The advertisement features a vibrant red background with a large yellow sun in the upper right. A black silhouette of a superhero in a dynamic pose is the central visual element. The text is in bold, yellow and white fonts. At the top left is the GlobalShala logo, and at the top center is a 'SUPERHERO' logo with two small superhero figures. The main headline is 'SUMMON YOUR CREATIVE POWERS!'. Below it, a section titled 'PRIZES INCLUDE' lists four items: New York Trip, Internships, Scholarships, and Gadgets/vouchers. A yellow button with the text 'REGISTER NOW' is positioned below the list. At the bottom left, a yellow box contains the website 'www.globalshala.com'. At the bottom right, the text '\*T&C Apply\*' is visible.

GlobalShala

**SUPERHERO**

# SUMMON YOUR CREATIVE POWERS!

**PRIZES INCLUDE**

- > New York Trip
- > Internships
- > Scholarships
- > Gadgets/vouchers

**REGISTER NOW**

Visit us: [www.globalshala.com](http://www.globalshala.com)

\*T&C Apply\*

**GlobalShala** placed ads targeting two different audiences, “students” and “educators and principals.”

## Data Analysis on Superhero Campaign

# TEAM MEMBERS



**MR. Tushar Arora**  
(Team Leader)



**MR. Tarun Ashwini**  
(Project Leader)



**MR. Path Gala**  
(Project Leader)



**MS. Swati Sima**  
(Project Scribble)



**MR. Daksh Mehta**  
(Project Manager)



# PROBLEM STATEMENT

**GlobalShala** is a company that has been running Facebook ad campaigns for an event called **Superhero U**, and the Marketing team wants to identify which companies are not profitable and eliminate them to save money.

We examined all of the campaigns and reached a conclusion based on our findings. We need to select at least one **ad campaign to recommend discontinuing**.

# CAMPAIGNS OVERVIEW

There are total 11 Campaigns and all campaign have different audience, geophysical and ages.

For example :-

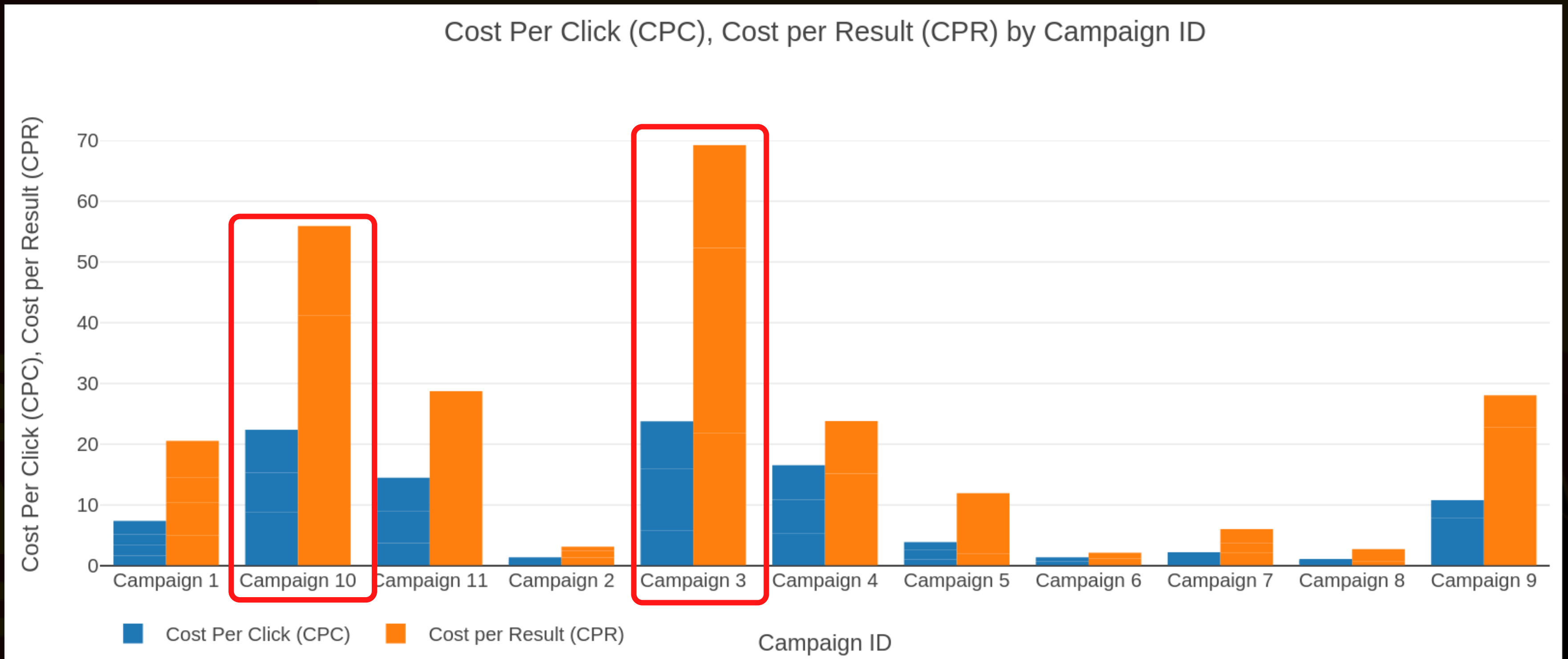
➔ **Campaign 1** targets **Educators and principal** in **Australia, Canada, United Kingdom, Ghana, Nigeria, Pakistan and United States** with the **13 to 17** age group.

