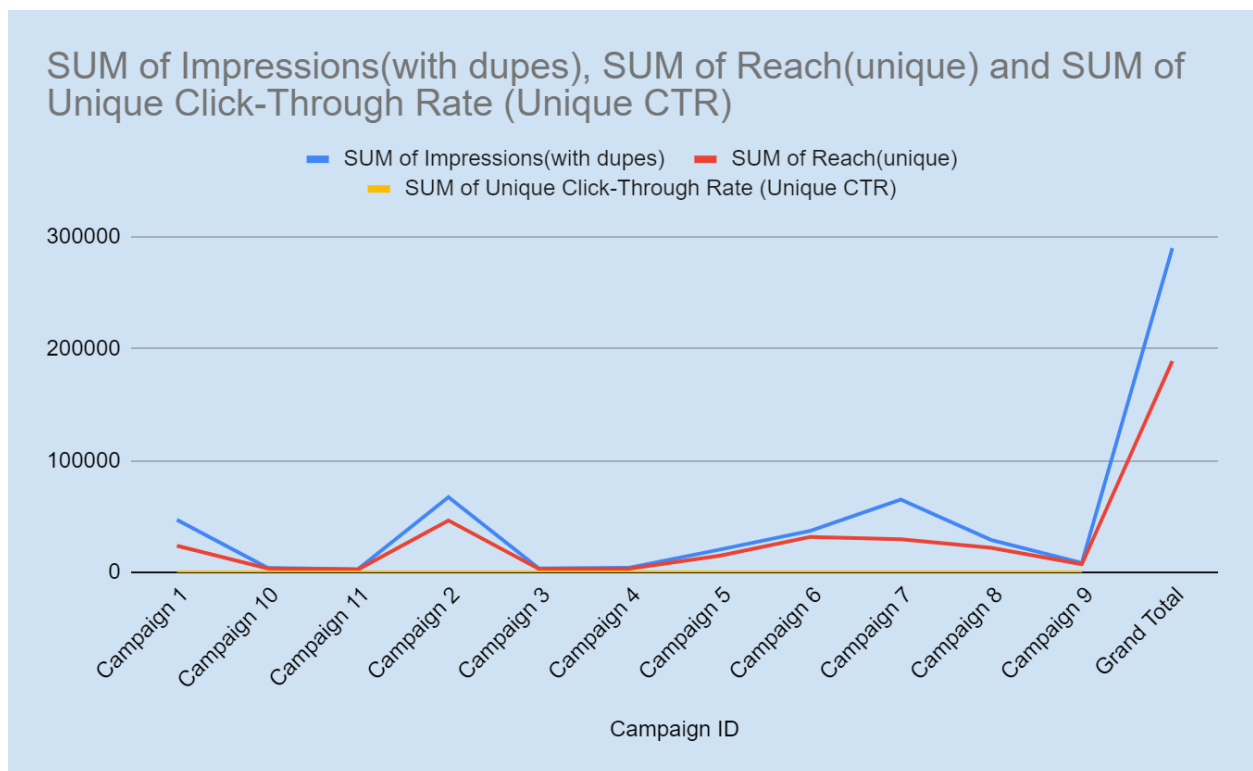


# Week 1: Virtual Internship Project

Agenda: Select at least one campaign to recommend for removal and submit the name by the end of the week.

Basic Data Visualization:

