**📄 Dataset Description:**

The dataset contains **daily performance metrics** of two advertising campaigns run on 03-05-2025. Each row represents a campaign and its performance on a specific day.

**📌 Columns Explained:**

| **Column** | **Description** |
| --- | --- |
| **Reporting starts** | The date when the campaign data was recorded. |
| **Campaign name** | The name of the ad campaign. |
| **Objective** | The marketing goal of the campaign (e.g., Messages). |
| **Reach** | Number of unique users who saw the ad. |
| **Impressions** | Total number of times the ad was shown (may include multiple views per user). |
| **Frequency** | Average number of times a user saw the ad. Calculated as Impressions / Reach. |
| **Amount spent (VND)** | Total amount spent on the campaign in Vietnamese Dong. |
| **CTR (link click-through rate)** | Percentage of impressions that resulted in a link click. |
| **CPC (All) (VND)** | Average cost per click. |
| **CPM (cost per 1,000 impressions)** | Cost per 1,000 impressions. |
| **Cost per 1,000 people reached** | Cost to reach 1,000 unique users. |
| **Conversions** | Number of completed desired actions (e.g., purchases, signups). |
| **Conversion values** | Total value generated from conversions. |
| **Cost per conversion** | Average amount spent to get one conversion. |
| **Post comments** | Number of comments received on the ad post. |
| **Link clicks** | Number of users who clicked on the ad link. |
| **Messaging Conversations Started** | Number of new message threads started through the ad. |