➔ **Campaign 11** target **Students** in the **USA** with **35 to 64** age group with chunks of campaign name.



# 1ST APPROACH:- WE NEED TO FIND THE CAMPAIGN THAT GOT HIGH CPC AND CPR.

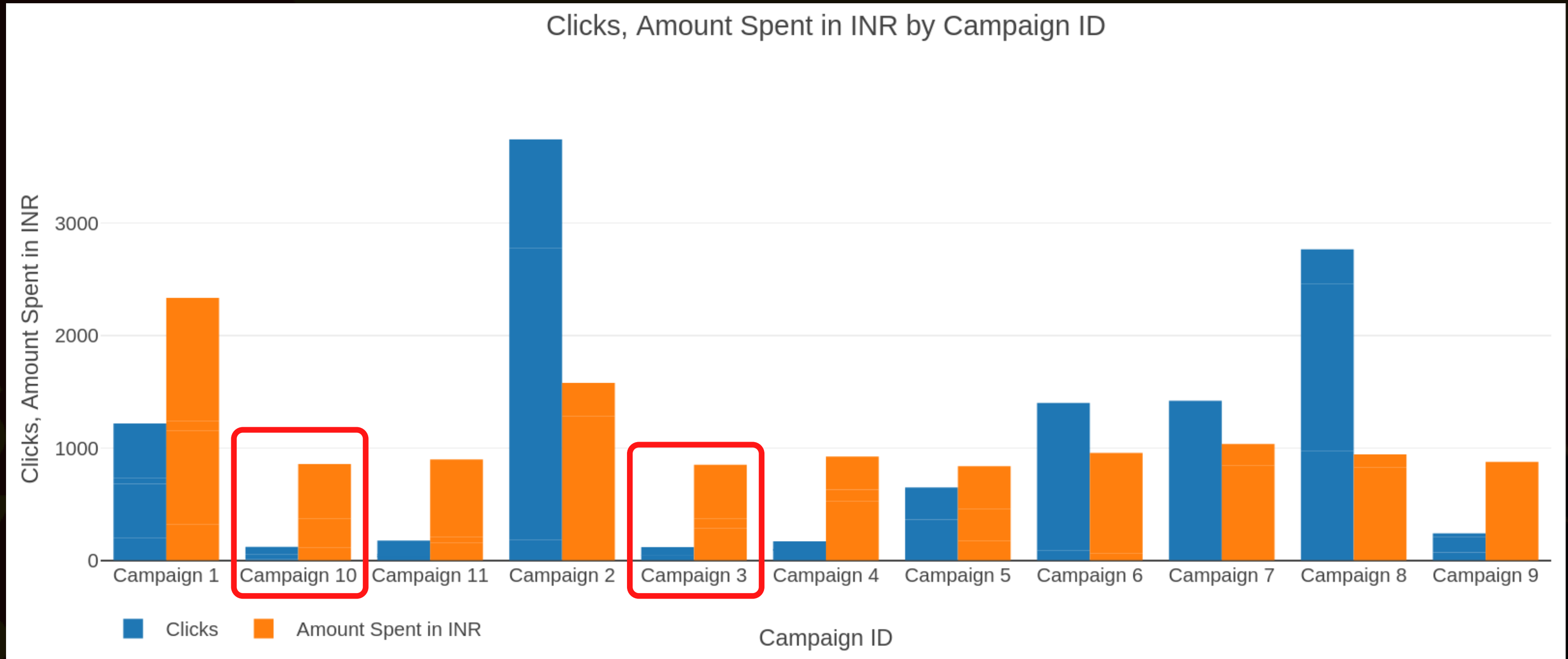
**CPC:-** The average cost of one click on the ad and **CPR:-** Total amount spent / total number of results.



