WEEK 1 ASSIGNMENT

AD CAMPAIGN ANALYSIS

Group 1 Team 2

Fathima Farhan k k

Rahat Parveen

Kavya

BalaGanesh

Aritra Basu

Koushal Chouhan

Neha Mathew

Siddivinayaka Sakuhari

Gabriel Okwundu

Kommurijayadeep

Exclusion of Ad Campaign: Campaign 3

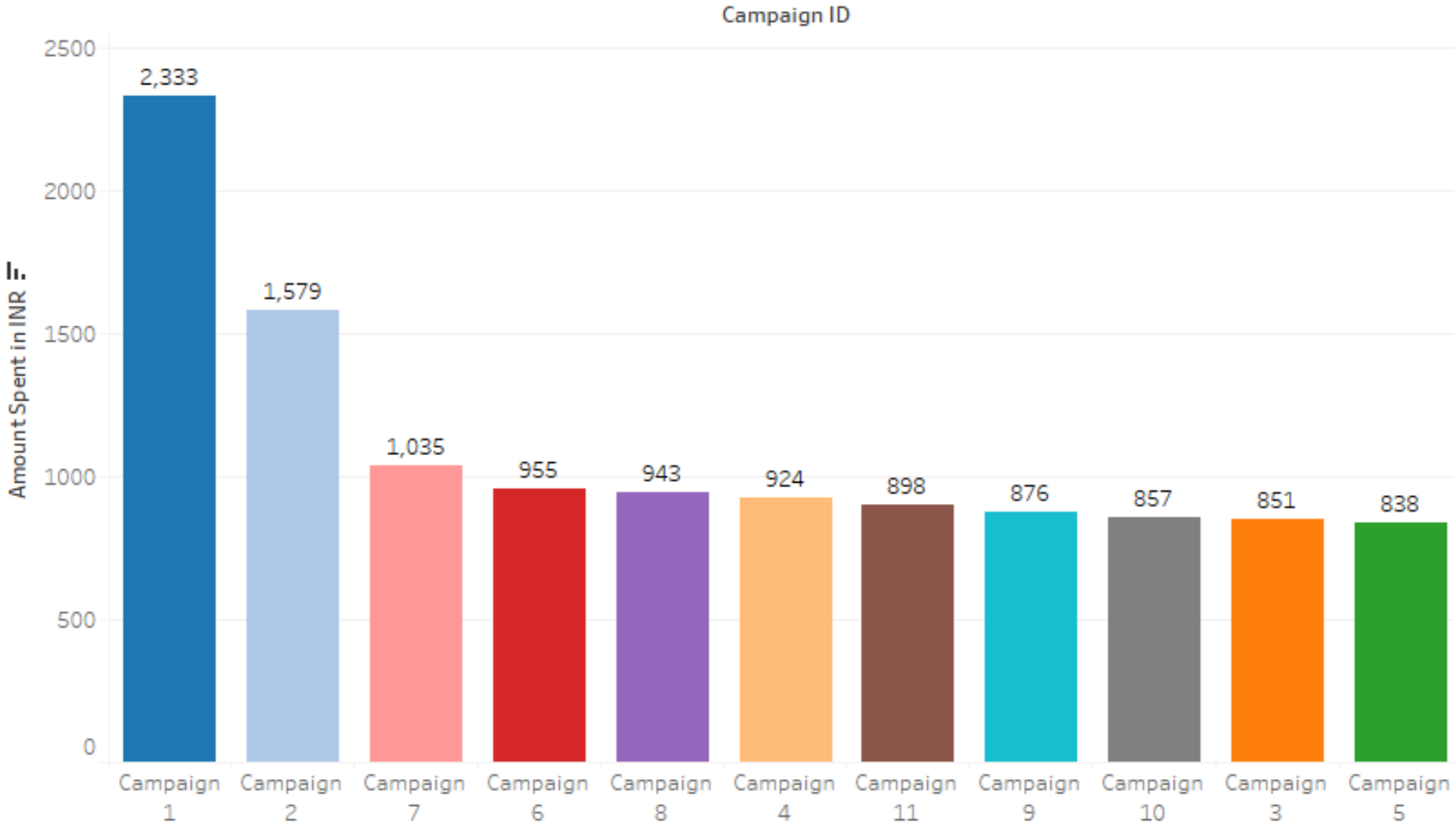
INTRODUCTION

Welcome to the Marketing Campaign Analysis project. Our team will access and analyze data provided by the Marketing team, employing exploratory data visualizations to recommend discontinuing at least one ad campaign. This data-driven approach aims to optimize advertising strategies and resource allocation for enhanced marketing efficiency.

