**Sales Conversion Project**

**Data:**

Social Media Ad Campaign marketing is a leading source of Sales Conversion. The data used in this project is from an anonymous organisation’s social media ad campaign

**Data Description:**

1) ad\_id: an unique ID for each ad.

2) xyzcampaignid: an ID associated with each ad campaign of XYZ company.

3) fbcampaignid: an ID associated with how Facebook tracks each campaign.

4) age: age of the person to whom the ad is shown.

5) gender: gender of the person to whom the add is shown

6) interest: a code specifying the category to which the person’s interest belongs (interests are as mentioned in the person’s Facebook public profile).

7) Impressions: the number of times the ad was shown.

8) Clicks: number of clicks on for that ad.

9) Spent: Amount paid by company xyz to Facebook, to show that ad.

10) Total conversion: Total number of people who enquired about the product after seeing the ad.

11) Approved conversion: Total number of people who bought the product after seeing the ad.

**Business Questions to answer:**

1)Finding the perfect target demographics with the appropriate clickthrough rates

[clickthrough rate=clicks/impressions \* 100]

2)Understanding the ideal turnaround/decision making time per age group to convert and retarget future social campaigns

3)Comparing the individual campaign performance (using clickthrough rate) so the best creative/campaign can be run again with adjusted audiences.

4) Identify the customers for targeting (derive your target (1 or 0) using Total conversion)