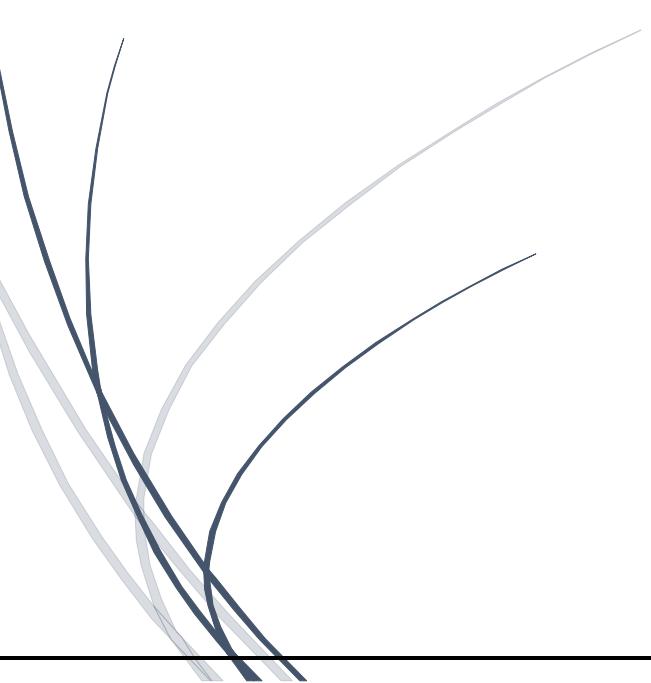




July 2025

[Market Analysis Report on Facebook Ads Campaign Performance]

[Week 2 Report Submitted By: 0707 DVT | TEAM 7]



Excelerate
[COMPANY NAME]

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[Executive Summary]

[This report provides a comprehensive analysis of 11 Facebook ad campaigns, aimed at understanding their performance based on key marketing metrics such as Click-Through Rate (CTR), Cost Per Click (CPC), Cost Per Result (CPR), reach, and engagement. Using Visualization tools like Excel and Power BI, we visualized and compared these campaigns to identify high-performing and underperforming ads.

Campaign 8 emerged as the top performer with the highest CTR of 28.08%, delivering strong results with cost-efficiency. On the other hand, Campaign 9 showed poor engagement and the lowest CTR of 7.65%, suggesting it should be discontinued. This analysis enabled the team to make data-driven recommendations for better budget allocation, improving post-click experiences, and optimizing campaign strategies for improved ROI.]

[Introduction]

