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Analytics and Recommendation on Marketing Campaign from Cross Channel Analytics perspective.

Cross-channel Analytics is a business analytics process wherein multiple sets of data from different channels or sources are linked or housed together and then analyzed in order to provide customer and marketing intelligence that the business can use.

In Omnichannel marketing, leveraging customer data is key. I'd start by consolidating data for a unified view of marketing data. This informs targeted campaigns and personalized content. Additionally, incorporating tailored training and support enhances the Omnichannel experience, providing valuable resources at crucial points. Loyalty and rewards programs, crafted based on customer insights, incentivize continued engagement for long-term partnerships. This data-driven approach ensures a seamless and impactful strategy across all touchpoints.

In our case we will be using 1 marketing campaign performance data. We will be analyzing data, give proper insights and recommendations to make well informed data-driven decisions.

We will be answering these 3 questions and solving these 3 problems in session:

- Q1. Analyze the Marketing campaign performance, identify key insights & provide actionable recommendation.
- Q2. Which cross-channel metrics would I prioritise to understand how to improve brand consistency & cross-channel engagement? How would I leverage these metrics to gain insights & make informed decisions for improving these aspects?
- Q3. How would you set up & conduct an A/B test to optimise Marketing poster (e.g., increase conversion rate)?

Tech & Algorithms: Python, Power BI, Statistics libraries.

Keywords: Data analytics, Marketing, Python, Powerbi, Cross channel analytics, Statistics.

Biography

Mr. Jawwad Ali Khan has Masters in Data Engineering & Information Management, A, Microsoft Certified Solution Expert in Data management and Analytics, IBM certified Professional and Tech-savvy professional with leveraging 9+ years of experience in planning and managing revenue-generating projects aligning business goals with technology solutions to drive process improvements, competitive advantage, and bottom-line gains. Skilled in ensuring consistent reporting, risk mitigation, timeline, and cost control. Excellent understanding of business operations and analytics tools for Business intelligence & data analysis. Advance knowledge of Azure SQL DB & Synapse Analytics, Power BI, SSIS, SSAS, Logic Apps. Proven hands-on analytics, E-Commerce, Finance, and Finance domain knowledge.