

Ad Decision Marker Analysis Report Project

Requirements

1. What is the channel audience demography, the average age of subscribers, interest of the subscribers, what does the channel communicate, location of subscribers, and gender of subscribers
2. Channel size and reach: Number of subscribers, views per video, and overall engagement metrics to gauge the channel reach and potential exposure of advertisement. Engagement metrics are number of comments, number of shares, and number of likes.
3. Content Relevance: Evaluate the content to check its conformity with your brand, check for the channel value.
4. Channel tone and Channel style: Consider the authority and influence of the channel within its niche or industry.
5. Track Record of the channel, have the channel be in an advertisement scam
6. Cost and ROI: Evaluate the cost of advertising on the channel relative to the expected ROI.

Other Factors to consider

1. Competitive analysis: how do our competitors advertise, their advertising strategies
2. Ad Targeting Option: Does our selected channel have the capabilities to reach our desired audience
3. Analytics and Reporting: Can the channel provide robust analytics and reporting tool to track the performance of our advertisement in real time.

Data Analysis

The data was sourced from Kaggle

1. Issues seen

- i. Some Column name is written in Spanish
- ii. Information in some rows contain some un-understandable language

2. Cleaning the data: The Dataset was cleaned using Microsoft SQL Server (MSSQL)

- i. Rename column headers
- ii. Extract channel name out
- iii. Change datatype
- iv. Data Validation checks
- v. Create a view with some needed columns

3. Report Building: An interactive report that can be pinned to a dashboard was created using Microsoft Power BI to derive insight and determine impact of decision on the business.

- i. Total number of subscribers --- Card Chart.
- ii. Total number of videos----Card Chart.
- iii. Total number of views---Card Chart.
- iv. Top 10 youtubers by subscribers—Treemap Chart.
- v. Top 10 youtubers with highest views--- Bar chart

- vi. Top 10 youtubers by videos---Bar chart
- vii. Channel Name, Potential Reach, Conversion Rate, Revenue Generated, Gross Profit----Table Chart.

4. Measures created using DAX Formulas

- i. Total Subscriber
- ii. Total Views
- iii. Total Videos
- iv. Total Potential Reach (to get the exact value in millions)
- v. Average view per video
- vi. Average view per subscriber
- vii. Define Budget: USD 50,000
- viii. Conversion rate: Avg view per subscriber/Avg view per video
- ix. Define product cost: USD1,000
- x. ROI
- xi. Gross Profit
- xii. AVG Potential Reach

NOTE: Every DAX was created using Variables for easy readability, reliability, improve DAX performance and reduce complexity

Factors for Decision Making

We want to advertise a Gadget product that cost \$1,000

- 1. Total Subscriber
- 2. Total Views
- 3. Channel conversion rate
- 4. Channel Potential reach in comparison to the average potential reach
- 5. Channel Category---News, children, NGOs channels are not to be considered.
- 6. Content Relevance

We need to choose a channel that Satisfies all or at least five criteria.

The Preferred Channel choice is Dan Rhodes after analysis

Dan Rhodes channel can be categorized as a lifestyle channel which suits our preferred channel choice Dan Rhodes has a total of 26.5 million subscribers, 18,558,843,557 views, 1,664 videos, conversion rate of 0.0063% with a potential reach of 5.3m which is above the average potential reach of 2.38m. All of the information was gotten from the data after analysis and visualization

Further research analysis was done, I visited Dan Rhodes page, the channel current statistics is 26.9M subscribers, 1.6k videos,18,730,301,672 views as at when this report is documented.

