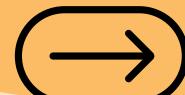


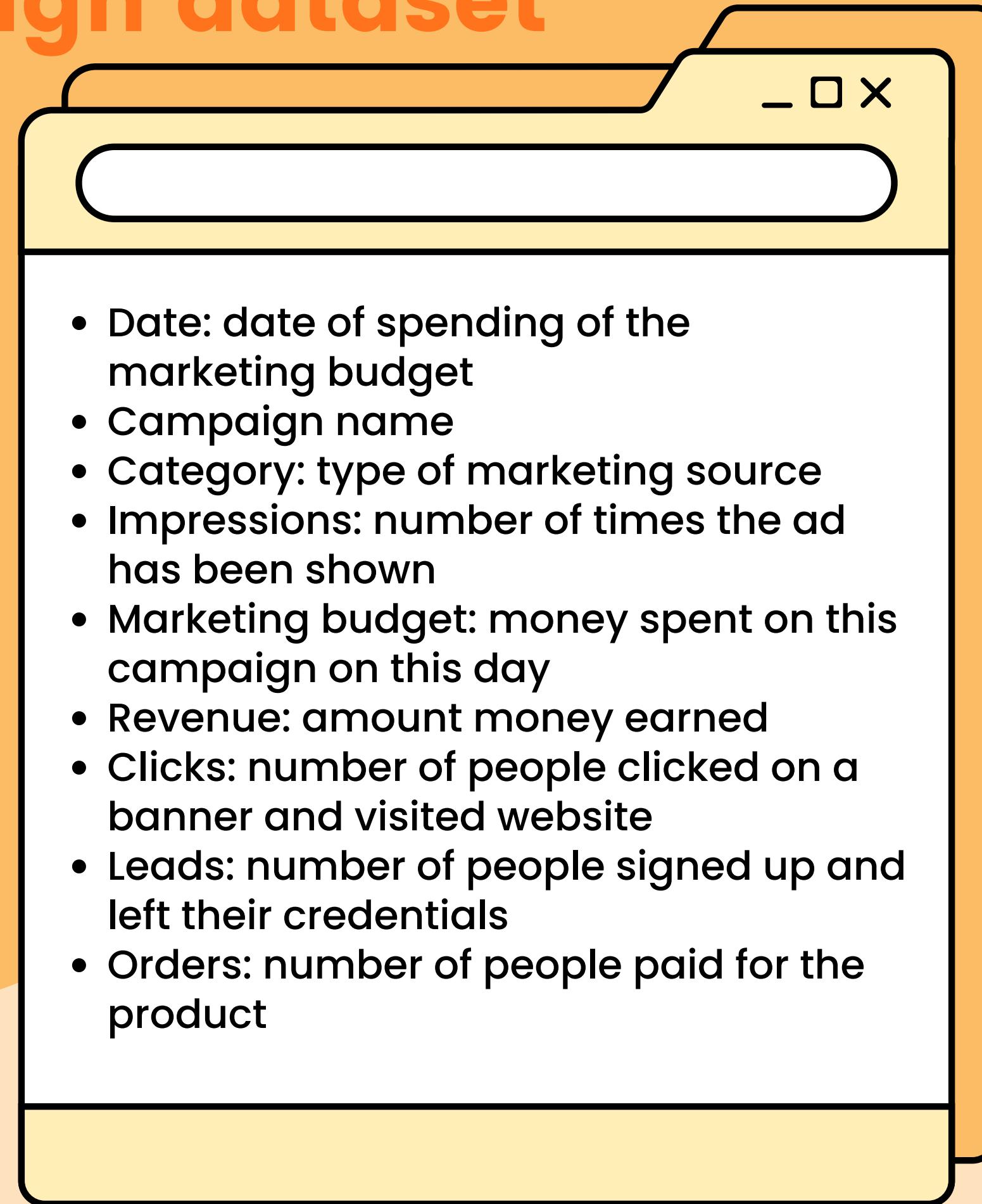
