**DATA STORYSTELLING FOR MARKETIFY ADVERTISEMENT REPORT**

**PROBLEM STATEMENT**

Marketify is evaluating the effectiveness of its advertising campaigns across different months. The goal is to analyze **ad spend, CPC (cost per click), CPM (cost per thousand impressions), CTR (click-through rate), ad reach, and clicks** to identify trends, optimize ad performance, and improve return on investment (ROI).

**DATA EXPLORATION AND ANALYSIS**

* **Cost Metrics:**
  + CPC (Cost per Click): $0.14 (indicating relatively low ad cost per engagement).
  + CPM (Cost per 1000 Impressions): $4.48.
  + Average Ad Spend: $129.48.
* **Performance Metrics:**
  + CTR (Click-Through Rate): 2.87% (showing how often users clicked on the ad after seeing it).
* **Ad Click Trends:**
  + April had the highest clicks (427), followed by October (341) and January (361).
  + A significant drop in December (26 clicks), suggesting poor engagement.
* **Ad Reach Trends:**
  + October had the highest reach (16.9K impressions), followed by March (15.1K) and January (12.3K).
  + June and December had the lowest reach (6.2K and 2.3K, respectively).

**KEY INSIGHTS AND RECOMMENDATIONS**

**Key Insights:**

* **High Engagement in April and October:** Both months had the highest ad clicks and reach, indicating effective campaigns.
* **Drop in December Performance:** Both ad clicks and reach significantly decreased in December.
* **CTR is stable (2.87%) but could be improved.**
* **Ad spend is relatively low ($129.48), meaning there may be room for increased investment.**

**Recommendations:**

* **Increase budget in high-performing months (April & October)** to maximize engagement and conversions.
* **Analyze the drop in December** – Potential reasons could be ineffective creatives, wrong audience targeting, or seasonal ad fatigue.
* **Optimize low-reach months (June & December)** with better ad placements and targeting strategies.
* **Improve CTR** by testing different ad creatives, calls to action (CTAs), and audience segmentation.
* **Allocate budget dynamically** – Shift ad spend from underperforming months to peak months to enhance ROI.

**VISUALIZATION AND DASHBOARD FEATURES**

**Current Features:**

* **Key Metrics:** CPC, CPM, Ad Spend, CTR.
* **Ad Clicks by Month:** Bar chart showing monthly ad engagement.
* **Ad Reach by Month:** Line chart tracking impressions across months.
* **Country Filter:** Allows regional analysis of ad performance.

CONCLUSION

The Marketify advertisement performance shows **strong months (April, October) and weak months (December, June)**. While CPC and CPM are low, the CTR can be improved to drive better engagement. **Strategic budget allocation, ad creative improvements, and audience targeting** are necessary to optimize performance and maximize returns.