

Data Visualization Design

July 16, 2022

Overview

I am a data analyst at GlobalShala. I have analyzed the data from the Marketing team on Facebook ad campaigns they ran for an event called Superhero U. The Marketing team needs help identifying at least one or more campaigns to discontinue to cut costs. Therefore, I have analyzed the data from the Marketing team, identified certain campaigns to recommend discontinuing, and created polished data visualizations to present the findings to the Finance team.

Goals

1. How to effectively analyze data using **data visualizations**.
2. How to improve the look of presentations and data visualizations based on best practices in design.
3. How to create and share **compelling presentations**.

Tool used

Tableau Public

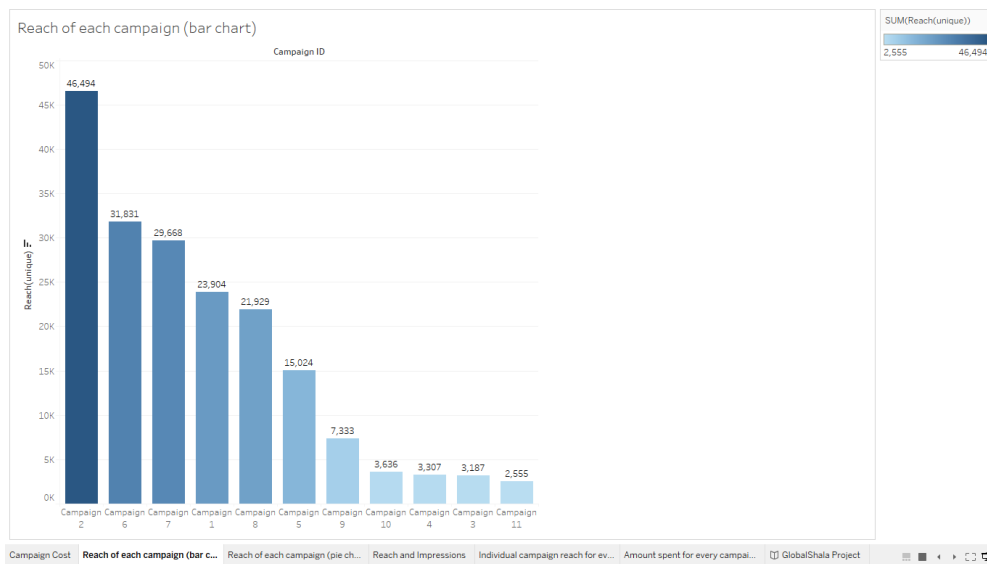
Project Link

<https://public.tableau.com/app/profile/priya.jangid/viz/GlobalShalaProject/GlobalShalaProject>

