Report generator

1. **Top 10 under-utilised Ad campaigns:**
   select campaign_id from ads_info order by budget desc limit 10;
2. **Top 10 spending Ad campaigns:**
   select campaign_id from user_feedback order by cast(expenditure as float) desc limit 10;
3. **Total expenditure and click-through rates (CTR) of Ad campaigns**
   select sum(expenditure) as total_expenditure, sum(click)/sum(view) as ctr from user_feedback;
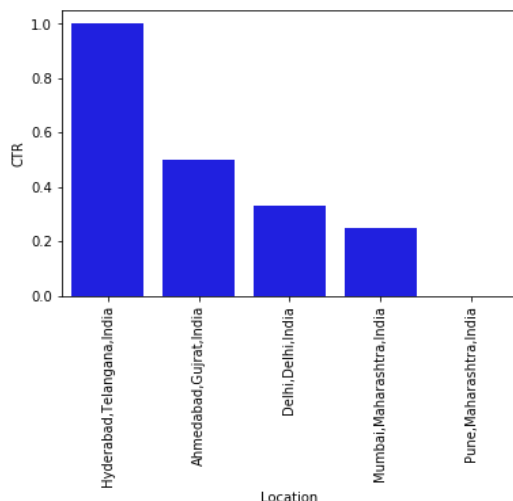4. **Top five interactive (highest CTRs) age groups**
   select target_age_range,sum(click)/sum(view) as ctr from user_feedback group by target_age_range order by ctr desc limit 5;
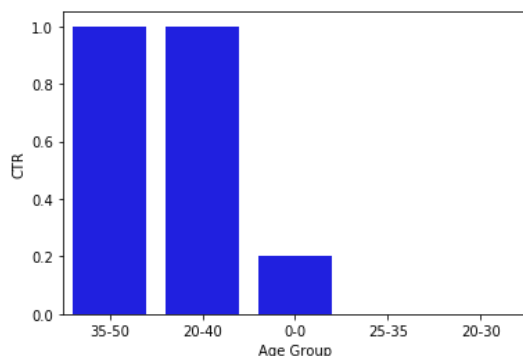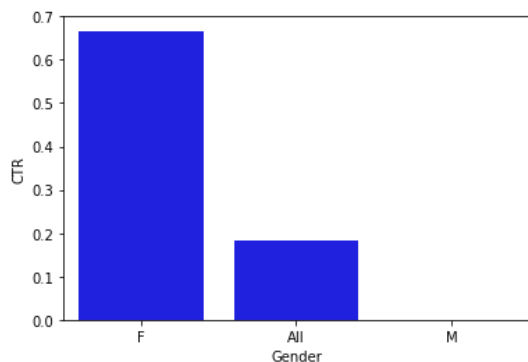

5. **Top five interactive locations**
   select target_location,sum(click)/sum(view) as ctr from user_feedback group by target_location order by ctr desc limit 5;
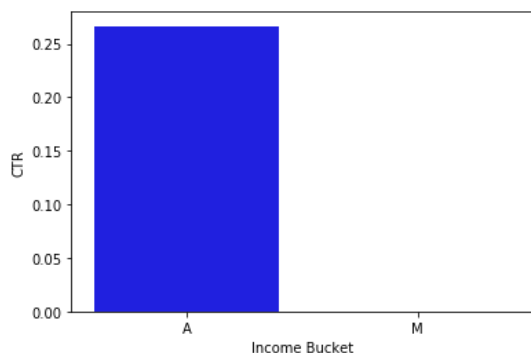
6. **Top interactive gender**

   select target_gender,sum(click)/sum(view) as ctr from user_feedback group by target_gender order by ctr desc;
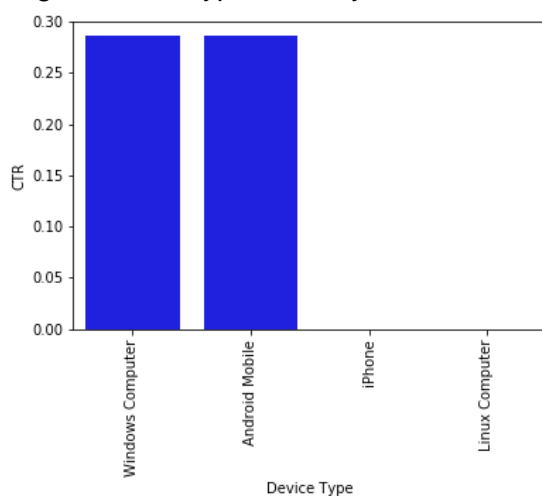

7. **Top interactive income buckets**

   select target_income_bucket,sum(click)/sum(view) as ctr from user_feedback group by target_income_bucket order by ctr desc;


8. **Top five interactive device types**

   select target_device_type,sum(click)/sum(view) as ctr from user_feedback group by target_device_type order by ctr desc limit 5;

9. **Top 10 spending Ad categories**

   select category,sum(expenditure) as total_expenditure from ads_info t1 left join user_feedback t2 on t1.campaign_id=t2.campaign_id group by t1.category order by total_expenditure desc limit 10;
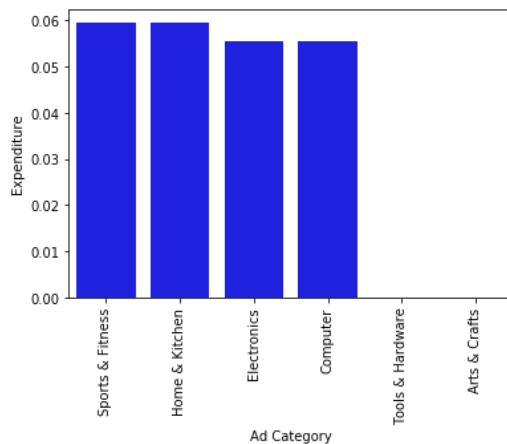
10. **Highest price differences in CPM during auctions**

    select t1.campaign_id,(t1.cpm-t2.auction_cpm) as cpm_price_diff from ads_info t1 left join user_feedback t2 on t1.campaign_id=t2.campaign_id order by cpm_price_diff desc limit 5;