Digital Marketing Agency



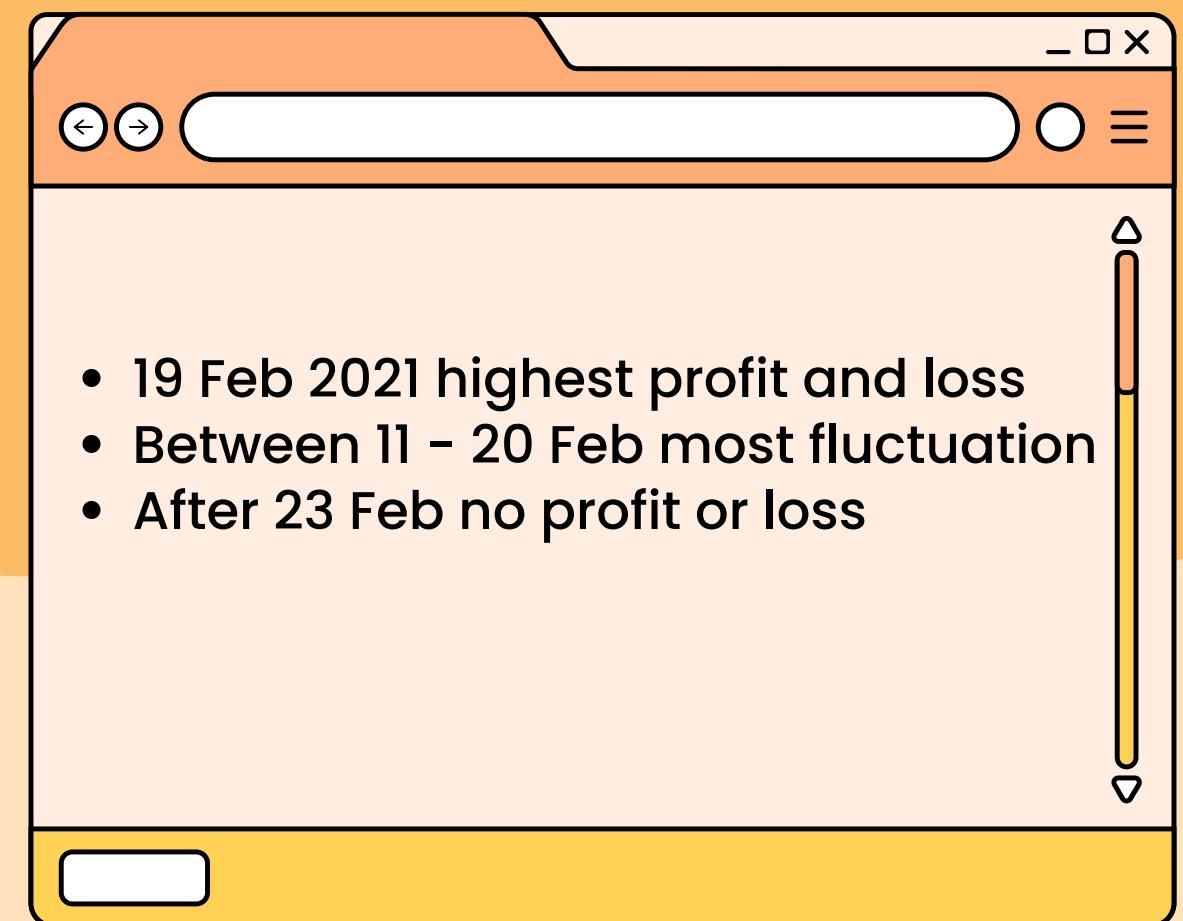