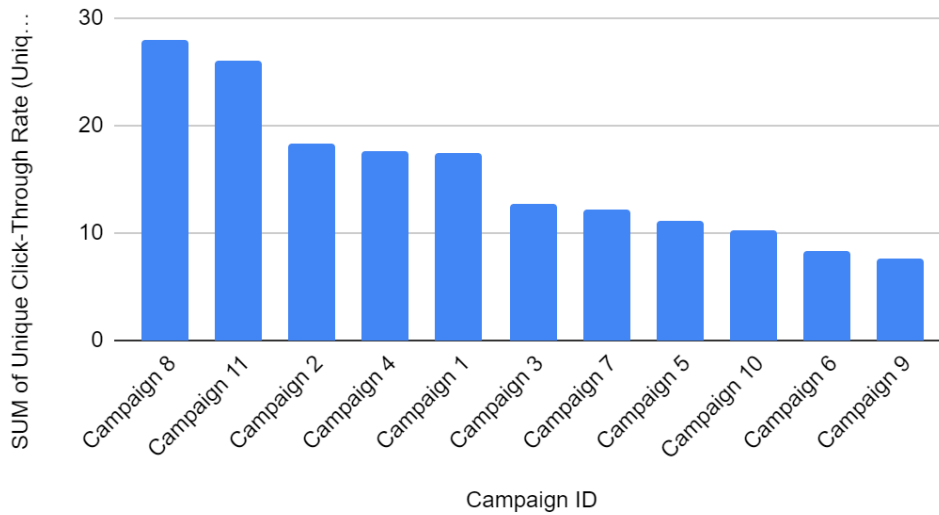
1. Sum of Impressions, Sum of Reach(UNIQUE), and Sum of Unique Click-Through Rate (CTR)



From the above visualization, we can conclude that **campaign no. 10, 11, 3, 4, and 9** have fewer impressions, reach (unique), & unique CTR. So, we will look at these campaigns to see if any of them need to be stopped.