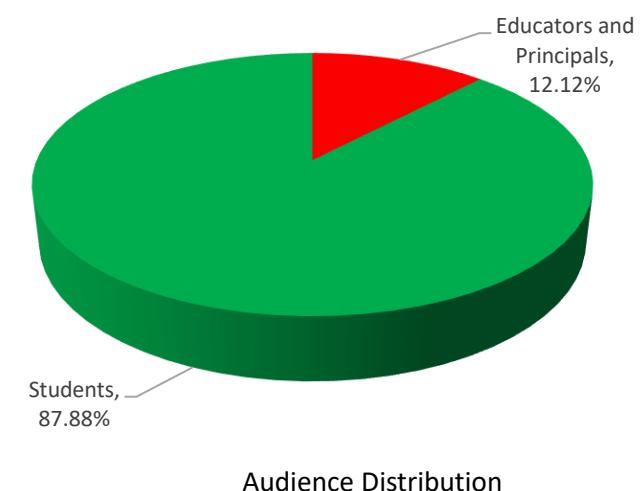
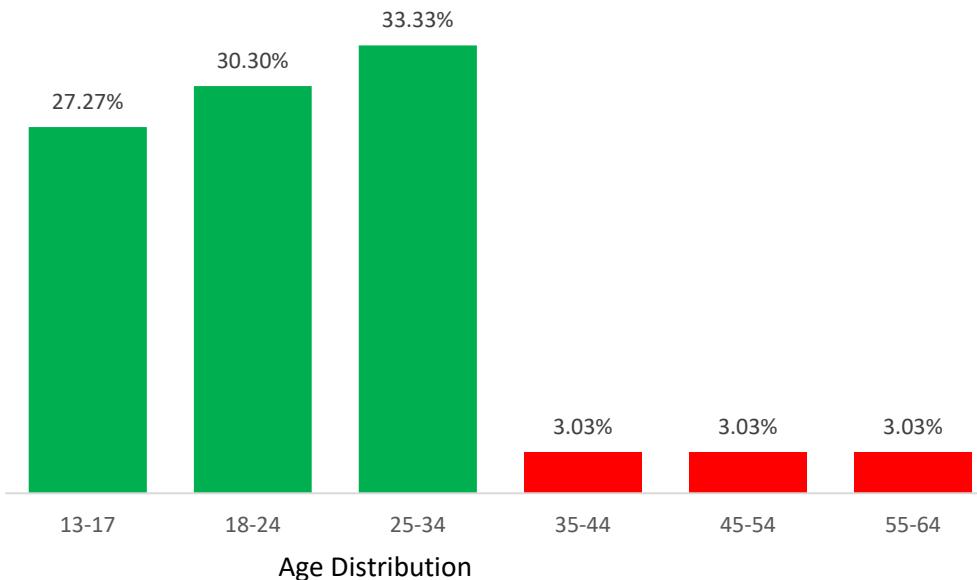
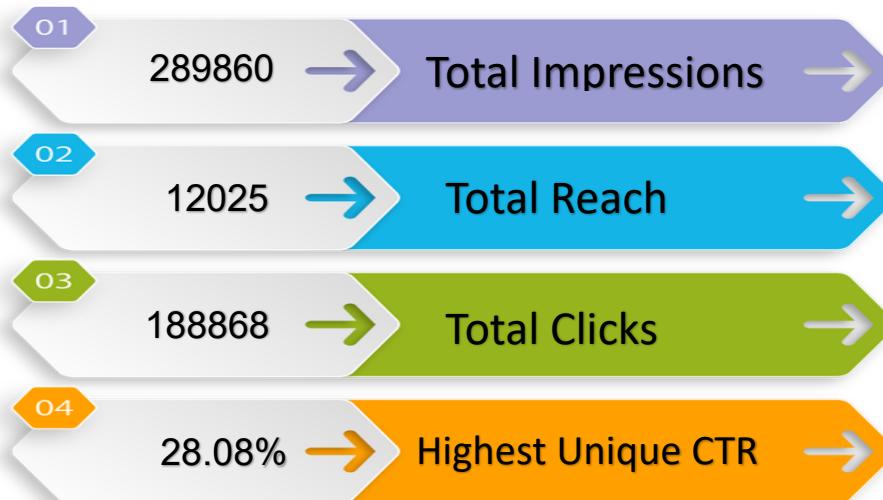
[In today's digital world, it is important to track how well ad campaigns are working. This report focuses on analyzing the performance of Facebook ad campaigns to find out which ones are working and which ones need improvement.]

[Methodology]