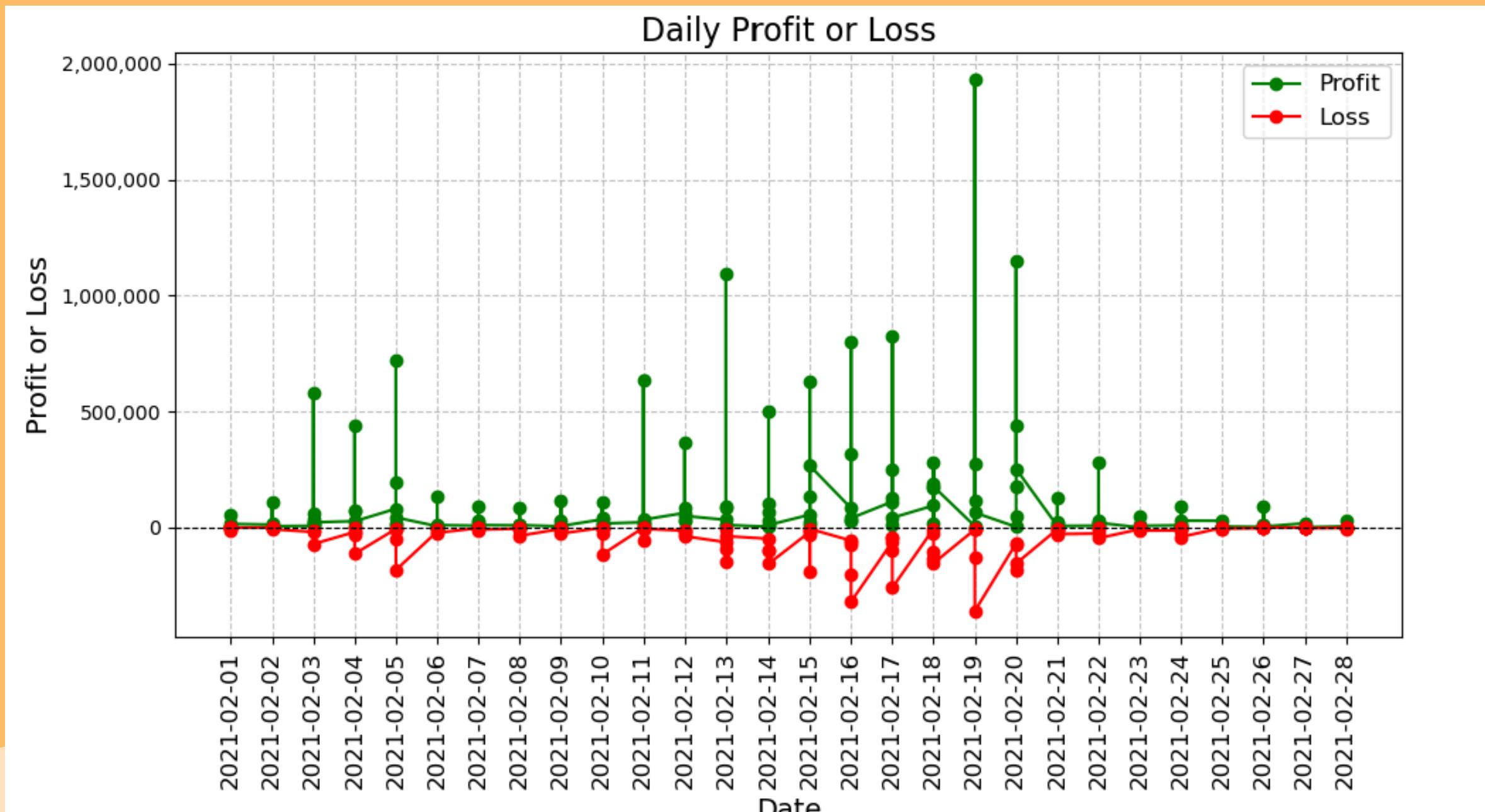
Elham Allahbakhshi



