**Project Description**

This project focuses on analyzing the performance of advertising campaigns from Facebook Ads and Google Ads. The goal is to consolidate data from both sources, compute key performance indicators (KPIs), and evaluate digital marketing efficiency.

**Data Consolidation from Facebook Ads and Google Ads**

The SQL script merges data from Facebook Ads and Google Ads into a unified dataset. The Facebook Ads data is joined with campaign and ad set details, while Google Ads data is directly included using a UNION ALL operation. This ensures a comprehensive dataset covering all advertising activities.

**Key Performance Indicators (KPIs) Calculation**

Several essential marketing metrics are calculated to assess campaign effectiveness:

* **Total Spend (sum\_spend):** The total amount spent on ads.
* **Total Impressions (sum\_impressions):** The number of times the ads were displayed.
* **Total Reach (sum\_reach):** The number of unique users reached.
* **Total Clicks (sum\_clicks):** The total number of ad clicks.
* **Total Leads (sum\_leads):** The total number of leads generated.
* **Total Value (sum\_value):** The total revenue attributed to the campaigns.

Additional calculated metrics include:

* **Return on Marketing Investment (ROMI):** Measures the profitability of marketing spend.
* **Click-Through Rate (CTR):** Indicates the percentage of impressions resulting in clicks.
* **Cost per Click (CPC):** The average cost per user click.
* **Cost per Mille (CPM):** The cost per 1,000 ad impressions.

Time-based comparisons are included by calculating month-over-month changes in CTR, CPM, and ROMI using window functions (LAG), providing insights into campaign performance trends.