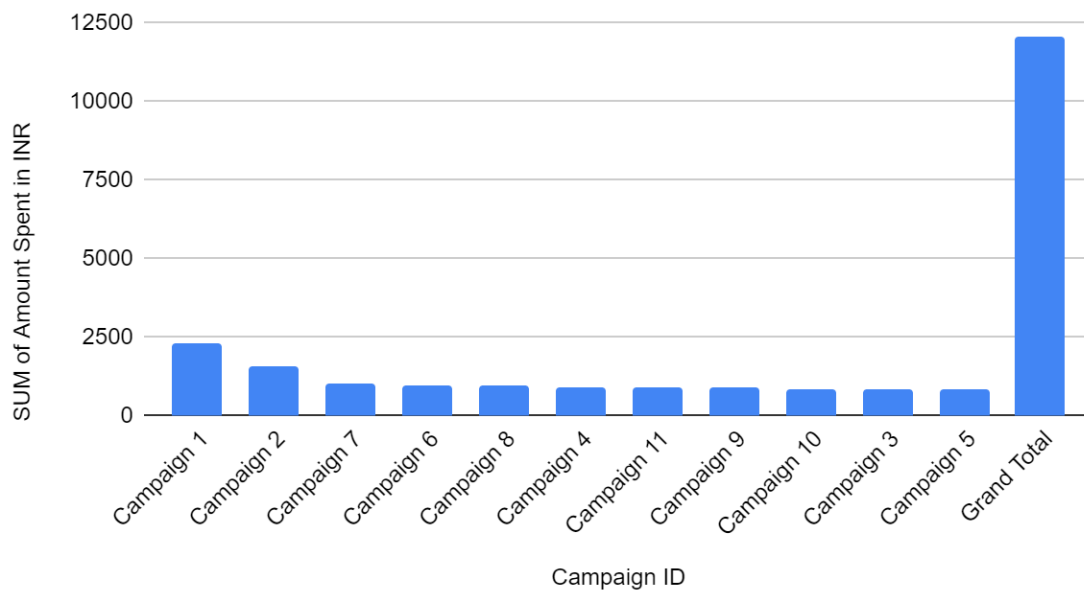
## 2. Sum of Unique CTR v/s campaign-ID

SUM of Unique Click-Through Rate (Unique CTR) vs Campaign ID



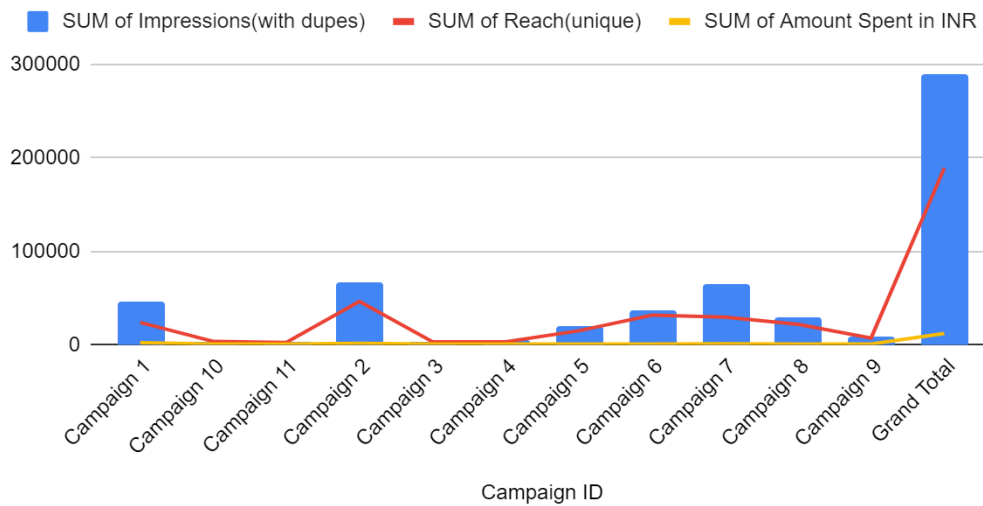
## 3. Some of the Amount Spent in INR v/s campaign-ID

SUM of Amount Spent in INR vs. Campaign ID



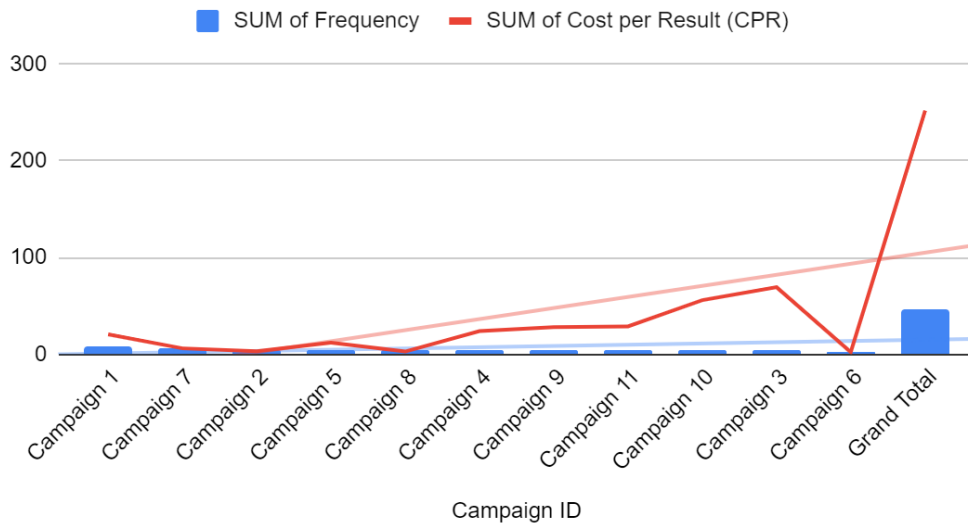
#### 4. Sum of Impressions, Sum of Reach, and Sum of Amount Spent in INR

SUM of Impressions(with dupes), SUM of Reach(unique) and SUM of Amount Spent in INR



#### 5. Sum of Frequency and Sum of CPR (Cost per Result)

## SUM of Frequency and SUM of Cost per Result (CPR)



**CONCLUSION:** We can stop running campaign-ID, 9, 10, or even 11.

Reference Google Sheet:

<https://docs.google.com/spreadsheets/d/1TSLNTI1zJ09D5EnU01ekfb3mxfZ3svfDsGvX9xBOy2U/edit#gid=683564725>