

PROJECT 1

Customer Campaign Insights

Behavioural and Demographic Patterns

Dataset: <https://www.kaggle.com/datasets/rodsaldanha/arketing-campaign?>

Dashboard: <https://lookerstudio.google.com/reporting/7ebd01c0-8517-42f8-a473-73ab668494cc>



INTRODUCTION

Business Objective

Analyze customer demographics and behavioral data to understand what drives response to marketing campaigns. The goal was to uncover actionable insights that can improve campaign targeting and boost engagement across customer segments.

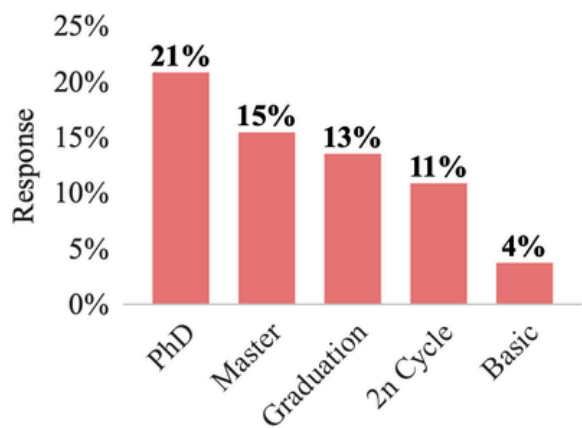
Tools

- **Programming & ETL:** Python
- **Database:** SQL to store structured customer records
- **Visualization:** Looker Studio dashboard presenting KPIs and visual trends using cleaned data.

