fascinating look into Marketing Campaigns Performances, including Total Sales, Total Purchases, Platform Preferences, Purchase Drivers, Purchase and Sales Key Influencers, Buyer Composition and more.

**Scenario:**

You work for a Market Research Firm called **DigiTech Marketing** that is collaborating with a retail vendor that specialize in food and beverage products.

**Problem Statement:**

Your Client is a small company and they are still learning their market and evaluating their customers. As a BI Developer you are just handed over your sample of marketing data. Your client would love for you to build a BI tool that surface insights around a few specific items of interest.

1. How are our 6 marketing campaigns performing?
2. How are our products performing?
3. Who are our customers?
4. What is driving campaign performance and buyer decision-making?

**🔍 What the dashboard highlights:**

1️) Campaign Insights: Campaign 6 is by far the highest number of attributed purchases.

2) Campaign Insights: Campaign 6 is leading for highest sales, generated the most revenue.

3) Highest Revenue Generator: Wine was the top earner by revenue.

4) Platform Preferences: Across the board In-Store purchases dominated all other Purchases.

5) Breaking Into Data: Overall 13,000 purchases were made In-Store

6) Buyer Composition: The vast majority of buyers are married and have college/university degree

7) Key Influencers:

**💡 Key Takeaways:**

a) Wine was the clear favorite across all campaigns.

b) For older customers wine sales increases as a % of total sales and meat decreases.

c) Insights like these highlight the importance of marketing trends that leads to purchases within the retail industry.

Tools and Features Used:

For this project, I utilized several key tools and features within Power BI, including:

1. Power Query: To clean and preprocess raw data.

2. Data Modeling: To establish relationships between tables and create calculated measures using DAX

3. Visualizations: To build an intuitive interface with:

Key performance indicators (KPIs) for Sales, Campaign Performances, and Purchase Drivers.

4. Interactive Filters: To allow users to filter data by Products.

This project not only honed my technical skills but also showcased the importance of storytelling with data.

A huge Thank you to Sean Chandler for sharing your expertise and resources – your guidance has been invaluable on this journey!

Here’s to learning, growing, and exploring more in the world of data analytics! 💻📊