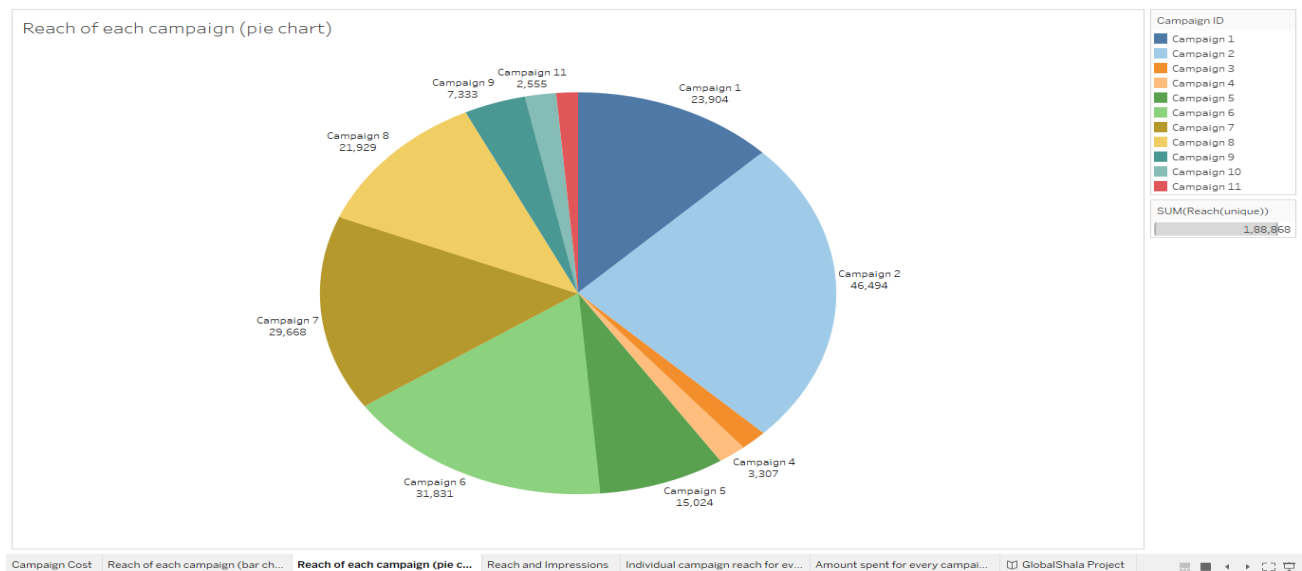


Inferences and Visualizations

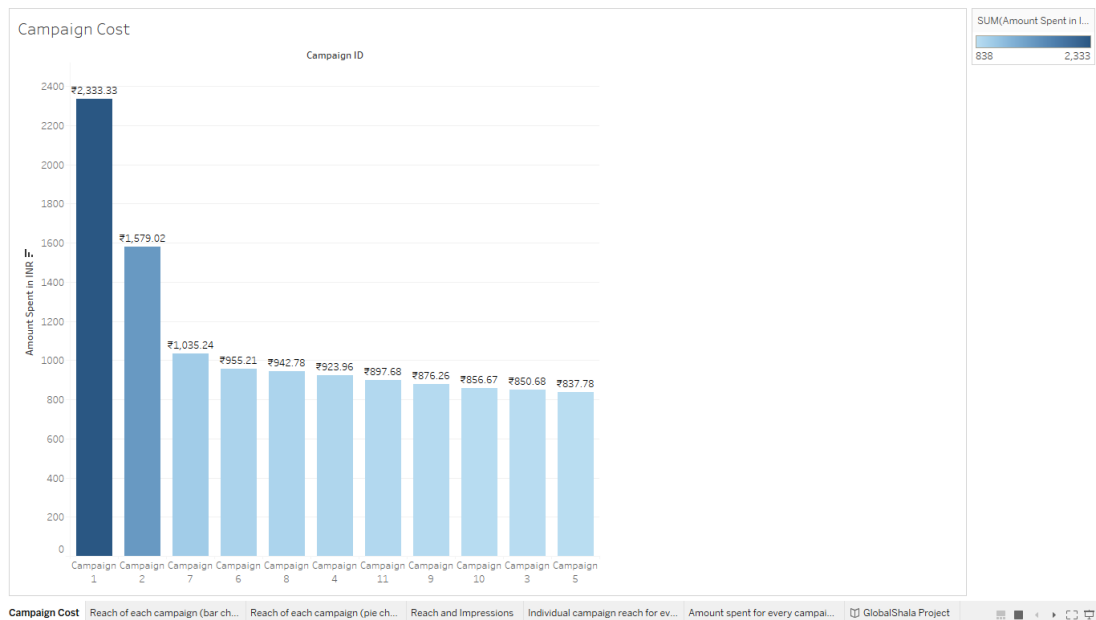
1. **Reach of each campaign:** In this graph, I have created a visualization in the bar chart and as you can clearly see Campaign ID numbers 3, 4, 9, 10 & 11 have less **Reach** (Unique) than other Campaigns IDs.