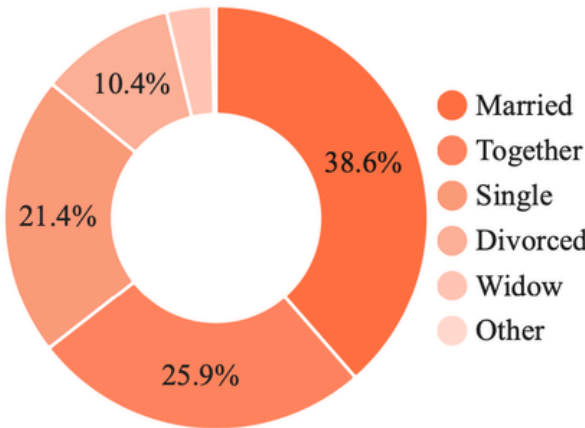
DASHBOARD

Customer Campaign Insights: Behavioural and Demographic Patterns

Campaign Response Rate by Education



Customer Distribution by Marital Status



Campaign Response Rate

14.91%

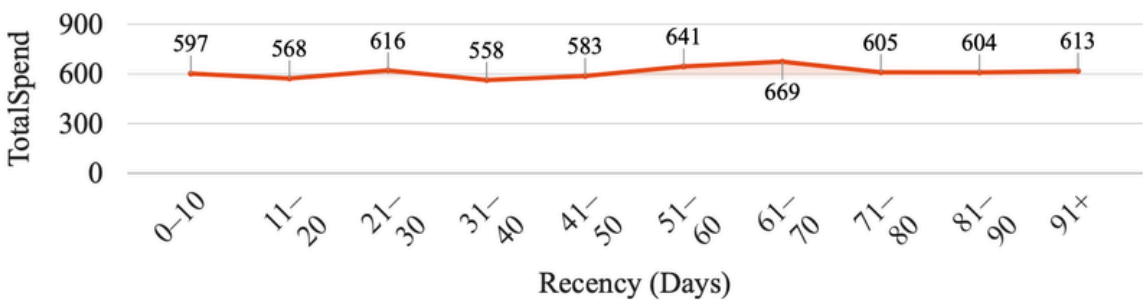
Average Total Spend

\$605.80

High Spender Rate

26.88%

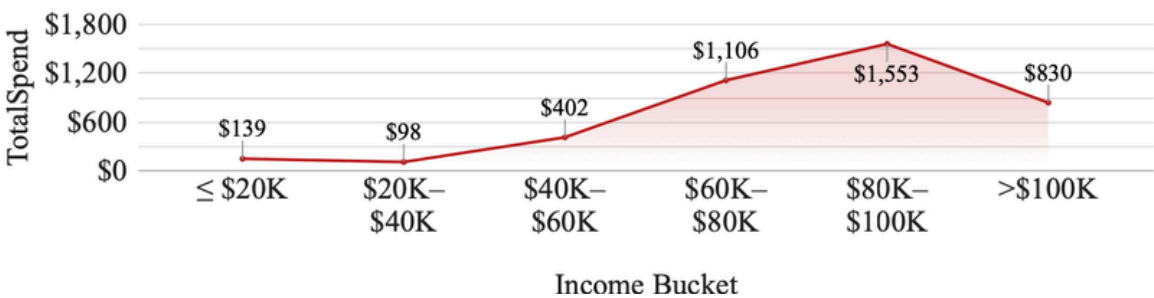
Buying Behavior by Last Purchase Date



Website Visits by Campaign Response



Customer Spend Across Income Segments



Website Visits by Family Size

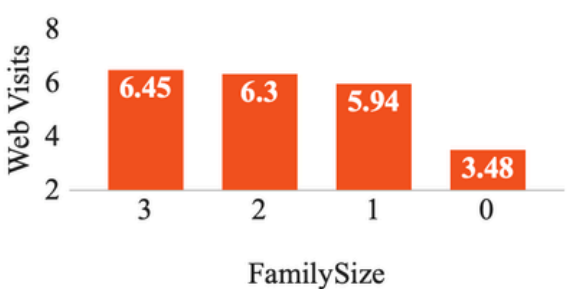


CHART 1

Educated Customers Respond More to Marketing Campaigns

Customers with higher education levels respond more to campaigns. PhD holders lead at 21%, while Basic education sees just 4%, highlighting advanced-degree segments as high-performing targets for engagement.

