🗒️ SOCIAL MEDIA CAMPAIGN PERFORMANCE TRACKER – FULL REPORT

1. Introduction

This project focuses on analyzing Facebook and Instagram advertising campaigns to evaluate performance metrics such as reach, impressions, clicks, CTR (Click-Through Rate), CPC (Cost per Click), conversions, and ROI.
 The goal is to build a **data-driven performance dashboard** using Power BI, Looker Studio, or Excel to monitor marketing effectiveness and optimize budgets.

2. Objectives

- Track performance of paid social media ads.
- Identify high-performing campaigns and audiences.
- Evaluate content effectiveness using engagement metrics.
- Analyze CTR, CPC, CPA, ROAS, and ROI.
- Provide insights for future optimization strategies.
- Build an interactive dashboard for business use.

3. Dataset Overview

Typical dataset columns include:

- **Campaign Name**
- **Platform (FB/IG)**
- **Age Group**
- **Gender**
- **Impressions**
- **Reach**
- **Clicks**

- **Engagements**
- **Cost**
- **Conversions**
- **Revenue**

4. Key Metrics Used

Engagement Metrics

- **Reach** = Unique users who saw the ad
- **Impressions** = Total views
- **Engagement** = Likes + Comments + Shares + Saves
- **Engagement Rate** = Engagements ÷ Impressions

Performance Metrics

- **CTR** = (Clicks ÷ Impressions) × 100
- **CPC** = Cost ÷ Clicks
- **CPA** = Cost ÷ Conversions
- **Conversion Rate** = (Conversions ÷ Clicks) × 100

Business Metrics

- **Revenue**
- **ROI** = (Revenue – Cost) ÷ Cost × 100
- **ROAS** = Revenue ÷ Cost

5. Dashboard Sections Explained

Your Power BI dashboard should contain:

1. Campaign Summary

Shows:

- Total Spend
- Total Revenue
- ROI
- ROAS
- Reach
- Impressions
- Clicks

2. CTR & CPC Performance

Visuals:

- Bar chart: Campaign vs CTR
- Line chart: Campaign vs CPC
- KPI cards: Best CTR, Best CPC

3. Audience Insights

Shows:

- Age group performance
- Gender performance
- Platform comparison (FB vs IG)
- Heatmap: Engagement by age × gender

4. Creative-Level Insights

Shows:

- Best performing creatives
- Engagement breakdown (likes / comments / shares)
- Click-through based on ad type (image / video / carousel)

5. ROI Analysis

Visuals:

- Scatter chart: Cost vs Revenue
- Waterfall chart: Profit contribution
- Table: Campaign-wise ROI & ROAS

6. DAX Measures (For Power BI)

CTR = DIVIDE(SUM(Data[Clicks]), SUM(Data[Impressions]))
CPC = DIVIDE(SUM(Data[Cost]), SUM(Data[Clicks]))
CPA = DIVIDE(SUM(Data[Cost]), SUM(Data[Conversions]))
Conversion Rate = DIVIDE(SUM(Data[Conversions]), SUM(Data[Clicks]))
Engagement Rate = DIVIDE(SUM(Data[Engagements]),
SUM(Data[Impressions]))
ROI = DIVIDE(SUM(Data[Revenue]) - SUM(Data[Cost]), SUM(Data[Cost]))
ROAS = DIVIDE(SUM(Data[Revenue]), SUM(Data[Cost]))

7. Step-by-Step Process to Complete the Task

☑ STEP 1 — Collect Data

Gather ad performance data from:

- Meta Ads Manager (Facebook/Instagram)
- Google Sheets / CSV export

☑ STEP 2 — Clean Data

Check for:

- Missing values

- Lowercase/uppercase mismatch
- Incorrect formats (string instead of number)

☑ STEP 3 — Load Data into Power BI

- Open Power BI
- Load CSV
- Apply transformations in Power Query
- Create DAX measures

☑ STEP 4 — Build Dashboard Visuals

Add visuals for:

- KPIs
- CTR chart
- CPC/CPA comparison
- Audience insights
- ROI analysis

☑ STEP 5 — Apply Theme & Formatting

- Use brand colors
- Add clean modern fonts
- Design a professional dashboard layout

☑ STEP 6 — Analyze Insights & Create Report

Write outcome summary:

- Best campaign
- Worst campaign
- Highest ROI
- Audience group with best CTR
- Creatives with best engagement

☑ STEP 7 — Export

- Export Power BI dashboard as PDF
- Export images to use in GitHub or presentation
- Upload project folder to GitHub

8. Insights Example (for Report)

- Campaign **"Winter Sale IG"** delivers the **highest CTR (4.8%)**.
- Facebook ads generate **better engagement**, Instagram ads have **better conversion rate**.
- Age group **18–24** has highest click-through activity.
- Most revenue comes from **video ad creatives**.
- Campaign **"FB-Leadgen-02"** has **negative ROI** due to high CPC.

9. Conclusion

The Social Media Campaign Performance Tracker enables marketers to evaluate ad performance, understand customer behavior, track ROI, and optimize campaign strategy using data-driven insights.

The dashboard helps businesses save money, improve targeting, and deliver better results