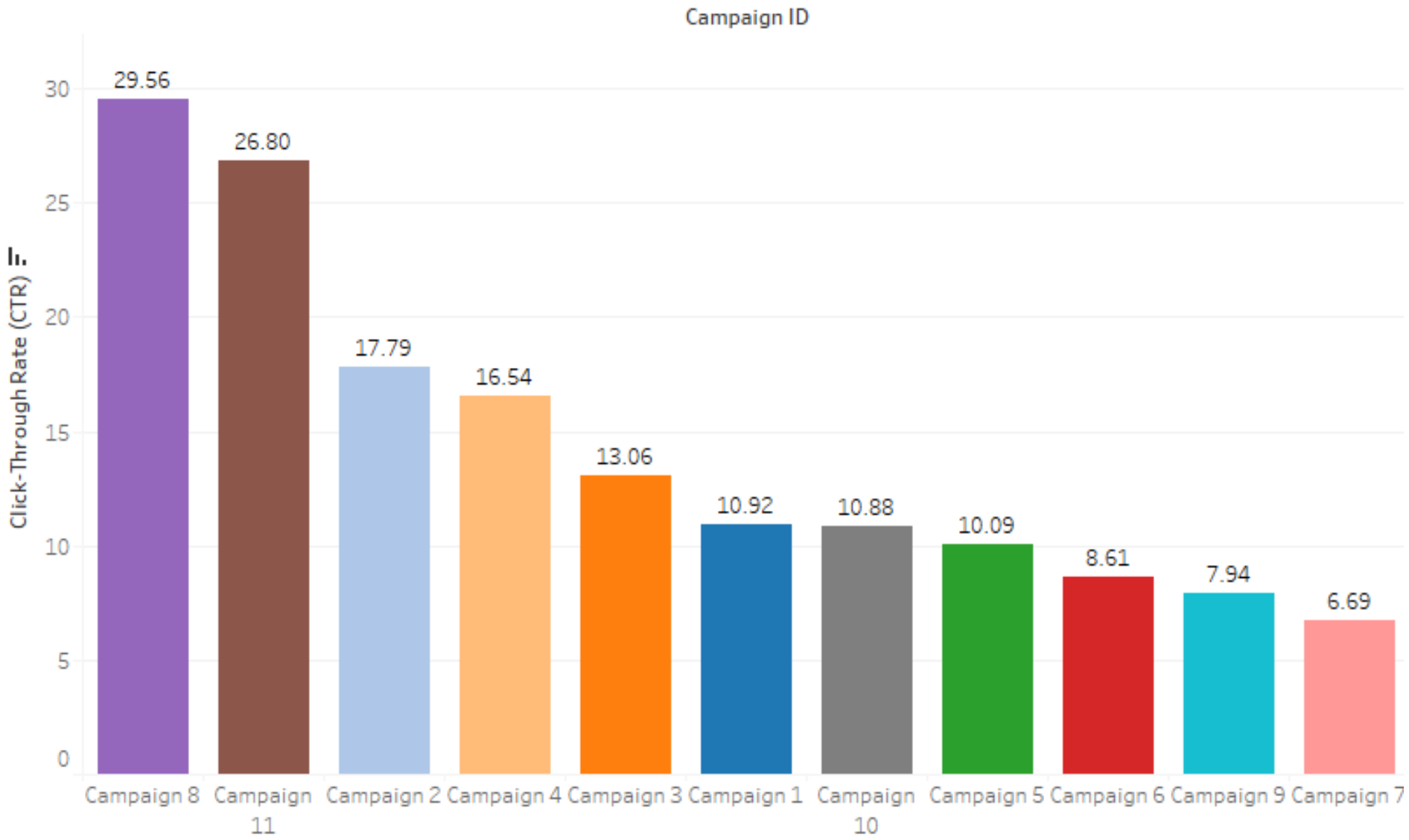
PROJECT GOAL

Analyze Marketing Data: Successfully access and familiarize ourselves with the data provided by the Marketing team, ensuring its integrity and completeness. Visualize Insights: Create informative and visually appealing exploratory data visualizations to identify patterns and performance metrics of various ad campaigns. Recommend Discontinuation: Based on the analysis, present at least one ad campaign to be discontinued, supported by clear evidence and insights from the data.

