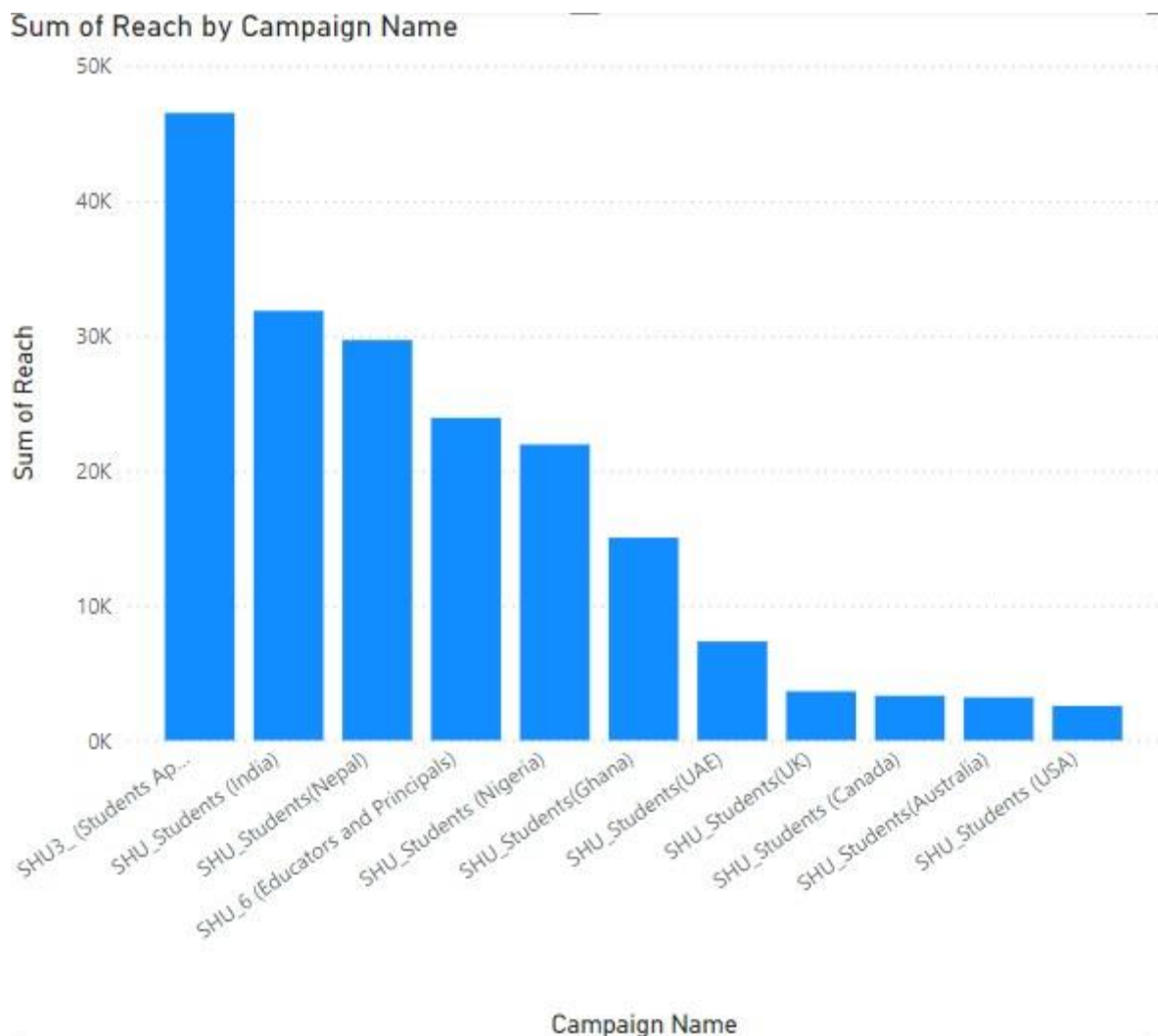# Report on Campaign Performance

Introduction:

