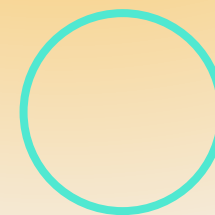
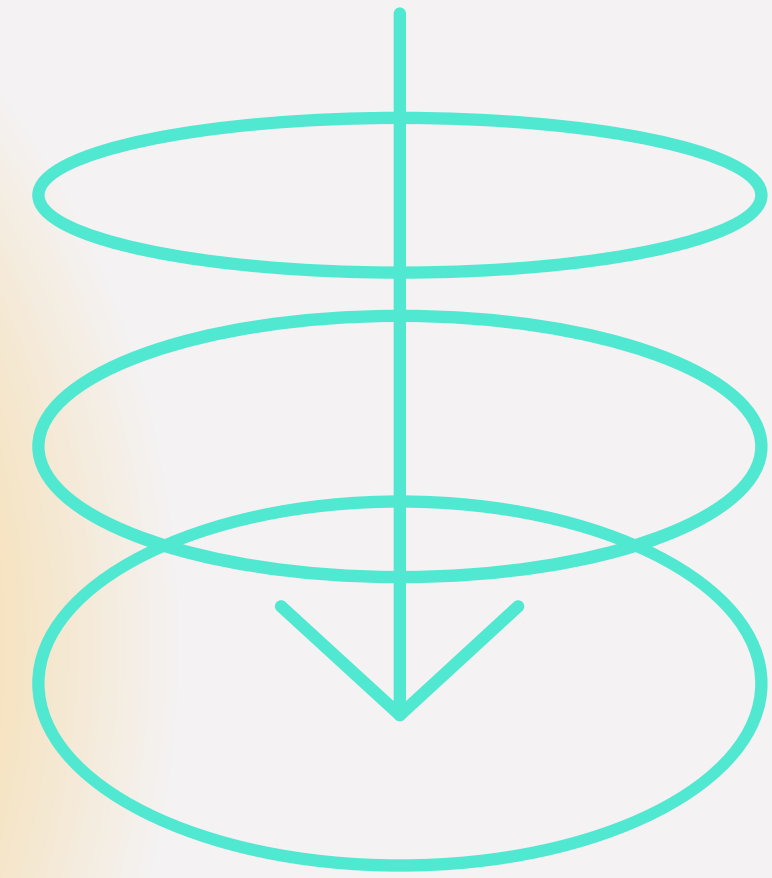


# Decoding Marketing Campaign Marvels

A Journey Through Performance  
Analysis



Analyzed by

Group 5

01 - Campaign Costs

02 - Campaign Reach Metrics

03 - Audience Engagement

04 - Campaign Reach Across Age Groups

05 - Expenditure by Campaign Location

06 - Age-Based Statistical Analysis

07 - Audience-Centric Statistical Analysis

08 - Analyzing Performance Through CPR  
and CPC Metrics

09 - Analyzing Performance through CPR  
and Expenditure Analysis

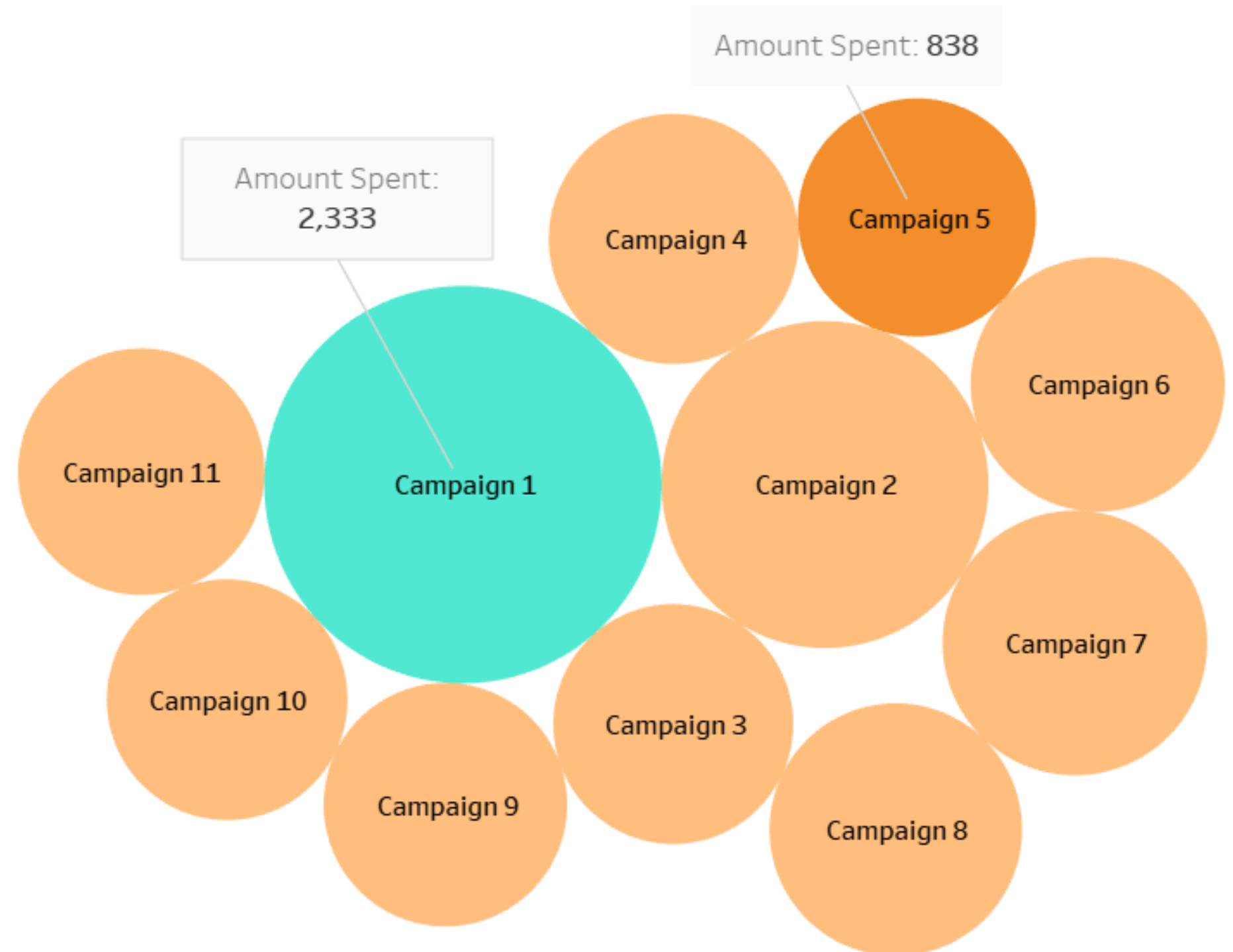
10 - Conclusion

## Analyzing campaign data

It is important for optimizing marketing strategies and resource allocation, driving better results and maximizing return on investment.