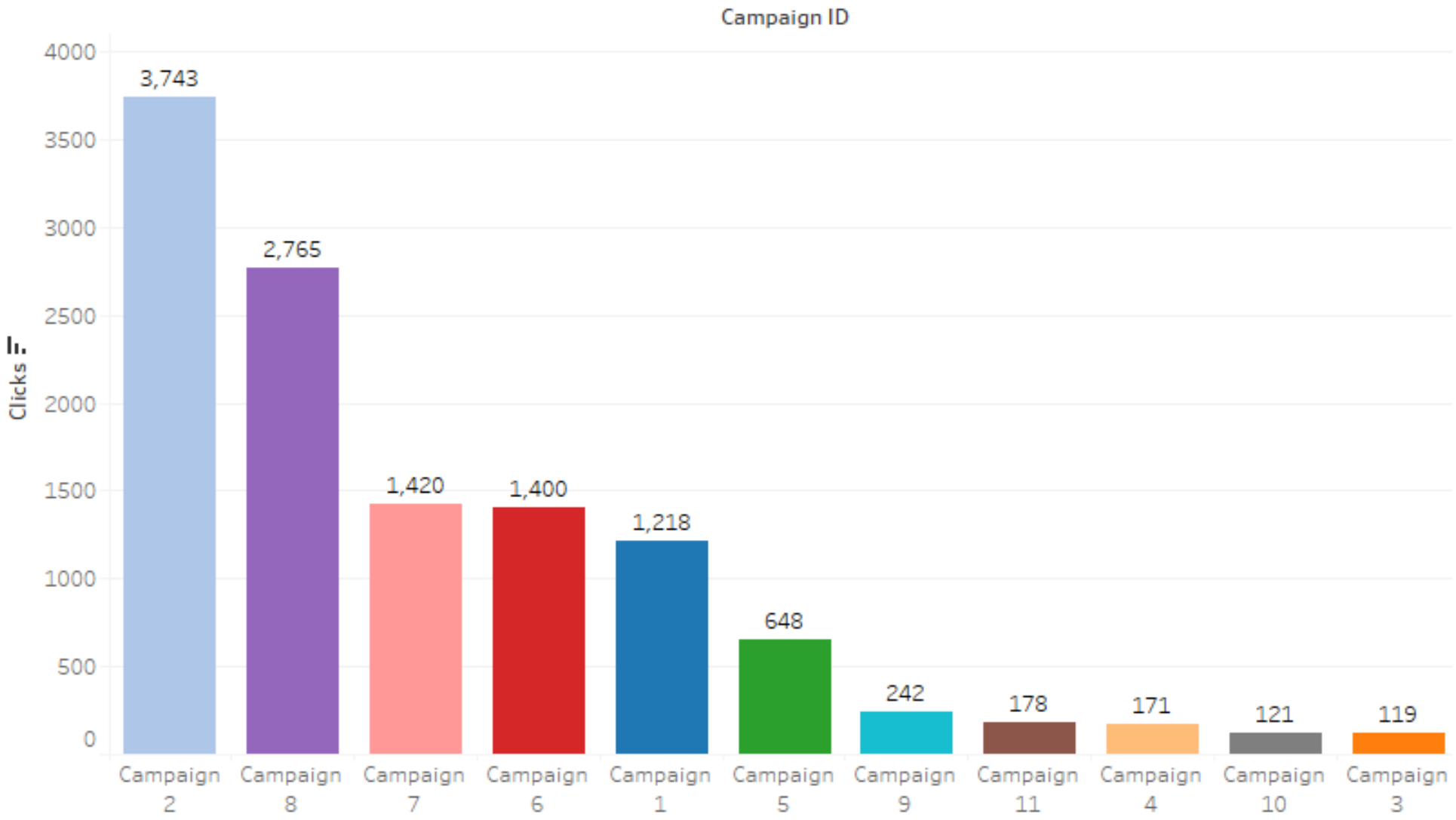
Amount Spent in INR



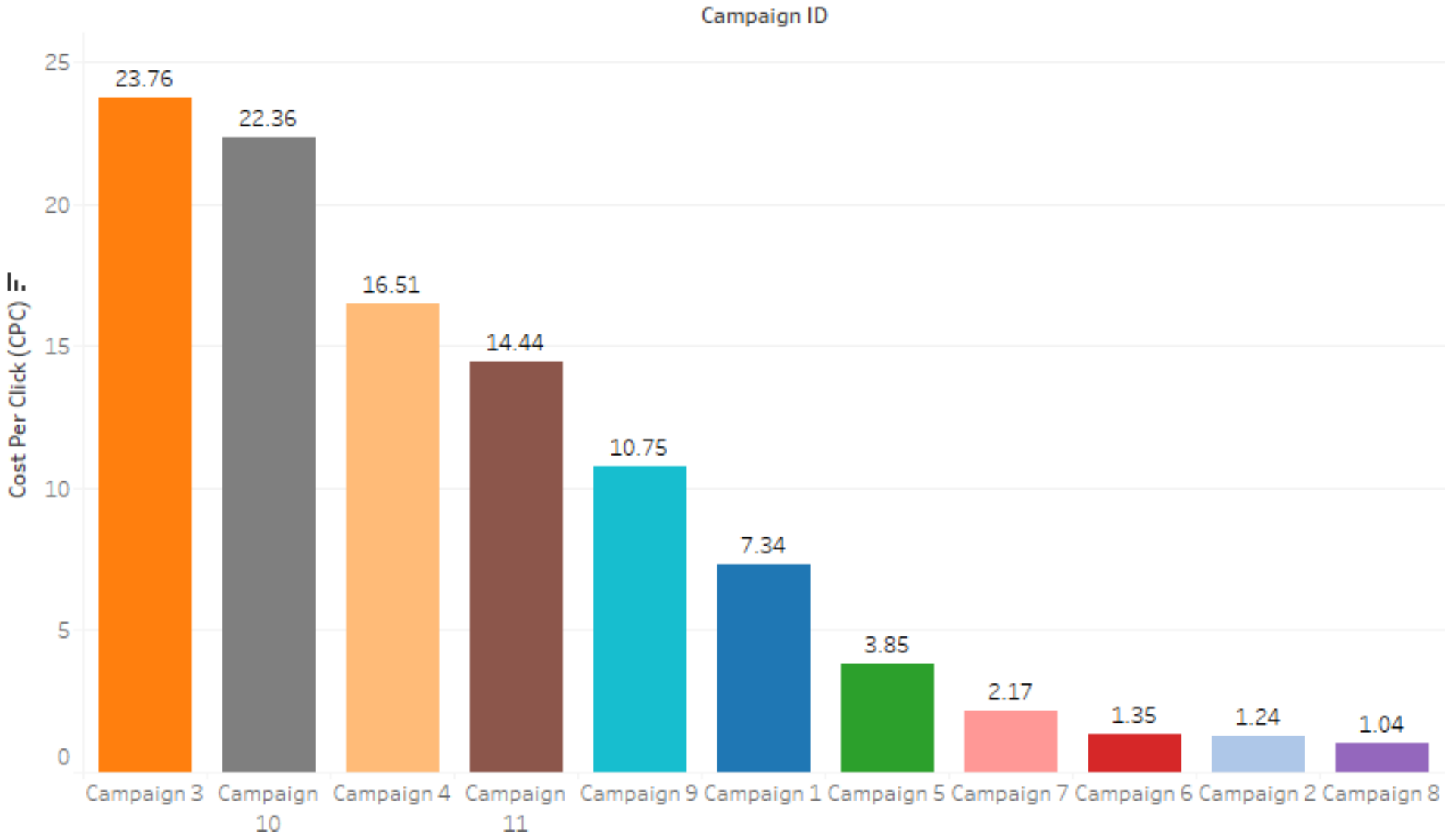
Click Through Rate



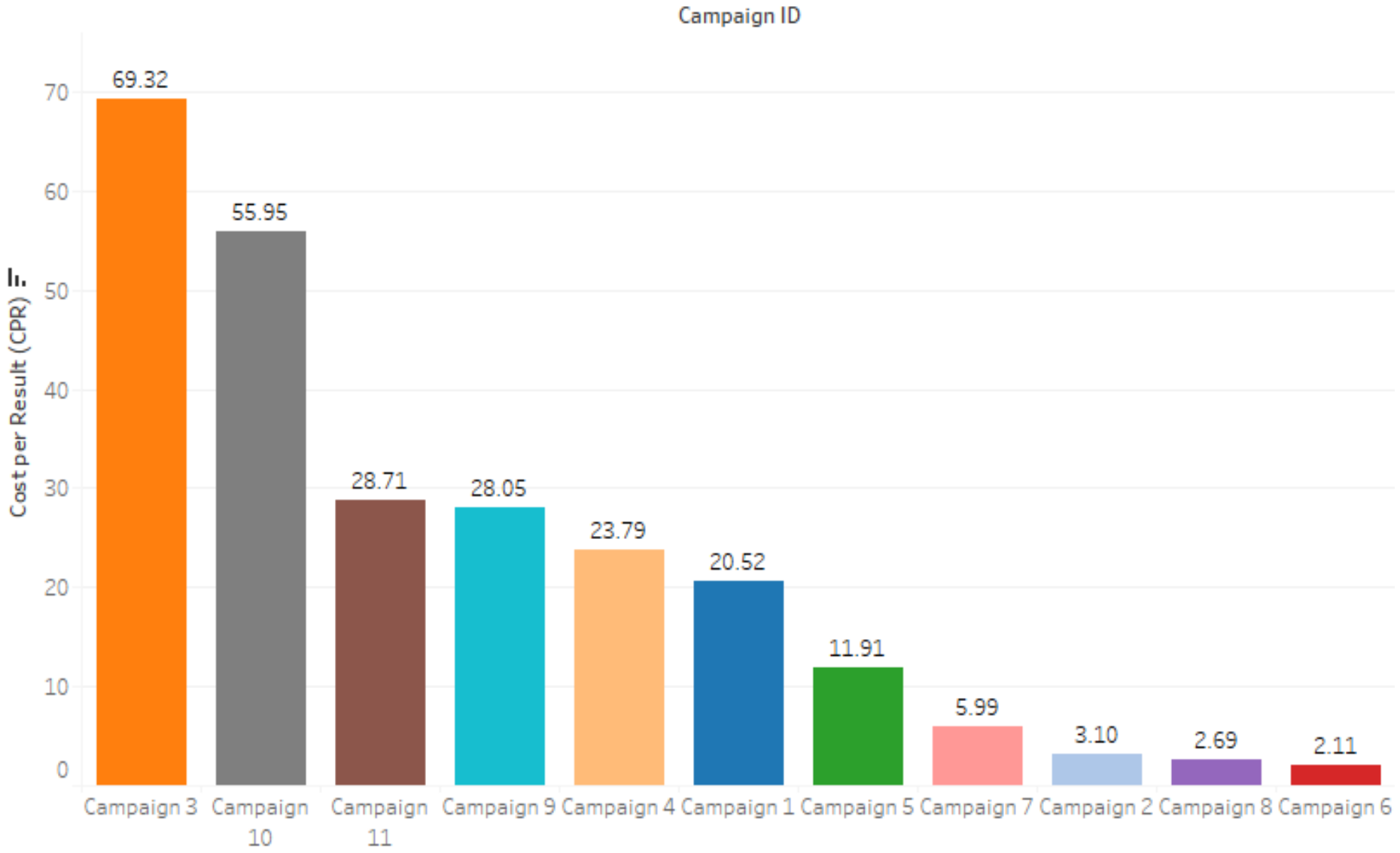
Clicks


Campaign ID
Clicks
4000
3500
3000
2500
2000
1500
1000
500
0
3,743
2,765
1,420
1,400
1,218
648
242
178
171
121
119
Campaign 2
Campaign 8
Campaign 7
Campaign 6
Campaign 1
Campaign 5
Campaign 9
Campaign 11
Campaign 4
Campaign 10
Campaign 3

