



DATA  
VISUALIZATION

VIRTUAL INTERNSHIP PROJECT



# MEET THE TEAM TEAM LEAD

**Represents team to sponsor, via email and on calls, to minimize communication errors.**



**Sravan Kumar Tirupathi**



**Ramprasad Dorbala**



# PROJECT LEAD

**Responsible for holding the group accountable for meeting deadlines and ensuring that the project deliverables are being met.**



**Priya Jangid**



**Gunjan Sontakke**



# PROJECT MANAGER'S

Provides guidance and draws out insight from other team members,  
ensures that the project execution remains on track



**Balasubramanian**  
**PG**



**Tonmoy**  
**Khanal**



**Mahesh**  
**Bist**





# PROJECT SCRIBE

**Responsible for taking meeting minutes and distributing notes/assignments.  
Can assist Team Lead in drafting emails and communication between sponsor and group**



**Akhil Gajula**



**Romit Bhadra**



**Suryakanta Sundaray**





# ABOUT



## EVENT

Superhero U was a competitive event that was targeted towards providing an encouraging and equal educational opportunity to the budding stars.



Open to... Notion – The all-in-one workspace for work, school, and life infiniacademy India OneLearn Canva Simplilearn Data Analytics Test... Solve SQL | HackerRank IIT-DATA VISUALIZATION Performance

# About Superhero U

**Imagine...**

yourself as social entrepreneur... passionate about solving a real-world challenge... who would you be? What problem are you solving? How will you solve it? Complex modern challenges require innovation, drive, and a spark of superpowers! to solve in a unique and imaginative way.

**Innovate...**

a Superhero that takes on those challenges and show us what they can do.

**Illustrate...**

by telling us your story! Submit written content, illustration, posters, photo collages, even movies that can tell us about your Superhero's mission to create, innovate, and problem-solve.

**Inspire...**

creativity, in yourself and among your peers!