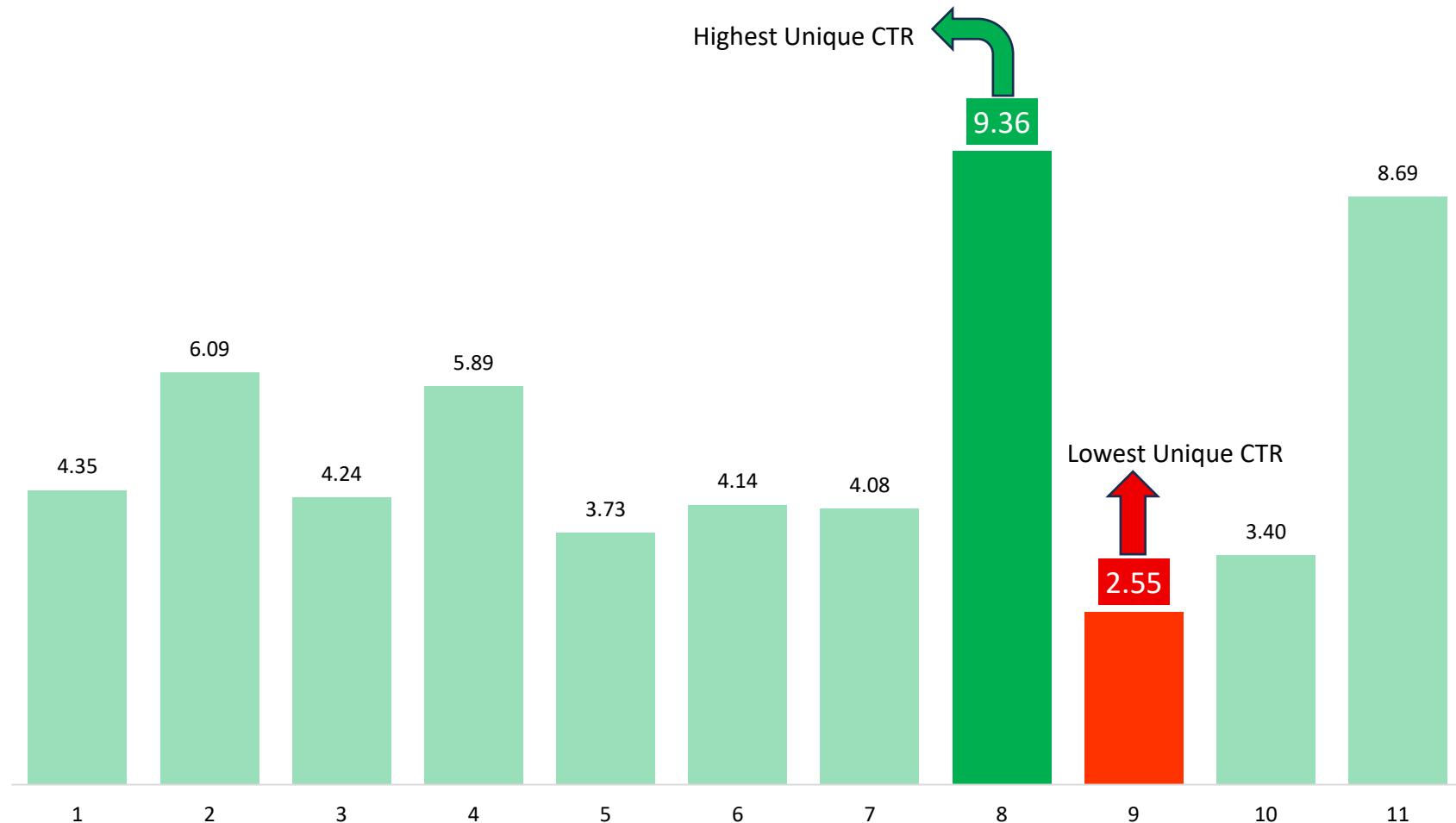
[To analyze the performance of Facebook ad campaigns, we followed a step-by-step process using real campaign data. Our goal was to find out which campaigns gave better results and which ones were not effective.]

Tools Used: Microsoft Power BI and Excel for data preparation and visualization.

Key Performance Indicator (KPI's)

