Data Visualization Early Internship

Submitted by-

Team 8|0710

DV Team 8|0710 visualization

Table Of Contents

DV Team 8|0710 visualization

1. Introduction of team

Team members

Vishalini S (svishalini04@gmail.com)

Chitturi Durgaprasad (durgaprasadchitturi24@gmail.com)

Mohd Amaan (amaan.mohd3102@gmail.com)

Abiodun Shedrack (abiodun.shed@gmail.com)

Abdullahi Saleh Kunshaam (abbakunshaam@gmail.com)

Abhaya Suraj Chitti (abhayasuraj.vys83@gmail.com)

2. Explanation of Superhero U event

Super hero U event is a competition with an aim to accelerate United Nation

Sustainable Development Goals.

This contest opens the door to

- Creativity,
- Participant to elicit
    - Social entrepreneurship,
    - Encourage creative thinking,
    - Innovation,
    - Design their own pictures in poster,
    - Comic strips,
    - Videos, or video game configurations to tackle a worldwide issue.

3. Explanation about Facebook Ads

Facebook Ads Manager is starting point for running ads on **Facebook, Instagram, Messenger or Audience Network.** It's a tool for creating ads, managing when and where they'll run, and tracking how well your campaigns are **performing toward their marketing goals.**

• Running Facebook ads

- o Create an account with Facebook Ads Manager.
- o Start creating an ad through Facebook's ads manager.
- o Choose an objective.
- o Choose your audience.
- o Set your budget.
- o Create your ad.
- o Monitor your ad's performance metrics.
- o Reporting on Facebook ad performance

• Why Facebook ads

- o Create brand with ads
- o Target your audience
- o Set up and manage ad with ease
- o Run ads across multiple apps
- o Drive traffic directly to your site
- o Adjust your Campaign anytime
- o Measurable performance
- o Test which ads perform best
- o Get real-time insights instantly

4. Overview of all the superhero U campaigns

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.

DV Team 8|0710 visualization

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!

Create your own Superhero!

Express your creative thinking, entrepreneurship, and innovation through designing your own hero in posters, comic strip, video, or videogame featuring your hero to solve a global problem.

DV Team 8|0710 visualization

Dataset

1. Campaign Details

The Campaign ID consist of Campaign number 1-11 and are used to refer quickly to a particular campaign. The Campaign Name is the formal long-name of the campaign

2. Demographics

This Category consist of Audience, Age and Geography. The Target audience for the ad can be either "student" or "educators and principal". Campaigns targeted toward students were mostly targeted between ages 16-26 whereas campaign targeted toward educators and principals were mostly targeted between ages 30-60. The geography of the ad was served in are USA, UK, UAE, Nigeria, Nepal, India, Ghana, Canada and Australia.

3. Ad Insights

Insights into the Ad are provided by the Reach, Impressions, and Frequency. The number of people who saw your ads at least once. Reach is different from impressions, which may include multiple views of your ads by the same people, Frequency can be found through the ratio of Impressions and Reach.

4. Clicks

This category contains columns such as clicks, unique clicks, and click-through rate. Clicks can include Clicking on the link, clicking on Global Shala's profile or profile picture, clicking to expand the ad image to full screen, Commenting, Sharing, Post reaction (likes or loves). The CTR can be calculated as the total number of link clicks divided by the total number of impressions.

5. Costs

The Amount spent in INR, Costs Per Click, Cost Per Result are members of this group. CPR can be defined as the Total number if results (unique link-clicks). The cost per click on the ad. This metric can be used to measure how effective an ad campaign is.
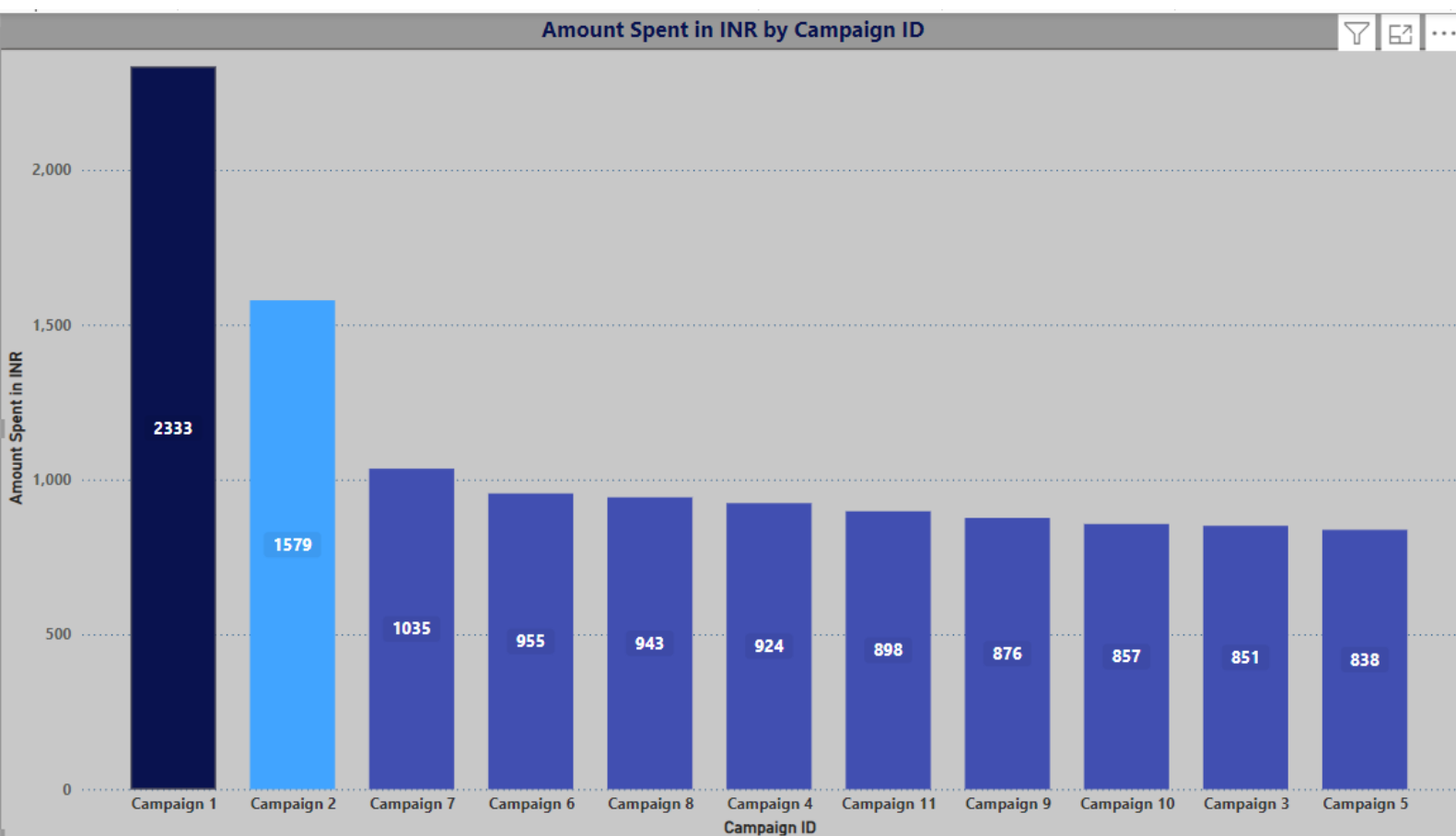
DV Team 8|0710 visualization

Campaign ID	Campaign Name
Campaign 1	SHU_6 (Educators and Principals)
Campaign 2	SHU3_ (Students Apart from India and US)
Campaign 3	SHU_Students (Australia)
Campaign 4	SHU_Students (Canada)
Campaign 5	SHU_Students (Ghana)
Campaign 6	SHU_Students (India)
Campaign 7	SHU_Students (Nepal)
Campaign 8	SHU_Students (Nigeria)
Campaign 9	SHU_Students (UAE)
Campaign 10	SHU_Students (UK)
Campaign 11	SHU_Students (USA)

5. Explanation of decision

Analysis of marketing team data

a)Amount spent by each campaign

Amount spent – The total cost of an ad campaign, ad set, or ad over a specified time period.