We were provided with a campaign data and from that data we had to identify the performance of each campaign and at the end we had to recommend one campaign to discontinue with some data visualizations which can support our recommendation to discontinue that campaign.
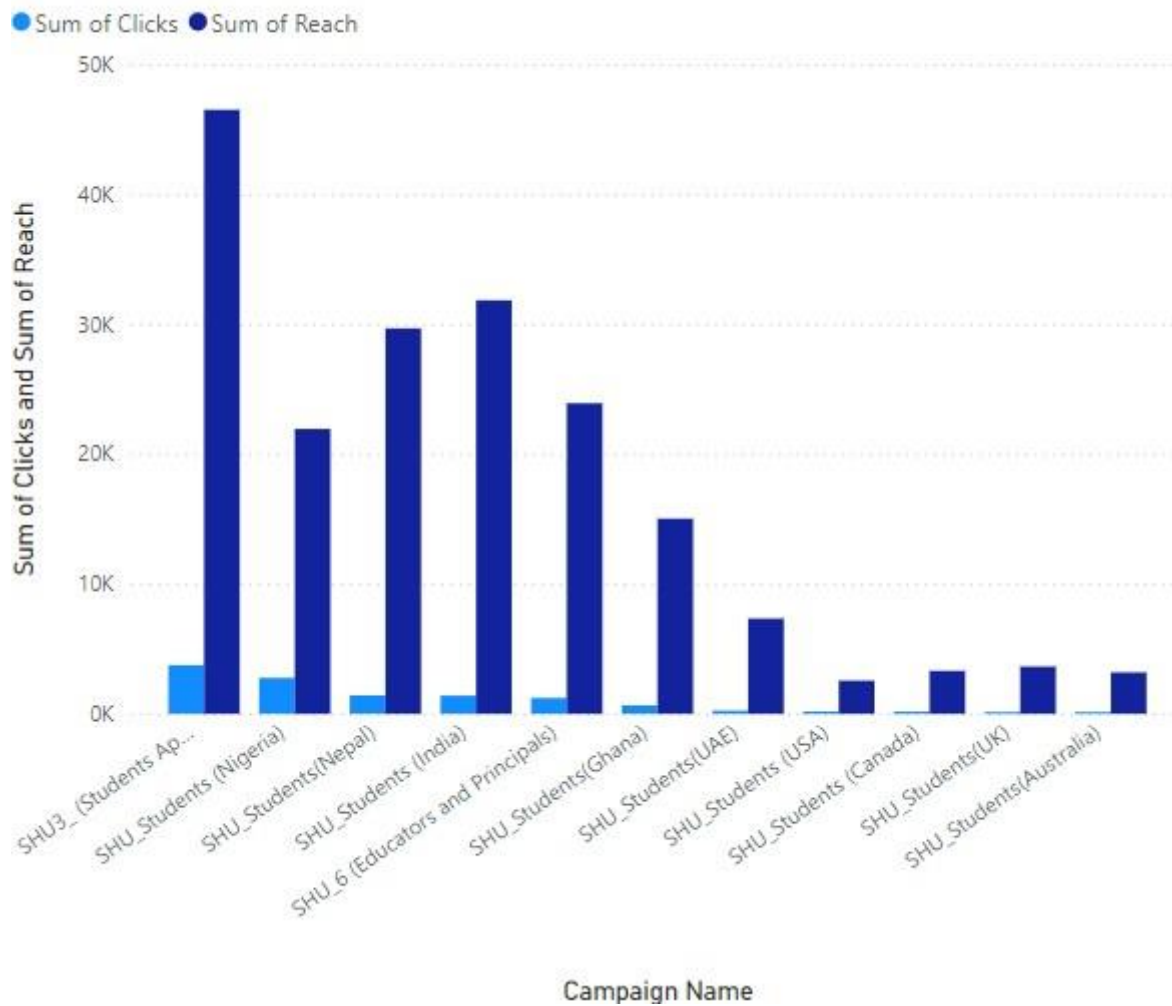
Observations:

Visual 1

Here from the visual 1 we can see that the campaign SHU3_ (Students Apart from India and US) has the highest reach and the campaign SHU_Students (USA) has the lowest reach

Sum of Clicks and Sum of Reach by Campaign Name

● Sum of Clicks ● Sum of Reach

Visual 2

But here from the visual 2 we can see that even though the campaign SHU_Students (USA) had the lowest reach it still has a greater number of clicks than the campaign SHU_Students (Australia).

