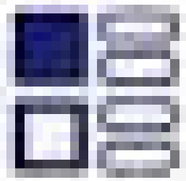
MARKETING CHANNEL

Most Prominent

MARKETING CHANNELS

For Your eCommerce Store



Blog

Email

ADs

PPC

Social Media

SEO

BACKGROUND

1. BUSINESS AND MARKETING IS VERY RELATED. EVERY BUSINESS NEED MARKETING TO SALE THE PRODUCT OR SERVICE

2. THE MARKETING HAVE BUDGET TO SPEND AND BUSINESS NEED TO ALLOCATED TO CHANNEL HAVE IMPACT INCREASE SALES FOR COMPANT

3. BUSINESS NEED TO ANALYZE WHICH CHANNEL WE SPEND AND WHAT THE RESULT CHANNEL WE USE

problems

- What is performance of marketing channel we use
- Are we do marketing activities to target market ?
- What we need to do to improve our spent on marketing ?

data source

source data : https://www.kaggle.com/code/medi001/analysis-of-data-and-answering-business-questions/data

CONTENT OF DATASET

1.) ad_id: an unique ID for each ad.
2.) xyzcampaignid: an ID associated with each ad campaign of XYZ company.
3.) fbcampaignid: an ID associated with how Facebook tracks each campaign.
4.) age: age of the person to whom the ad is shown.
5.) gender: gender of the person to whim the add is shown
6.) interest: a code specifying the category to which the person's interest belongs (interests are as mentioned in the person's Facebook public profile).
7.) Impressions: the number of times the ad was shown.
8.) Clicks: number of clicks on for that ad.
9.) Spent: Amount paid by company xyz to Facebook, to show that ad.
10.) Total conversion: Total number of people who enquired about the product after seeing the ad.
11.) Approved conversion: Total number of people who bought the product after seeing the ad.

MARKETING CHANNEL FB ADS

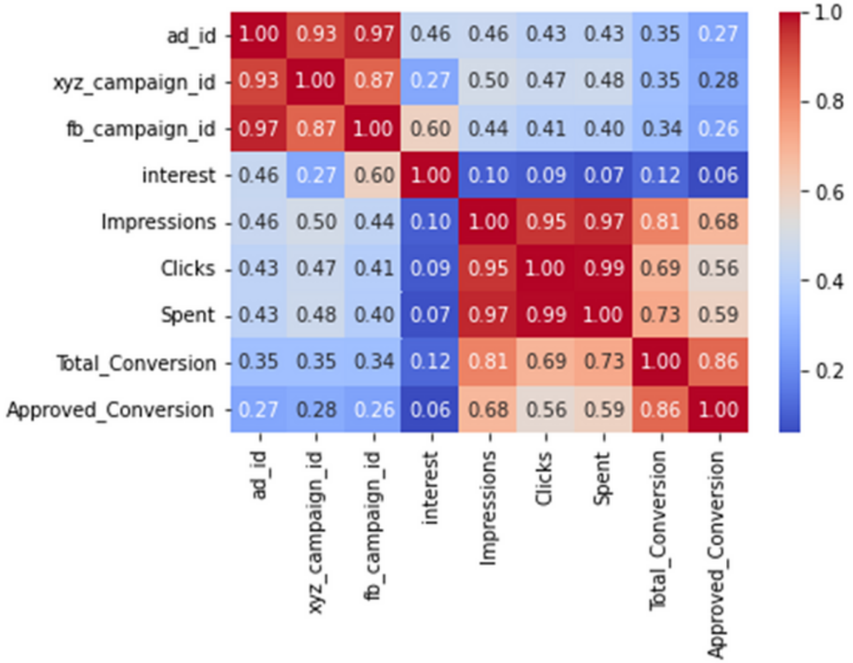
```
conversion_data=pd.read_csv('KAG_conversion_data.csv')
conversion_data.head()
```

	ad_id	xyz_campaign_id	fb_campaign_id	age	gender	interest	Impressions	Clicks	Spent	Total_Conversion	Approved_Conversion
0	708746	916	103916	30-34	M	15	7350	1	1.43	2	1
1	708749	916	103917	30-34	M	16	17861	2	1.82	2	0
2	708771	916	103920	30-34	M	20	693	0	0.00	1	0
3	708815	916	103928	30-34	M	28	4259	1	1.25	1	0