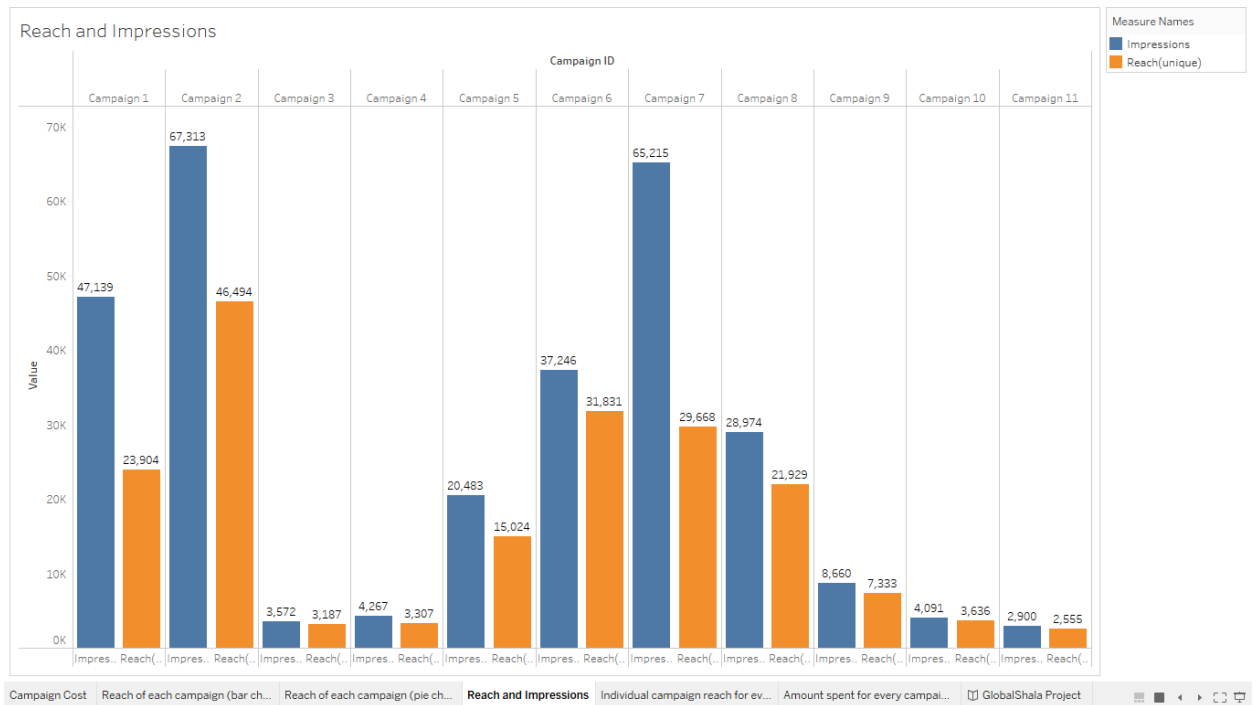
If I look closer, you can observe in the pie chart below that campaigns 3, 4, 10, and 11 have lesser REACH(Unique) than other campaigns.



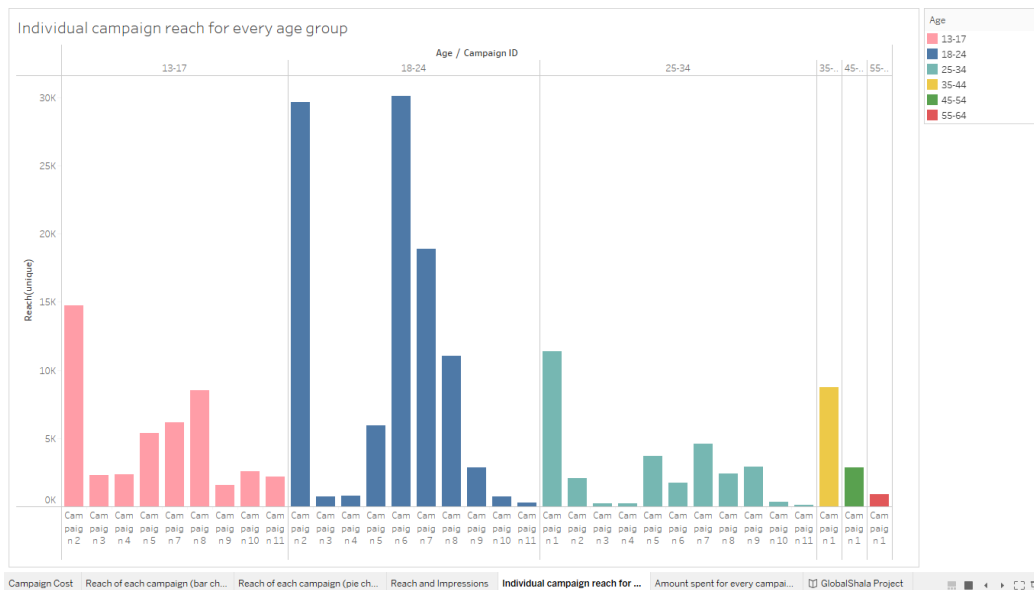
2. **Campaign Cost:** We can see from the bar chart in this graph that we spent between INR 800 and INR 1000 on campaigns 3, 4, 5, 10, and 11. Given that Campaign 5 is providing us with REACH (Unique) values up to 15,024, which is higher than what Campaign 3, 4, 10, and 11 are providing us with, which range from 2555 to 3636, Therefore, we can draw the conclusion that campaign numbers 3, 4, 10, and 11 were unable to provide the same level of REACH as campaign number 5 in the exact cost costing.