DV Team 8|0710 visualization

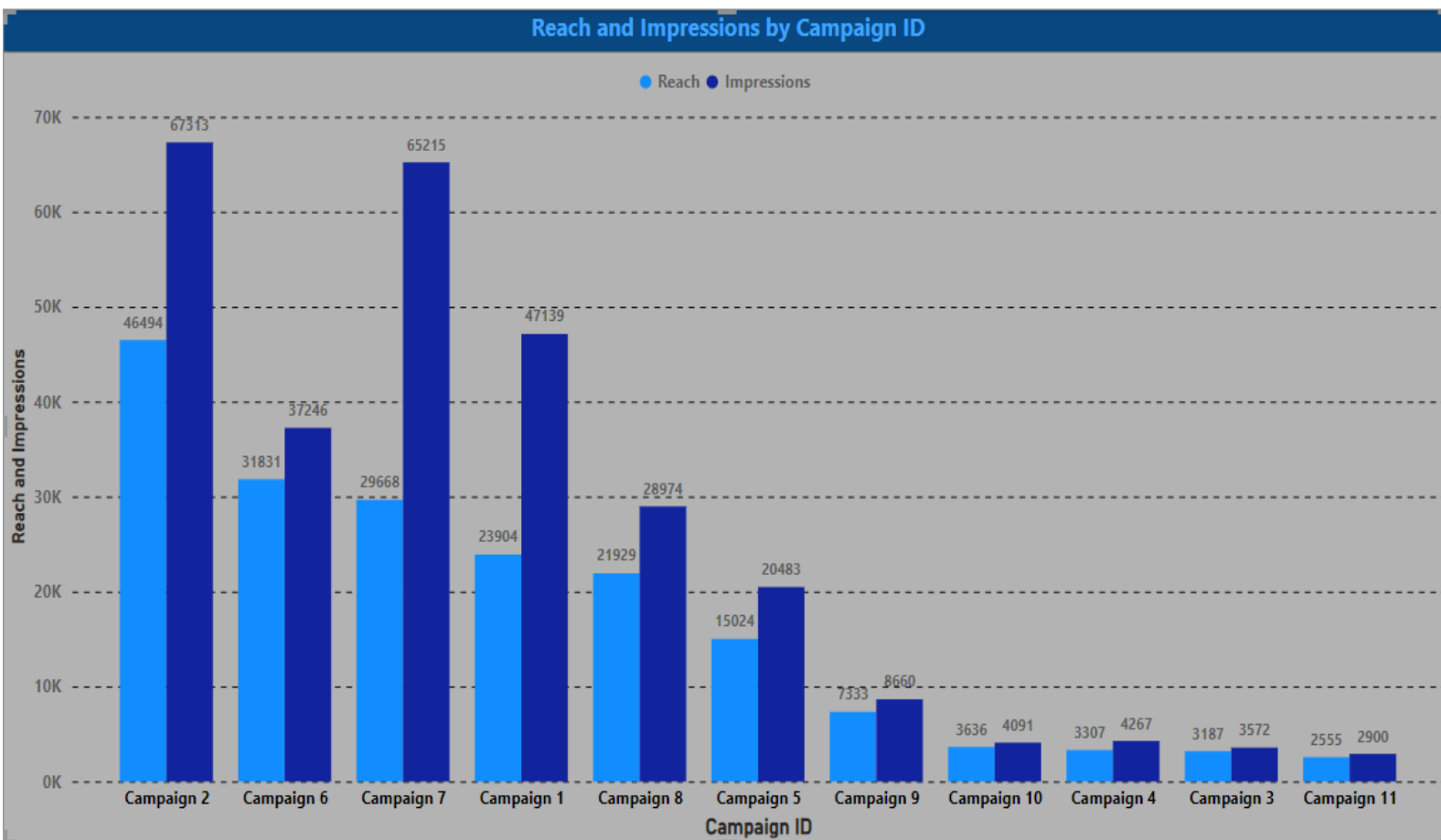In this chart, For the campaign 1 and 2 the amount was spent is more which is 2333 and 1579
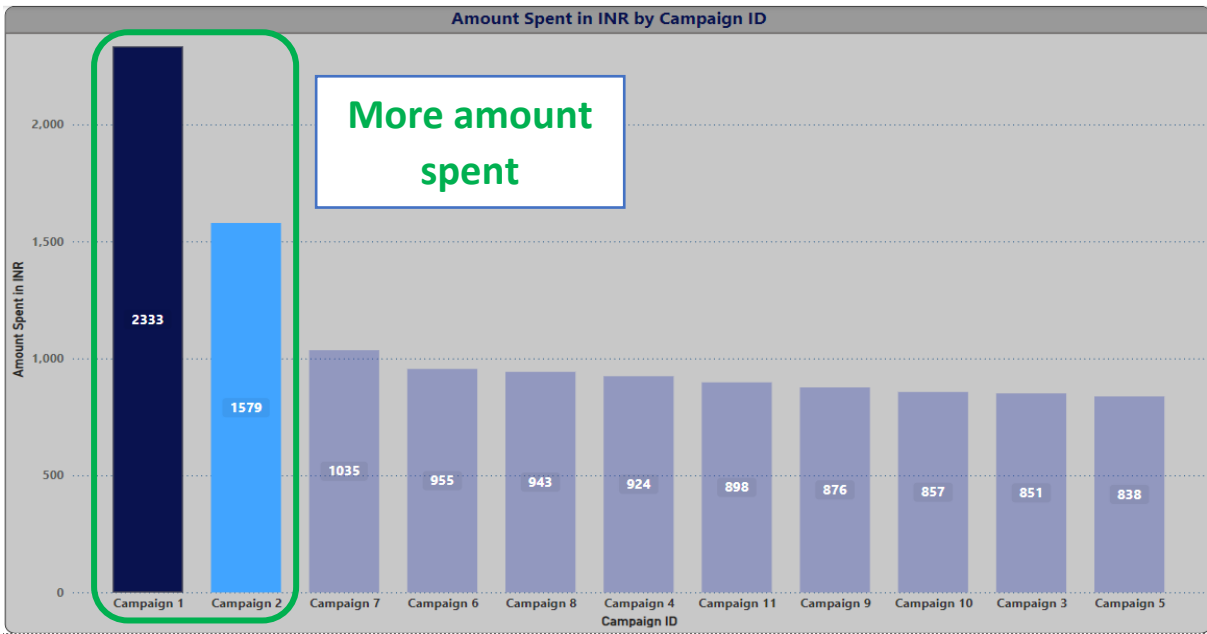
AND

Campaign 9- 876

    10-857

    3 -851

    5- 838   the amount was spent less.
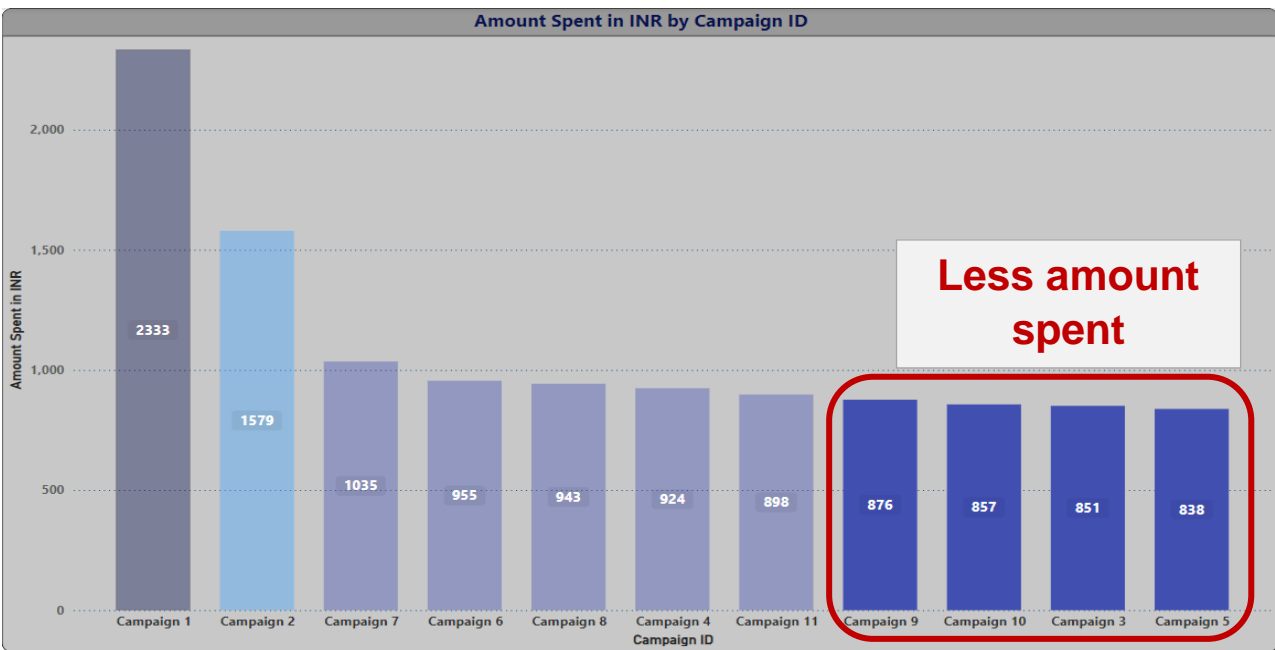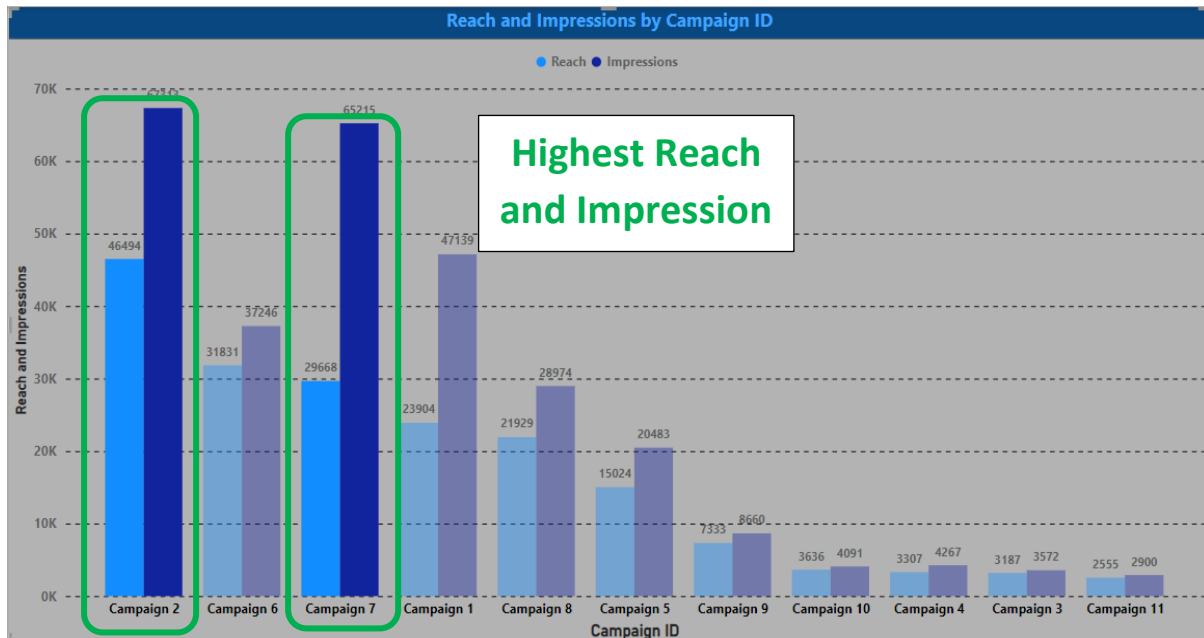
b) Reach and Impression in each campaign.

