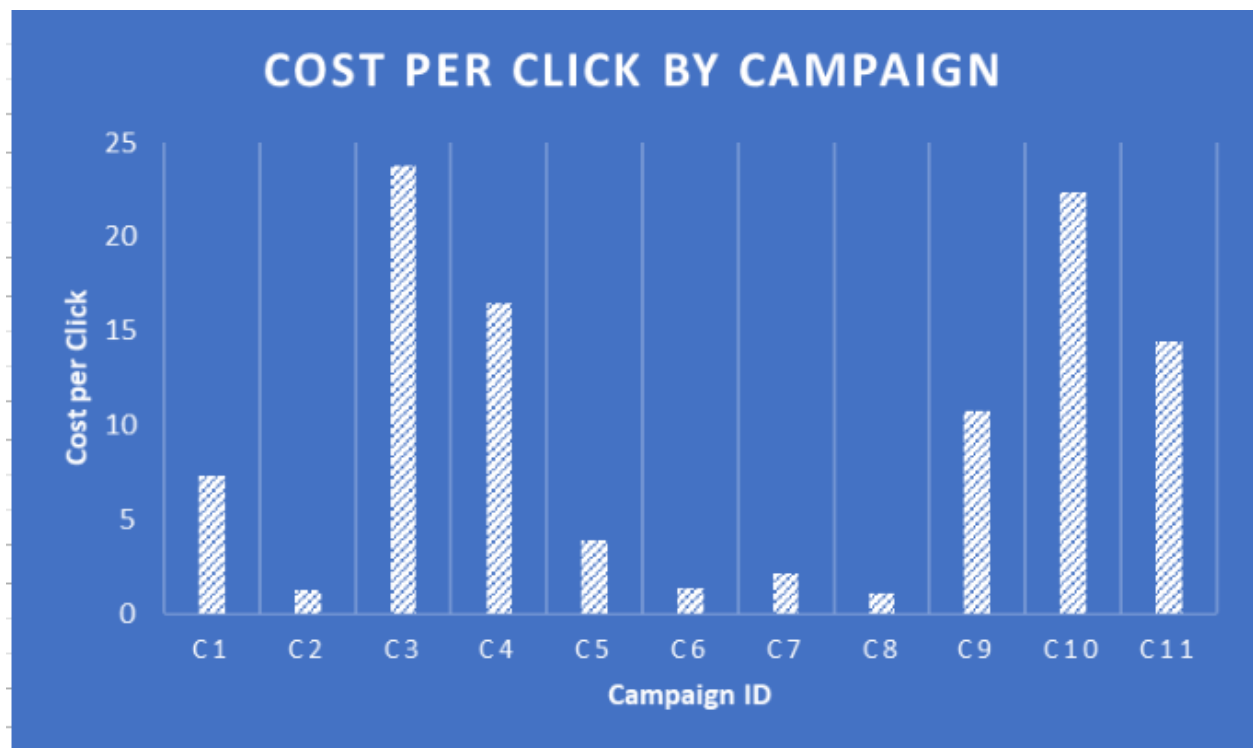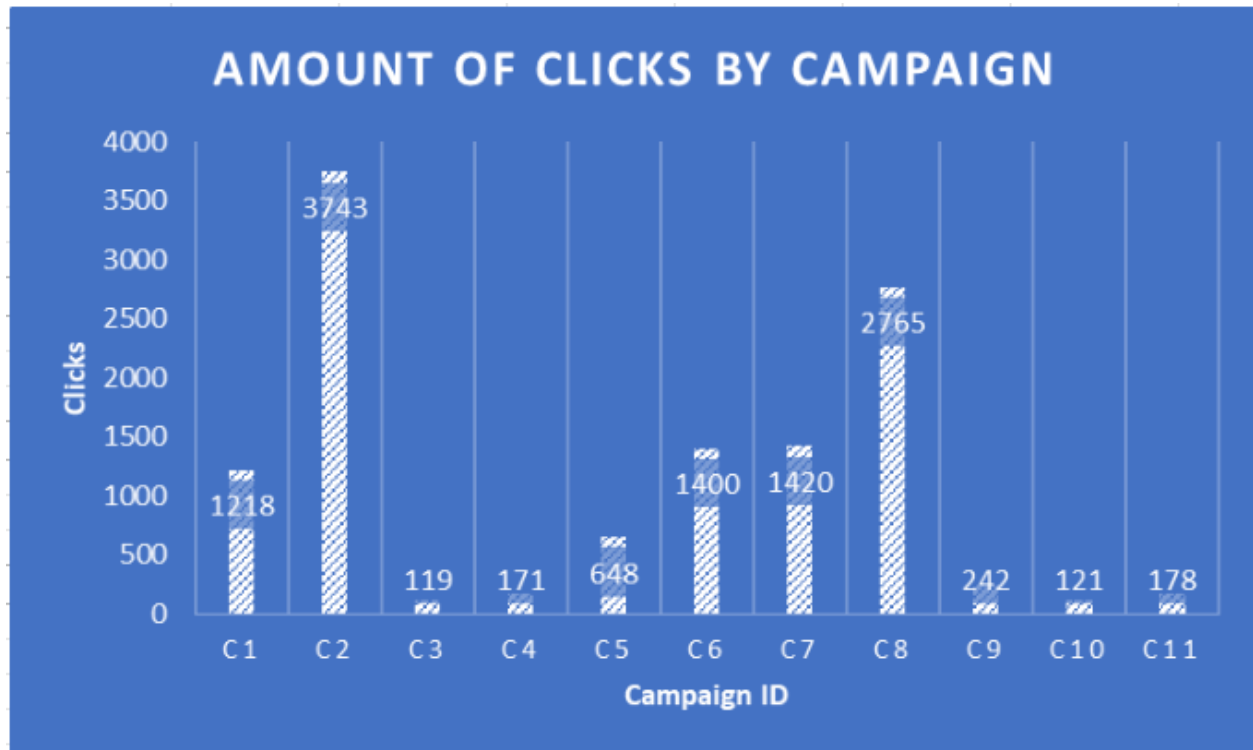