

## Online Advertising Performance Data

The dataset provides insights into the online advertising performance of a company, referred to as "Company X", from April 1, 2020, to June 30, 2020. The currency used for transactions is the US dollar.

Metrics:

**Day:** Date of the advertising campaign.

**Campaign:** A segmentation variable set by Company X to target specific groups of users with advertisements.

**User Engagement:** Indicates the level of engagement of users targeted by the advertising campaign.

**Banner:** Represents the size of the ad served by an advertising platform, referred to as "Advert Firm A".

**Placement:** Denotes the publisher space where the ad is served by "Advert Firm A", such as websites or apps.

**Displays:** The number of ads served by "Advert Firm A" during the campaign period.

**Cost:** The price paid by "Advert Firm A" to serve the ads to the publisher. It reflects the placement cost of the advertisements.

**Clicks:** The number of times users clicked on the advertisements during the campaign.

**Revenue:** The price paid by Company X to "Advert Firm A" for the clicks generated through the advertising campaign.

**Post Click Conversions:** Represents on-site transactions that occurred within the next 30 days after a user clicked on the advertisement.

**Post Click Sales Amount:** The monetary value of on-site transactions that occurred within the next 30 days after a user clicked on the advertisement.

Additional Information:

- **Engagement:** This variable signifies the type of users targeted by the campaign based on their behavior or characteristics.

- **Banner:** Defines the size of the advertisement or impression served to users.

- **Placement:** Specifies the website or app where the advertisement is being served, without disclosing the specific names of publishers.

## Questions:

- What is the overall trend in user engagement throughout the campaign period?
- How does the size of the ad (banner) impact the number of clicks generated?
- Which publisher spaces (placements) yielded the highest number of displays and clicks?
- Is there a correlation between the cost of serving ads and the revenue generated from clicks?
- What is the average revenue generated per click for Company X during the campaign period?
- Which campaigns had the highest post-click conversion rates?
- Are there any specific trends or patterns in post-click sales amounts over time?
- How does the level of user engagement vary across different banner sizes?
- Which placement types result in the highest post-click conversion rates?
- Can we identify any seasonal patterns or fluctuations in displays and clicks throughout the campaign period?
- Is there a correlation between user engagement levels and the revenue generated?
- Are there any outliers in terms of cost, clicks, or revenue that warrant further investigation?
- How does the effectiveness of campaigns vary based on the size of the ad and placement type?
- Are there any specific campaigns or banner sizes that consistently outperform others in terms of ROI?
- What is the distribution of post-click conversions across different placement types?
- Are there any noticeable differences in user engagement levels between weekdays and weekends?
- How does the cost per click (CPC) vary across different campaigns and banner sizes?
- Are there any campaigns or placements that are particularly cost-effective in terms of generating post-click conversions?
- Can we identify any trends or patterns in post-click conversion rates based on the day of the week?
- How does the effectiveness of campaigns vary between new users and returning users in terms of post-click conversions?