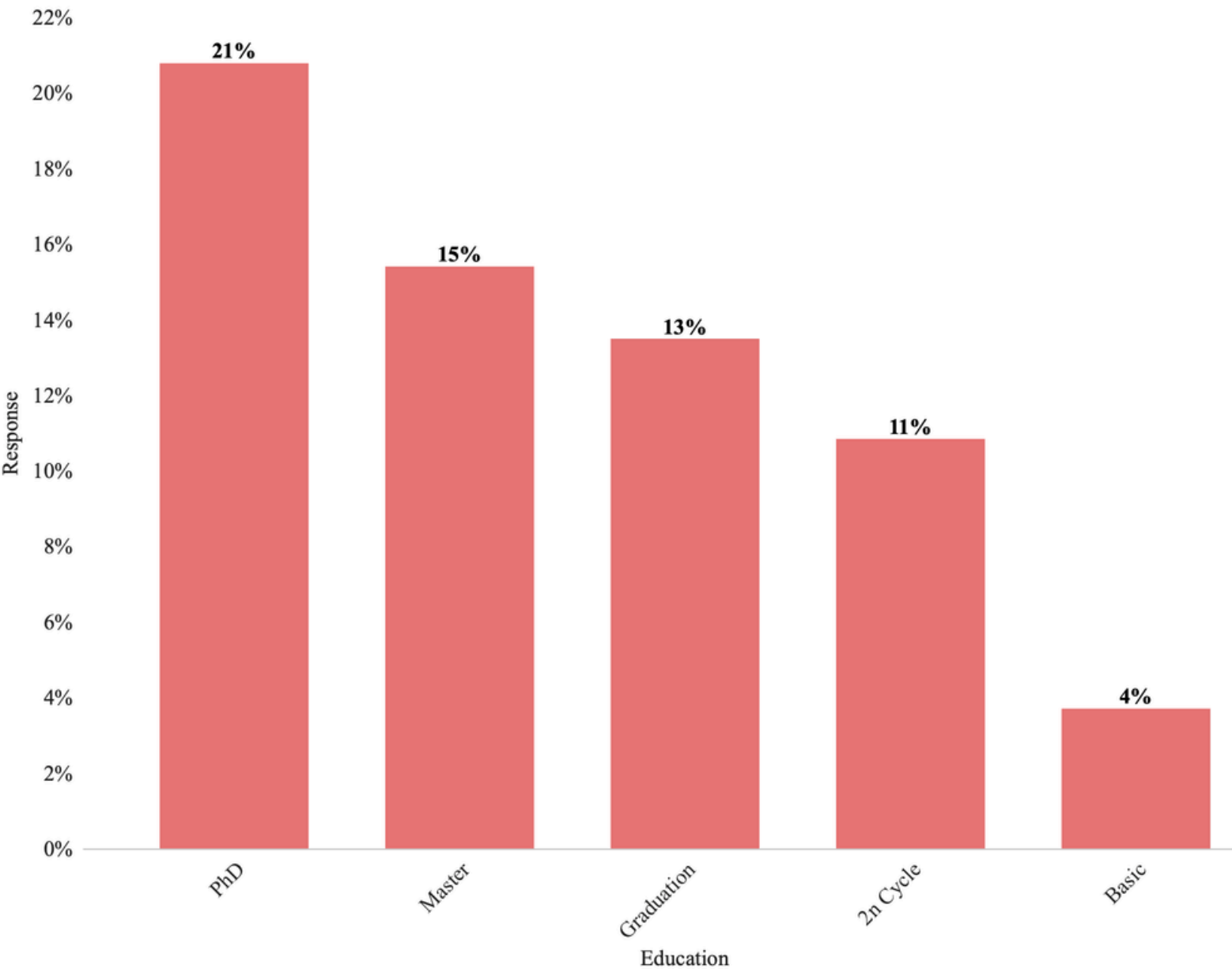


CHART 2

Campaigns Should Target Married & Cohabiting Customers

Married and cohabiting individuals make up nearly two-thirds of the audience. Focusing campaign messaging on household value, family benefits, or bundled offers can drive stronger engagement from these dominant segments.