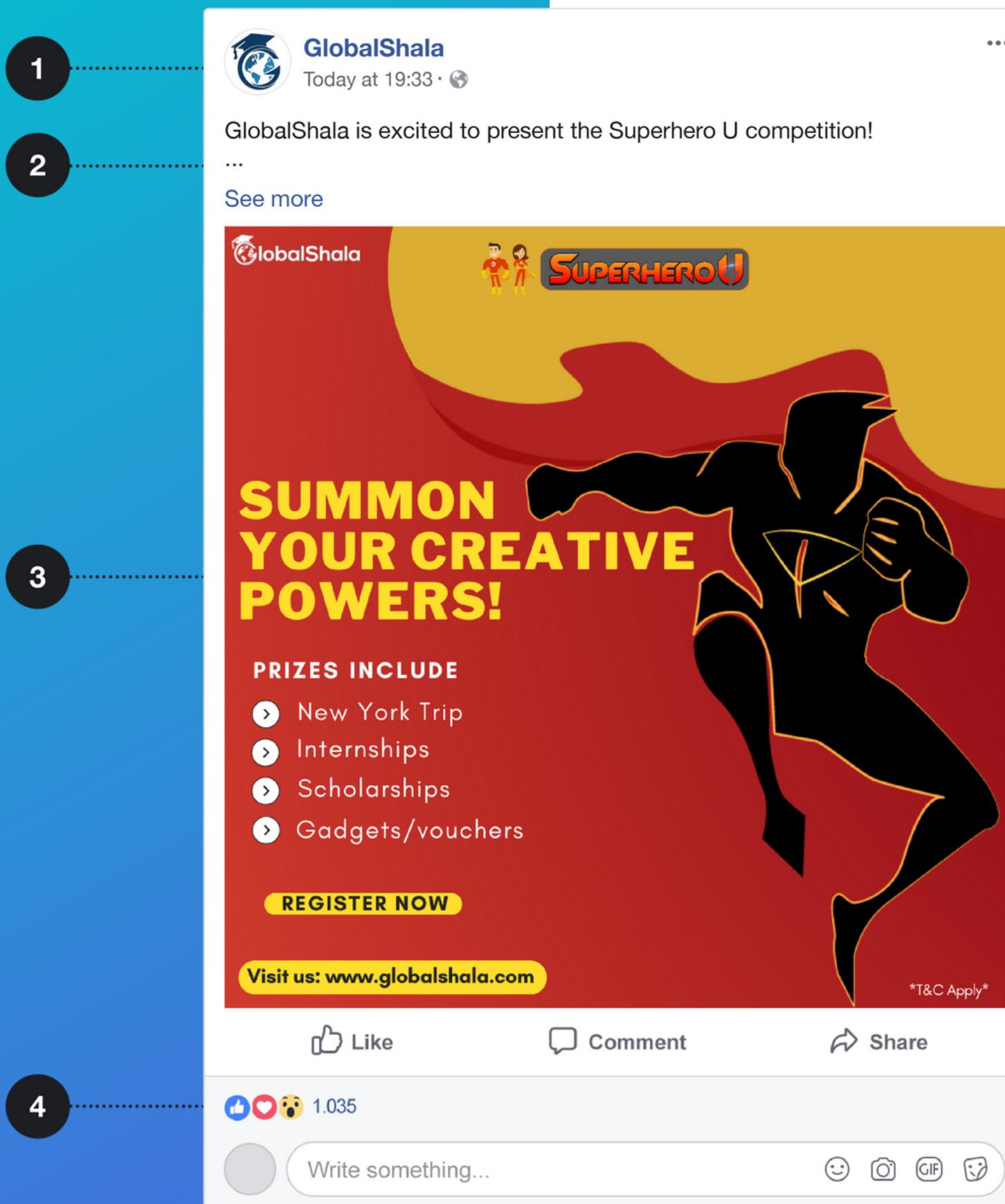


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## EXPLANATION OF FACEBOOK ADS



The type of ad that GlobalShala uses is a basic image ad, also known as a “Link Click” ad. Here is an example of one of the ads they used for the Superhero U event



**These ads have several parts:**

- 1. A profile picture and profile name that links to GlobalShala's profile page.**
- 2. Some descriptive text.**
- 3. An image that, in this case, links to the Superhero U website.**
- 4. Buttons to like, comment, and share the ad.**

# OVERVIEW OF ALL OF THE SUPERHERO U AD CAMPAIGNS



GlobalShala placed ads targeting two different audiences, "interns" and "educators and principals". Here are examples of ads for each audience