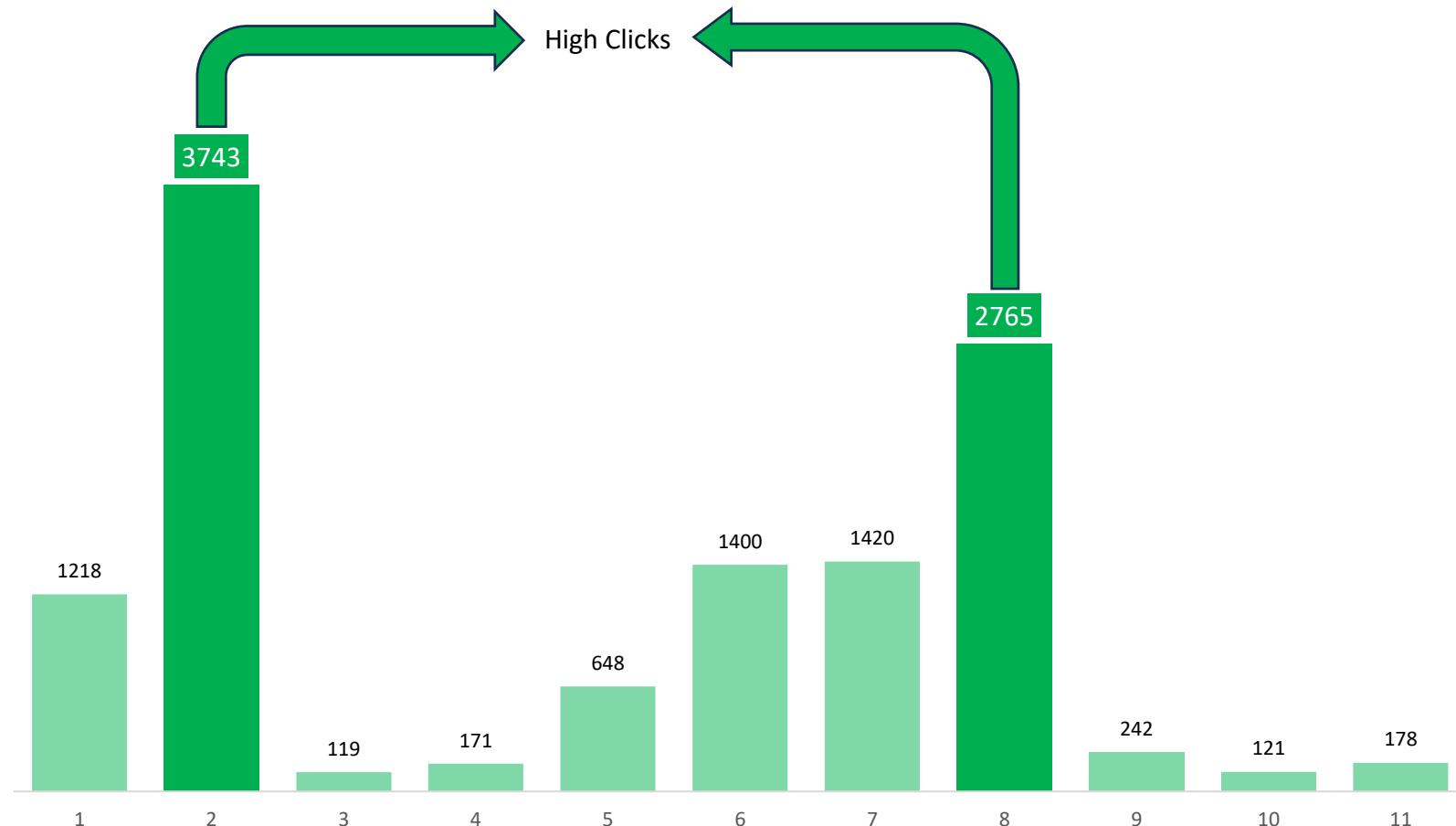


Average of Unique Click-Through Rate (CTR) By Campaign ID



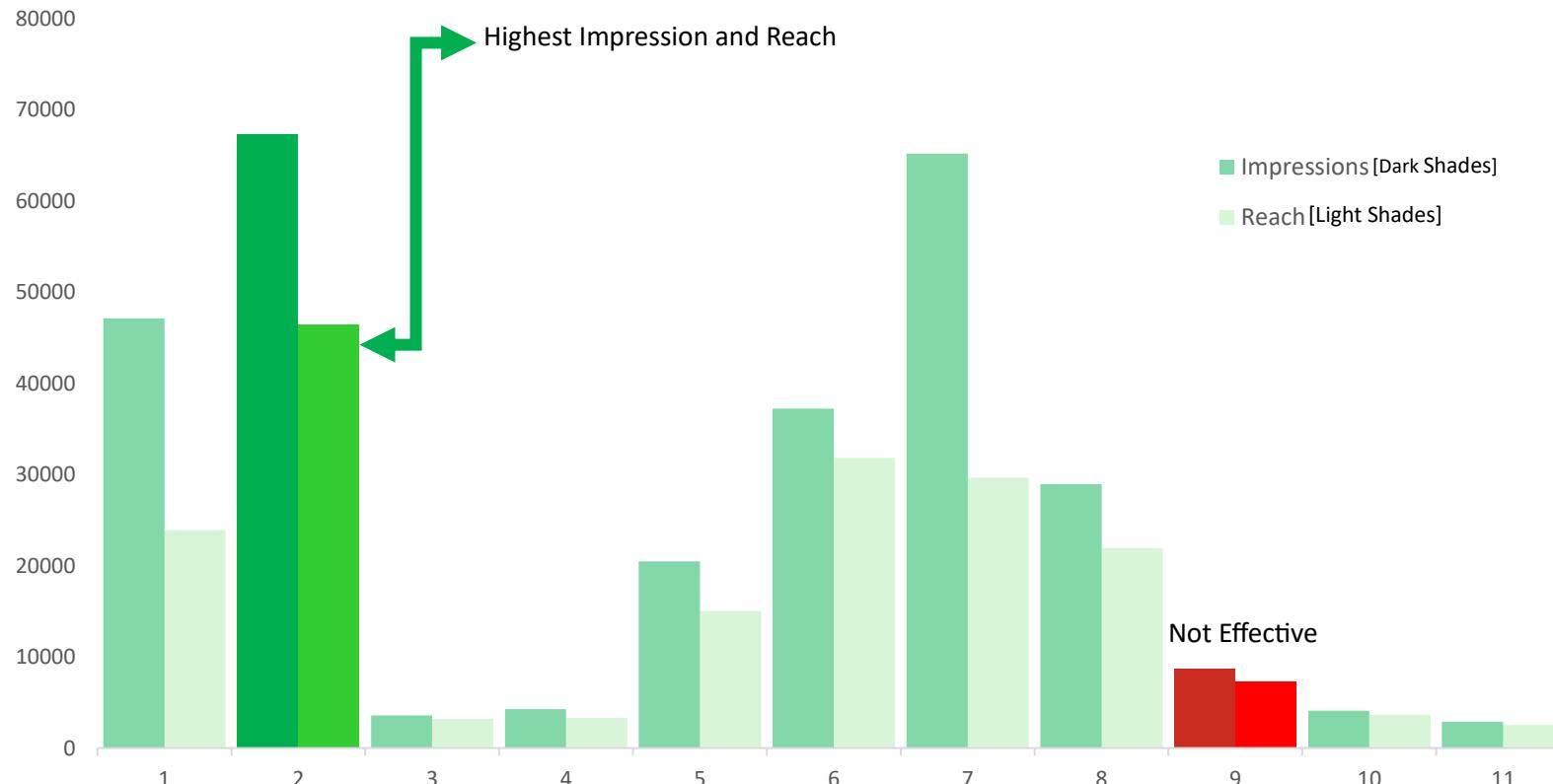
- Campaign 8 achieved the highest Unique CTR of 9.36, indicating strong audience engagement.
- Campaign 9 had the lowest Unique CTR of 2.55, suggesting low content relevance or poor targeting.