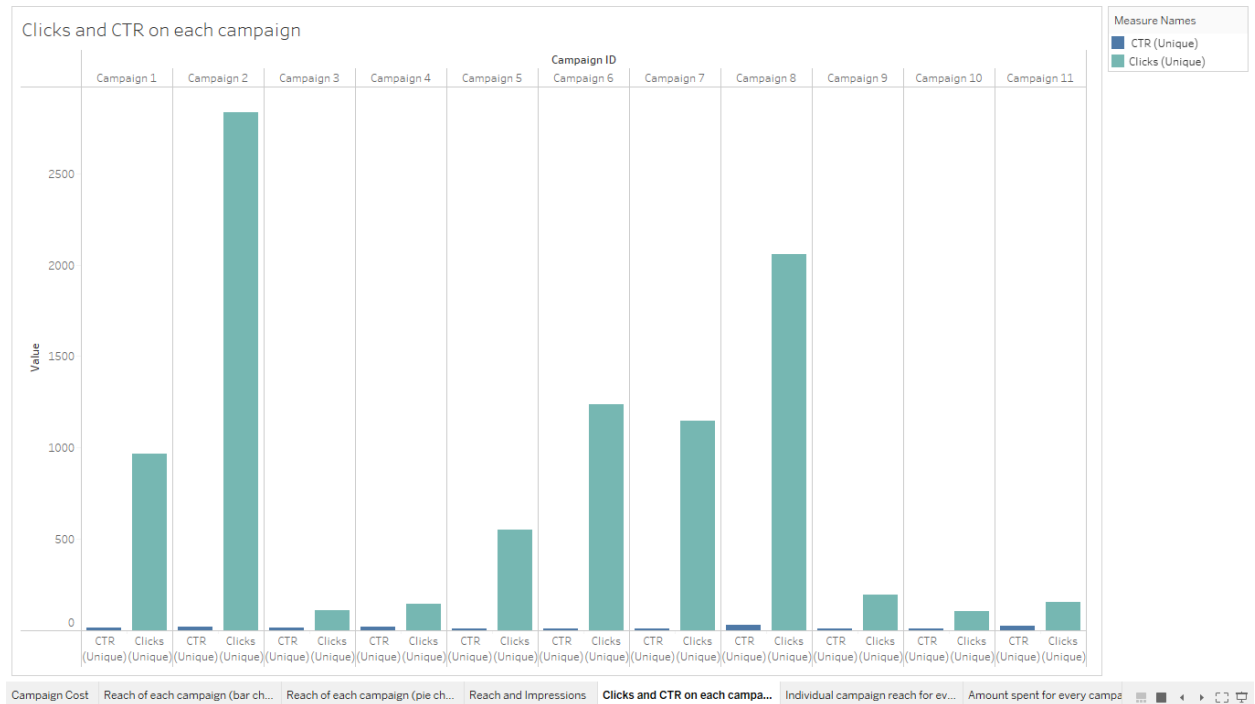
3. **Reach and Impressions:** In this bar graph created in Tableau, we are easily able to observe that we have got lesser REACH as well as IMPRESSIONS in campaign numbers 3, 4, 10, and 11 than the other campaign IDs. The **Blue** colored bar indicates Impressions and the **Orange** colored bar indicates the unique Reach of that particular campaign. You can see this observation in the attached bar graph below.



4. **Individual Campaign Reach for every Age Group:** In the first 3 age groups, it is again clearly visible that campaign ID 3, 4, 10, and 11 has lesser REACH as compared to other campaigns.



5. **Unique Clicks and Unique CTR (Click Through Rate) on each campaign:** In this bar graph we can clearly observe that we have got lesser clicks and CTR [the conversions] on campaign ID 3, 4, 10, and 11 than on the other campaign IDs.



CONCLUSION

Campaign ID number **3, 4, 10, and 11** to be precise, needs to be discontinued since they have lesser REACH, Unique Clicks, & CTR than the other campaigns as described in the above graphs.

[Tableau Project Link](#)