**Business Requirements Document (BRD)**

**Meta Ad Performance Analysis**

**Business Objective**

The business needs a **performance tracking report** for advertising campaigns running on  **Facebook and Instagram**.

The report will provide visibility into campaign reach, engagement, conversions, and budget  utilization.

This will enable the marketing team to:

• Identify the most effective platform (Facebook vs Instagram).

• Track campaign ROI and optimize budget allocation.

• Understand audience engagement patterns.

**Scope of the Report**

• **In Scope**:

o Campaigns running on **Facebook and Instagram** only.

• **Out of Scope**:

o Other platforms (Messenger, Audience Network).

o Organic engagement (only **paid ads** will be included).

**KPIs & Definitions**

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| **KPI** | **Definition** | **Formula** | **Example Use**  Measure reach  Measure  engagement  intent  Viral engagement  User sentiment &  feedback |
| **Impressions** | Number of times ads  were displayed. | Count of event\_type =  Impression |
| **Clicks** | Number of times users  clicked ads. | Count of event\_type = Click |
| **Shares** | Number of times ads  were shared. | Count of event\_type =  Share |
| **Comments** | Number of user  comments on ads. | Count of event\_type =  Comment |

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| **KPI** | **Definition** | **Formula** | **Example Use**  Conversions  Engagement  volume    Overall ad appeal  Funnel efficiency  Conversion from  reach  Cost analysis  Budget  distribution |
| **Purchases** | Number of purchases  made after seeing ads. | Count of event\_type =  Purchase |
| **Engagements** | Total interactions (Clicks  + Shares + Comments). | Clicks + Shares + Comments |
| **CTR (Click**  **Through Rate)** | % of impressions that  resulted in clicks. | (Clicks ÷ Impressions) × 100 Ad effectiveness |
| **Engagement Rate** | % of impressions that  resulted in engagements. | (Engagements ÷  Impressions) × 100 |
| **Conversion Rate** | % of clicks that resulted  in purchases. | (Purchases ÷ Clicks) × 100 |
| **Purchase Rate** | % of impressions that  resulted in purchases. | (Purchases ÷ Impressions) ×  100 |
| **Total Budget** | Total spend allocated to  campaigns. | Sum of  campaigns.total\_budget |
| **Avg. Budget per  Campaign** | Average budget  allocation per campaign. | Total Budget ÷ Campaign  Count |

**Charts Requirements:**

**1. Target Gender – Donut Chart**

A **donut chart** will visualize performance split by **target gender** (from the ads table).

• The metric displayed (e.g., Impressions, Clicks, Purchases) will change dynamically via  the parameter.

• Purpose: Identify which gender segment contributes most to the selected metric.

**2. Target Age Group – Bar Chart**

A **bar chart** will show engagement across **age groups** defined in the ads table. • Each bar will represent one age group.

• The metric displayed will switch dynamically.

• Purpose: Highlight which age group is most responsive to campaigns.

**3. Country – Map**

A **map visualization** will display performance by **country** (from the users table). • Bubble size or color intensity will represent the selected metric.

• Purpose: Provide a geographic view of campaign reach and engagement.

**4. Calendar Month – Calendar Heat Map**

A **calendar heat map** will plot performance at the **monthly level**, based on the timestamp  field in ad\_events.

• Darker shades will indicate higher activity.

• Purpose: Detect seasonal trends, peak ad months, and low-activity periods.

**5. Weekly Trend – Stacked Column by Ad Type**

A **stacked column chart** will display weekly performance trends.

• X-axis → Week number (from the Date Table linked to ad\_events).

• Stacks → Different ad\_type values (from the ads table).

• Y-axis → Selected metric.

• Purpose: Compare ad type contributions over weeks.

**6. Hourly Trend – Area Chart**

An **area chart** will show activity by **hour of day** (from ad\_events[time\_of\_day]). • X-axis → Hour of the day (0–23).

• Y-axis → Selected metric.

• Purpose: Understand user activity patterns throughout the day.

**7. Ad Type – Matrix**

A **matrix visualization** will show the selected metric across **ad types** and possibly break  down further by **platform (Facebook vs Instagram)**.

• Rows → Ad Types.

• Columns → Platforms or other campaign dimensions.

• Values → Selected metric.

• Purpose: Compare performance across ad formats and platforms side by side.