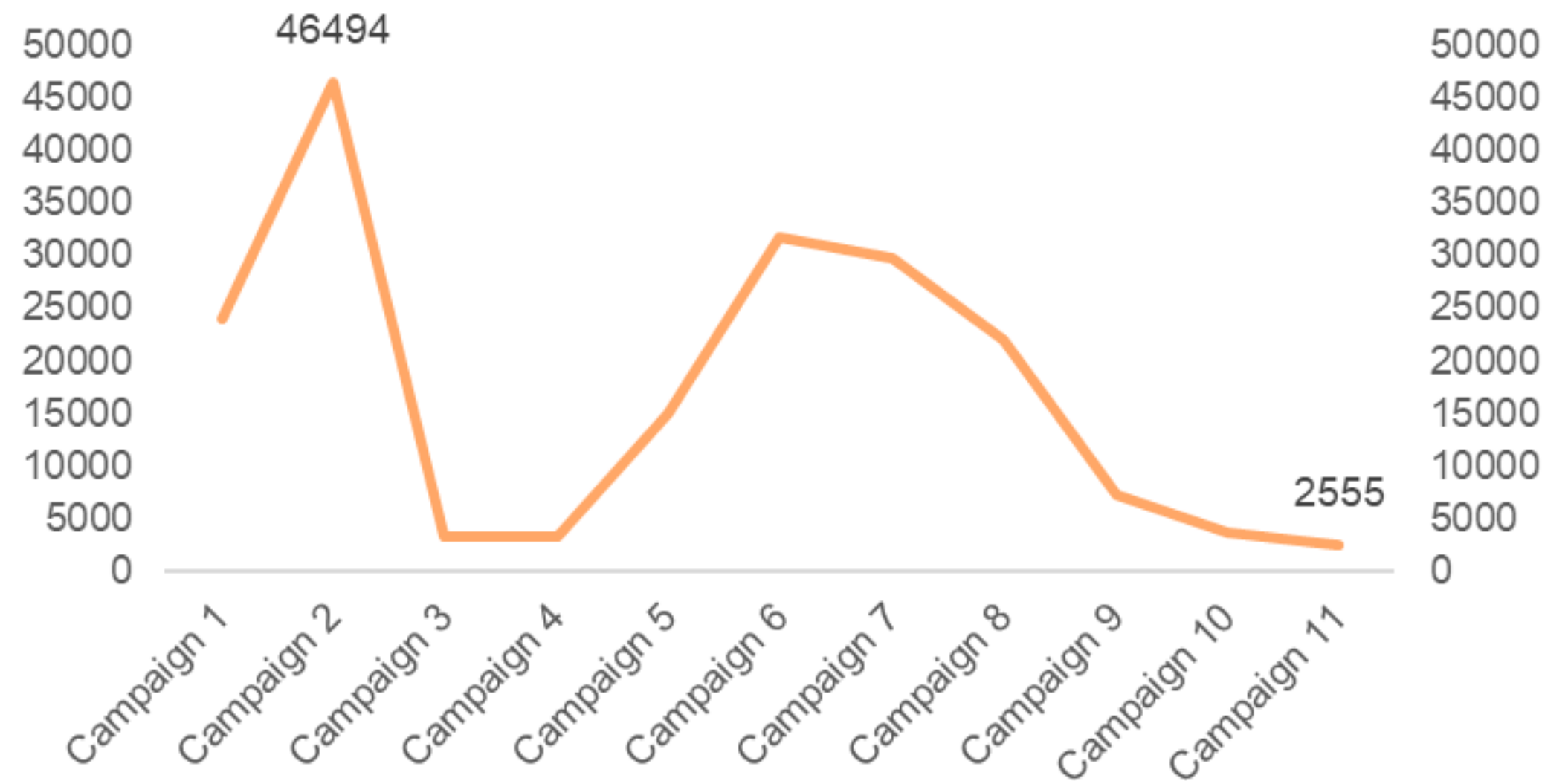
## 01 - Campaign Costs

- The graph illustrates the expenditure distribution across various campaigns.
- **Campaign 1** emerges as the **top spender**, allocating **2.333 INR** to its marketing efforts.
- In contrast, **Campaign 5** has the **lowest spending**, with a total of **838 INR** invested.
- The substantial disparity in spending is evident, with **Campaign 1 investing nearly three times more than Campaign 5.**