campaign dataset



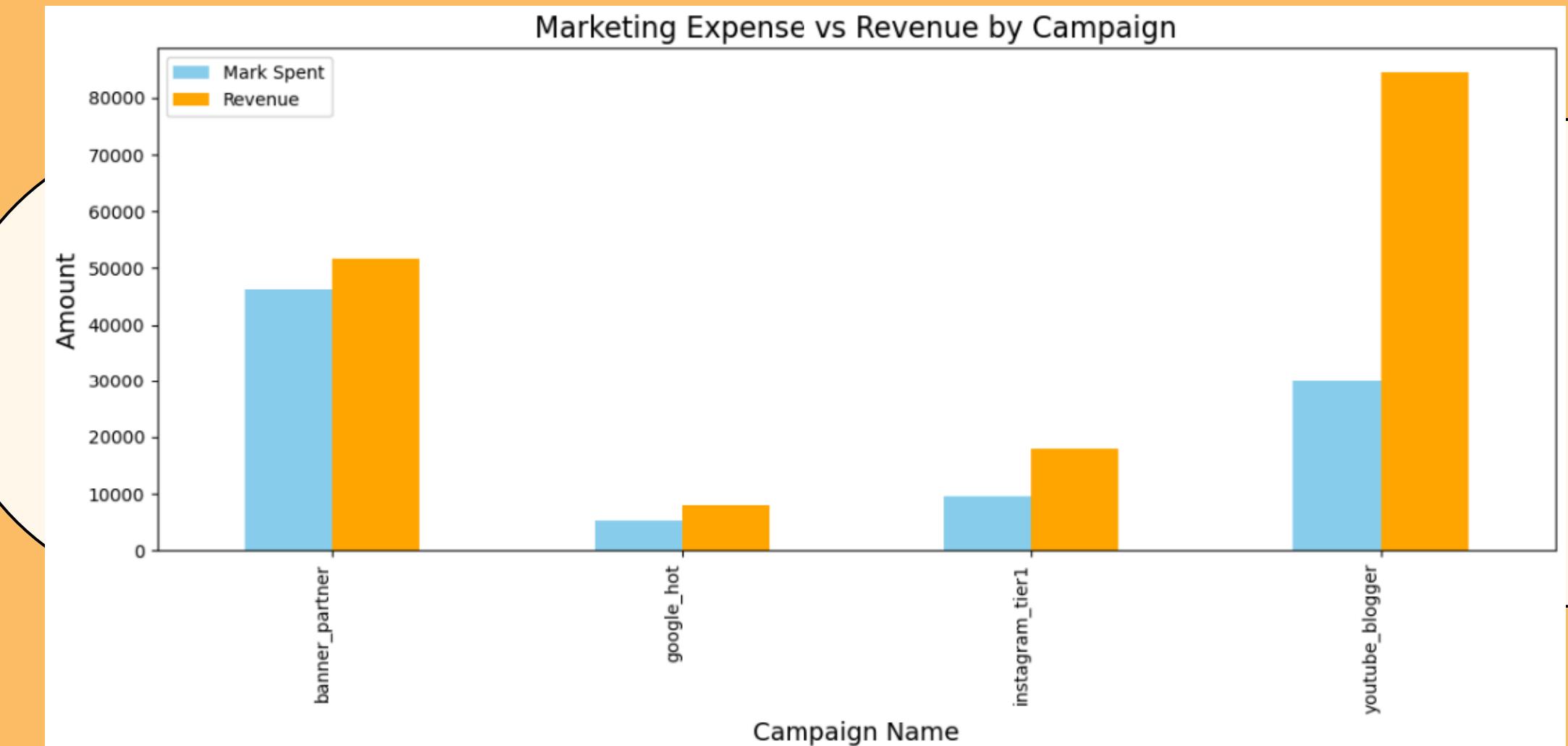
Daily profit or loss



Campaign's Gross profit

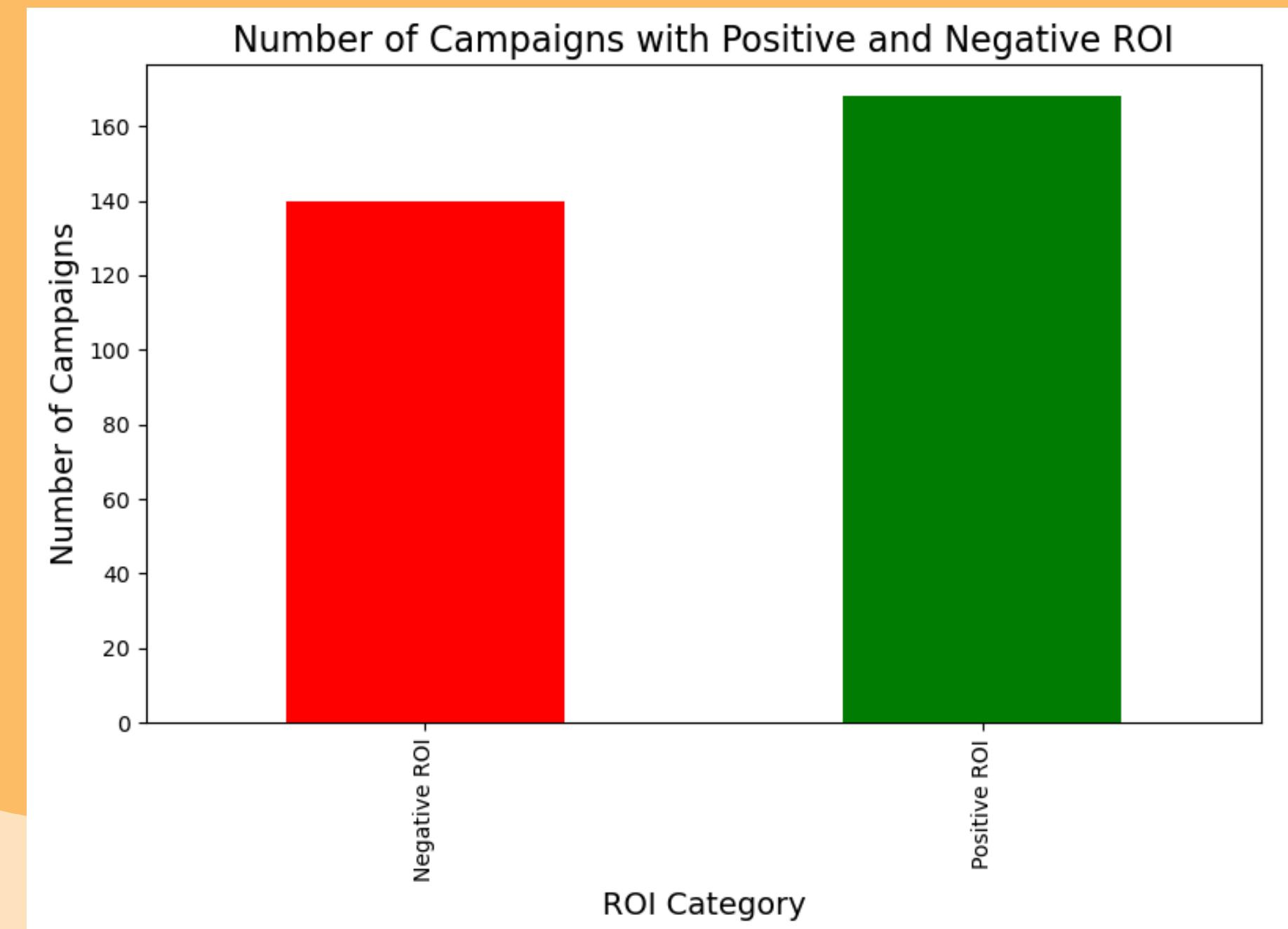


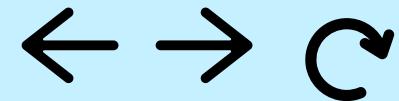
- Only 4 campaigns from 11 make breakeven
- Youtuber_blogger highest profit 54000
- Banner partners lower margins 5500 but highest expense 46000
- google hot search lowest profit 2700



