

Data Analyst Interview Task: Search Term Analysis

Report Date: 12-04-2025

Objective: Evaluate product performance using keyword-level metrics and provide actionable insights to optimize ad spend and campaign efficiency.

High-Performing Keywords

The following keywords showed excellent performance across ROAS, ACoS, and Conversion Rate, with high ROAS and a perfect conversion rate (100%):

- *plus size cropped jean*
- *ripped skinny jeans womens*
- *ladies leather trousers*
- *black leather jeans women*
- *womens high waist jeans*

All five top keywords deliver strong conversions and ROAS with low spend, making them highly profitable. To maximize performance, increase their budget and place them in dedicated campaigns for better control and scalability

Keywords to Pause or Reduce Spend On

Keywords like *leather jeans women*, *leather look jeans for women*, *black leather trousers women*, etc., have shown no conversions and a 0.00 ROAS. These should be paused or have bids reduced, as they generate impressions but no sales, likely due to being too broad or misaligned with your products. Shifting the budget away from these terms will improve efficiency and reduce wasted spend.

High-Impression, Low-Conversion Keywords

Several high-visibility keywords show poor conversion rates. "Skinny jeans high waisted," "womens high waisted jeans," and "denim jacket women" generated significant impressions with 0% conversion. Even terms with moderate conversion rates like "leather trousers women" (22%) need optimization given their high impression counts. Improve ad text and audience targeting to boost sales.

Campaign Strategy Recommendations:

Boost Top Performers:

Move 40-50% of your budget to high-performing keywords like “plus size cropped jean” and “black leather jeans women.”

Sharpen Targeting:

Use exact matches for key search terms, block words like “cheap” or “discount,” and make ads/landing pages match what serious buyers want.

Optimize & Test:

Adjust bids based on performance and test different ads/landing pages every week to see what works best.