**Data Reporting Challenge- R/Python**

The sample file presented to you is a dummy dump from SQL database.

The task is to read the file – “Reporting\_Sample\_Dataset.csv” through R/Python and perform data cleaning / manipulation and transformation so as to convert the raw-data into the desired format. The desired format can be accessed at “Report \_Template.xlsx” which contains 2 reports namely,

1. Platform wise Daily Report

2. Campaign Wise Report

Definitions to be used while performing data manipulation:

* CPM (Cost per 1000 impressions) = Spend\*1000/Impression ­
* CTR (Click Through Rate) = Clicks/Impressions – shown as a percentage
* Unique CTR = Unique Clicks/Impressions – shown as a percentage

You are free to use any library available in R/Python.