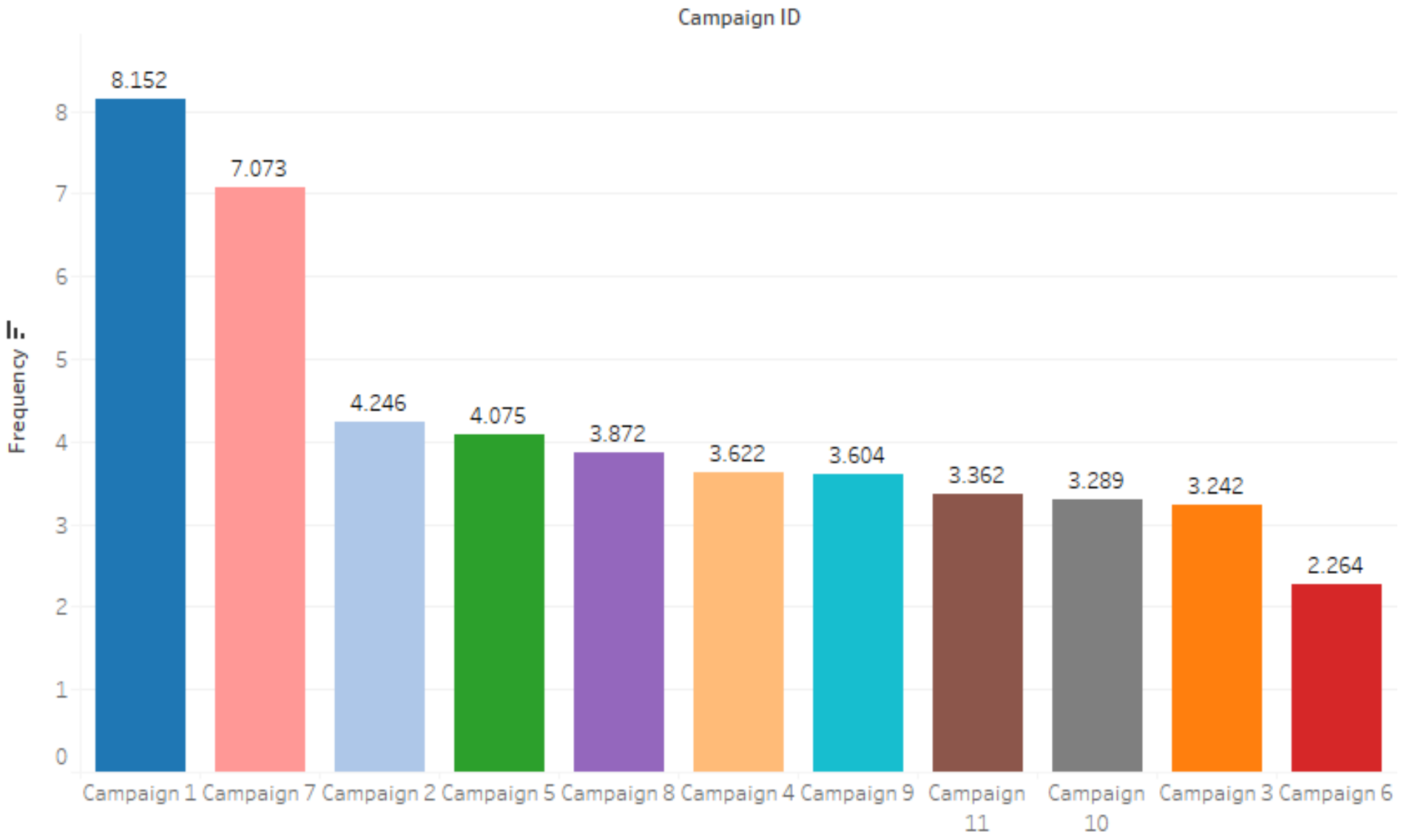
Cost per Click



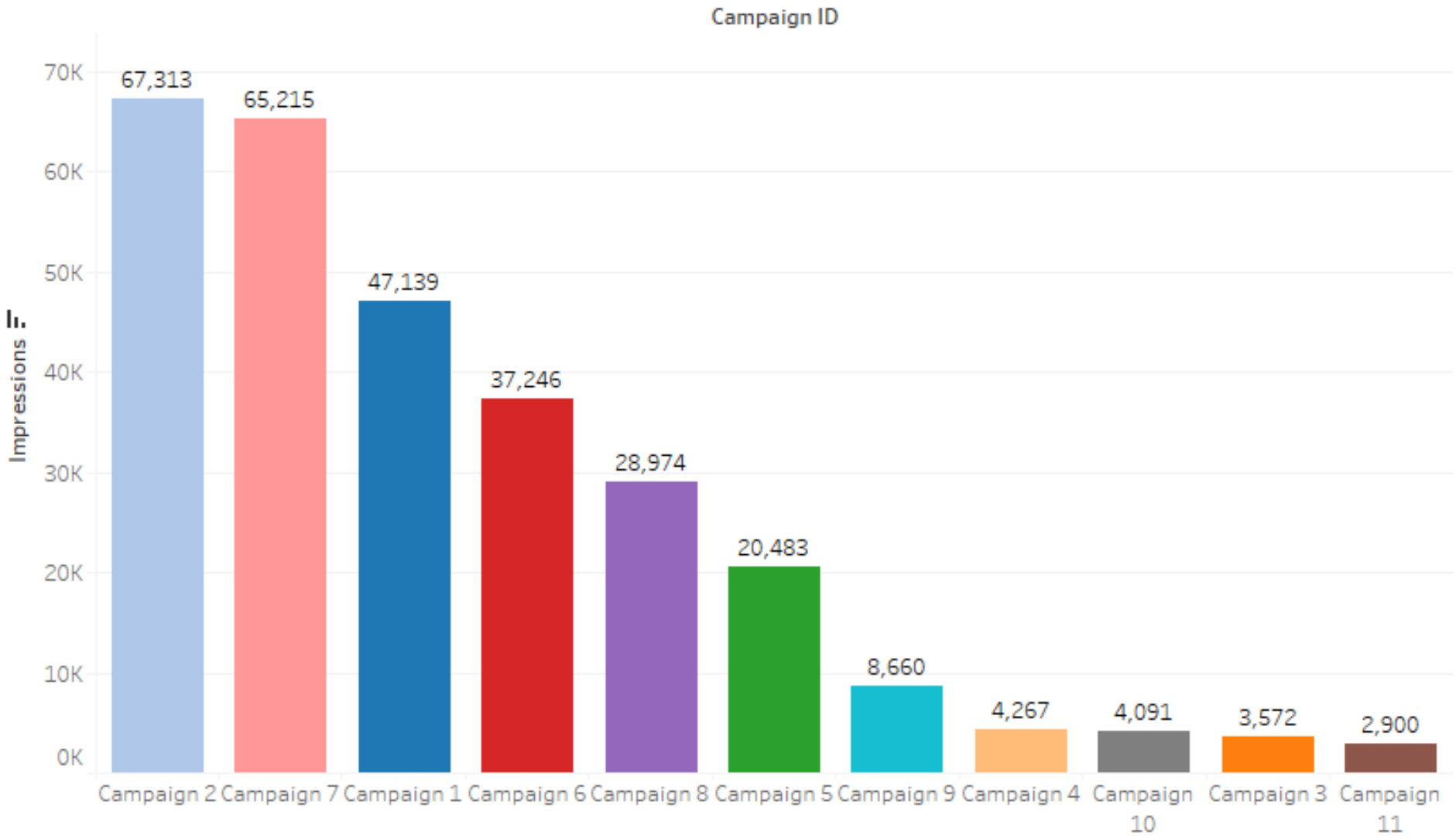
Cost per Result



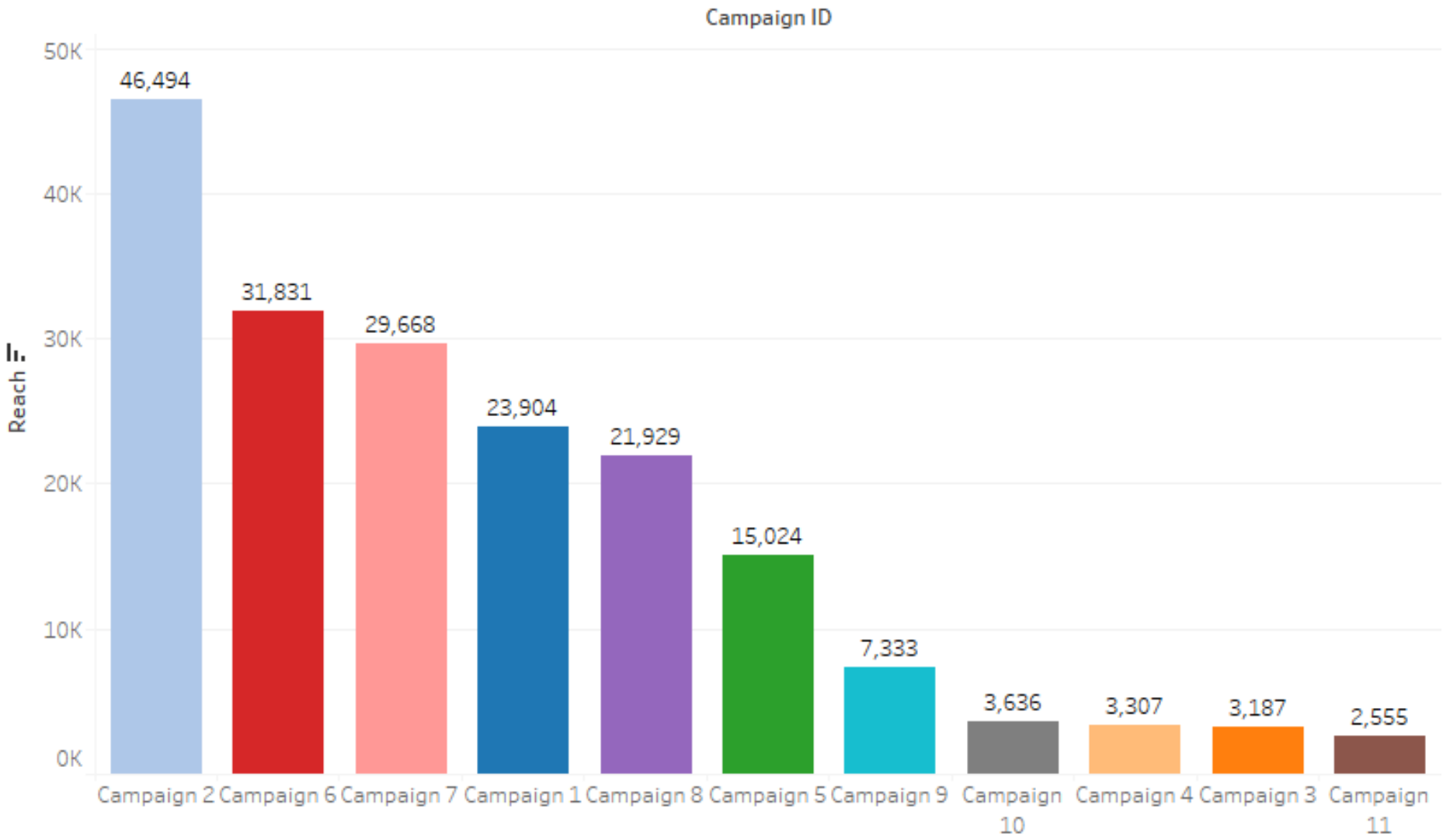
Frequency


Campaign ID
Frequency
8
7
6
5
4
3
2
1
0
8.152
7.073
4.246
4.075
3.872
3.622
3.604
3.362
3.289
3.242
2.264
Campaign 1
Campaign 7
Campaign 2
Campaign 5
Campaign 8
Campaign 4
Campaign 9
Campaign 11
Campaign 10
Campaign 3
Campaign 6