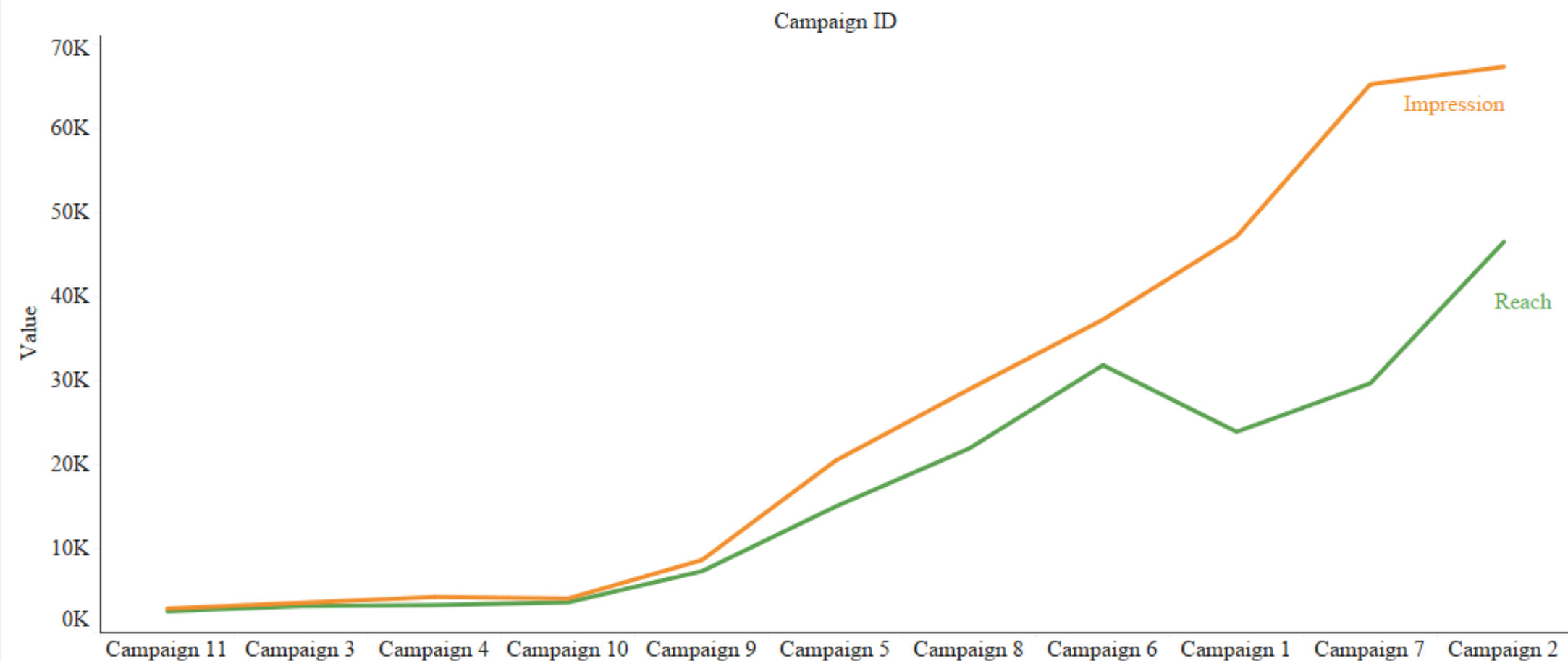
## 02 - Campaign Reach Metrics

- The line graph portrays the reach of each campaign throughout a specific timeframe.
- **Campaign 2** attained the **highest reach**, culminating in an impressive **46,494** individuals.
- In stark contrast, **Campaign 11** achieved the **lowest reach**, peaking at **2,555** people.
- It's important to highlight that **Campaigns 3 and 4**, similar to Campaign 11, displayed notably **low reach**, accentuating the challenge of connecting with a larger audience for these campaigns.
- The fluctuations exhibited indicate varying degrees of audience exposure.



## 03 - Audience Engagement

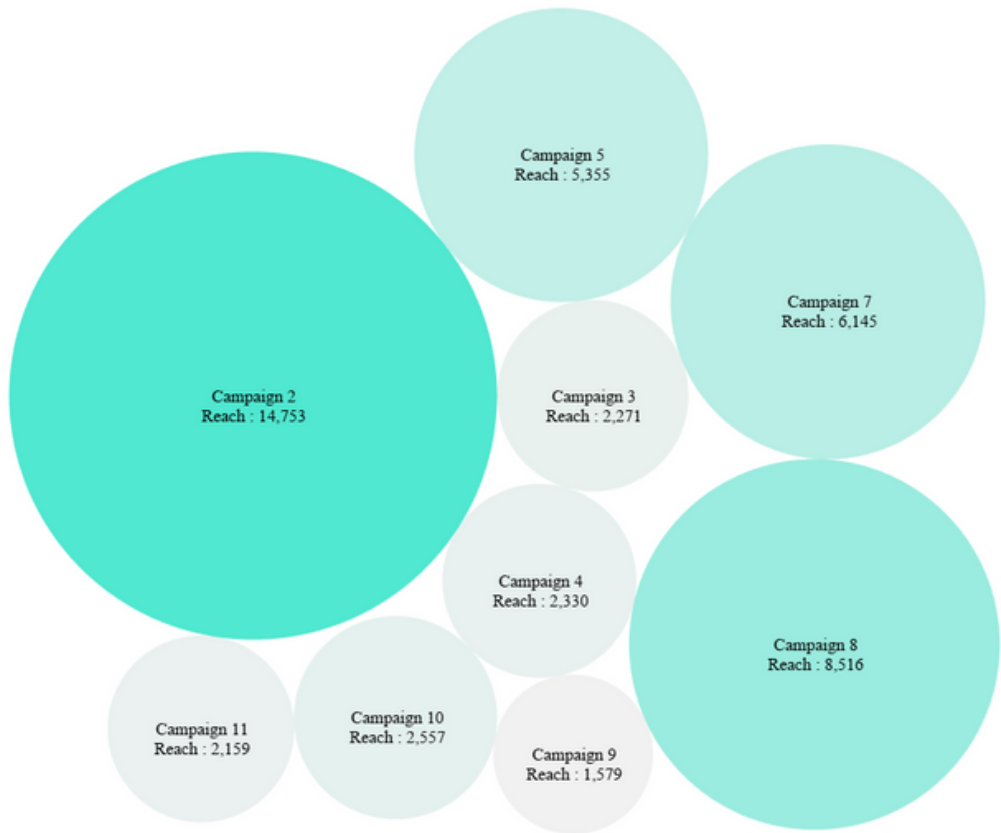
- The line graph depicts campaign impressions and reach, highlighting significant variations.
- **Campaign 2** stands out with the **highest engagement**, boasting **67,313 impressions** and **46,494 reach**.
- In contrast, **Campaign 11** lags behind, registering a mere **2,900 impressions** and **2,555 reach**.
- Furthermore, it's worth noting that **Campaign 3** echoes **Campaign 11's performance** in this regard.
- Closely tracking impressions and reach is essential for refining how we connect with our audience and enhance engagement.



