**Digital Marketing Analytics**

**Scenario Overview**

**Company: xyz**

**Background:** ABC is a digital advertising platform that enables businesses to effectively target and retarget potential customers through personalized advertisements. As an Analyst for ABC, you have been asked by the Account Strategist in charge of the xyz account to look at some data.

**Objective:** Your colleague wants you to check why the ABC gross profit coming from the advertiser xyz has recently decreased and find some ways to fix the situation (which could lead to discussions with the client based on your insights).

**Your Role:**

1. Analyze the current situation.
2. Provide the top 2 optimizations to apply.

**Dataset:** The data attached includes ABC data for xyz from April 1, 2020, to June 30, 2020. The currency used is the US dollar.

**Metrics in the Dataset:**

* Day
* Campaign: Set by xyz to segment users
* User Engagement: Level of engagement of the users
* Banner: Size of the ad served by ABC
* Placement: Publisher space where the ad is served by ABC
* Displays: Number of ads served by ABC
* Cost: Price paid by ABC to serve the ads to the publisher. It is the placement cost.
* Clicks: Number of ads clicked by the users
* Revenue: Price paid by xyz to ABC for the clicks generated
* Post Click Conversions: On-site transactions that happened in the next 30 days after a click
* Post Click Sales Amount: Amount of the on-site transactions that happened in the next 30 days after a click
* Engagement: Signifies the type of user which the campaign is going to target.
* Banner: Defines the size of advertisement/impression.
* Placement: Defines the website/app where the advertisement is being served (publisher website).

**Task:** You can use any tool to perform the study, but the final outcome should be incorporated into a presentation (Google Slides / PowerPoint / PDF file) that you will expose to your next interviewer as in a real-life work situation. This presentation should be sent together with the file(s) used for analyzing the data.

**Presentation Requirements:**

* Keep the presentation to a reasonable size (typically around 5-7 slides - no more than 10 at max).
* If you want to share more information, do it through an Appendix section to keep your presentation focused.
* Remember, your Account Strategist counterpart is a busy person who needs straightforward recommendations.

**Good Luck!**