Number of campaigns with +/- ROI

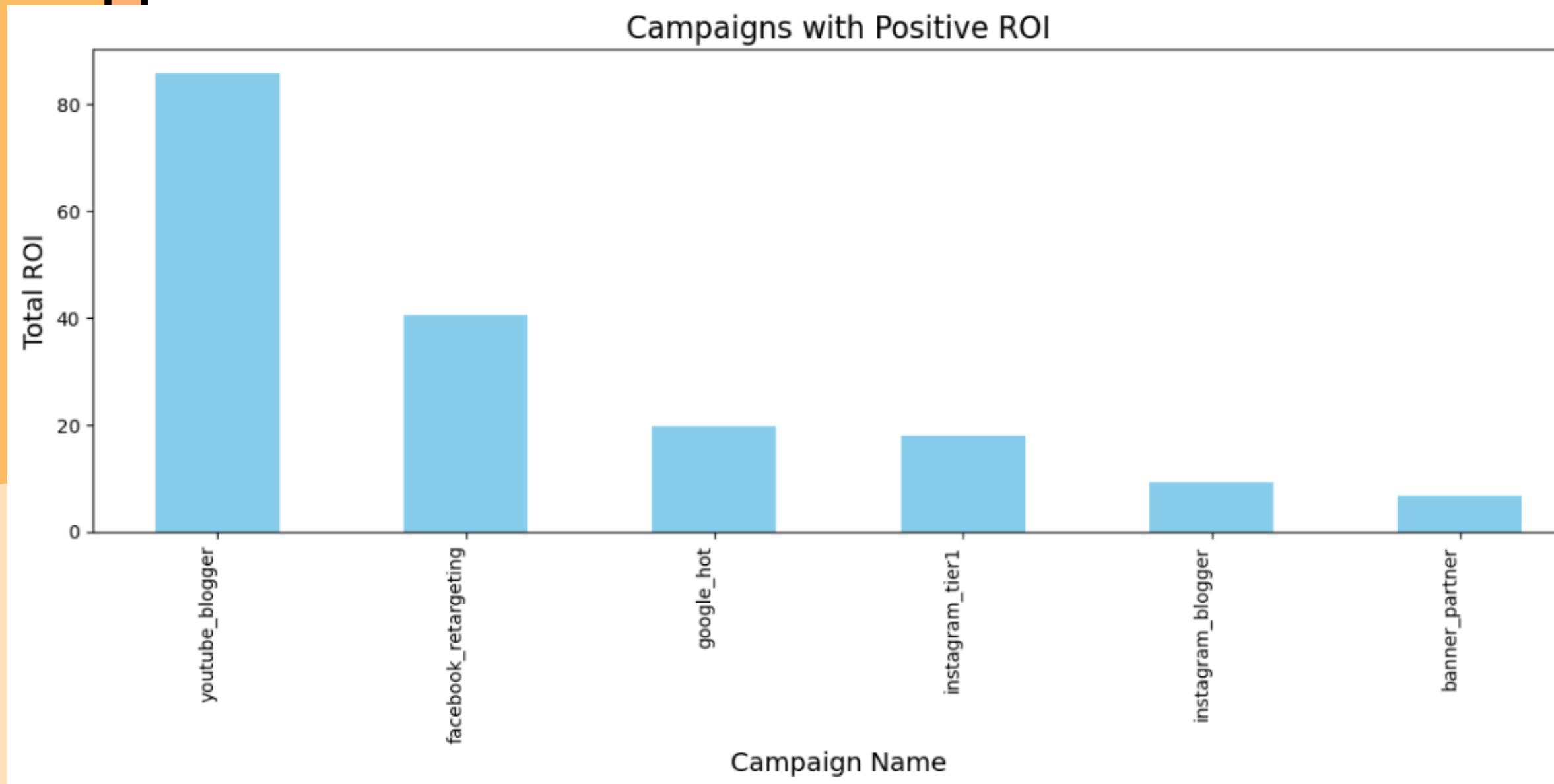
Positive ROI 168
Negative ROI 140





Campaigns with positive ROI

- □ ×



- Youtube blogger highest ROI 85
- Facebook retargeting 40
- google hot search 20