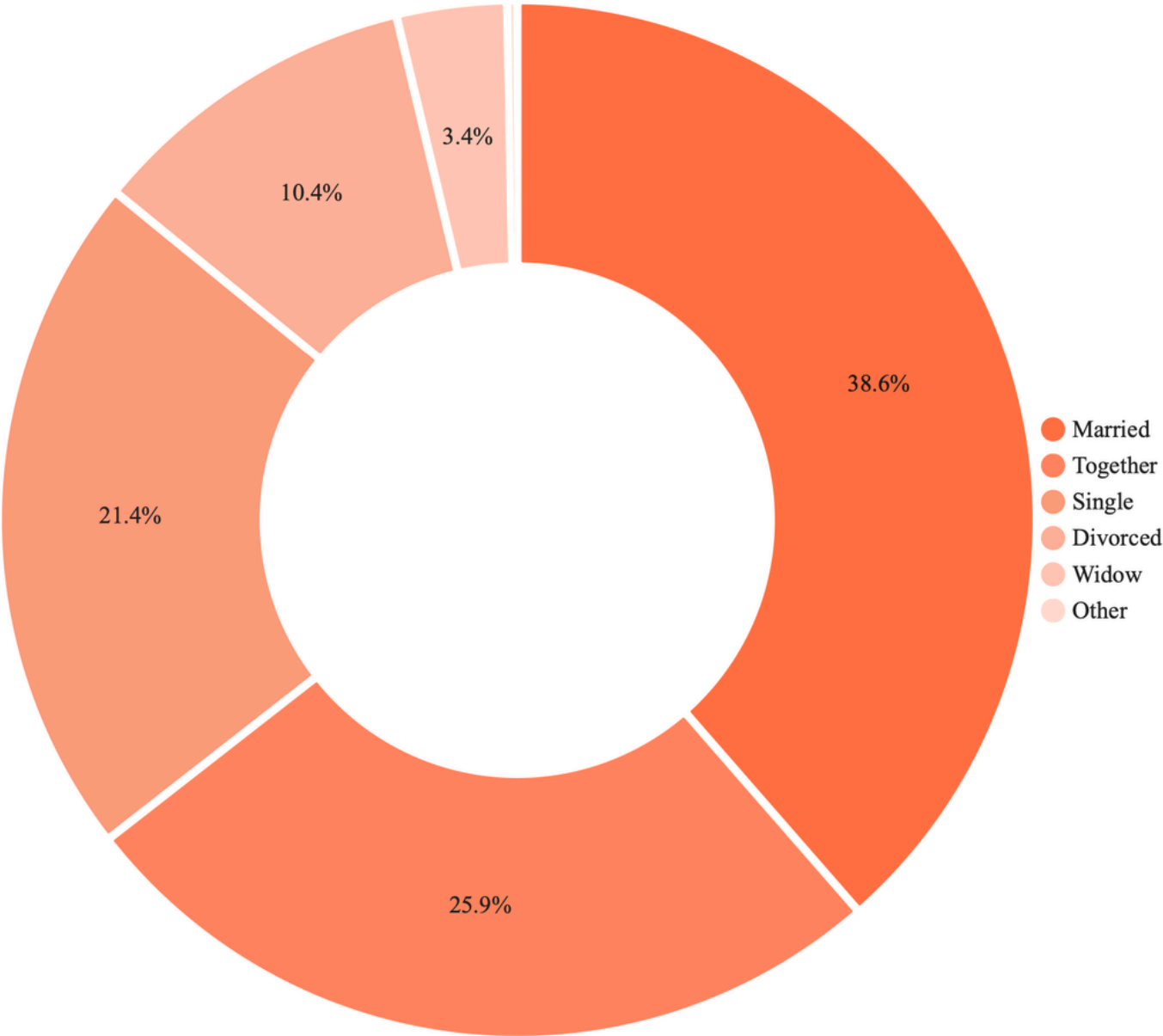


CHART 3

Spending Peaks Around 60 Days Since Last Purchase

Customers with a recency of 61–70 days spend the most on average, suggesting a strong opportunity for mid-cycle re-engagement. Campaigns timed around the 2-month mark may yield higher returns than immediate follow-ups.