REACH- The number of unique people who viewed your ad or content at least once.

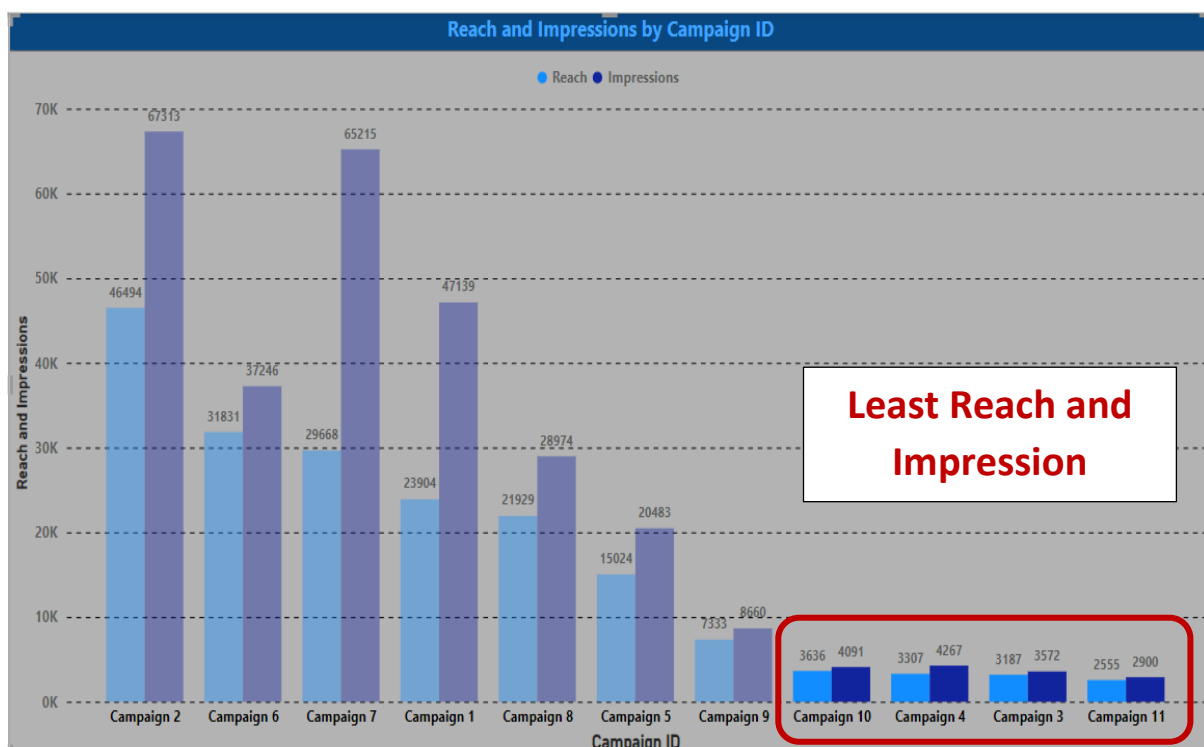**IMPRESSION-** The number of times an ad appears on a user's screen, regardless of whether the user clicks on it.

DV Team 8|0710 visualization

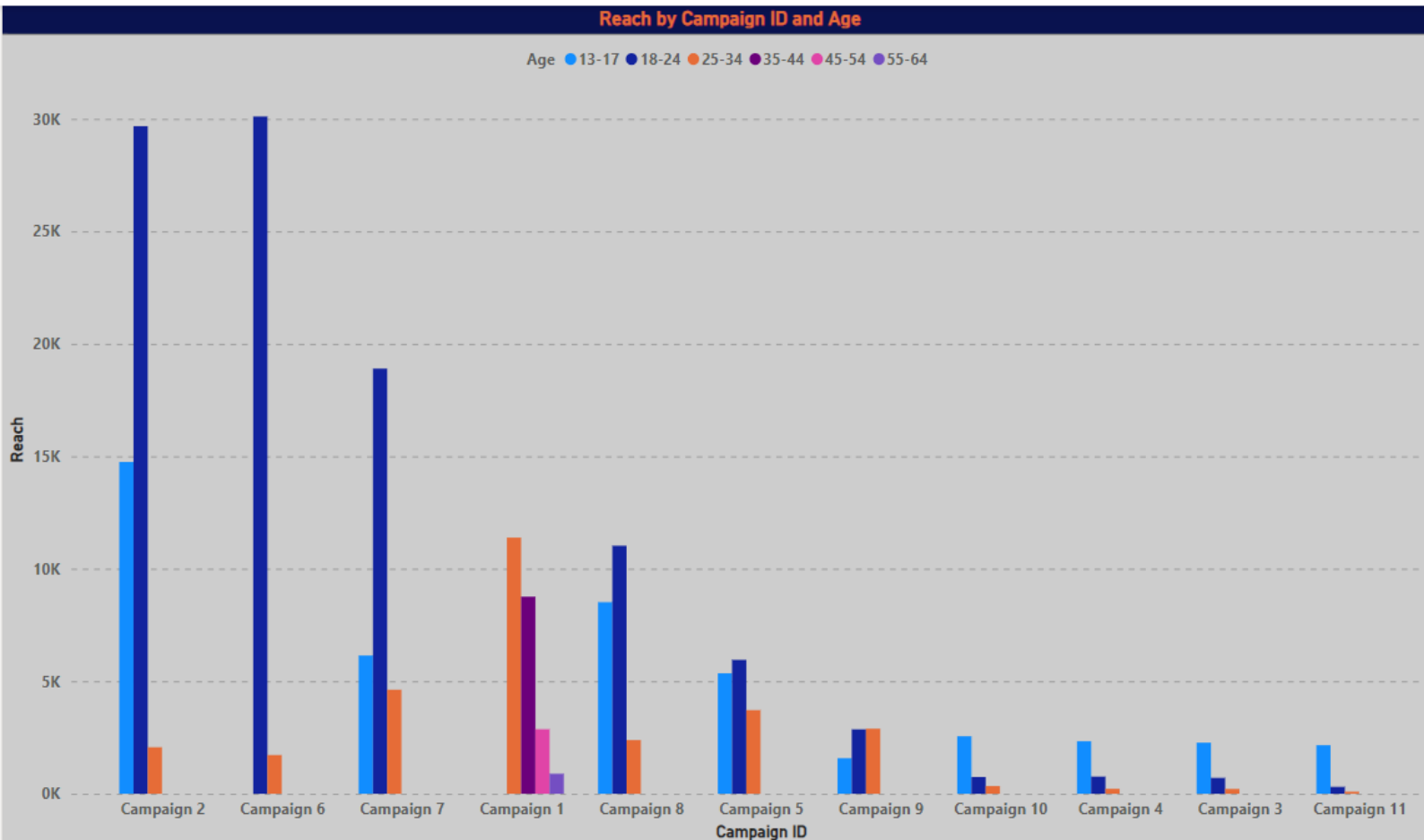The chart is showing that **the campaign 2 and 7 has highest Reach and Impression**.

