**OMNIFY INTERNSHIP TASK**

**Quick note on the dataset:**

- 'cost' is our total ad spends for that particular date.

- 'Impressions' are the count of people who view our ad

- 'clicks' are count of clicks on our ad

-  'prospects' are count of people interested in our product (as marked by sales)

- 'Payments' are purchases made. Returns on Ad spends are calculated using Payments/Cost.

- Each row is cohortised to the date of ad spends so you can compare quality of ad spends.

**You are requested to go through the dataset, and deliver the following:**

- Create a combined report with all key metrics (esp: Spends and Returns %) in a weekly and monthly format. Decide the number of data fields you would like to showcase here.

- Which is the most profitable channel

- Which category/keyword is the most profitable

- Look for insights by analyzing data points on time series graphs

- Analyse the Impact of geography

Feel free to creatively bring in additional insights from the data set. Kindly attach all the data, graphs, and pivot tables in a presentation format or on Google Data Studio. Also, share your base excel file (or Google Sheet) that has been used in the analysis.

We expect your assignment in **2-3 days**. Feel free to write to us if you have any questions. All the best!