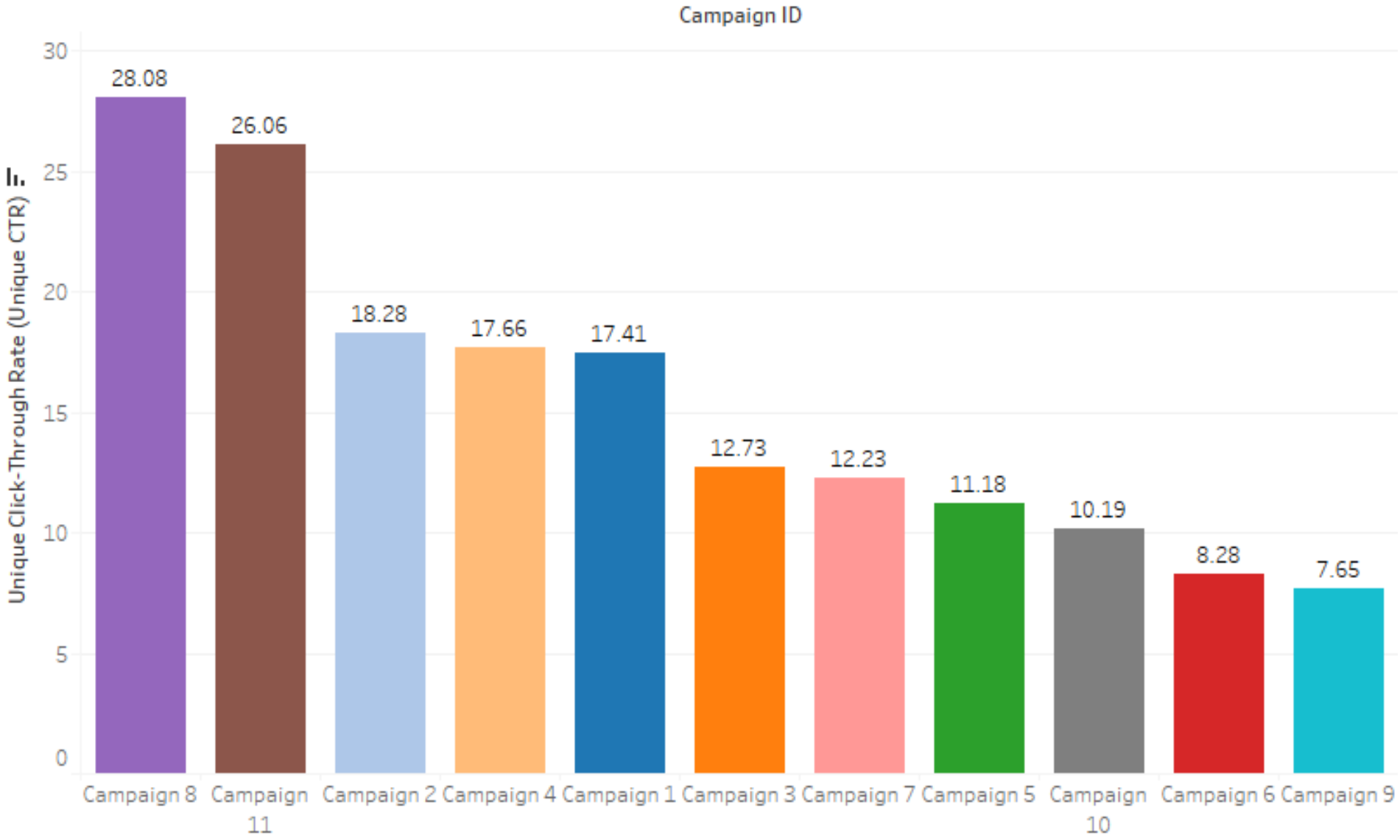
Impression


Campaign ID
Impressions
70K
60K
50K
40K
30K
20K
10K
0K
67,313
65,215
47,139
37,246
28,974
20,483
8,660
4,267
4,091
3,572
2,900
Campaign 2
Campaign 7
Campaign 1
Campaign 6
Campaign 8
Campaign 5
Campaign 9
Campaign 4
Campaign 10
Campaign 3
Campaign 11

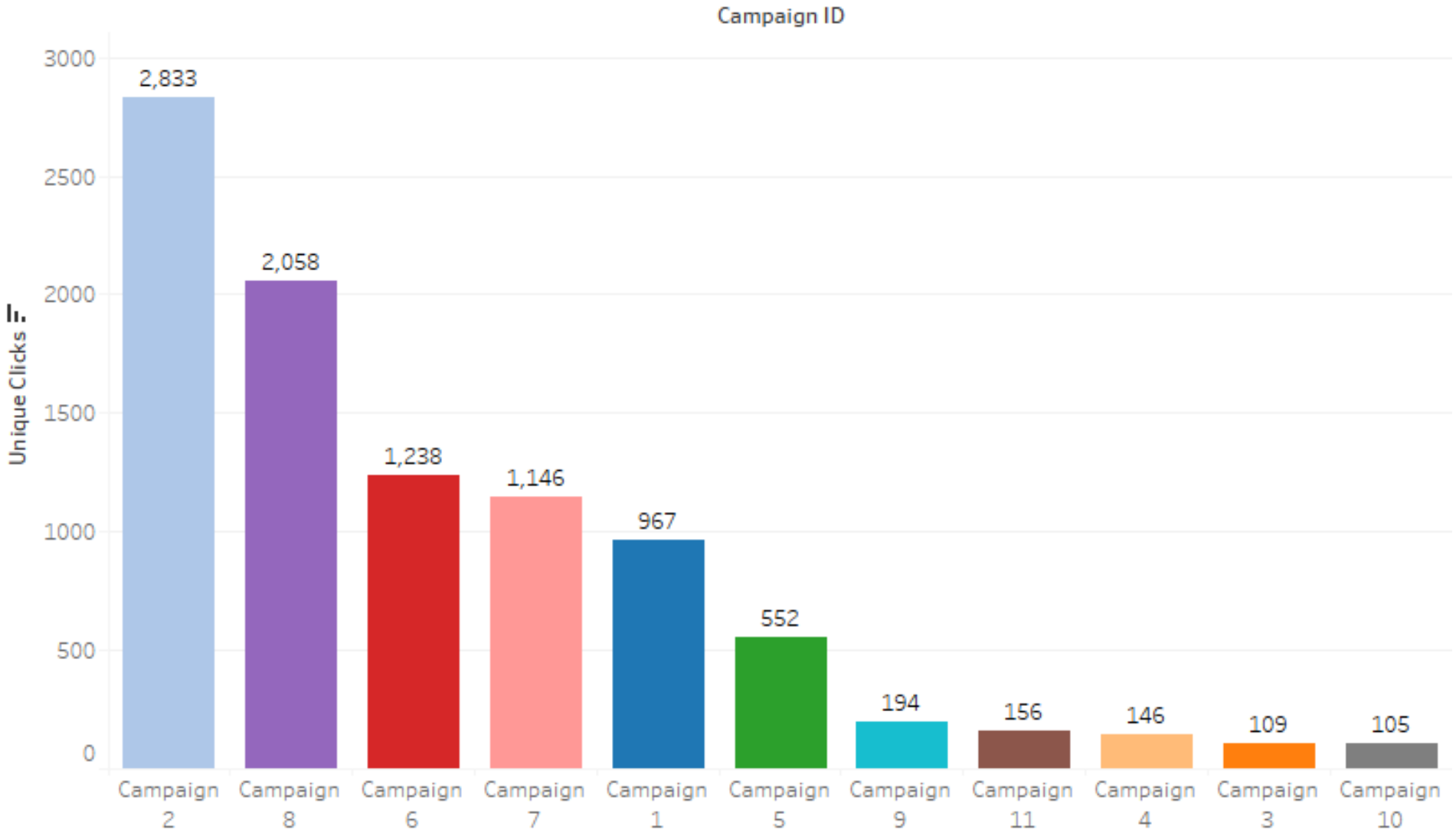
Reach


Campaign ID
Reach
50K
40K
30K
20K
10K
0K
46,494
31,831
29,668
23,904
21,929
15,024
7,333
3,636
3,307
3,187
2,555
Campaign 2
Campaign 6
Campaign 7
Campaign 1
Campaign 8
Campaign 5
Campaign 9
Campaign 10
Campaign 4
Campaign 3
Campaign 11