AND

Campaign 10, 4, 3, and 11 has the least Reach and Impression.
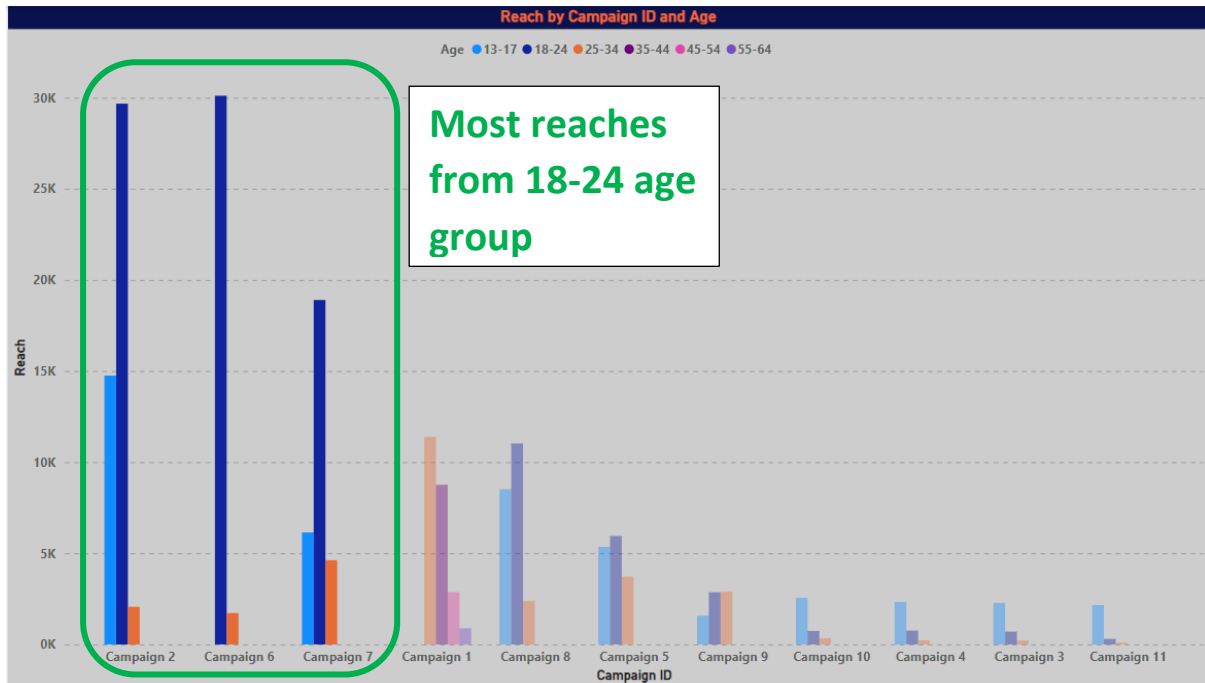
c)The reach by age groups in the campaign.

**REACH-** The number of unique people who viewed your ad or content at least once.

DV Team 8|0710 visualization

In chart it is showing that **in Campaign 2, 6 and 7 the most reaches are from 18-24 age** group people that mean this Campaign is mostly like by that group.
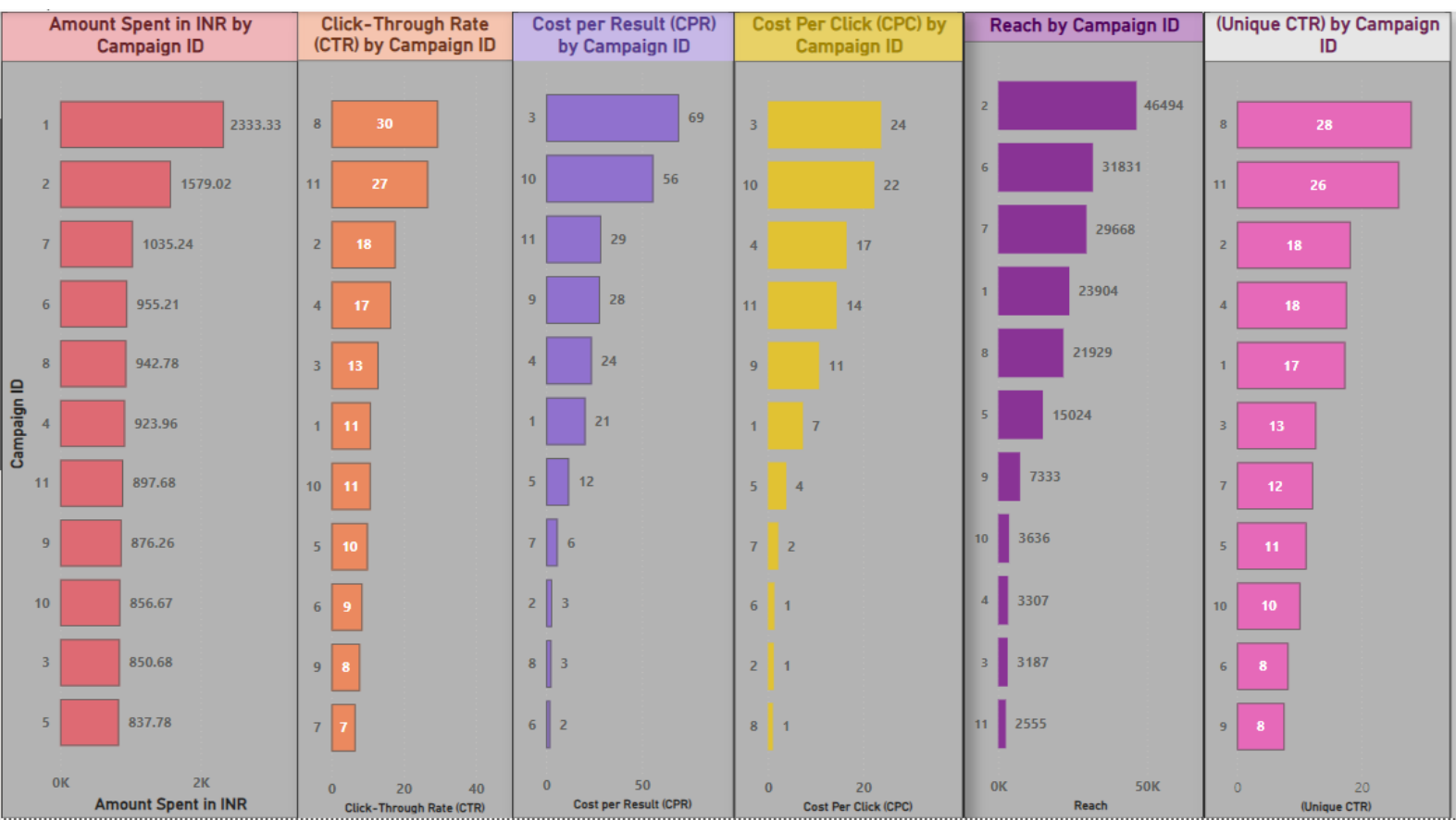

AND

Campaign 10,4,3 and 11 there are **least reach from each age** groups that's mean these campaigns are not like by any of the age group**.**
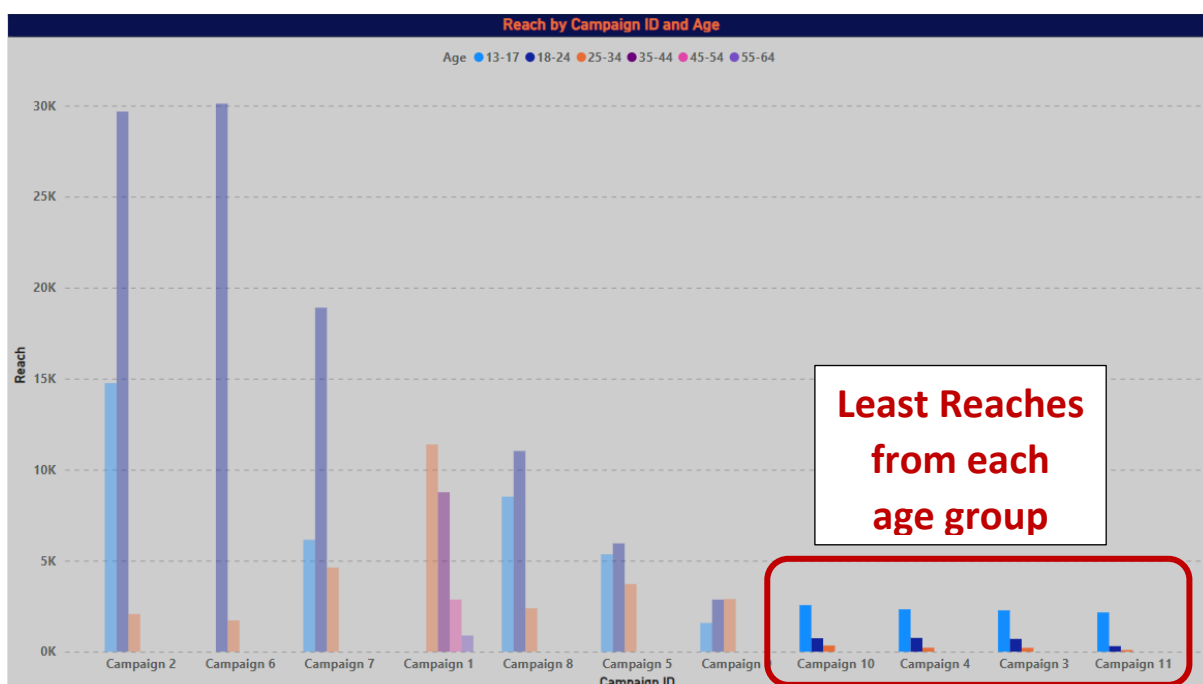
This chart is showing the