Total Clicks By Campaign ID



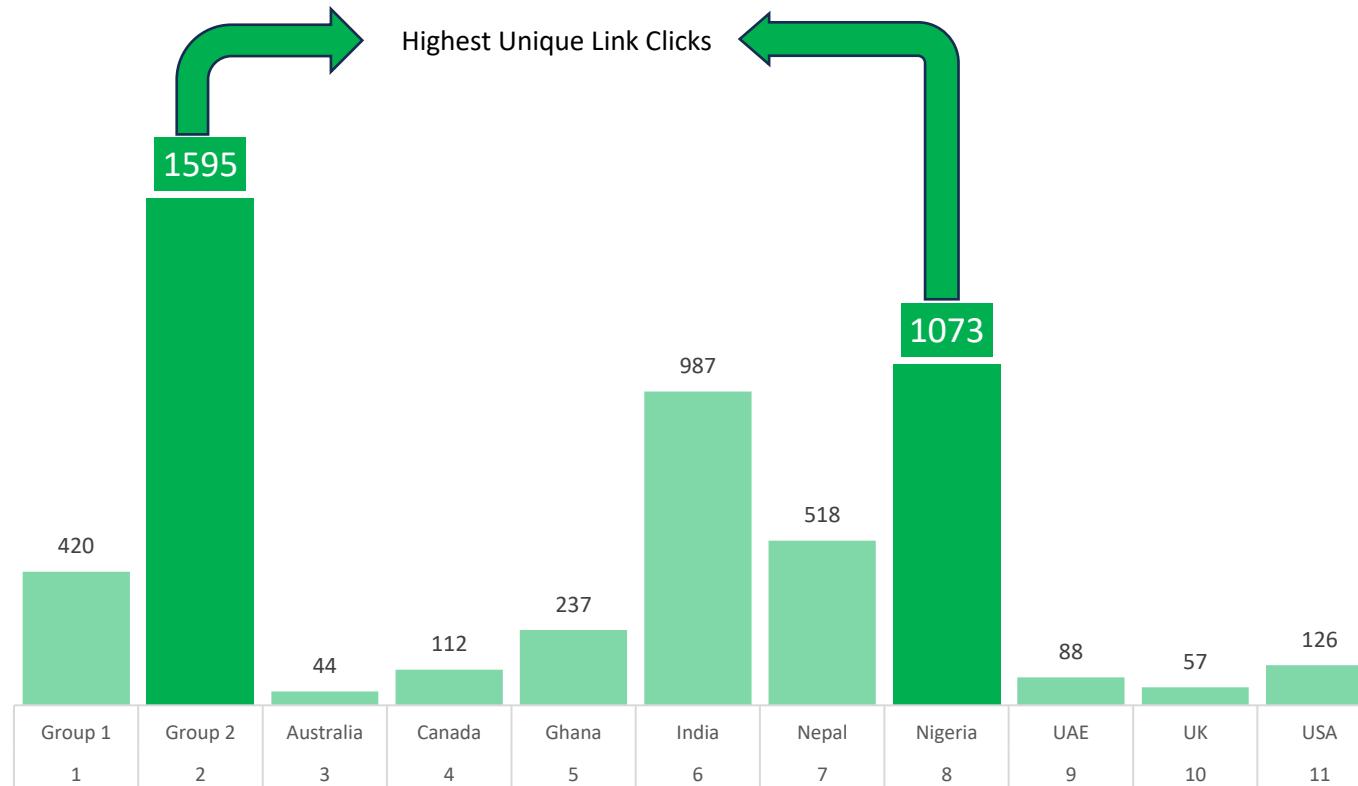
- Campaign 8 and Campaign 2 with the highest clicks delivered better audience interest and performance.
- Some Campaigns with lower clicks may need creative or targeting improvements.