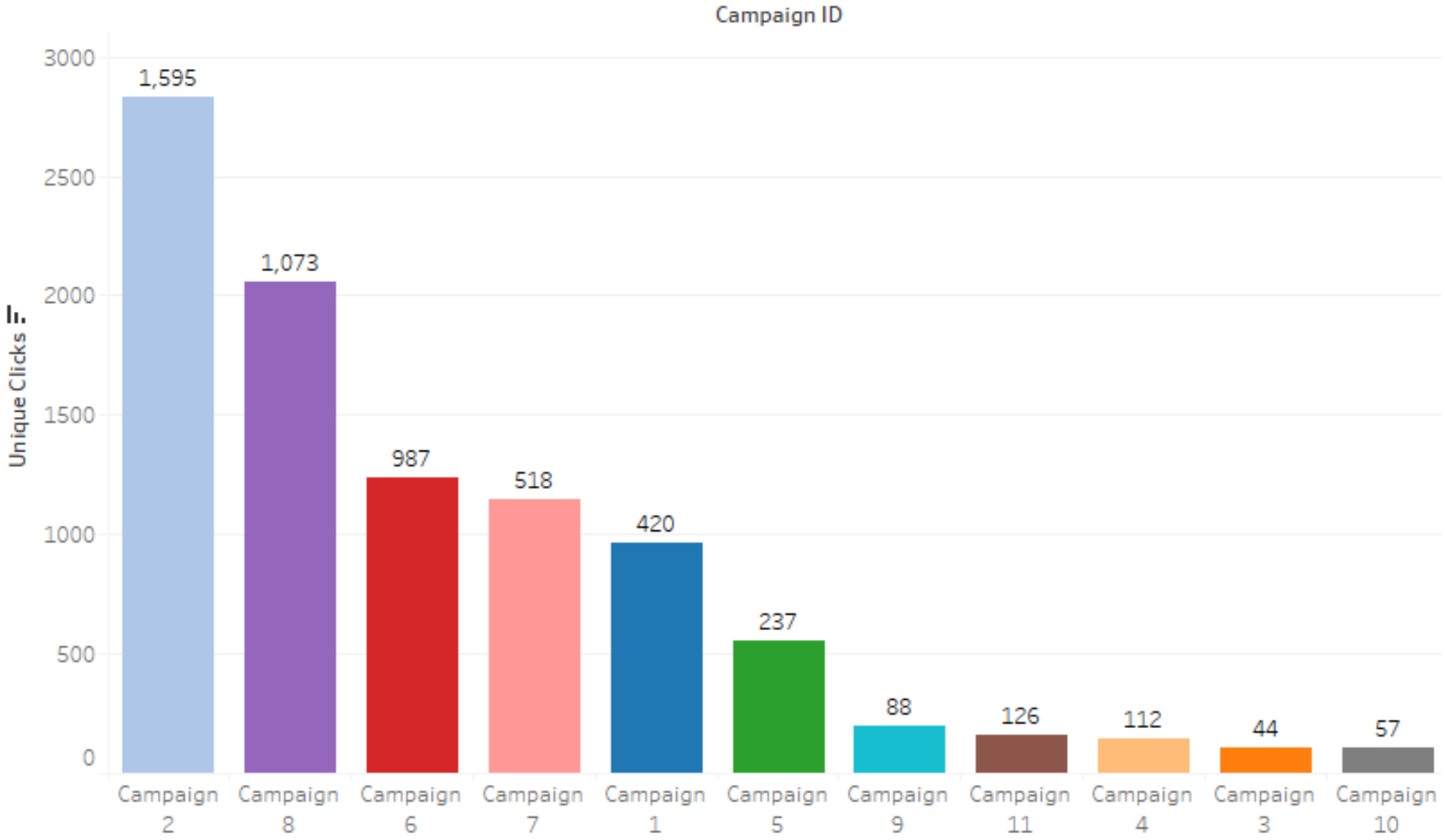
Unique Click Through Rate



Unique Clicks



Unique Link Clicks



CONCLUSION

Campaign 3 exhibits the lowest performance across all key performance indicators (KPIs). It has the lowest Click Through Rate (13.06%), Unique Click Through Rate (12.73%), and Frequency (3.242), indicating a lack of engagement and effectiveness. The Cost per Result (INR 69.32) is higher than the average, suggesting inefficiencies in achieving desired outcomes. Furthermore, the campaign has the lowest Reach (3187) and Impressions (3572), limiting its potential reach and exposure. In comparison to other campaigns, Campaign 3's poor Clicks, Unique Clicks, and Unique Link Clicks, further substantiate its underperformance. Recommendations for improvement should focus on refining targeting strategies and enhancing ad creatives to boost engagement and ROI.

TEAM ROLES AND CONTRIBUTION IN WEEK 1

Fathima Farhan k k (Team Lead): Maintained the collaboration and organised the team properly. Assigned the tasks to each members of team as well. Analyzed the data by creating exploratory data visualizations.Did the editing part and compilation.

Rahat Parveen (Team Lead) : Ensured that everyone knew they were expected to contribute, engage and keep the team working.

Kavya (Project Manager): Involved in the initial planning stages of a project. Defined the project goals, objectives, scope, and deliverables and created a detailed project plan that outlines tasks, timelines, resource allocation, and risk assessment.

BalaGanesh(Project Manager): Assigned tasks to team members, provide clear instructions, and ensure everyone understands their roles and responsibilities. Effective communication and motivation are vital to keep the team engaged and focused on achieving project milestones.

Aritra Basu (Project Scribe): During project meetings, takes detailed notes of the discussions, decisions, action items, and any other relevant information. These meeting minutes serve as a record of what was discussed and agreed upon during the meeting. Did the editing part and compilation.

Koushal Chouhan (Project Scribe) : Recorded action items assigned to team members during meetings and track the progress of these action items and update their status in subsequent meetings to ensure accountability and follow-through.

Neha Mathew (Project Lead): Provides guidance, support, and motivation to team members and assign tasks for individuals in team, set expectations, and ensure that everyone understands their roles and responsibilities.

Siddivinayaka Sakuhari (Project Lead): Provides guidance, support, and motivation to team members and assign tasks for individuals in team, set expectations, and ensure that everyone understands their roles and responsibilities.

Gabriel Okwundu (Project Lead): Responsible for making informed and timely decisions during the project's execution and might encounter various challenges and obstacles, and make sound decisions to keep the project on track.

Kommurijayadeep (Project Lead): Possessed specialized technical knowledge relevant to the project and responsible for providing technical guidance, reviewing work, and ensured that the project's technical aspects meet the required standards.