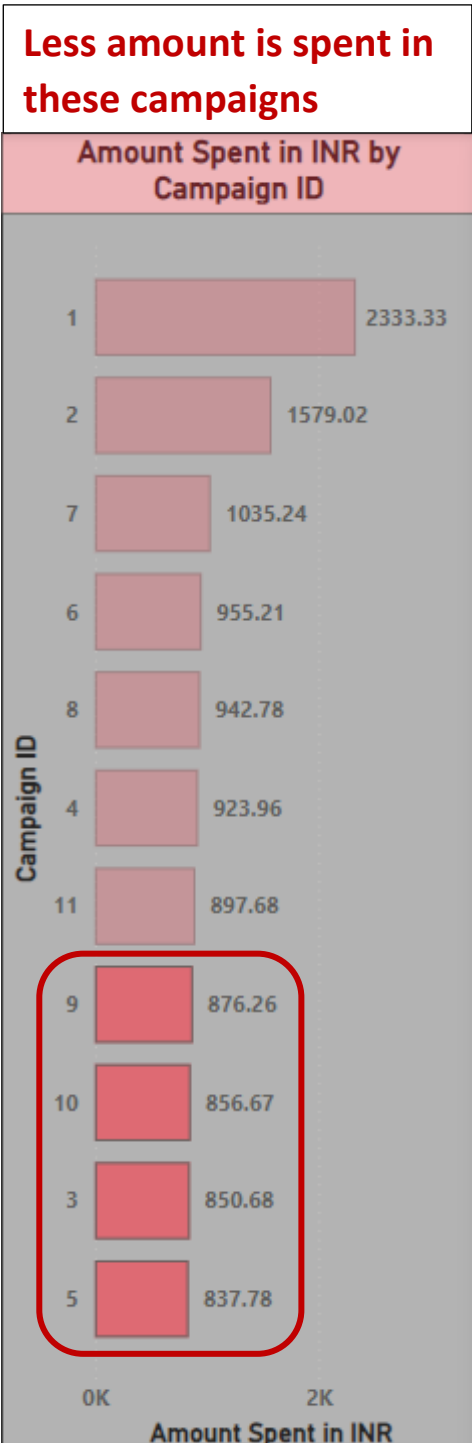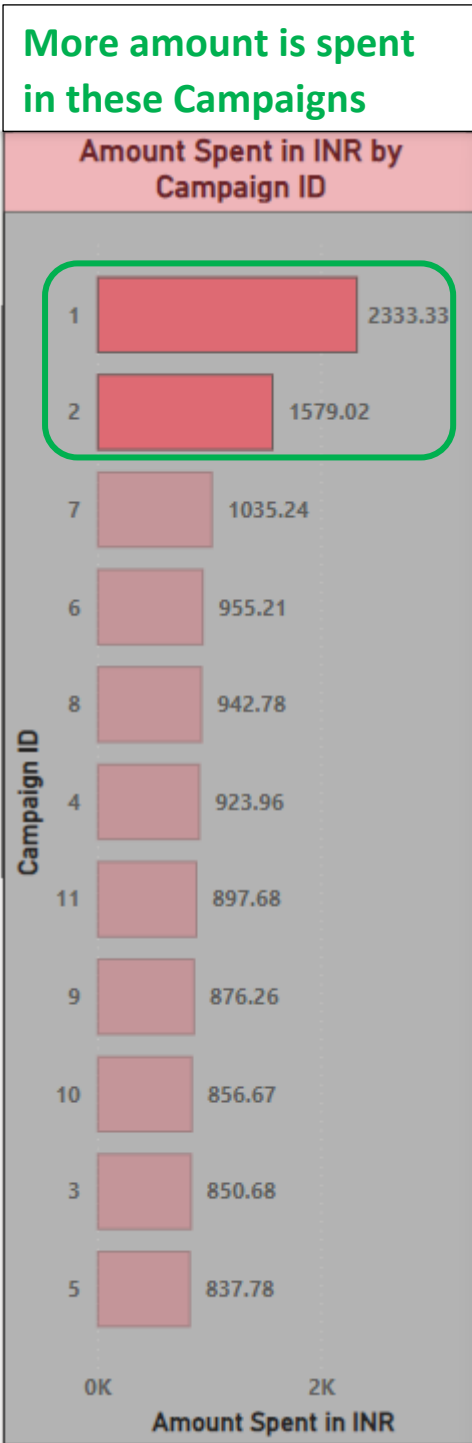## 1. <u>The Amount spent in each campaign-</u>

The total cost of an ad campaign, ad set, or ad over a specified time period.

DV Team 8|0710 visualization

In this graph it is showing that **campaign 1 and 2 spent more amount** in their ad campaign

AND

In Campaign 9, 10, 3 and 5 the amount spent in each is very **less.**

More amount is spent in these Campaigns

Amount Spent in INR by Campaign ID

Campaign ID	Amount
1	2333.33
2	1579.02
7	1035.24
6	955.21
8	942.78
4	923.96
11	897.68
9	876.26
10	856.67
3	850.68
5	837.78

Less amount is spent in these campaigns

Amount Spent in INR by Campaign ID

Campaign ID	Amount
1	2333.33
2	1579.02
7	1035.24
6	955.21
8	942.78
4	923.96
11	897.68
9	876.26
10	856.67
3	850.68
5	837.78

2. **Click-Through Rate(CTR)-**

CTR mean the number of clicks that your ad receives divided by the number of times your ad is shown.

Click/Impressions = CTR

In this graph it showing that the
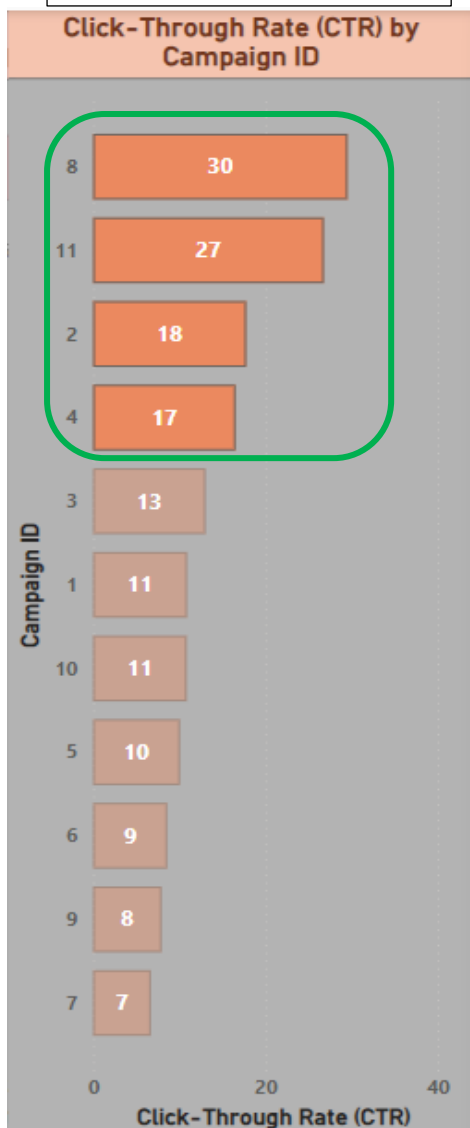
Campaign 8 and 11 has high CTR

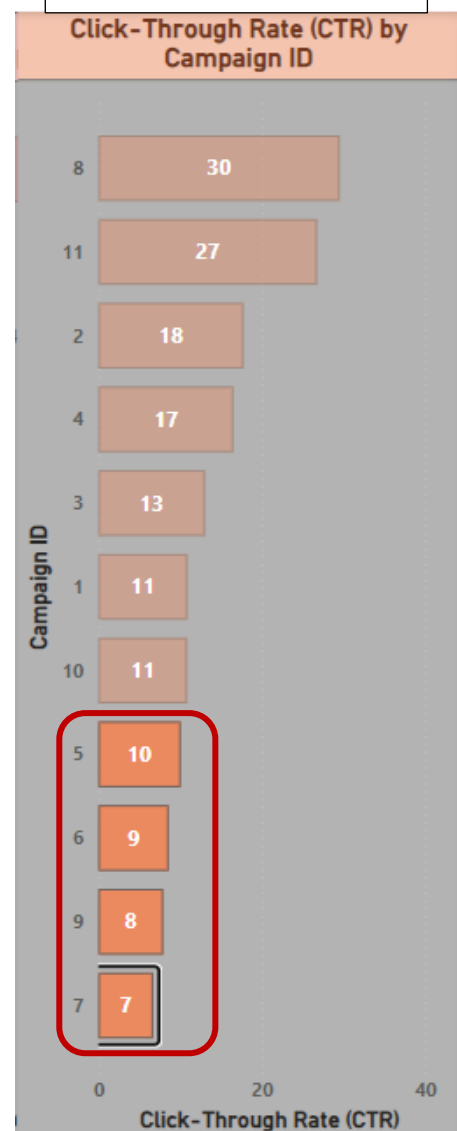which means most of the people

Watching these two campaigns.