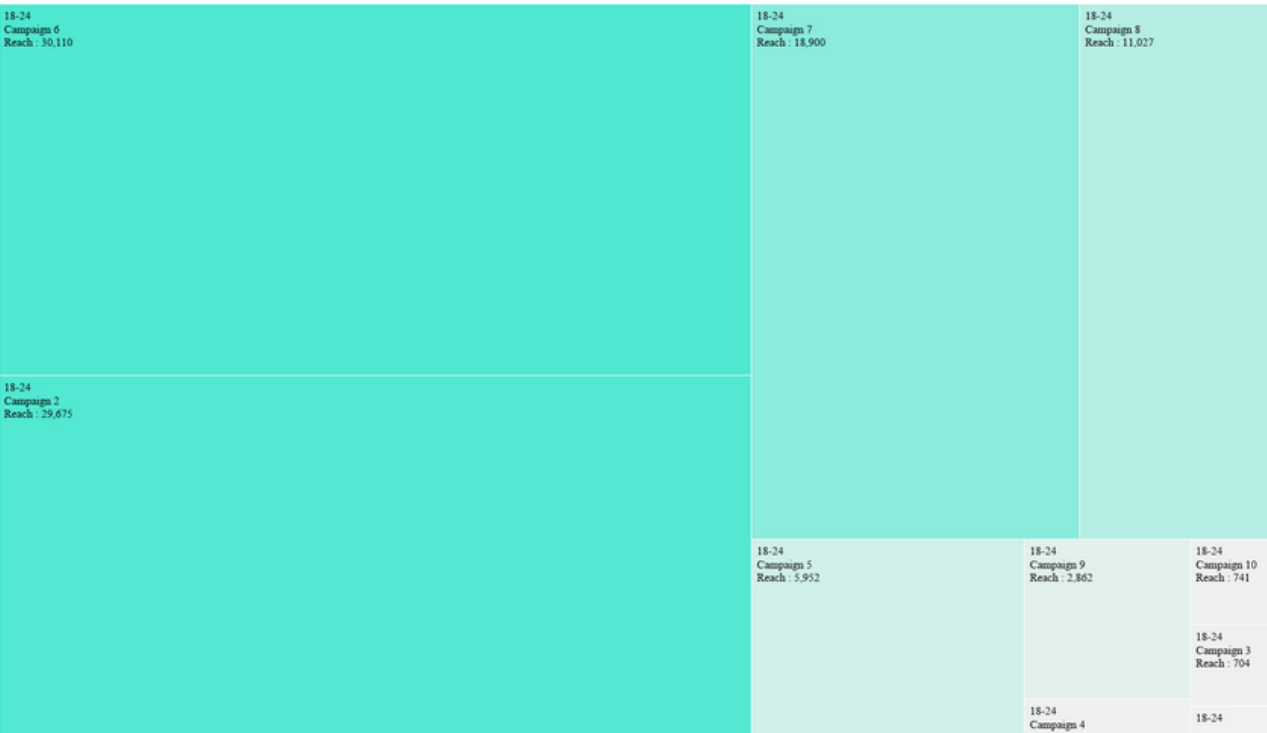


# 04 - Campaign Reach Across Age Groups

CAMPAIGN REACH FOR AGE GROUP 13-17



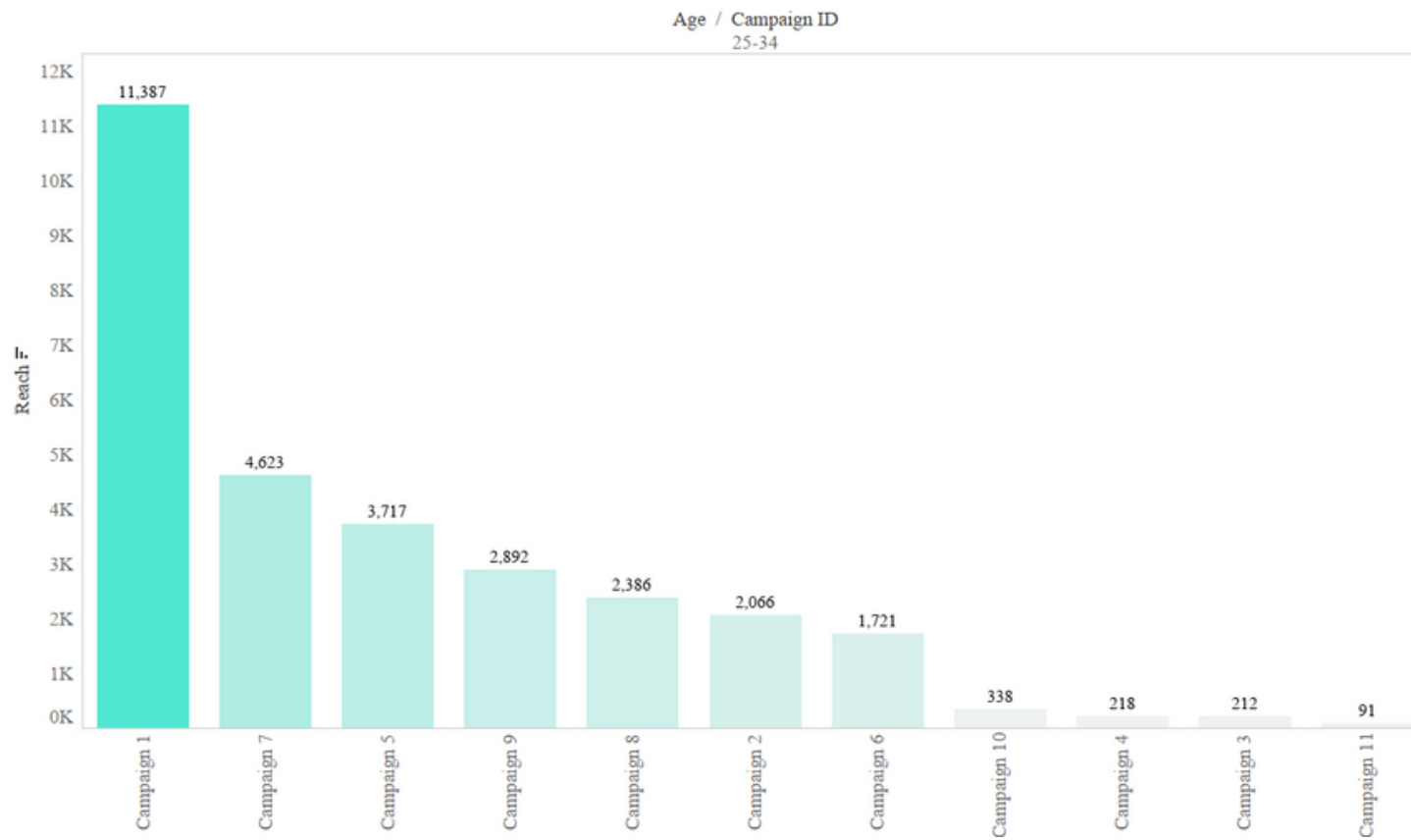
CAMPAIGN REACH FOR AGE GROUP 18-24



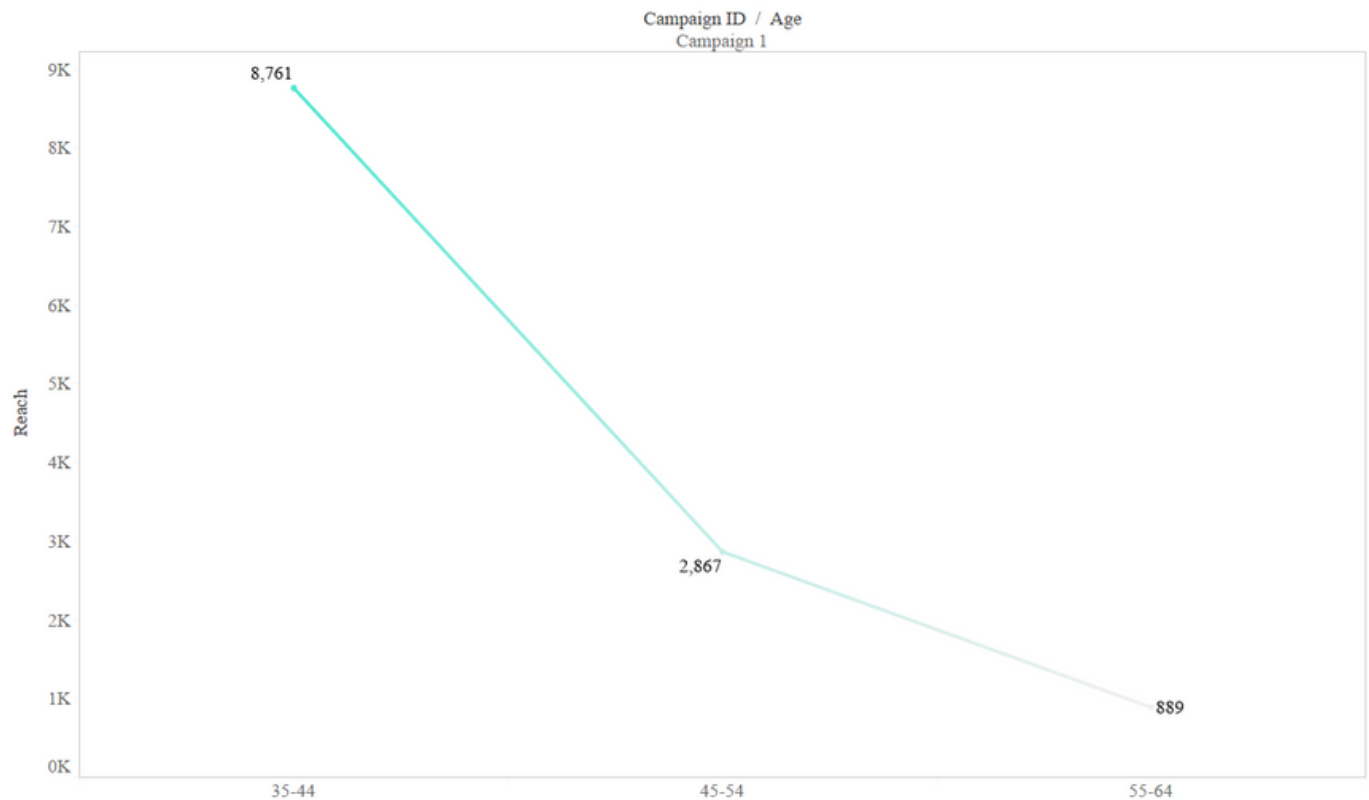
- **Age Group 13-17:** Campaign 2 leads with the **highest reach** (14,753), while **Campaign 9** lags behind with the **lowest reach** (1,579).
- **Age Group 18-24:** Campaign 6 takes the crown with the **highest reach** (30,110), while **Campaign 11** trails with the **lowest reach** (29,675).
- **Age Group 25-34:** Campaign 1 secures the **highest reach** (11,387), whereas **Campaign 11** falls short with the **lowest reach** (91).
- **Age Group 35-44, 45-54, 55-64:** With only one campaign (**Campaign 1**) for these age groups, the **highest reach** is observed in the **35-44 category**.

