

# Task 2 - Google Ads Analytics

## Problem Statement

You have been asked to deep-dive and share your findings for the Google Ads' performance of the company. Only thing you have been told is that you need to share key insights out of this data, first thing on Monday morning. You are free to choose the format, style or tool of your choice.

Resources for you to follow to further your understanding about Google Ads Campaign -

1. [Google Ads Glossary](#)
2. [Google Ads Reporting Basics](#)

## Data features

1. **Campaign\_id** - identification of Campaign (in number)
2. **Campaign\_name** - name of the Campaign
3. **Ad\_group\_name** - name of the Ad Group
4. **Campaign\_start\_date** - Date when it started
5. **Campaign\_end\_date** - Date when it ended
6. **Average\_cost** - in rupees, average cost of advertising
7. **Average\_cpc** - in rupees, average cost per click
8. **Average\_cpe** - in rupees, average cost per engagement
9. **Average\_cpm** - in rupees, average cost per mile (1,000 impressions)
10. **Average\_cpv** - in rupees, average cost per view
11. **Clicks** - # of total clicks (Note: we want to maximize Clicks)
12. **Conversions** - # of total conversion (Note: we want to maximize Conversions)
13. **Ctr** - Click through rate (Note: check [here](#))
14. **Cost\_per\_conversion** - in rupees, cost per conversion
15. **Engagement\_rate** - is the number of engagements that your ad receives divided by the number of times your ad is shown (Note: for more: check [here](#))
16. **Interactions** - # of interactions. (Note: for more check [here](#))
17. **Impressions** - # of the times ad is shown (Note: for more information check [here](#))
18. **Bounce\_rate** - single-page sessions divided by all sessions (Note: for more information check [here](#))

## Data Set

- is attached and labeled as "Task 2 - Google Ads Analytics.xlsx"