Total Impressions And Reach By Campaign ID



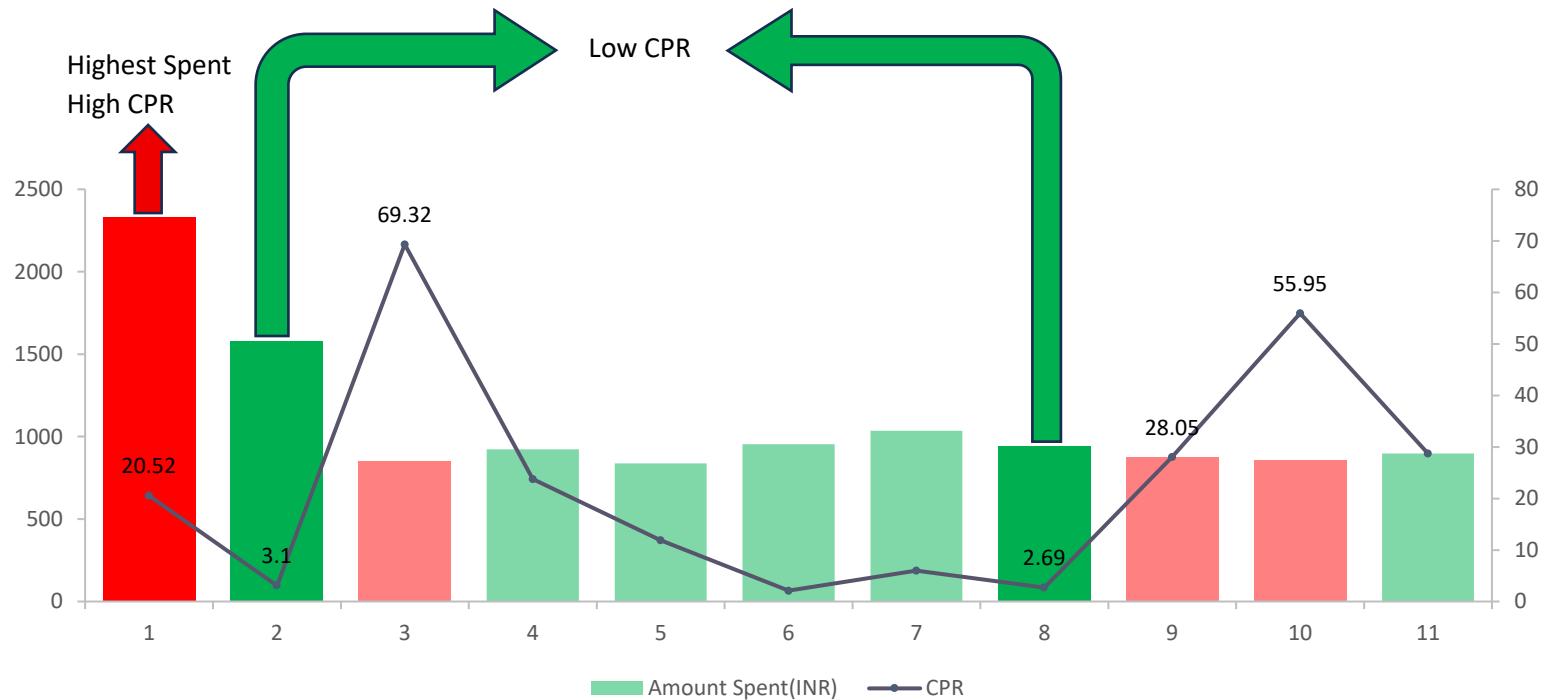
- Campaign 2 achieved the highest Impression and reach, indicating strong performance.
- Campaigns with low impressions and reach shows low effectiveness.

Unique Links Click (ULC) By Campaign ID And Geography



- Campaign 8 and Campaign 2 delivered the higher Unique Link Clicks, showing successful localized targeting.
- We're getting higher responses from Group 2 (Australia, Canada, United Kingdom, Ghana, Niger, Nigeria, Nepal, Pakistan, Thailand, Taiwan)
- Campaigns with fewer Unique Clicks can be improved or targeted again.

Amount Spent (INR) And Cost Per Result (CPR) By Campaign ID



- Campaign 1 have high spend and high Cost Per Result (CPR), showing this is not cost efficient.
- Campaign 2 and Campaign 8 showing low CPR indicate better ROI and should be prioritized.
- Campaigns 3,9,10 are also highlighting with red because they've also high CPR.

Key Insights

- Campaign 9 had the lowest Unique CTR and low engagement.
- Campaign 8 and Campaign 2 indicating highly engaging ad content with cost efficient results.
- Age group like [13-17, 18-24, 25-34] interacted more with the ads.
- In audience Student showed more interest compare than others.

Recommendations

- Campaign 9 (lowest CTR) and Campaign 1 (high spend, low returns) should be paused or revised.
- Allocate more budget to Campaigns 2 and 8, which show high clicks and conversions.
- Target more towards the age groups that showed more interest, we can focus on these age groups in the next campaigns.