**Campaigns 3 and 10 got high CPC and CPR**

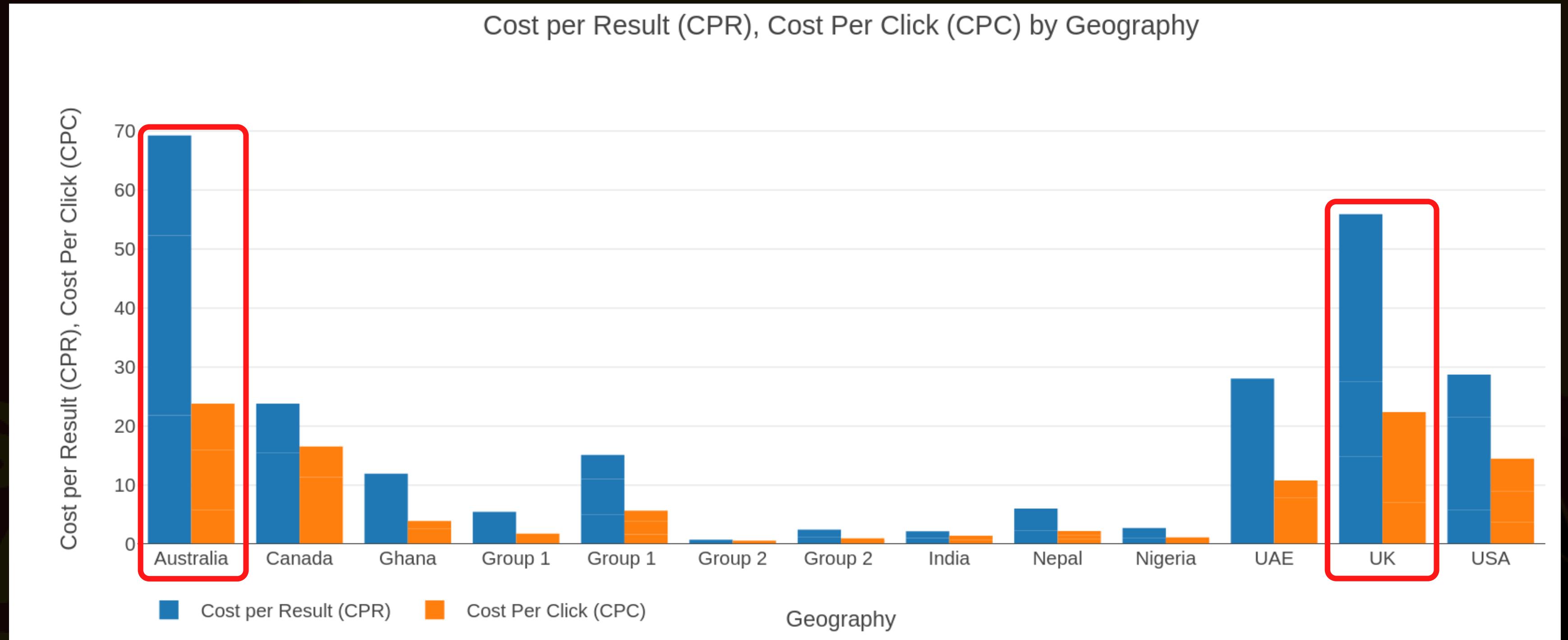
## 2ND APPROACH:- WE NEED TO FIND THE CAMPAIGN THAT GOT A LOW CLICK WITH SPENT MONEY.

