



UNIVERSITY OF  
WESTMINSTER<sup>®</sup>

**6COSC023W**

# **Final project report**

## **AdverCamp**

**Case study on improving campaigns performance of an advertising agency**

Name	Jonathan Thomas
IIT number	2018336
UoW number	W1742288
Degree	BIS

Submission Date: 05/05/2022

## **Abstract**

Outsourcing advertising campaigns to 3<sup>rd</sup> party advertising agencies is a common practice done by many SME organisations and sometimes large organisations too. Many organisations tend to outsource the marketing campaigns due various reasons such as unavailability of resources in the company, in need of professional experience in the advertising sector and various other reasons.

It is evident that it is sometimes a hassle for the agency to take on many projects because of the methods used in the agency, such as manual methods, no data collection and learning from past projects etc. and this causes the agency to be inefficient and sometimes resulting in loss of clients.

The literature review and PSPD document discusses the main problems and why efficiency is important for the agency by the use of data analysis.

Based on this, this project aims to analyse the current processes in an advertising agency and design, develop, test, and evaluate an advertising campaign data analytical model which would analyse past campaigns conducted by the agency while enabling the agency to manage, track, review projects and their promotional staff, such that the performance of the agency will increase. To validate and get a further understanding of the problem, interviews and questionnaires were carried out with key stakeholders of the solution by the author.

The web application developed offers the manger to add, delete and edit employees and projects and ability to assign projects to employees and keep track of projects while having a dashboard to analyse how the projects are performing and what can be done better.

**Keywords** – Data analysis, advertising agency, marketing campaign, agency efficiency, employee performance.