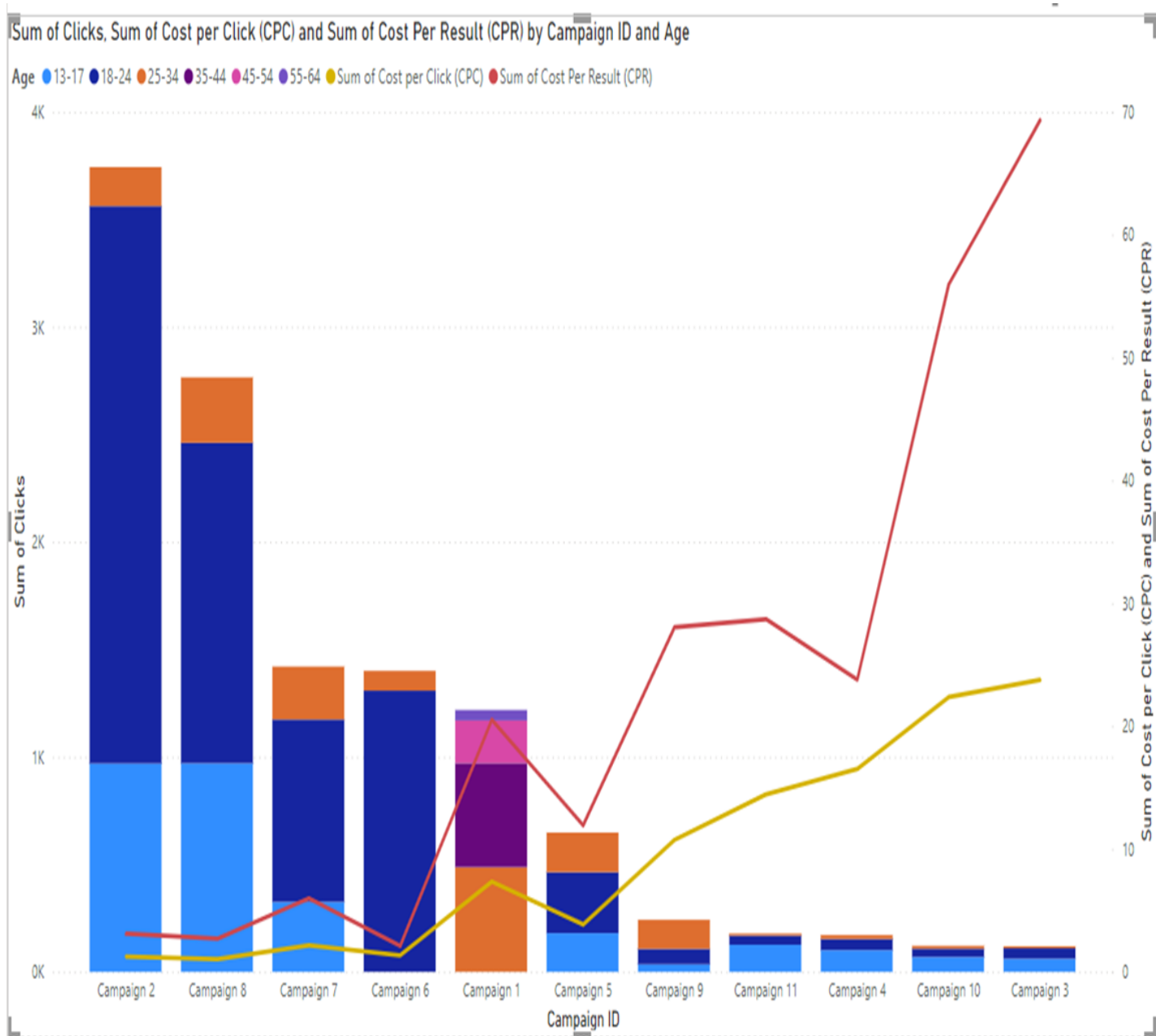# Data visualization to support recommendations