Conversion rate

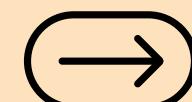
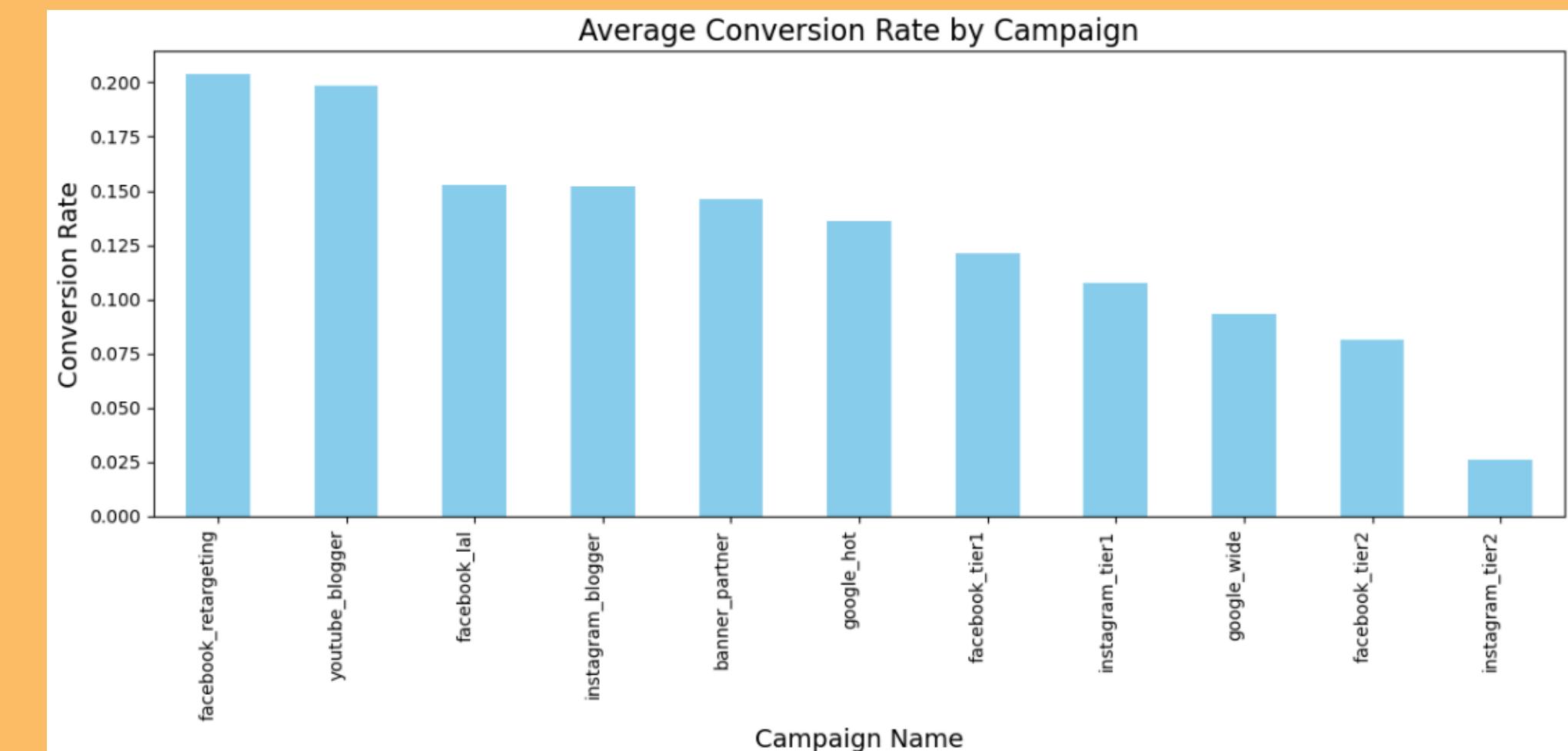


CAMPAIGNS WITH HIGHEST CONVERSION RATE

Conversion rate: conversion from leads (signed up with their credentials on website) to place order and paid for product