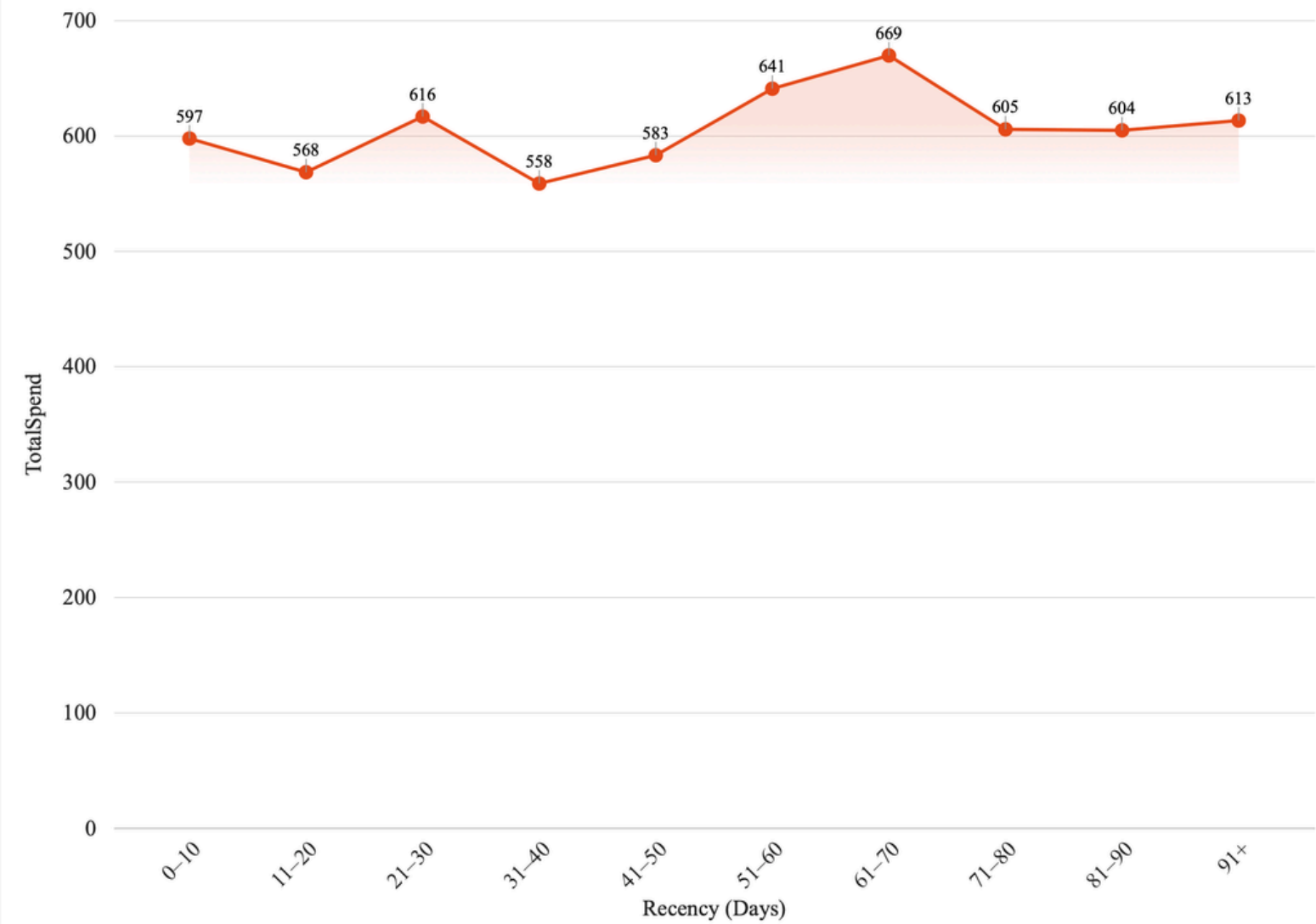


CHART 4

Mid-High Income Customers Drive the Most Spend

Customers earning between \$60K–\$100K generate the highest total spend, peaking at \$1,553. While spend increases with income, it dips slightly beyond \$100K — suggesting campaigns should focus on upper-middle income segments for maximum revenue impact.

