REPORT GOOGLE ADS PERFORMANCE ANALYTICS

1. Load Data:

Purpose: Load the GoogleAds data from Excel file.

Tools: Pandas.

1. Inspect Data:

Purpose: Understand the structure of the data.

Tools: Pandas.

1. Summarize the Data:

Purpose: Get a summary of overall performance metrics.

Tools: Pandas, Ace\_tools.

1. Create Visualizations for Daily Metrics.

Purpose: Visualize daily trends for clicks, impressions, count

Tools: Matplotlib

1. Summarize and Visualize Campaign Performance

Purpose: Summarize and visualize the performance of each campaign

Tools: Pandas, Matplotlib.

1. Summarize and Visualize Ad Group Performance

Purpose: Summarize and visualize the performance of each ad group.

Tools: Pandas, Matplotlib.

1. Fix and Regenerate Charts

Purpose: Ensure all campaigns and ad group charts are correctly regenerated.

Tools: Matplotlib

1. Create and Save Updated PowerPoint

Purpose: New PowerPoint with charts and descriptive text.

Tools:Python-pptx