**Final Inference:** Among all the age groups, the 18-24 age group stands out with the top campaign reach of 30,110.

CAMPAIGN REACH FOR AGE GROUP 25-34

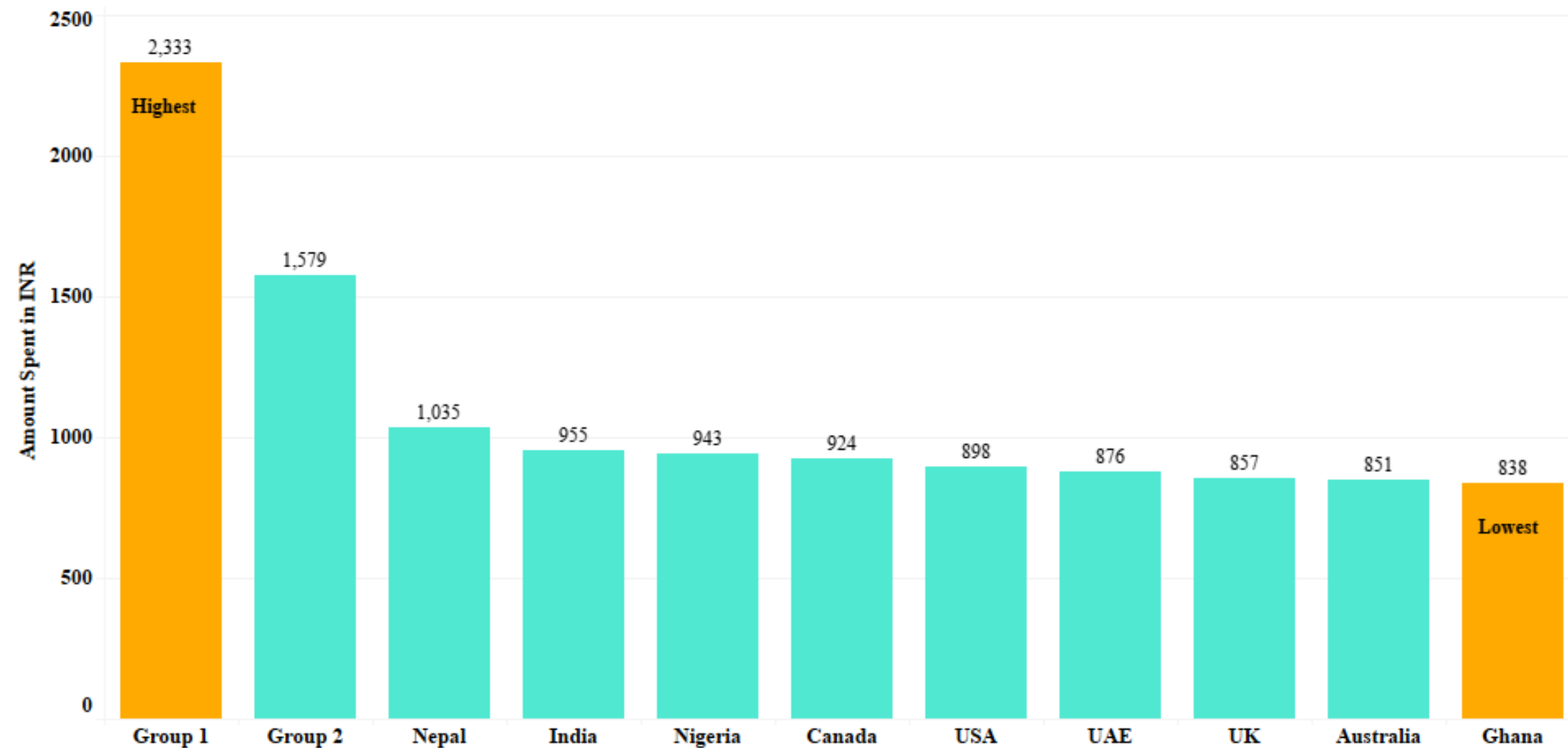


CAMPAIGN REACH FOR AGE GROUP 35-44, 45-54, 55-64

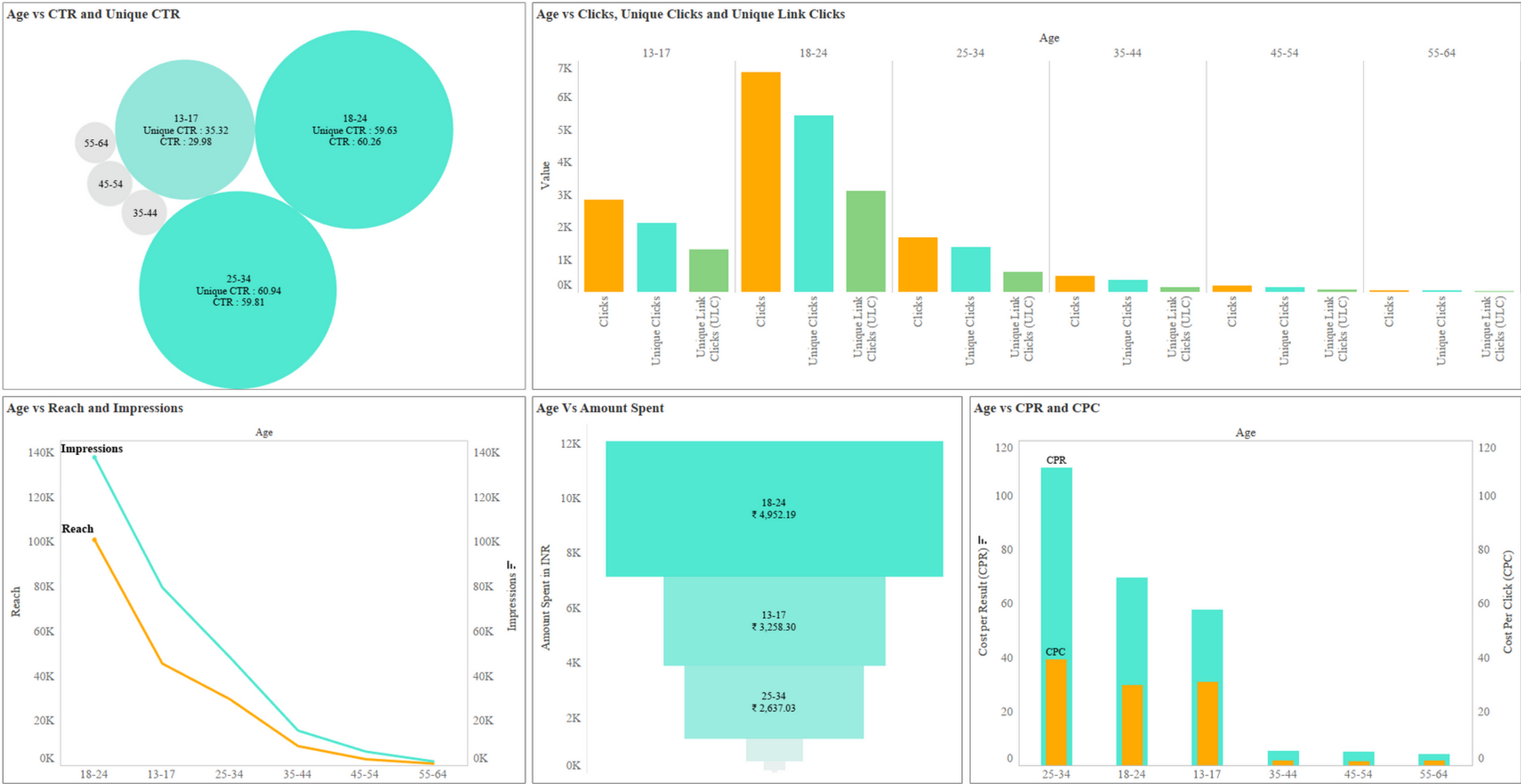


## 05 - Expenditure by Campaign Location

- The graph offers a comprehensive view of campaign expenditures across diverse geographies
- Notably, **Group 1**, comprising Australia, Canada, the United Kingdom, Ghana, Nigeria, Pakistan, and the United States, emerges as the **highest spender**, totaling approximately **2,333 INR**.
- In contrast, **Ghana** records the **lowest expenditure** among the campaign locations, with a total of **838 INR**.