Sum of Impressions, Sum of Reach and Sum of Clicks by Campaign Name

Chart legend: Sum of Impressions, Sum of Reach, Sum of Clicks

Campaign Name
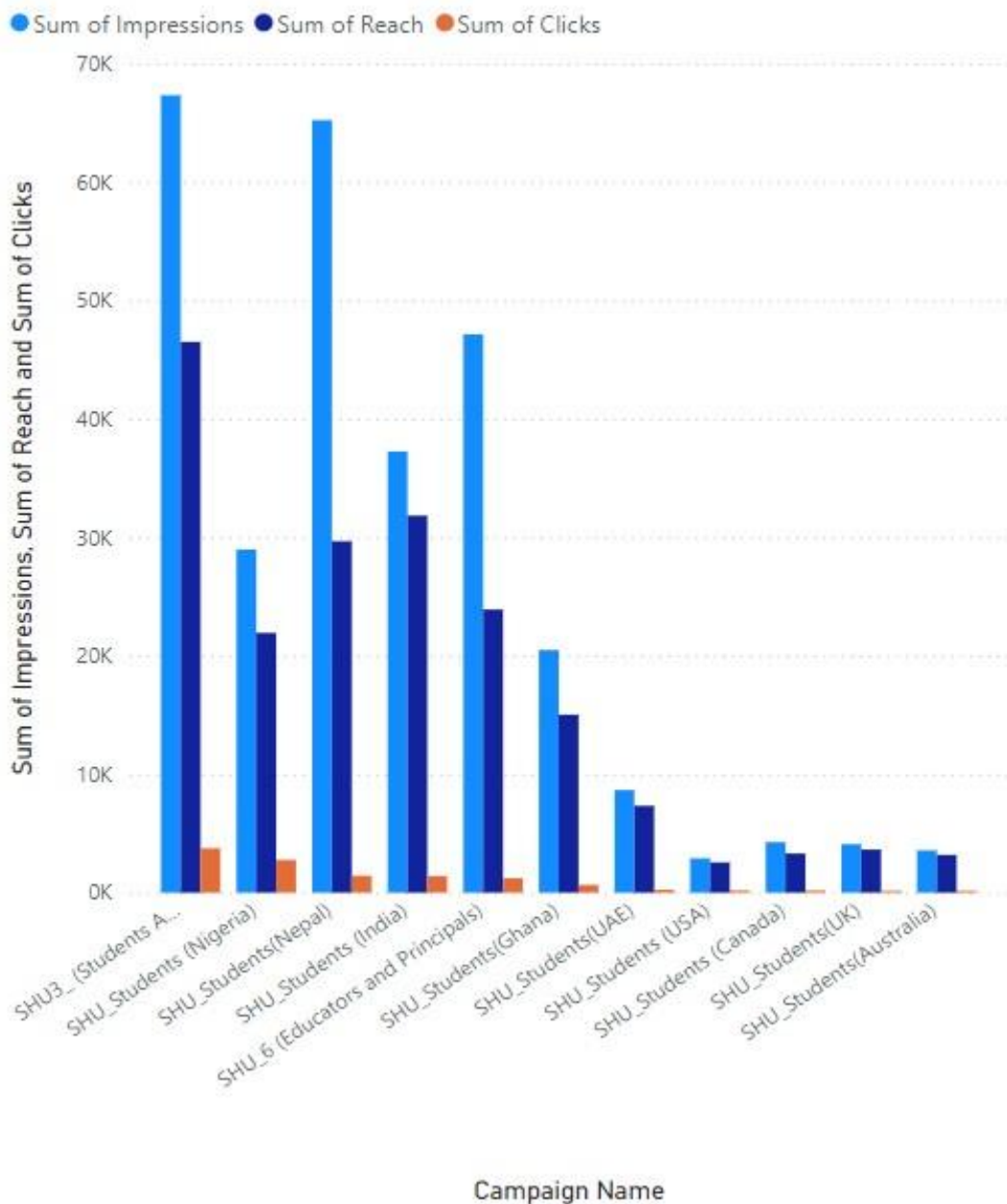
Visual 3

In fact, our visual 3 also depicts the same thing that even though the campaign SHU_Students (USA) had the lowest