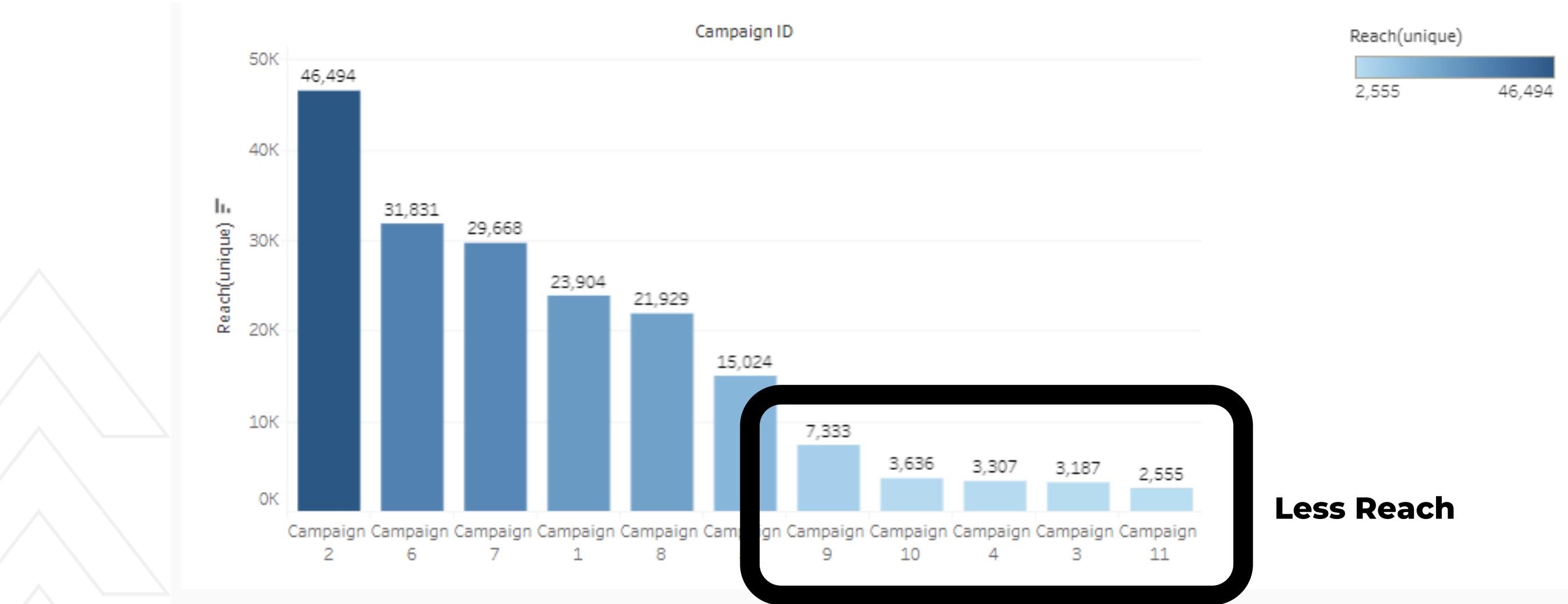
# PROJECT GOALS



- We 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, We 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