**Clicks:-** Total number of (unique) people who clicked on the ads and **Amount spent:-** Total cost of the campaign.



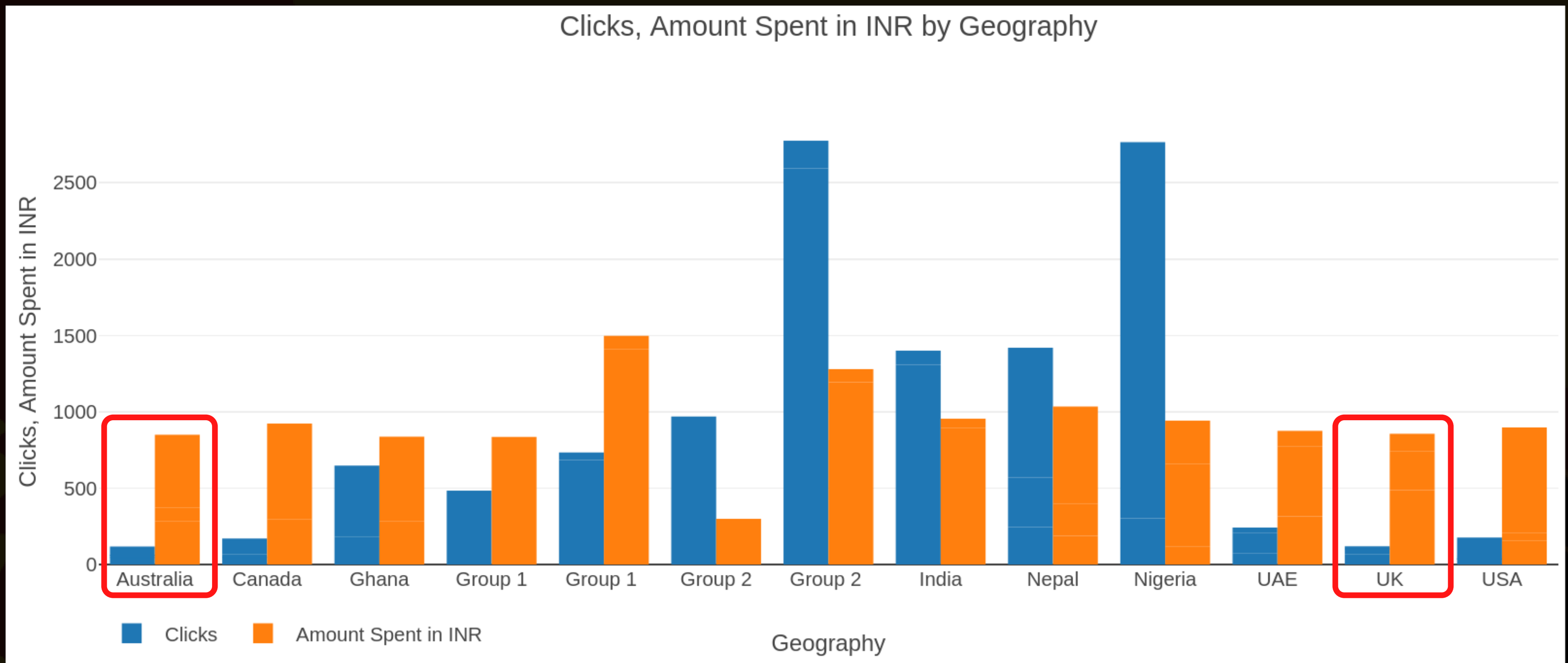
**Campaigns 3 and 10 got Low click with spent money.**

### **3RD APPROACH:-** WE NEED TO FIND THE COUNTRY WITH HIGH CPC AND CPR AND MAPPED WITH THE CAMPAIGN.



➔ **Australia is campaign 3 and UK is campaign 10.**  
**Campaigns 3 and 10 got high CPC and CPR**