Campaign 5, 6, 9 and 7 has least CTR

which mean people are not watching

these 4 campaigns.

And

High CTR Campaigns

Least CTR Campaigns

3. Cost Per Result(CPR)-

It tells you how much money you spent for each action or result you got from your ad campaign, such as clicks, Impressions or conversions.
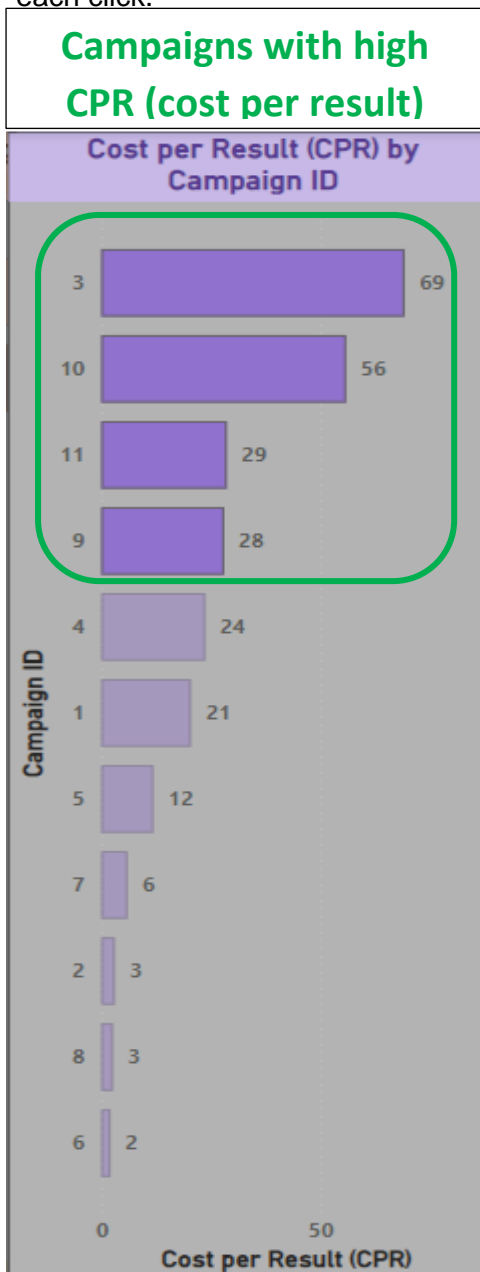
In this graph it is showing that -

The campaign 3, 10,11 and 9 their CPR is very high which means campaign spent more amount in their result for each click.

AND

In Campaign 7,2,8 and 6 the CPR is very low which mean campaign spent less amount in their result.

Campaigns with high CPR (cost per result)

Campaigns with low CPR (cost per result)
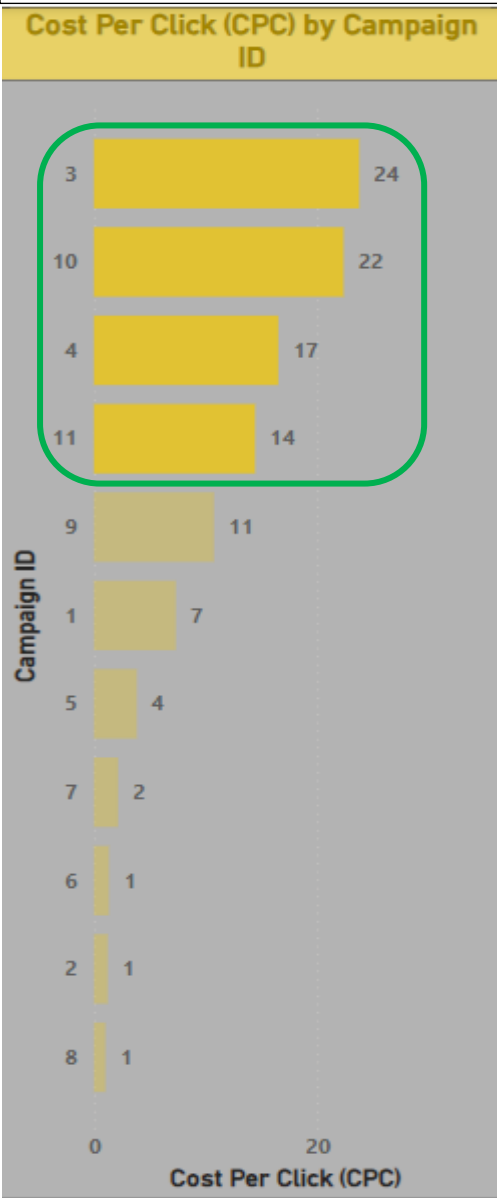
4. <u>Cost Per Click(CPC)-</u>

CPC is a metric that measures how much an advertiser pays for each click in their ad.
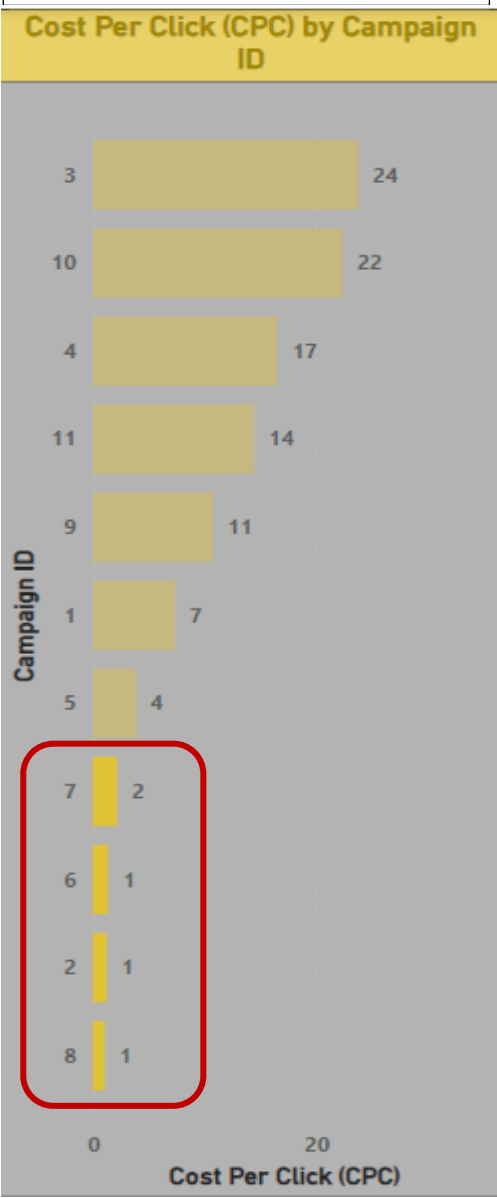
In this graph it is showing that

The Campaign 3, 10, 4 and 11 has high CPC which means that the advertiser is paying more amount in these 4 campaigns for each click.	**AND**	**In Campaign 7, 6, 2 and 8 has very low** CPC which mean that the advertiser is paying less amount in these 4 campaigns for each click.

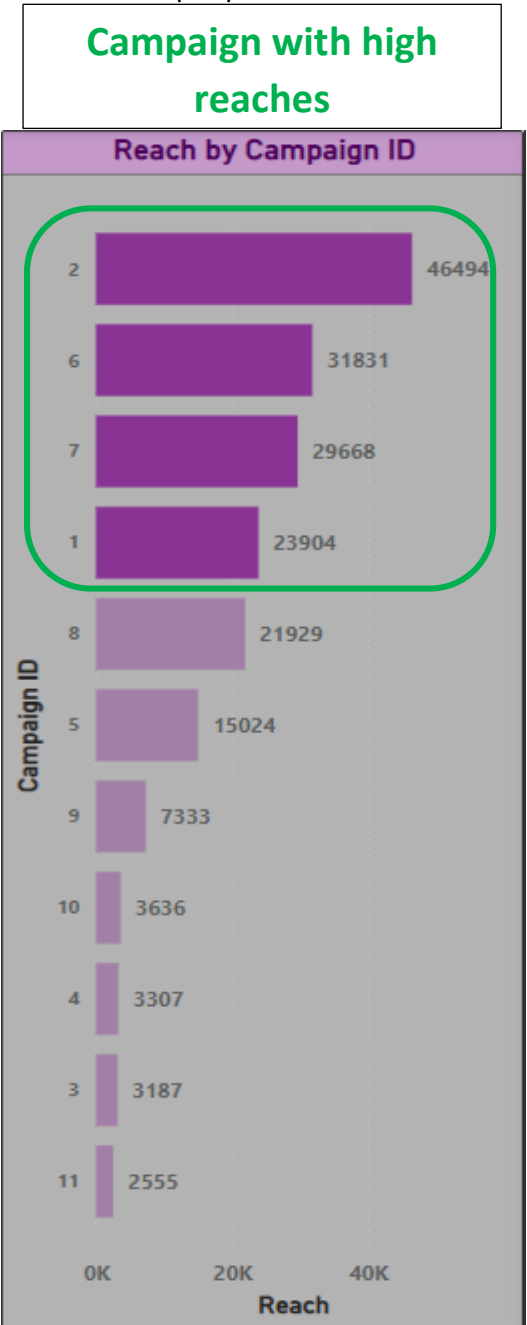| **Campaigns with high CPC (cost per click)**		**Campaign with low CPC (cost per click)**

5. <u>Reach-</u>

Reach is the number of people who saw your ad at least once.