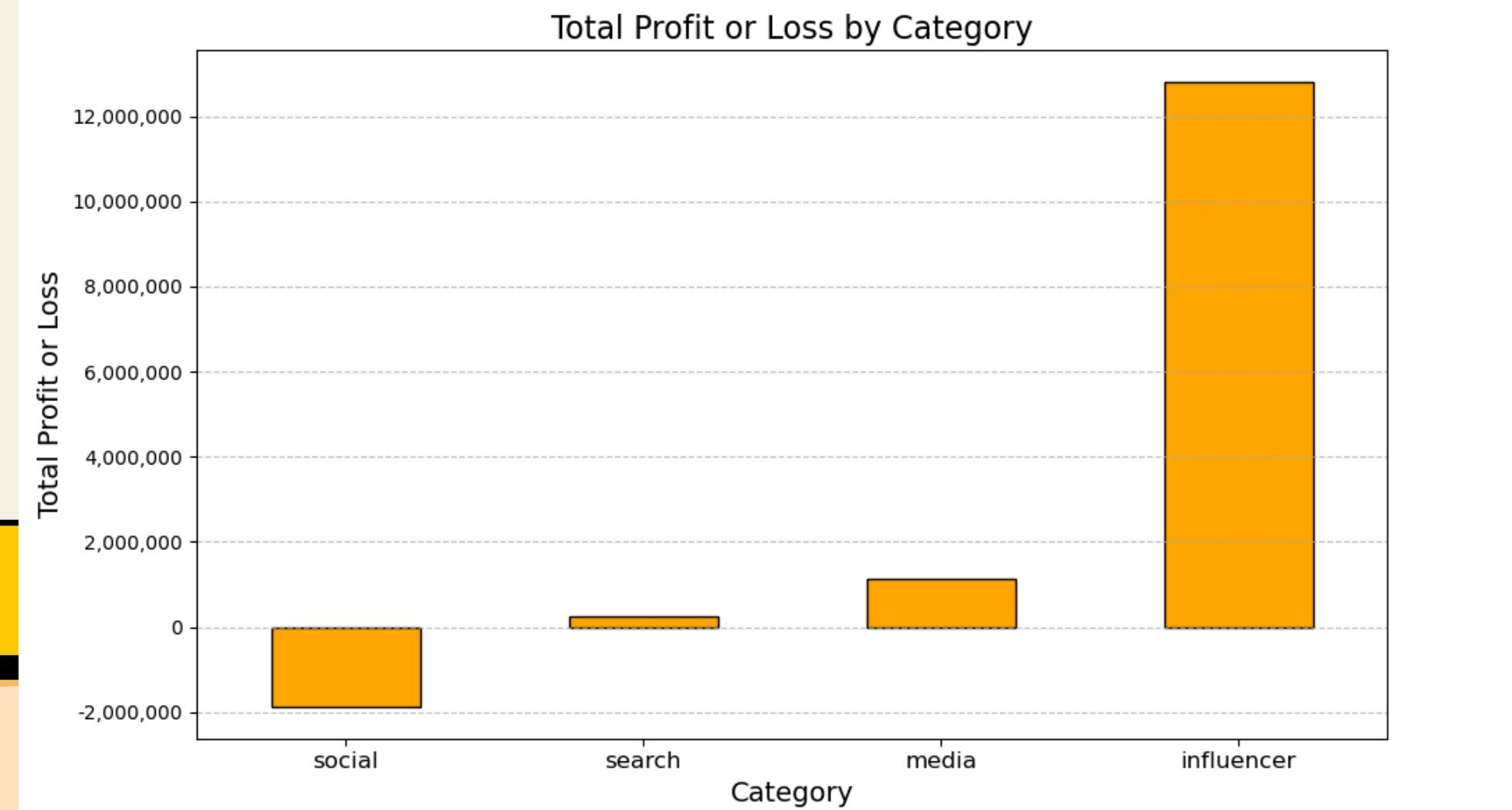
Effective campaigns:

- Facebook_retargeting
- Youtube_blogger
- facebook_lookalike audience



Hypothesis testing

- Null hypothesis (H_0): The mean profitability is the same across all categories
 - Alternative hypothesis (H_1): At least one category has a significantly different mean profitability
-
- Non-parametric Anova test (Kruskal-Wallis)
 - small P value
 - Reject null hypothesis



Hypothesis testing



Leads vs Orders



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- Null hypothesis (H_0): The mean of number of leads generated through campaigns is equal the number of orders placed.
- Alternative hypothesis (H_1): The mean of number of leads generated through campaigns is significantly different from the number of orders placed
- Paired t test- Wilcoxon Signed-Rank
- Null hypothesis rejected
- large Cohen's d

Distribution of leads and orders