## 4TH APPROACH:- WE NEED TO FIND THE COUNTRY WITH LOW CLICKS WITH SPENT MONEY AND MAP WITH THE CAMPAIGN.

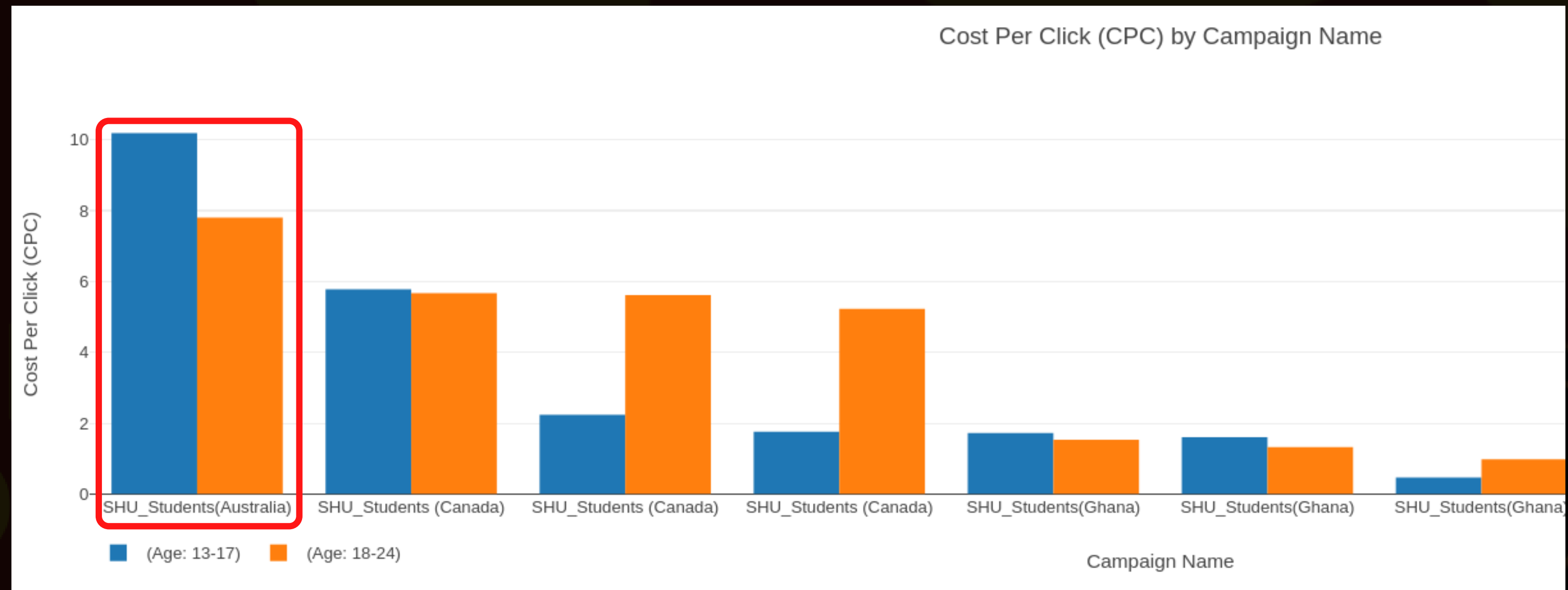


➔ **Australia is campaign 3 and UK is campaign 10.**  
**Campaigns 3 and 10 got Low click with spent money.**



## DEEP INTO CAMPAIGN

If we use all four approaches according to the campaign name, we got same Campaign are SHU students of Australia(**campaign 3**) and UK(**campaign 10**).



- ➔ SHU Australia of campaign 3 target 13-17 and 18-24 age group in which 13-17 not performing well.
- ➔ The UK Australia of campaign 10 targets only the 25-34 age group.

# CONCLUSION

We examined all of the campaigns and reached a conclusion based on our findings. Companies can save money and stop wasting resources by discontinuing Campaigns 3(Australia) with 13 to 17 age and Campaign 10(UK) with 25-34 age.

SUMMON  
YOUR CREATIVE  
POWERS!