In this graph it is showing that

The Campaign 2, 6, 7and 1 has **high reach in their campaign** which these means these campaigns are like by most of the people.

AND

In Campaign 10, 4, 3 and 11 has **very less reach** which means campaigns are not like by most of the the people.

Campaign with high reaches

Campaign with very less reach
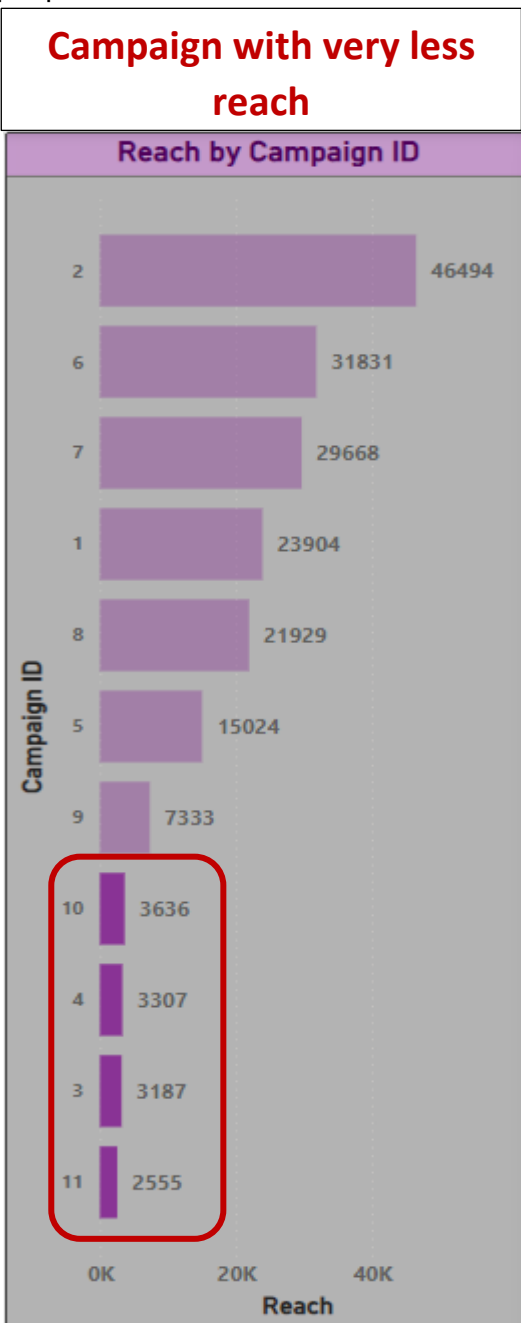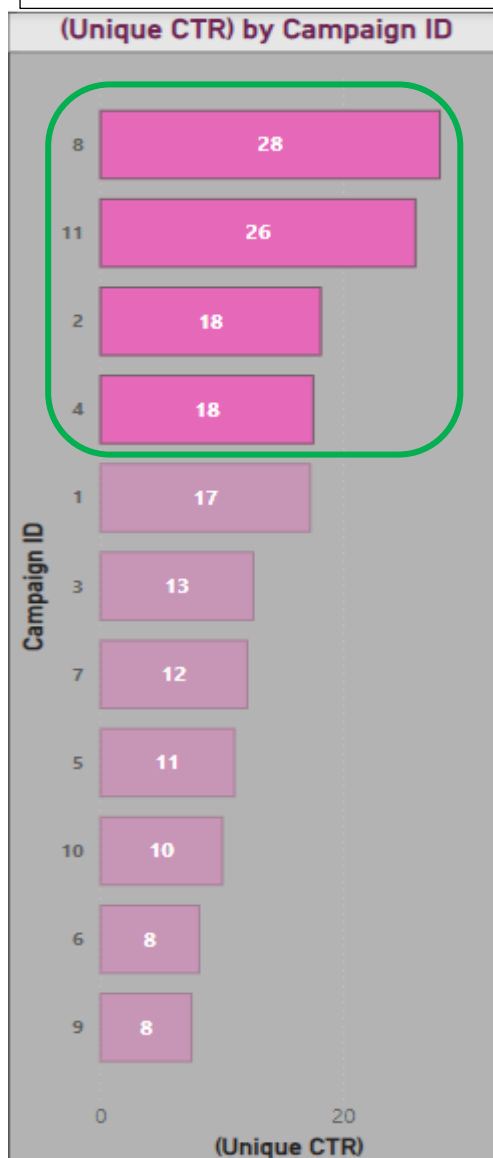
6.Unique Click-Through Rate(UCTR) –

UCTR is a metrics that estimates the percentage of people who clicked on an ad out of the total number of people who saw it.
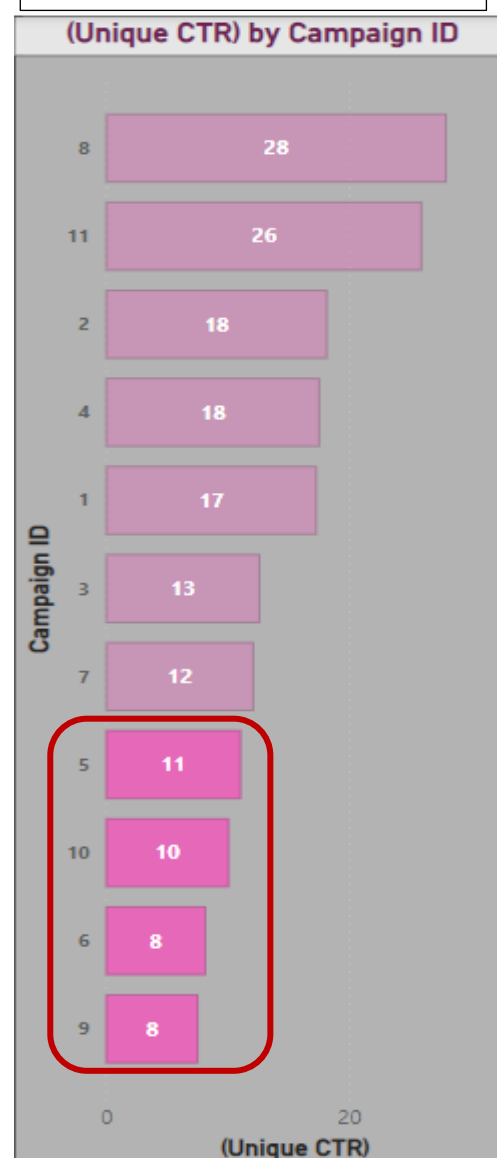
In this graph it is showing that

The Campaign 8, 11, 2 and 4 has very high UCTR which means that these campaigns are mostly clicked and watched by the people.