Group: Anjum Shams, Kelly Truong, Thu Vu, and Austin Pham

Week2: Virtual Internship Project

Cost per Click Considerations

Sum of Clicks, Sum of Cost per Click (CPC) and Sum of Cost Per Result (CPR) by Campaign ID and Age

Age ●13-17 ●18-24 ●25-34 ●35-44 ●45-54 ●55-64 ●Sum of Cost per Click (CPC) ●Sum of Cost Per Result (CPR)

COST ANALYSIS: In the graphs shown above, it is clear that **Campaign 3** has the highest cost per click (CPC) and the highest Cost Per Result (CPR). The higher CPR is, the lower the company's profit is. This makes **Campaign 3** a likely contender for discontinuing. The same thing can be applied for **Campaign 10, Campaign 4** and **Campaign 11** to a lower degree.

Age considerations

According to the website:
The campaigns targeted toward interns were mostly targeted between ages 16-26.
The campaigns targeted toward educators and principals were mostly targeted between ages 30-60.

This means that the desired age range for the campaign is 18-24 and 35-64 for this specific data set.

Since Campaigns 3, 4, 10, 11, and 9 are the weakest campaigns in terms of clicks, they will be further analyzed to take age range into consideration. The following pie charts displays the percentages of age groups who clicked on each campaign.
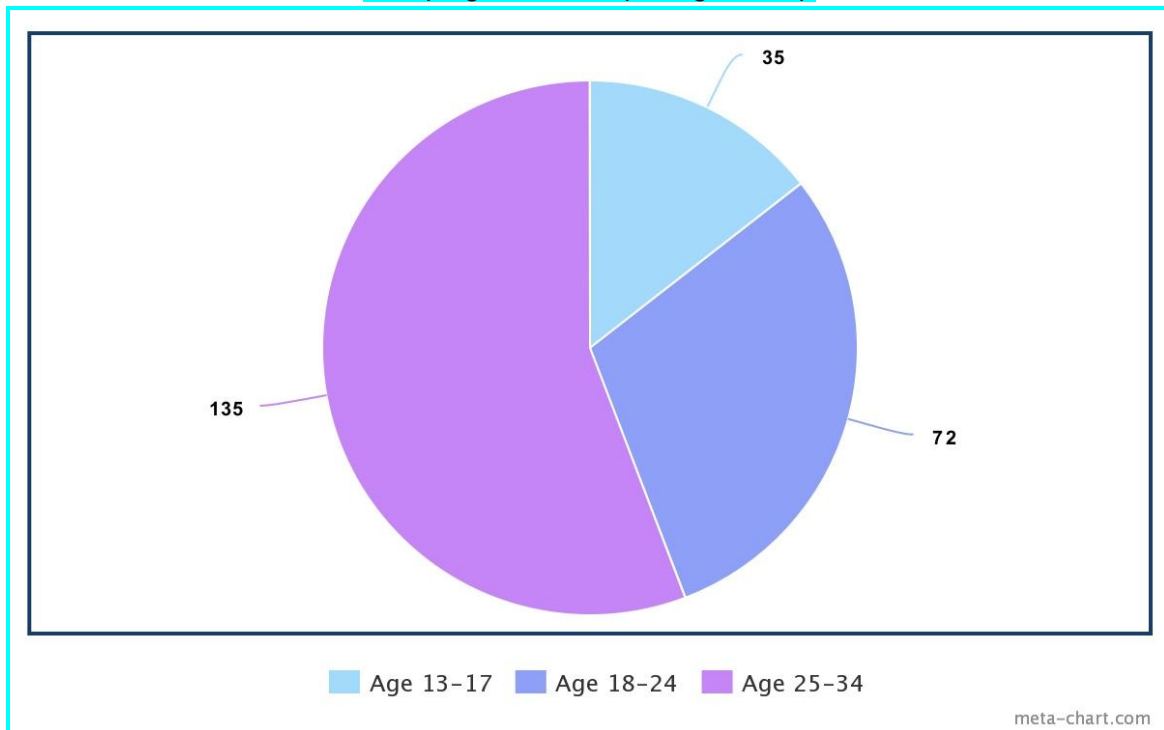
Campaign 3: Clicks per Age Group
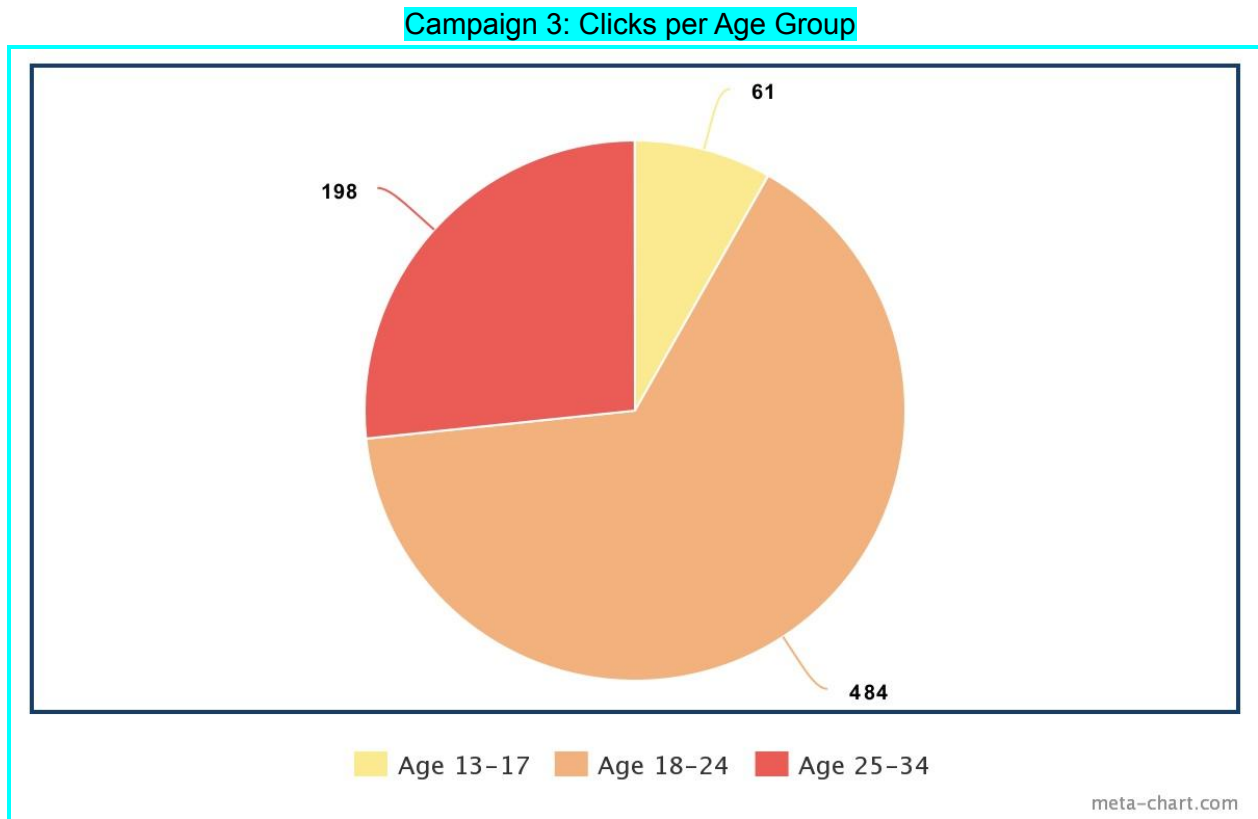
Campaign 3 mainly targets people aged 18-24, which is the desired age range.