reach and impressions than the campaign SHU_Students (Australia) but it still has a greater number of ad clicks than SHU_Students (Australia) campaign.
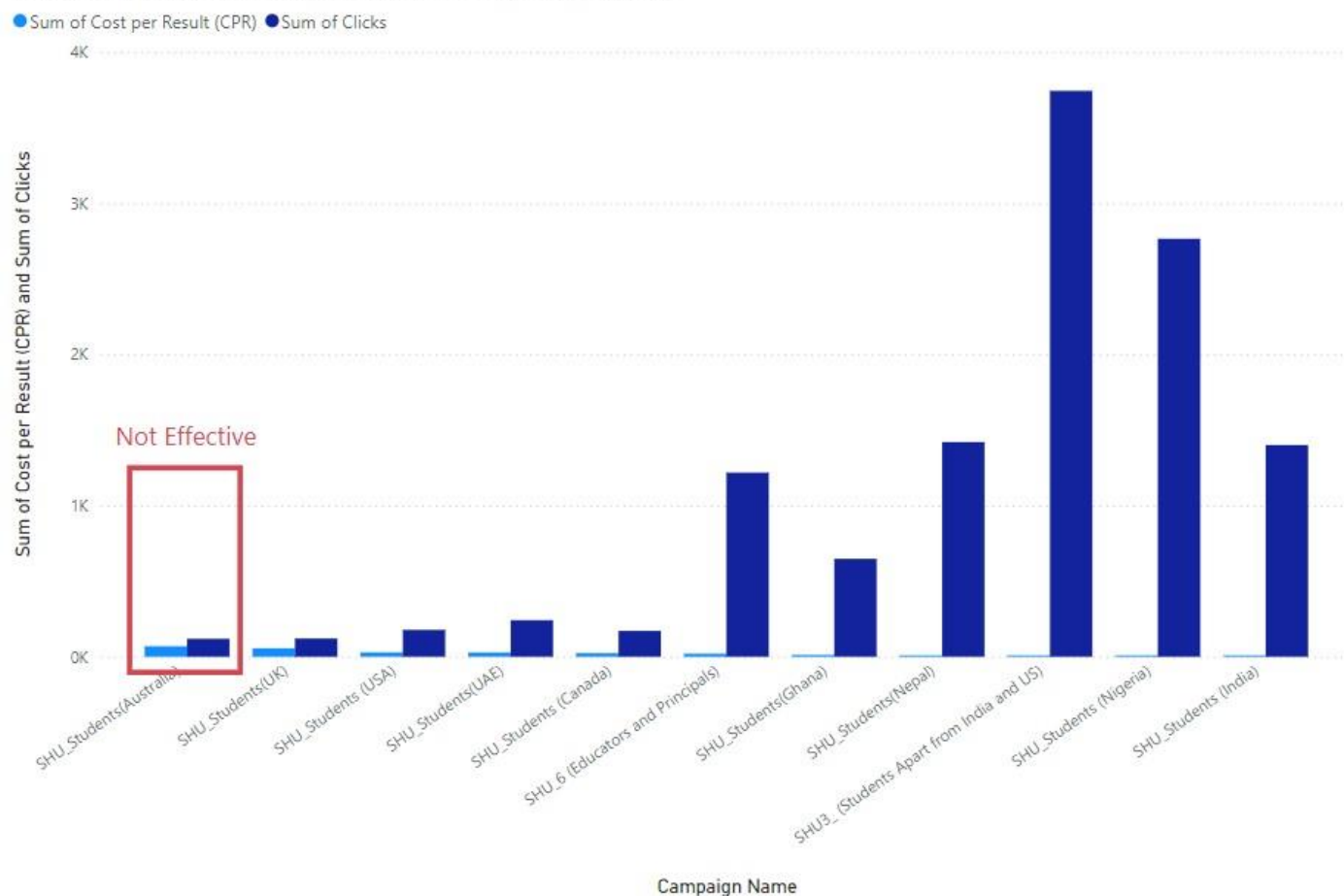
**Sum of Cost per Result (CPR) by Campaign Name**
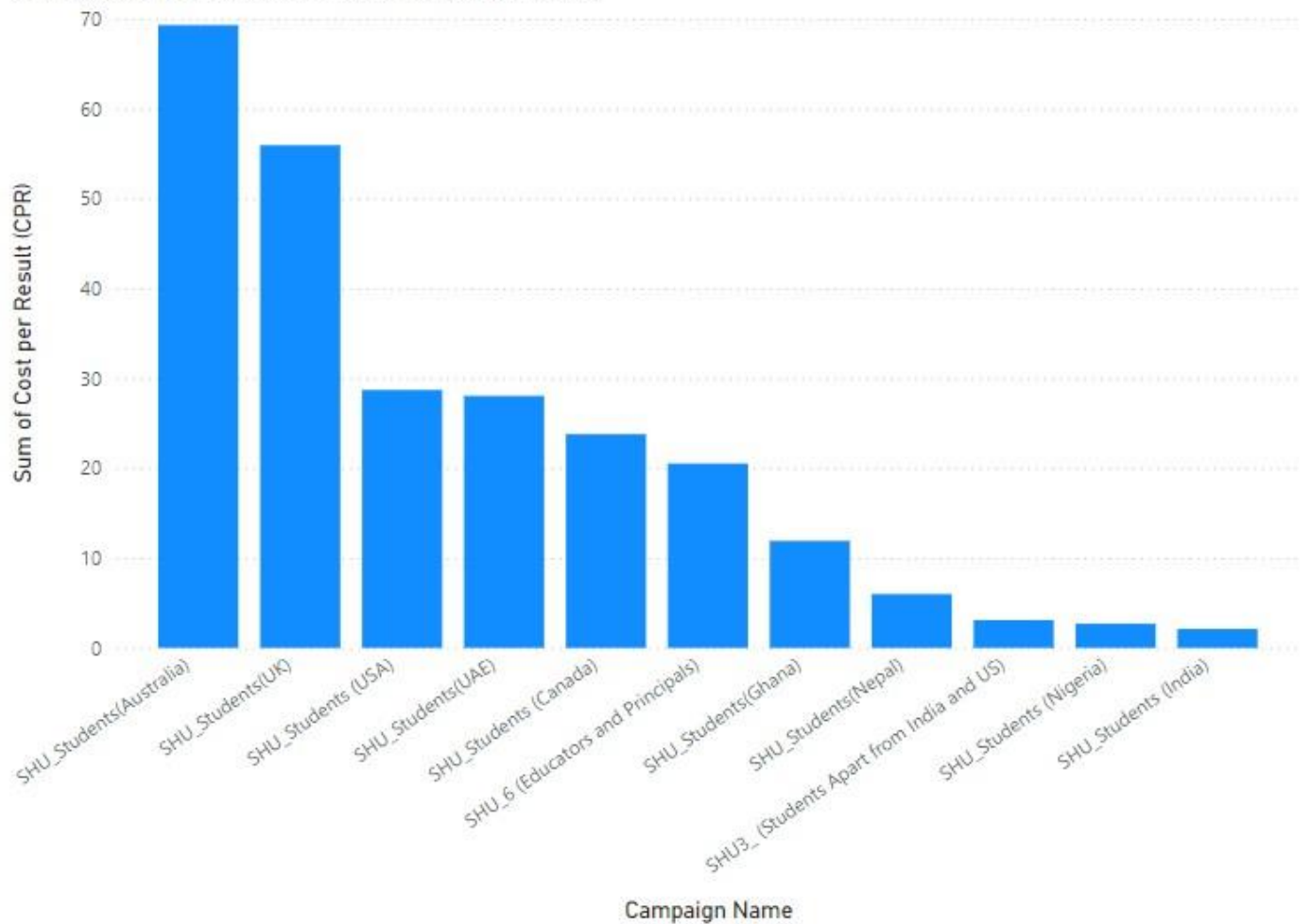
Visual 4

Here visual 4 shows us the cost per result by each campaign in USD. So according to the visual SHU_Students (Australia) campaign has the highest cost per result which makes it very less cost-effective campaign and the SHU_Students (India) campaign has the lowest cost per result which makes it the most cost-effective campaign.