company operate campaign id for xyz product

```
[ ]  # correlation heatmap
     correlation = conversion_data.corr()
     sns.heatmap(correlation, annot=True, fmt='.2f', cmap='coolwarm')
```

```
<matplotlib.axes._subplots.AxesSubplot at 0x7ff39f63f110>
```



variable correlation

From these correlation map ,we can conclude that

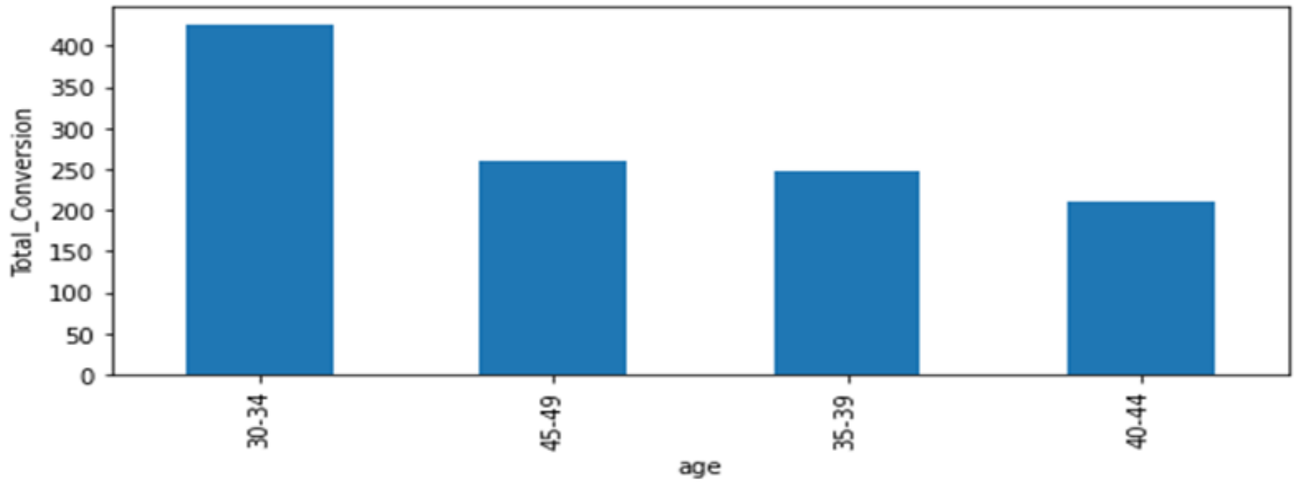
•There is positive high relationship between impression and total spent.
• There is positive high relationship between clicks and total spent.
• There is positive high relationship between clicks and impression .
•

Most people click and impression have high total spent. So we need to make relevant ads to make customer buy our products.

```
# Plot for frequency of people in each age group
plt.rcParams["figure.figsize"] = [7.50, 3.50]
plt.rcParams["figure.autolayout"] = True

fig, ax = plt.subplots()

conversion_data['age'].value_counts().plot(ax=ax, kind='bar', xlabel='age', ylabel='Total_Conversion')
plt.show()
```



from our data we can conclude that our target customer is 30-34 yo

```
[ ] df = conversion_data.groupby(['gender']).agg(
        cust=('Spent','sum')
    ).reset_index()
    df
```

	gender	cust
0	F	34502.619963
1	M	24202.609995

```
conversion_data.groupby(['gender']).agg(
    cust=('Approved_Conversion','sum')
).reset_index()
```

	gender	cust
0	F	495
1	M	584

We grouping total spend by gender, the biggest spent on Female but the biggest number of people who approved conversion is male.

We can make conclusion that female buy higher price than male and most people who buy at range 30-34 years old .
So our target market :
people with range 30-34 years old and female with high spent.

Increasing campaign on FB ads --> higher total spend customer spent

```
[7] conversion_data.groupby(['xyz_campaign_id']).agg(
        total=('Total_Conversion','sum')
        ).reset_index()
```

	xyz_campaign_id	total
0	916	58
1	936	537
2	1178	2669

```
conversion_data.groupby(['xyz_campaign_id']).agg(
    spent=('Spent','sum')).reset_index()
```

	xyz_campaign_id	spent
0	916	149.710001
1	936	2893.369999
2	1178	55662.149959

- We need to do campaign to our target customer range 30-34 years old for campaign 1178.

- For another campaign id,toincrease sales, we need to do campaign with range target market 30-34 years old with relevant content to make impression to customer and then they buy our products .

d Antz

Thank you