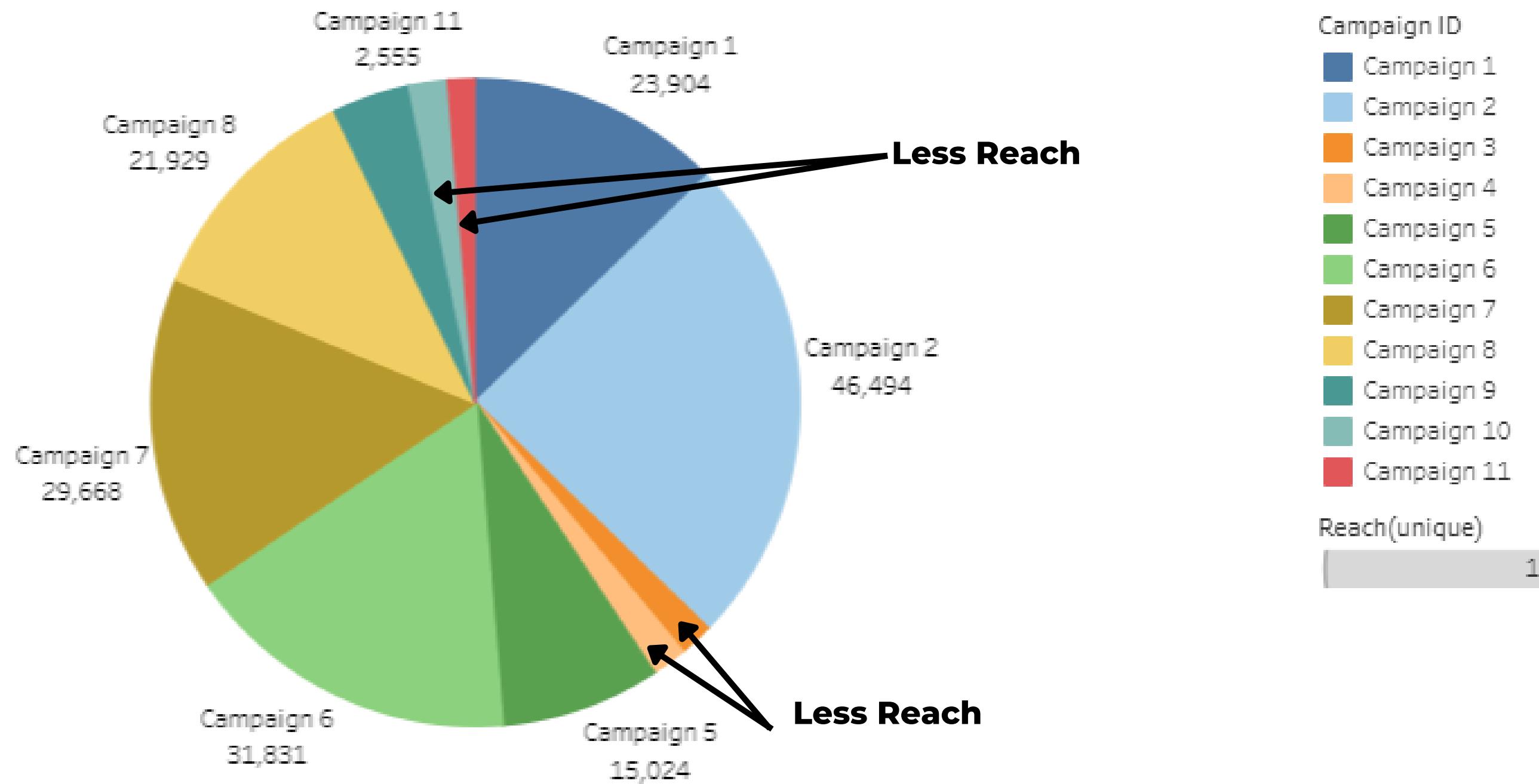
# INFERENCES & VISUALIZATIONS

## 1. REACH OF EACH CAMPAIGN



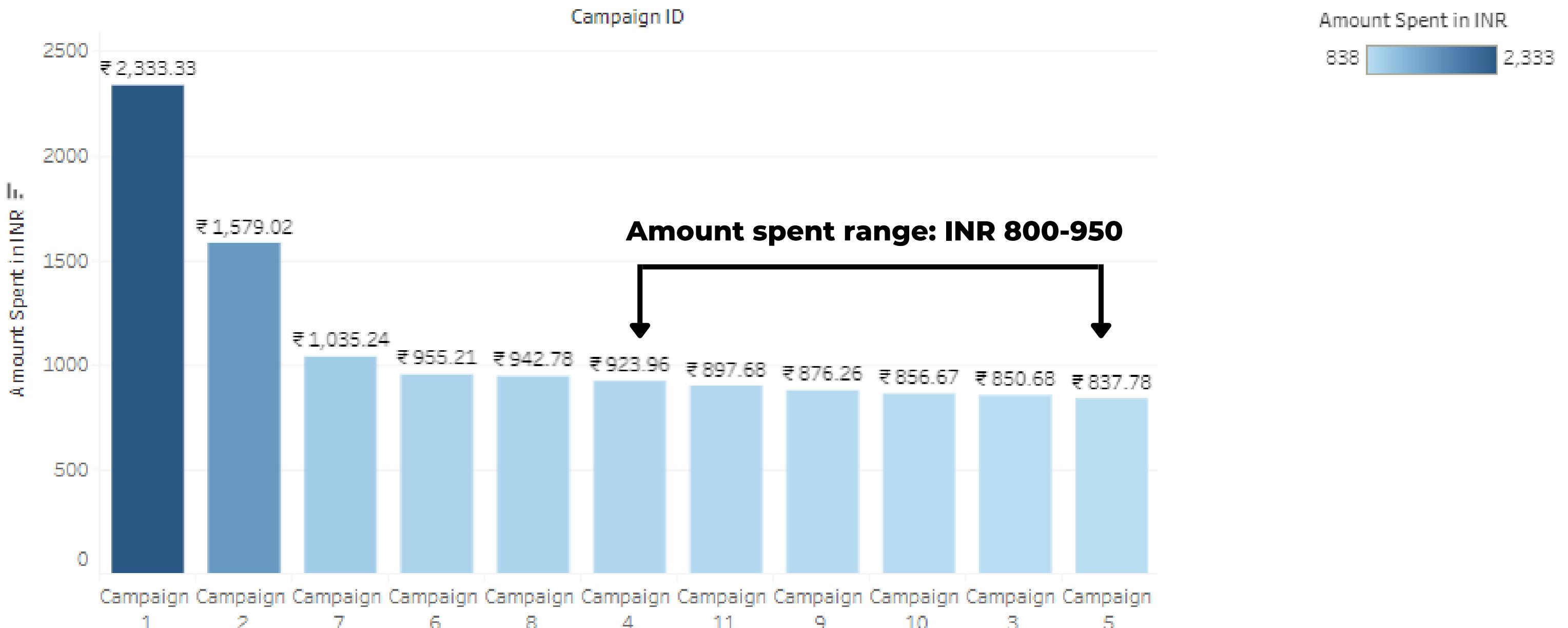
In this graph, We have created a visualization in the bar chart and as you can clearly see Campaign ID numbers 3, 4, 9, 10 & 11 have less Reach (Unique) than other Campaigns IDs.