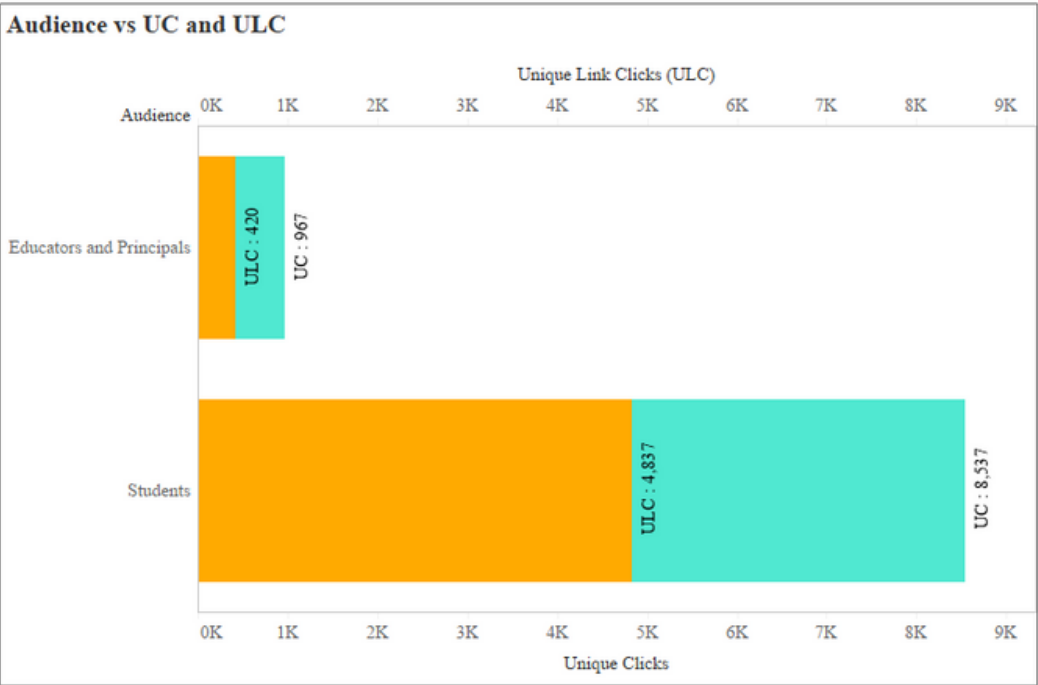
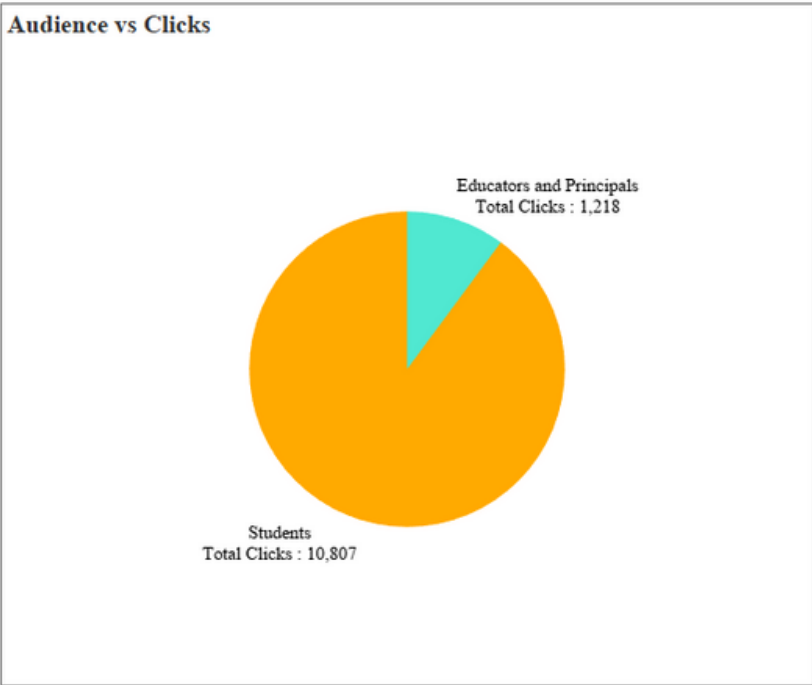
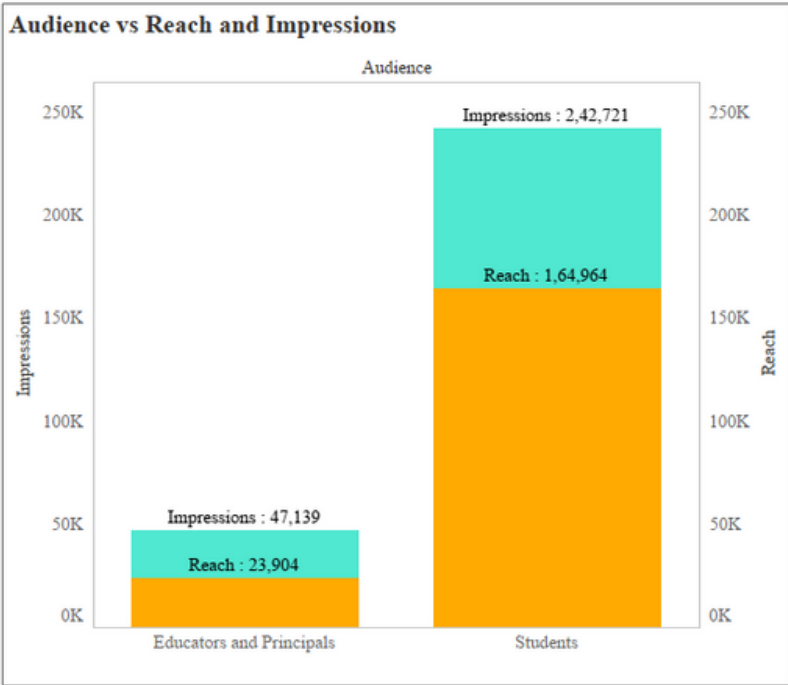