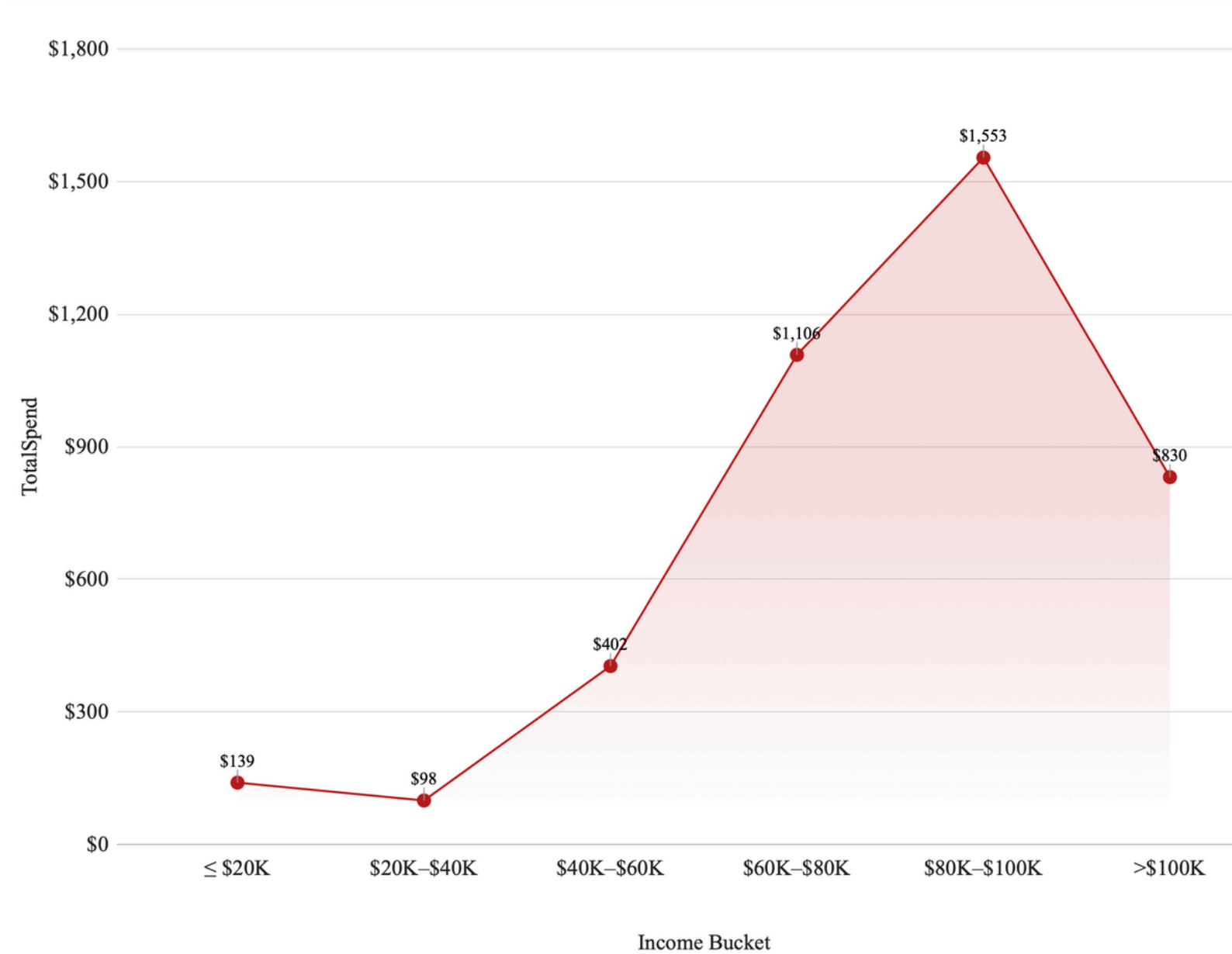


CHART 5

Web Visits Alone Don't Predict Campaign Response

Customers who responded to the campaign visited the website just as often as those who didn't (5.29 vs. 5.32 visits). This suggests that visit frequency alone isn't a reliable indicator of campaign engagement, and deeper behavioral signals may be needed for targeting.