## 2. REACH OF EACH CAMPAIGN



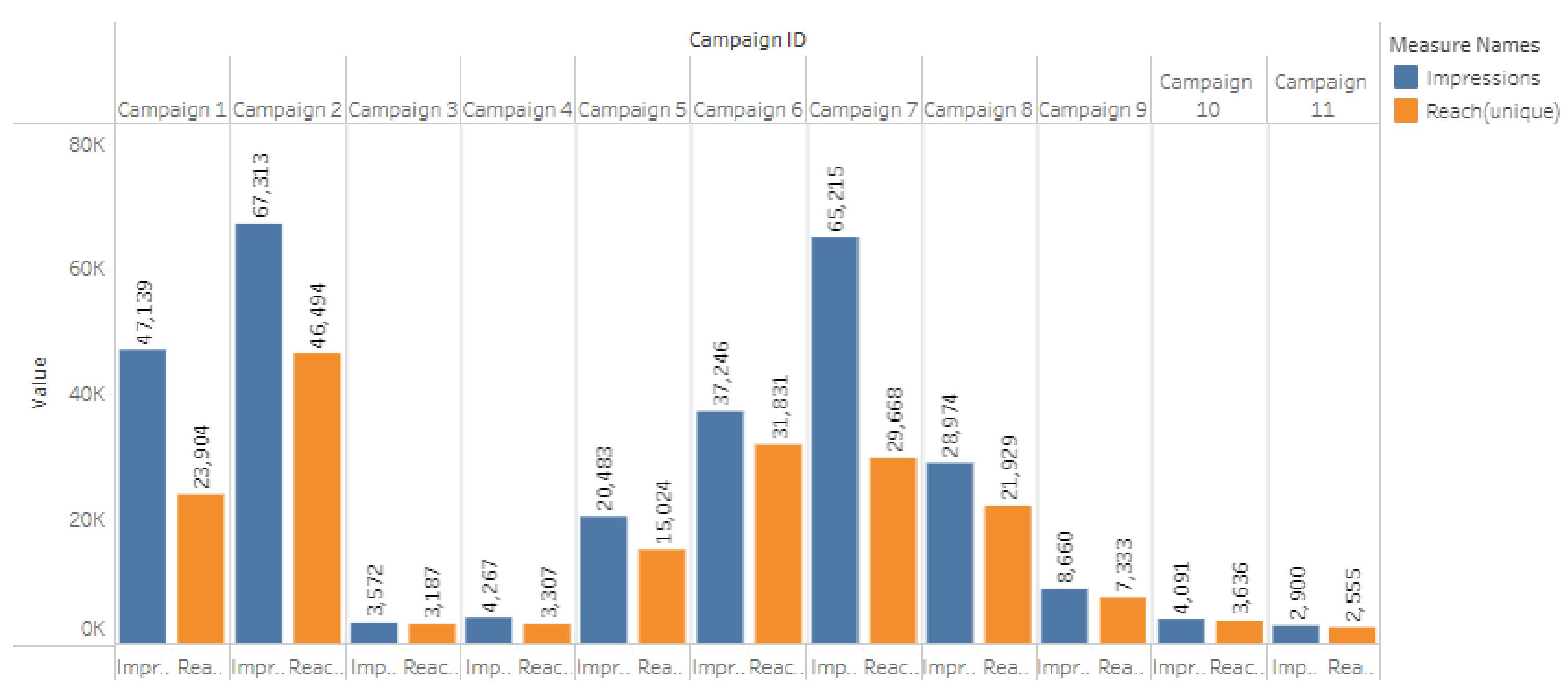
You can observe in the pie chart below that campaigns 3, 4, 10, and 11 have lesser REACH(Unique) than other campaigns.