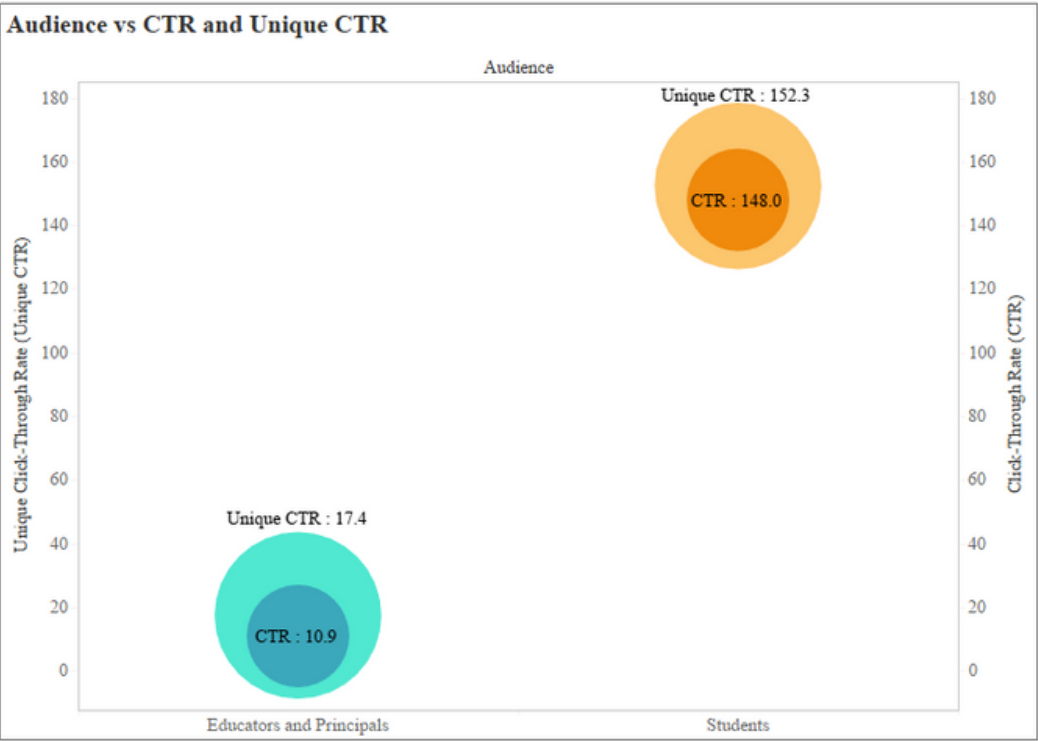
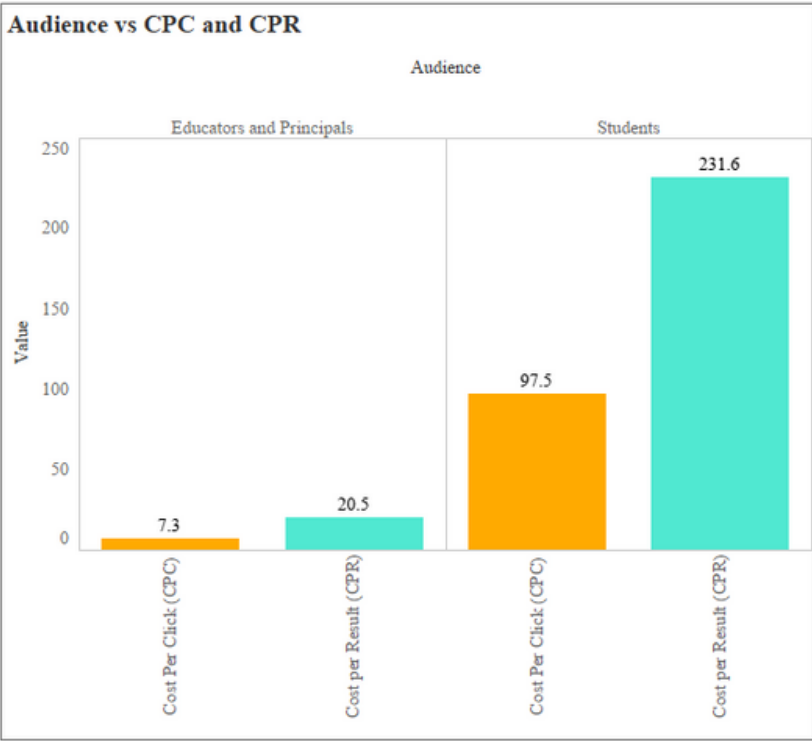
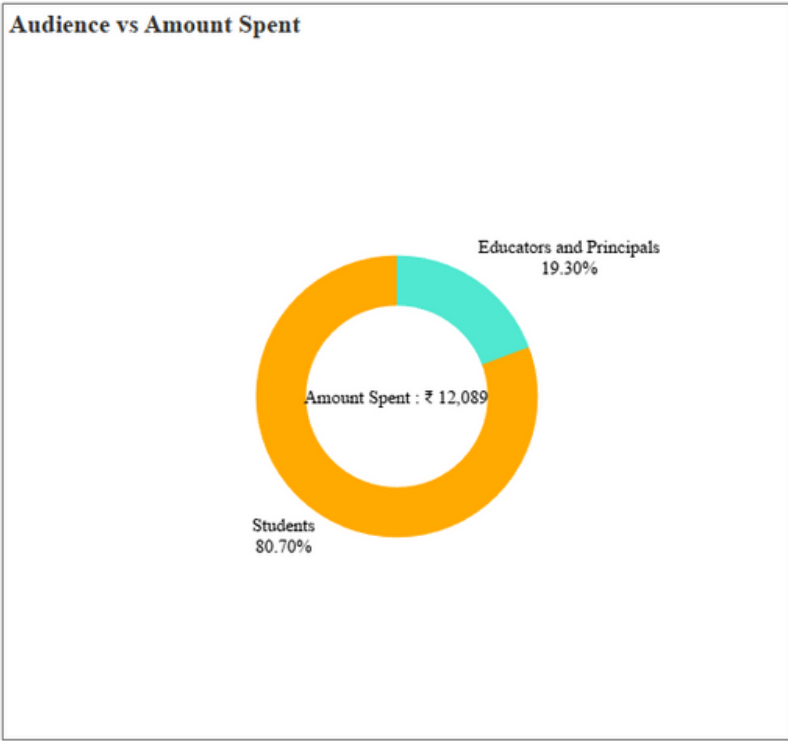
# 06 - Age-Based Statistical Analysis