AND

Campaign 5, 10, 6 and 9 has very low UCTR which means that these campaigns is clicked and watched by very people.
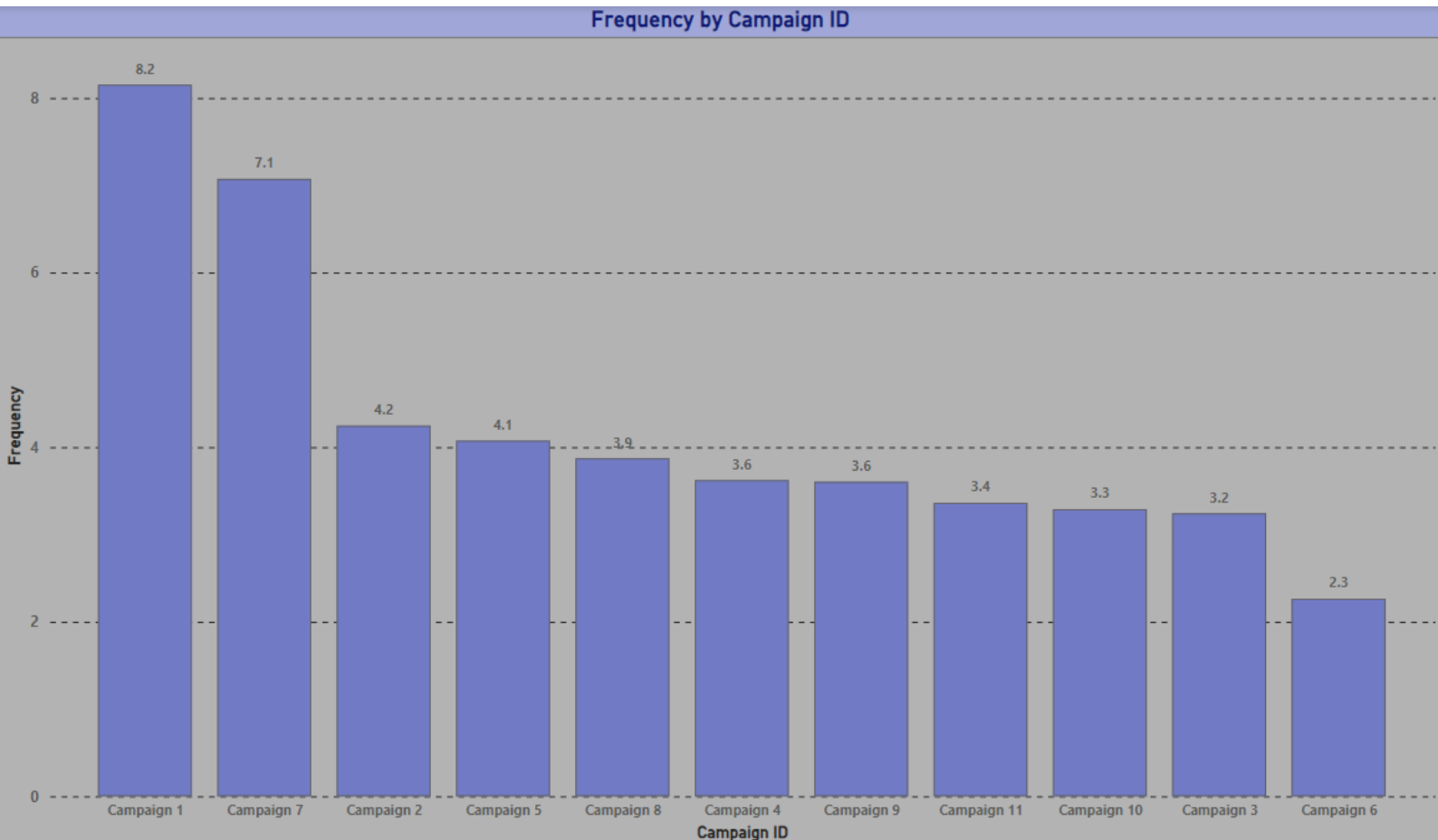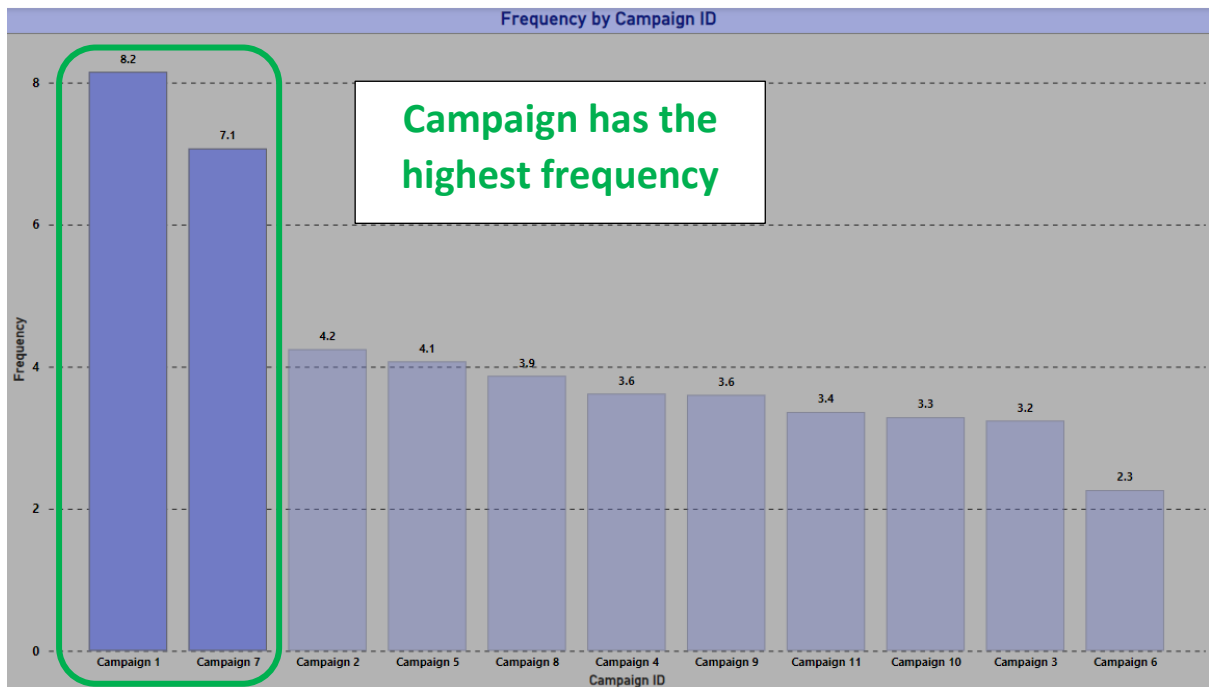
Frequency

Frequency by Campaign ID

Frequency- Frequency is the average number of times each person saw the ad.

Frequency= Impression /Reach

Frequency helps us to integrate the above two parameters and obtain a clear picture.
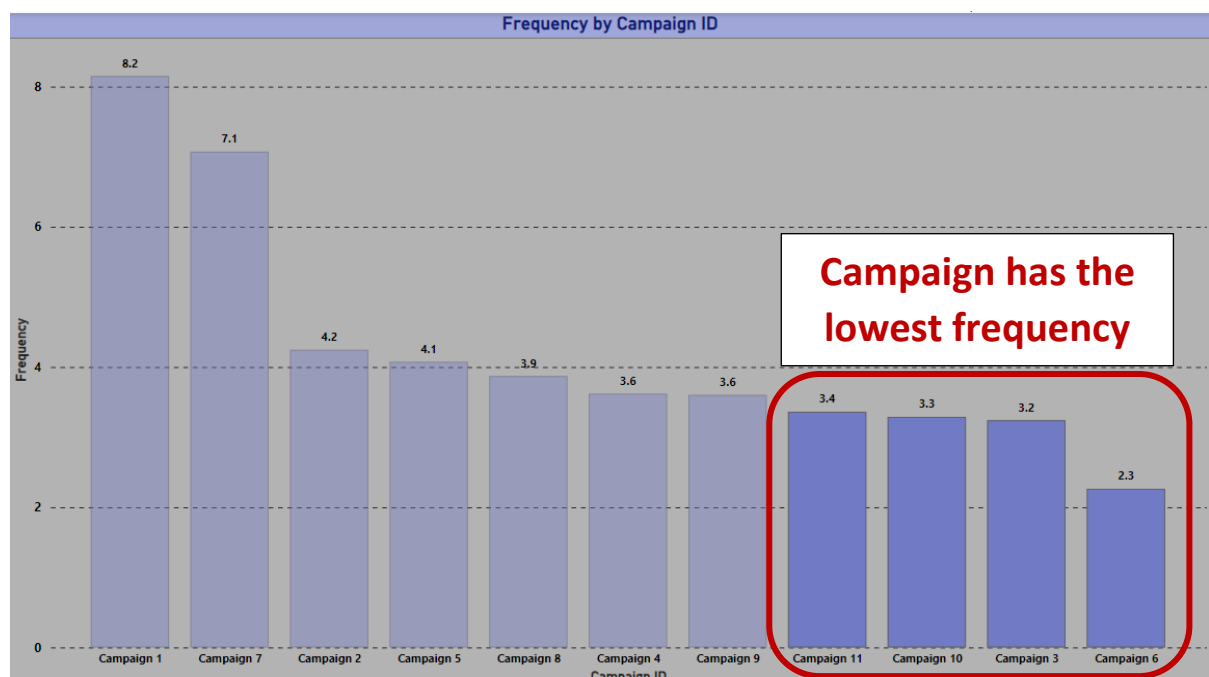
DV Team 8|0710 visualization

In this graph it is showing that **the Campaign 1 and 7 has the highest frequency** which means these campaigns are watched by the most of the people.

AND

The Campaign 11, 10, 3 and 6 has the lowest frequency which means these campaigns are watched by very less people

Alternative Strategies for all Unperforming Campaigns

- ## **Audience Reassessment:**

Analyze target demographics to ensure the campaign is reaching the right audience. Consider conducting surveys or focus groups for deeper insight.

- ## **Content Revitalization:**

Refresh campaign materials with new graphics, messaging, or themes. Engaging storytelling or incorporating popular culture references can attract attention.

- ## **Leverage influencers**

Partner with influencers in the superhero or gaming community to broaden reach and credibility. Their endorsement can introduce the campaign to new audiences.

- ## **Engagement Tactics:**

Implement interactive elements such as quizzes, polls, or contests related to superhero lore. This can increase engagement and shareability.

- ## **Data-Driven Optimization:**

Use analytics to identify underperforming areas and adjust strategies accordingly. A/B testing different messages or visuals can provide insights.

- ## **Local Community Engagement:**

Host local events or meet-ups that tie into the campaign theme, fostering community and building brand loyalty.

6. conclusion

- From the above chart, we can see that Campaign 3, 9, 10 and 11 are the **least performing.**
- But **Campaign 11 has the highest CTR** – Which is important for us to get the users and Campaign 3, 9 and 10 **has high CPR and CPC and low Reach and Impression, CTR**
- So, we recommend to

  Eliminate or discontinue Campaign 3, 9 and 10

Glossary

CTR- click through rate
CPC- cost per click
CPR- cost per result
UCTR- unique click through rate