**META Ad Performance Analysis**

**Project Explanation in Interview**

**Step 1: Give a High-Level Overview**

*"This is a Meta Ad Performance Dashboard that tracks the effectiveness of ad campaigns  across key KPIs such as impressions, clicks, engagements, conversions, and budget. It  provides a complete funnel view—from awareness to engagement to purchases—along with  demographic, geographic, and time-based insights."*

**Step 2: Walk Through the Funnel Metrics**

"At the top of the funnel, the ads generated **216K impressions** and **25.4K clicks**, giving a  very high **CTR of 11.76%**. This is well above the industry average, which tells me the ad  creatives and targeting were very effective in attracting attention.

The engagement rate is also strong at **13.56%**, showing users are interacting with the content.  However, when we move down the funnel, only **1.3K purchases** were made, giving a  **conversion rate of 5.21% from clicks** and a **purchase rate of 0.61% from impressions**.  This indicates a big drop in efficiency from engagement to purchase."

**Key takeaway you highlight to interviewer:** *“The ads are good at generating awareness  and engagement, but the purchase funnel is leaking heavily—likely due to landing page  experience, audience mismatch, or weak offers.”*

**Step 3: Break Down by Audience**

"Looking at demographics, **females (43%) engage more than males (22%)**, and the **18–30  age group drives the majority of interactions**. This shows the core audience is young  females.

From a geographic perspective, **India and Brazil are the biggest engagement markets**,  while **Germany and the UK** likely represent higher-value audiences with stronger  purchasing power. So, campaigns should be tailored differently for high-volume vs. high value regions."

**Step 4: Time & Seasonality**

"The dashboard shows consistent weekly engagement, but hourly trends peak in the  **afternoon and evening hours**. This suggests that ads should be scheduled and budget weighted towards those times to maximize ROI.

The calendar highlights certain days (19th–21st, 25th–27th) with spikes in engagement,  which could be linked to promotions or campaign launches. This indicates that **event-based  campaigns drive higher performance**."

**Step 5: Ad Type Performance**

\_"When we compare formats, **Video ads perform best**, with the highest CTR, conversion  rate, and engagement rate. **Stories ads also perform strongly**, while **images and carousels  lag slightly in conversion efficiency**.

This suggests that the budget should be shifted more towards **video and story ads**, as they  generate the best return per dollar spent."\_

**Step 6: Wrap Up with Insights & Recommendations**

"In summary:

1. **Strong awareness & engagement**, but **low purchase efficiency** → optimize landing  pages, retargeting, and offers.

2. **Target audience = young females, 18–30, in India & Brazil** → refine campaigns  accordingly.

3. **Best formats = Video and Stories** → increase spend here.

4. **Best times = afternoons & evenings** → schedule ads accordingly.

5. **Geography** → volume from India/Brazil, value from Germany/UK → segment  strategies.

If I were leading this project, I’d focus on **conversion optimization and retargeting  strategies** to capture the users who engage but don’t purchase."\_