

Meta Ad Performance Dashboard - Evaluation Q&A;

Q1. What type of data model did you use?

I used a Star Schema data model where the central fact table (ad_events) is connected to dimension tables like campaigns, ads, users, and calendar using one-to-many relationships.

Q2. What is a fact table?

A fact table contains measurable transactional data such as impressions, clicks, purchases, and engagement metrics.

Q3. What is a dimension table?

A dimension table contains descriptive attributes such as campaign name, gender, country, and date details.

Q4. Why did you create a Calendar table?

To perform time-based analysis like month-wise, week-wise, and hourly performance trends using proper date hierarchy.

Q5. What is CTR and its formula?

CTR (Click Through Rate) = $\text{Clicks} / \text{Impressions} \times 100$. It measures how effective the ad is in generating clicks.

Q6. What is Conversion Rate?

Conversion Rate = $\text{Purchases} / \text{Clicks} \times 100$. It measures how efficiently clicks are converted into purchases.

Q7. What does high CTR but low Conversion Rate indicate?

It indicates funnel leakage. The ad is attractive, but the landing page or offer may not be effective.

Q8. Why use Power BI for this project?

Power BI provides interactive dashboards, strong DAX support, and efficient data modeling capabilities.

Q9. What is DAX?

DAX (Data Analysis Expressions) is a formula language used in Power BI to create calculated measures and columns.

Q10. What challenges did you face?

Handling missing data, creating accurate KPI formulas, managing relationships, and designing a clean dashboard layout.

Q11. How is this project useful in real life?

It helps marketing teams monitor campaign performance, optimize budgets, improve targeting strategies, and increase ROI.

Q12. Difference between Engagement Rate and CTR?

CTR measures click efficiency, while Engagement Rate measures total interaction efficiency.

Q13. What is cross-filter direction?

It controls how filters propagate between tables. Single direction improves performance and avoids ambiguity.

Q14. Why separate campaigns and ads tables?

To maintain normalization, reduce redundancy, and improve scalability.

Q15. How would you improve this dashboard in future?

Integrate real-time Meta API data, add predictive analytics, and implement automated campaign optimization.