### 3. CAMPAIGN COST



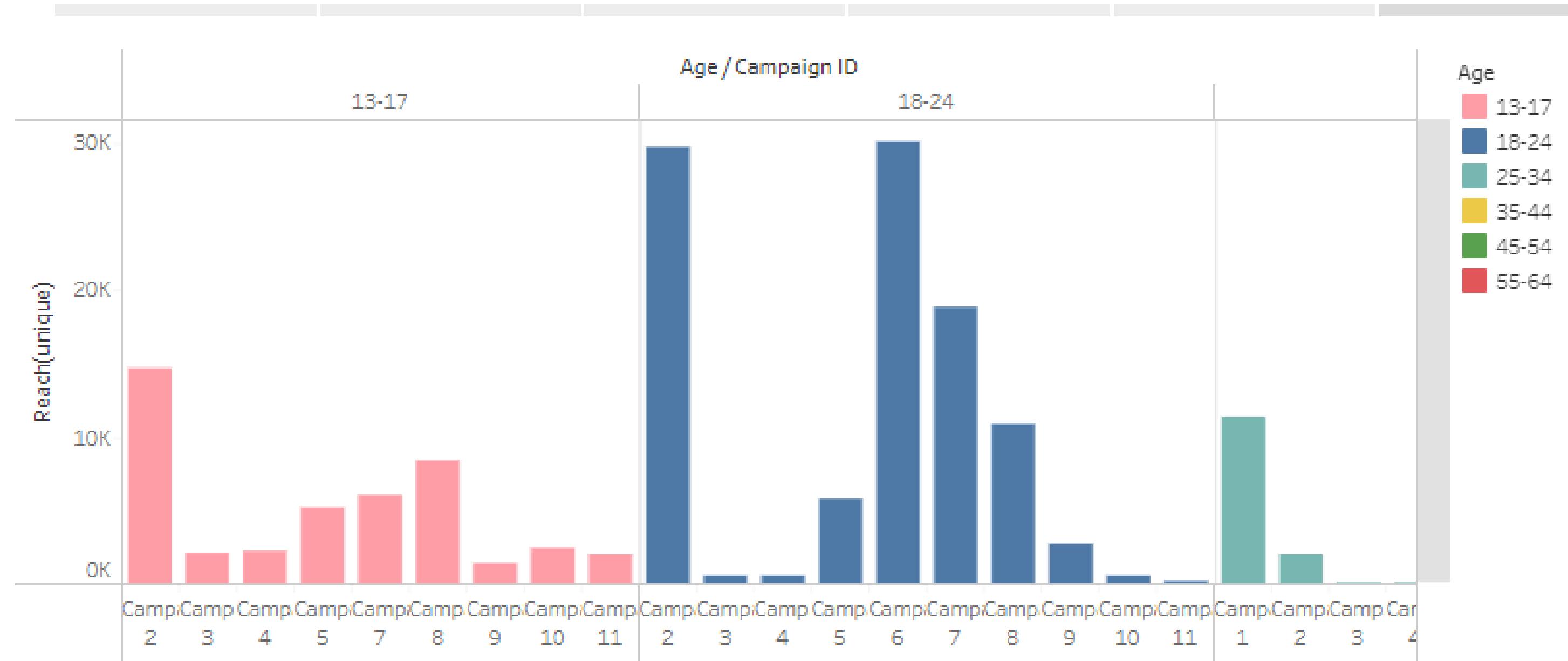
We can see from the bar chart in this graph that we spent between INR 800 and INR 1000 on campaigns 3, 4, 5, 10, and 11. Given that Campaign 5 is providing us with REACH (Unique) values up to 15,024, which is higher than what Campaign 3, 4, 10, and 11 are providing us with, which range from 2555 to 3636, 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.

