Historic Keywords Car Doctor

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Introduction

Car Doctor is an auto repair shop located in Guadalajara, Jalisco which has been making ads using Google Ads for the last three years. They want to know which keywords they should be using in order to generate the most conversions.

Data Understanding

Car Doctor provided us with a csv file with the following useful data:
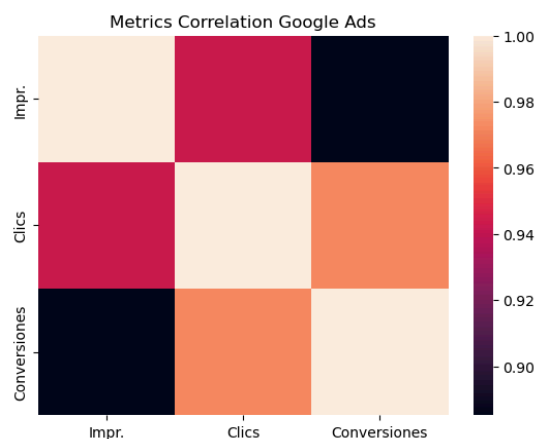
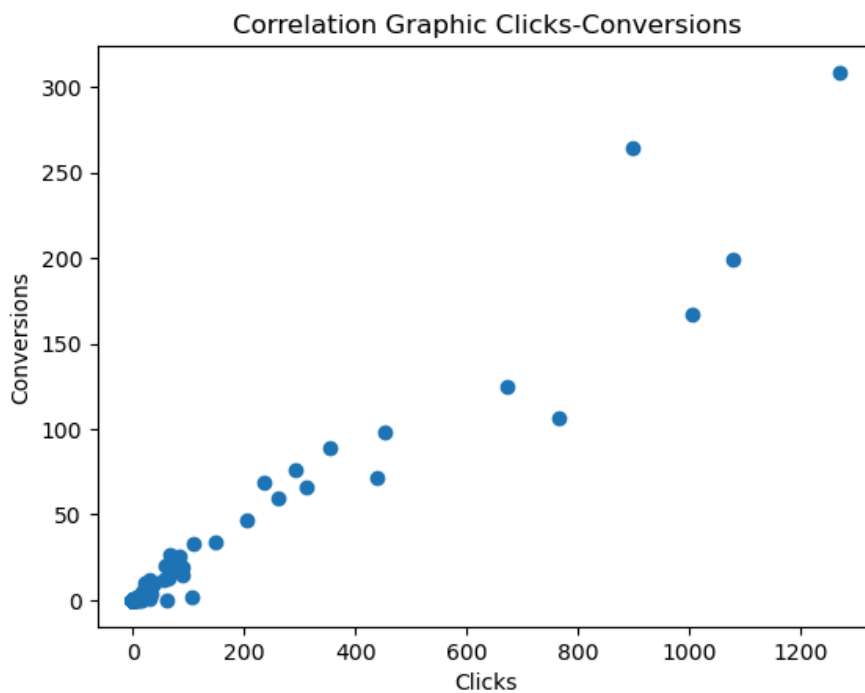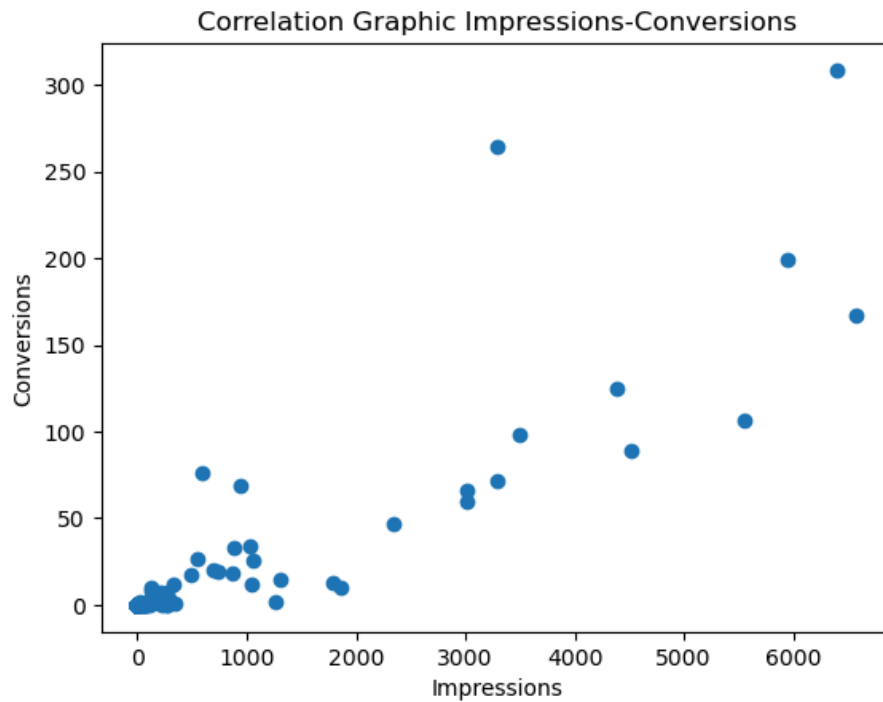- Keyword
- Impressions
- Clicks
- Conversions

Exploratory Data Analysis (EDA)

After some exploration, we were able to realize that keywords weren´t grouped so a group by function and sort values by conversions function had to be applied.

	Palabra clave	Impr.	Clics	Conversiones
97	servicio automotriz	6394.198	1272.0	308.67
43	mecanico a domicilio	3291.315	899.0	264.26
124	taller automotriz	5942.068	1079.0	198.84
167	taller mecanico	6578.140	1007.0	167.50
55	mecanico cerca de mi	4390.000	672.0	124.66

We were able to analyze the data correlations and there is a clear positive correlation between our three numeric variables: Impressions, clicks and conversions

Correlation Graphic Impressions-Conversions

Correlation Graphic Clicks-Conversions

Results and Interpretation

After all processing and visualization we could conclude that these are the best keywords to use in the following Google Ads Campaigns based on historical results:

Palabra clave	Impr.	Clics	Conversiones
servicio automotriz	6394	1272	309
mecanico a domicilio	3291	899	264
taller automotriz	5942	1079	199
taller mecanico	6578	1007	168
mecanico cerca de mi	4390	672	125
mecanico	5555	767	107
taller mecanico cerca de mi	3501	452	98
afinacion	4521	354	89
reparacion de automoviles	586	293	76
taller mecanico guadalajara	3294	439	71
amortiguadores	938	235	69
taller de frenos	3015	311	67
suspension	3019	261	60

Also we were able to find a clear positive correlation between our main variables:

	Impr.	Clics	Conversiones
Impr.	1.000000	0.942669	0.885192
Clics	0.942669	1.000000	0.972395
Conversiones	0.885192	0.972395	1.000000

Conclusion

Car Doctor encounters a big opportunity to optimize and generate their conversions, they should use the words we give to them and also analyze about spending more money on their campaigns because the more impressions and clicks the more conversions they generate.