Campaign 4: Clicks per Age Group

18

52

101

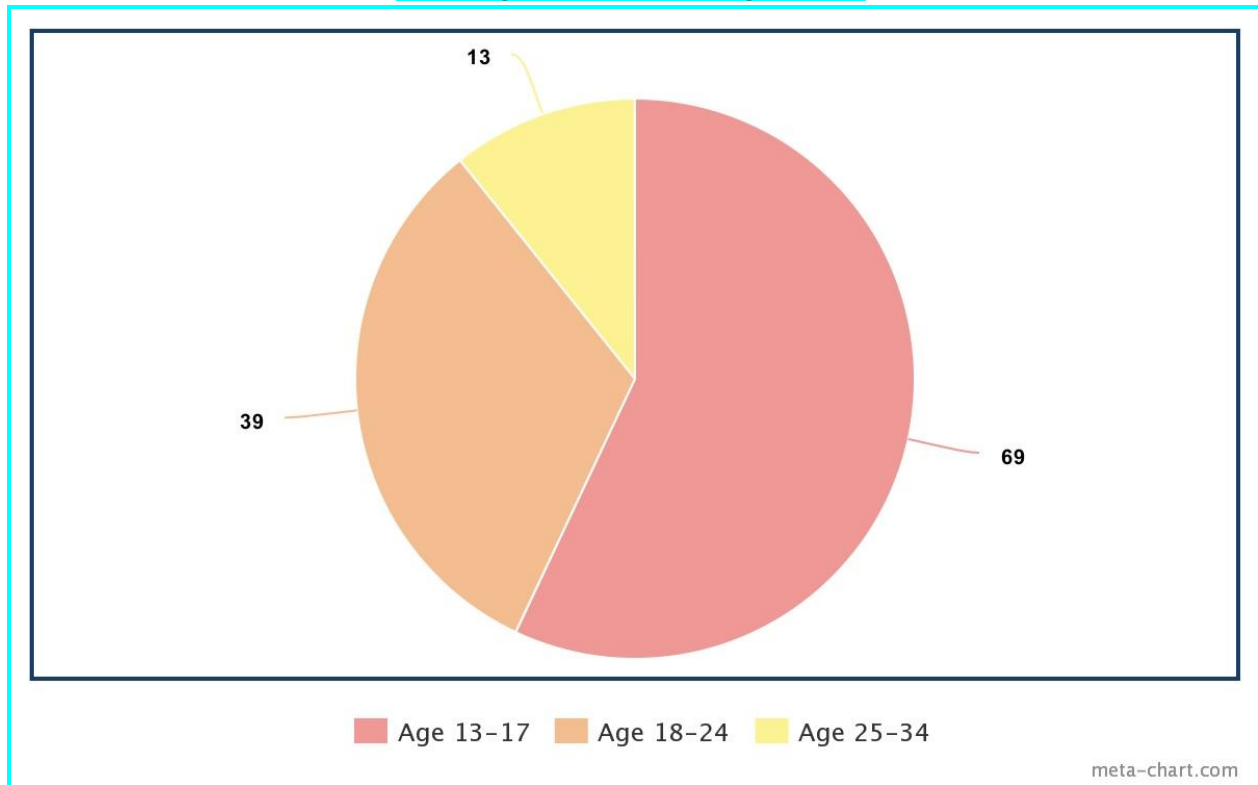Age 13-17   Age 18-24   Age 25-34

meta-chart.com
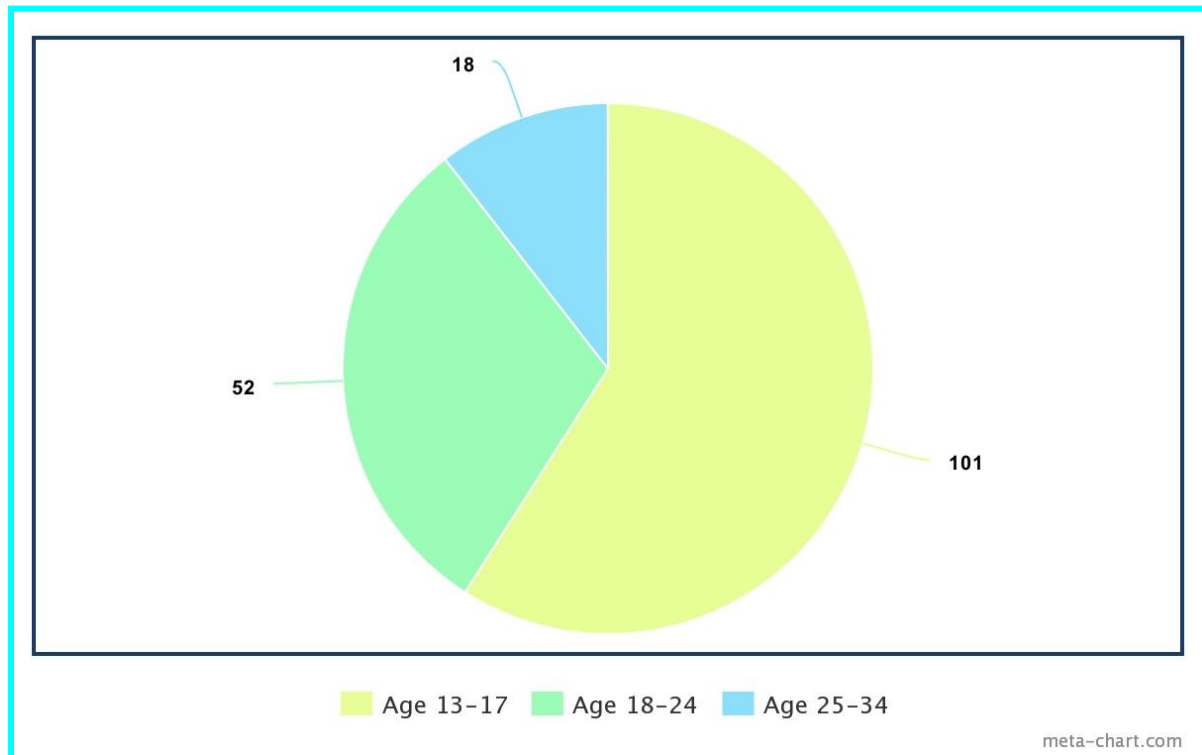
Campaign 4 did not manage to reach a high percentage of people aged 18-24, so it is not reaching the desired age range.
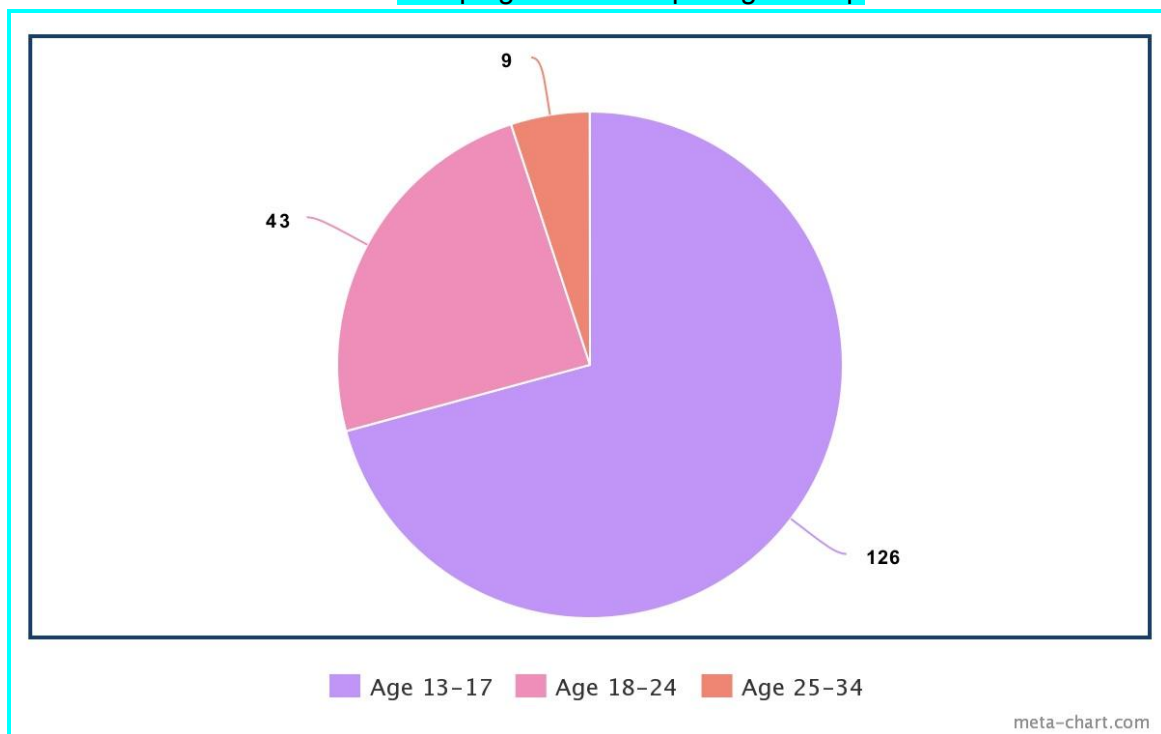
Campaign 9: Clicks per Age Group

35

135

72

Age 13-17   Age 18-24   Age 25-34

meta-chart.com

Campaign 9 did not manage to reach a high percentage of people aged 18-24, so it is not reaching the desired age range.

Campaign 10 did not manage to reach a high percentage of people aged 18-24, so it did not manage to target the desired age range.

Campaign 11: Clicks per Age Group

Campaign 11 did not manage to reach a high percentage of 18-24 year olds, so it did not manage to reach the desired age range.

AGE DEMOGRAPHIC ANALYSIS: Campaigns 4, 9, 10, and 11 are weak in terms of reaching the desired age demographic. If the company is concerned with reaching the right demographic, then these are the best choices to discontinue.

FINAL ANALYSIS: Campaign 3 is the most costly campaign and is also the least effective in garnering clicks. Campaign 10 is the second costliest campaign with the second least amount of clicks, AND also does not reach the desired age demographic. Campaigns 4 and 11 have a relatively low amount of clicks while being costly, and they both do not reach the desired age demographic. Campaign 9 also has a relatively low amount of clicks; while it is not very costly, it does not reach the desired age demographic.

We highly recommend Campaigns 3 and 10 for discontinuation, while campaigns 4, 9, and 11 can be less urgent considerations for discontinuation.