Visual 5

From visual 5 we can see that SHU_Students (Australia) campaign has the highest cost per result and has the lowest number of clicks which makes it least efficient and least cost effective.
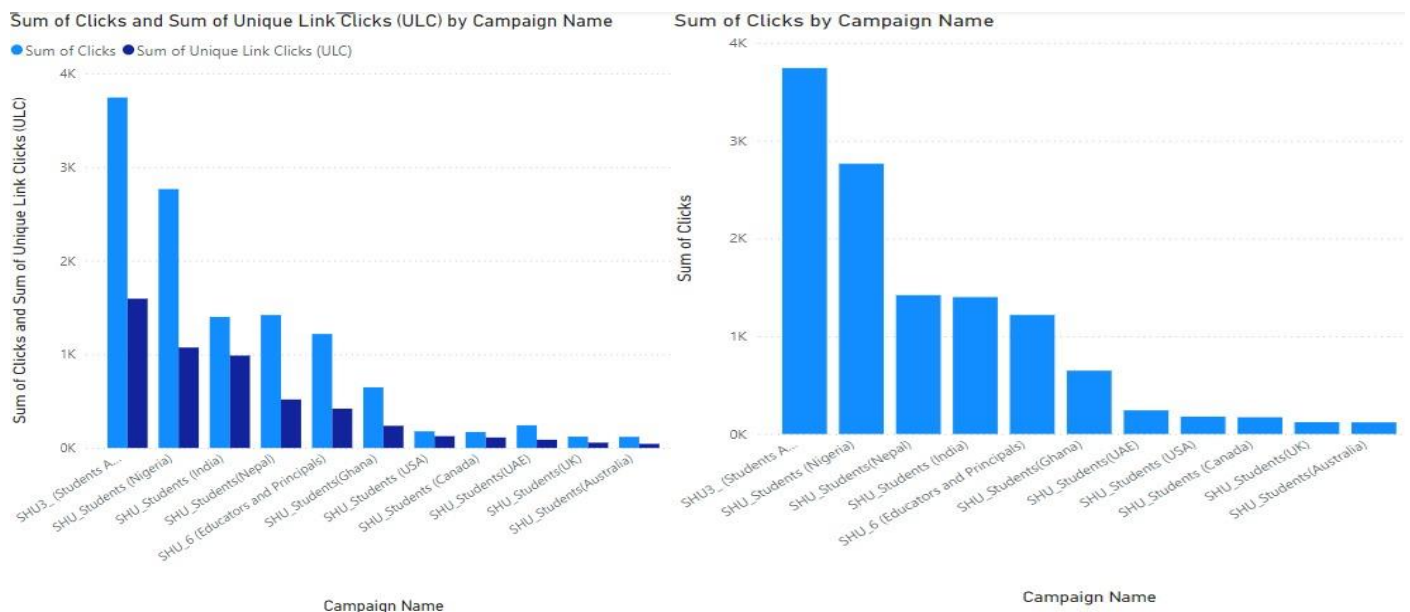
Visual 6

Visual 6 shows us that SHU_Students (Australia) campaign has a smaller number of clicks and a smaller number of unique link clicks both together which makes it least effective campaign.

Recommendations:

So according to our observations through the visualization of each campaigns data we recommend the discontinuation of SHU_Students (Australia) campaign as it is least cost effective and have smaller number of clicks and unique link clicks among all the campaigns.

Conclusion:

So, our team would like to recommend you discontinue the SHU_Students (Australia) campaign.