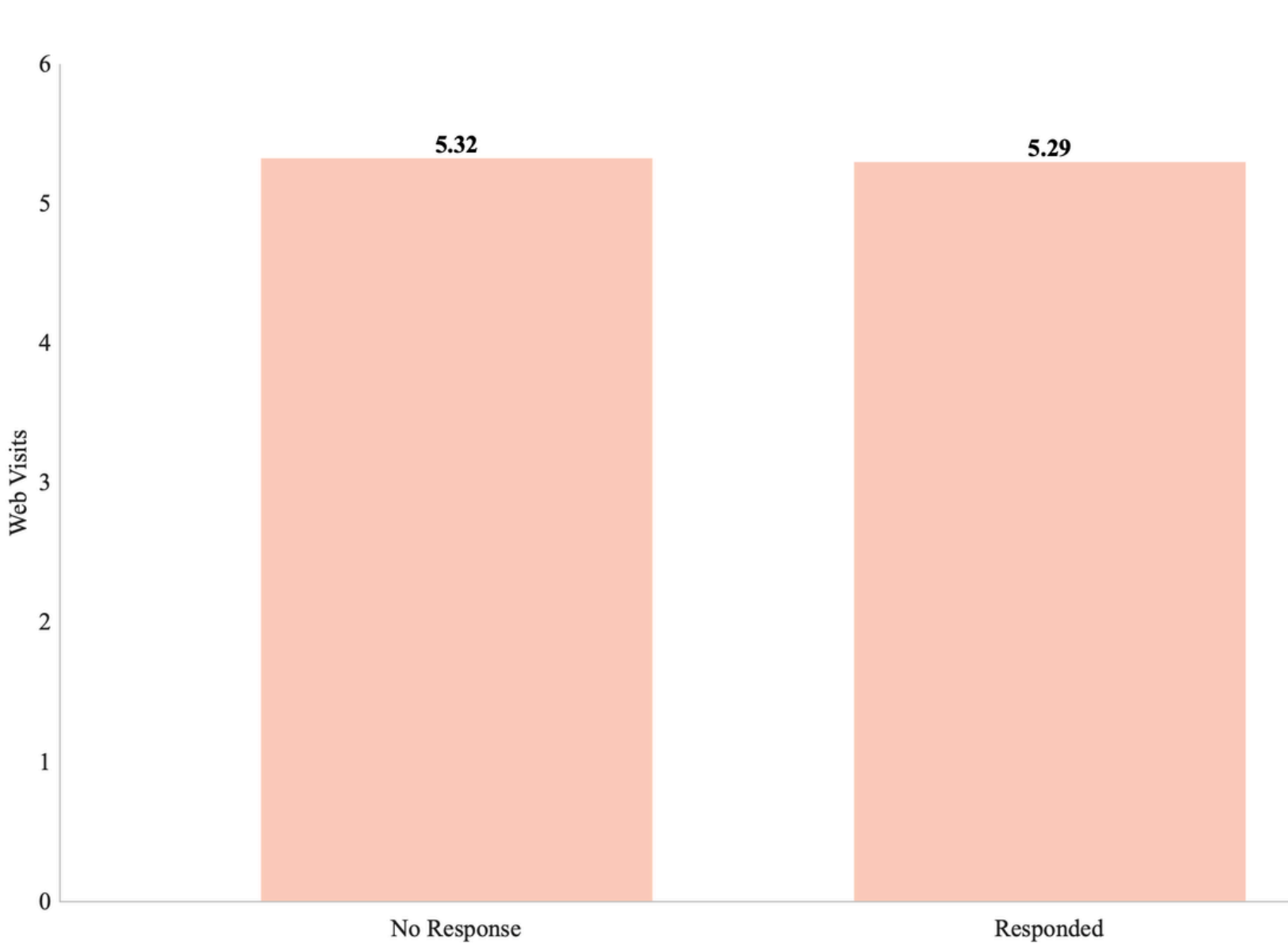
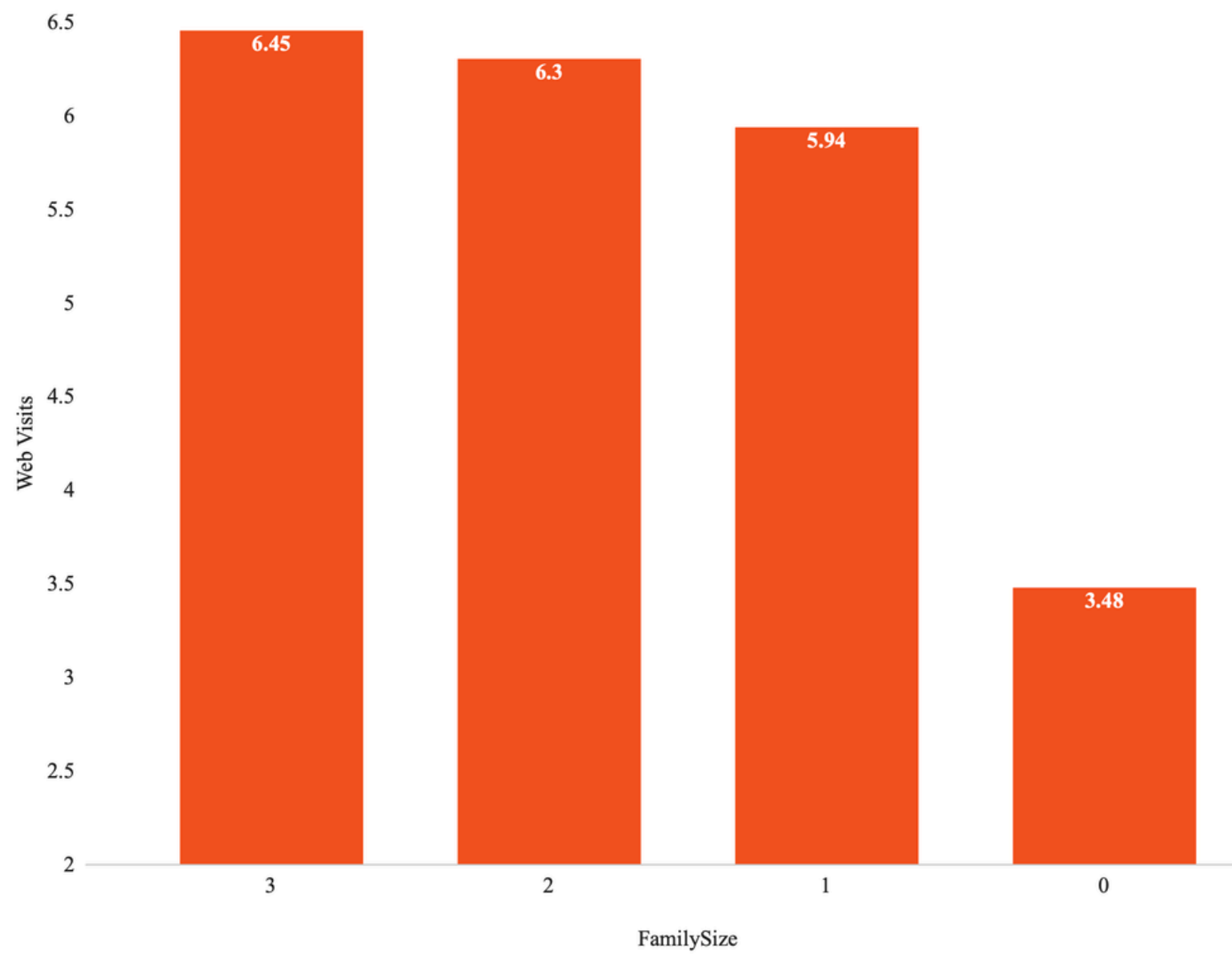


CHART 6

Larger Households Are More Digitally Engaged

Customers from households with 3 family members visit the website nearly twice as often as those living alone. This trend suggests campaigns targeting larger households could benefit from stronger digital visibility and higher engagement.



CONTACT



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