## 4. REACH AND IMPRESSIONS



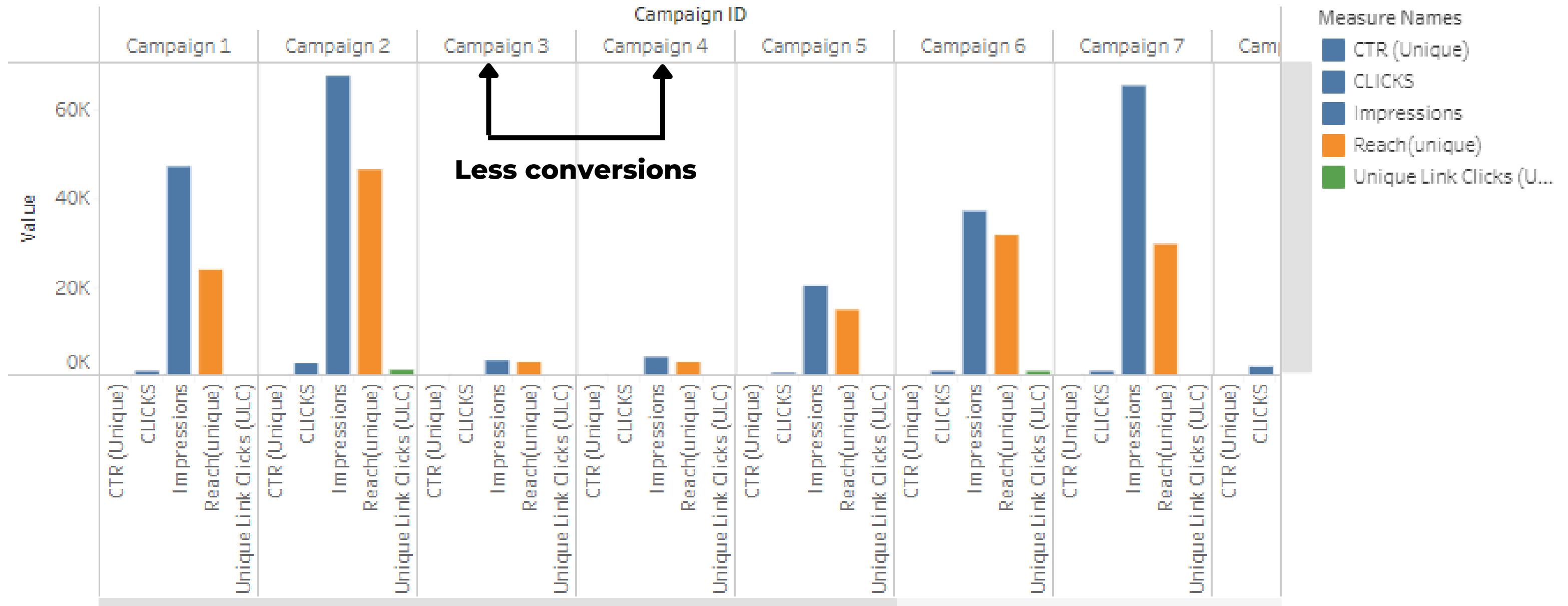
In this bar graph created in Tableau, we are easily able to observe that we have got lesser REACH as well as IMPRESSIONS in campaign numbers 3, 4, 10, and 11 than the other campaign IDs. The Blue colored bar indicates Impressions and the Orange colored bar indicates the unique Reach of that particular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

## 5. INDIVIDUAL CAMPAIGN REACH FOR EVERY AGE GROUP



In the first 3 age groups, it is again clearly visible that campaigns ID 3, 4, 10, and 11 have lesser REACH as compared to other campaigns.

# CONCLUSION GRAPH



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.

# CAMPAIGNS TO BE DISCONTINUED





# TOOL USED



**Project Link:**

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





**THANK  
YOU!!!**