This dashboard highlights the **18-24 age group's dominance in Reach, Impressions, Clicks, Unique Clicks, Unique Link Clicks, and expenditure**. However, its **CPC, CPR, CTR, and Unique CTR lag behind the 25-34 age group**. Conversely, the **25-34 age group excels in CPC, CPR, CTR, and Unique CTR**, while **trailing in Reach, Impressions, Clicks, UC, ULC, and expenditure** compared to the 13-17 and 18-24 age groups. Meanwhile, the **55-64 age group displays minimal participation**, registering the least engagement.

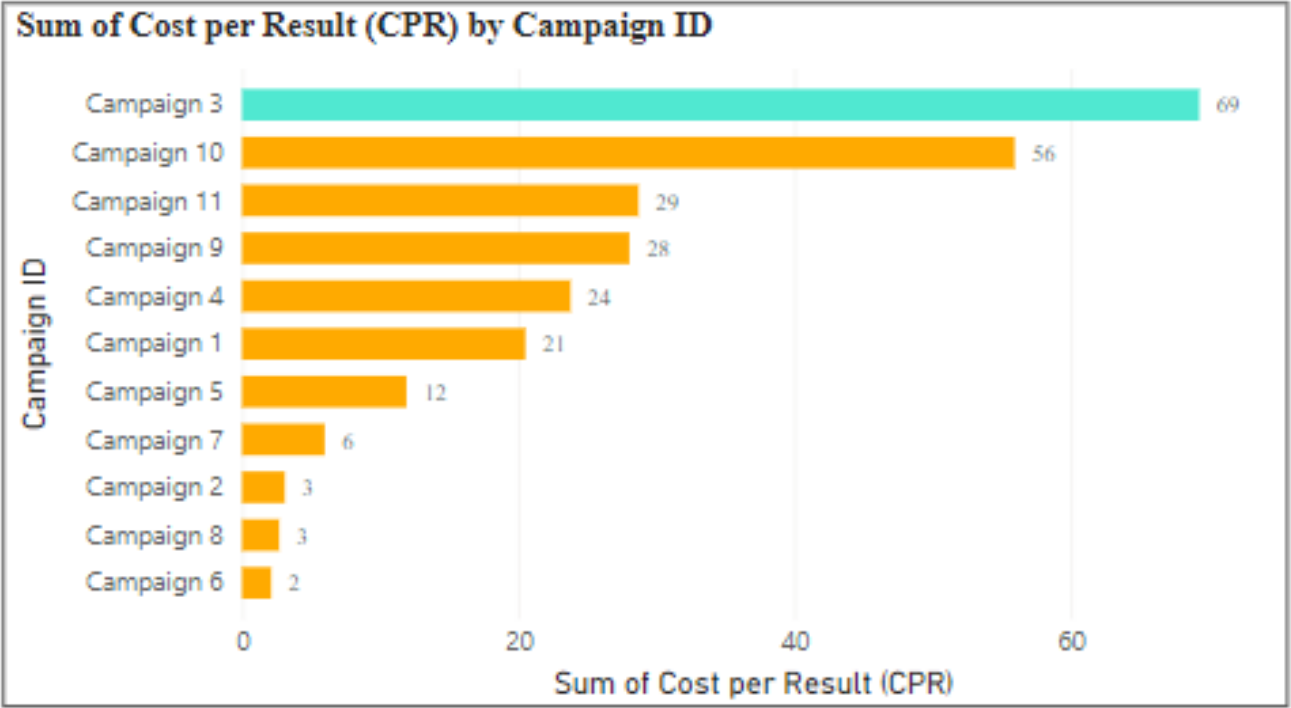
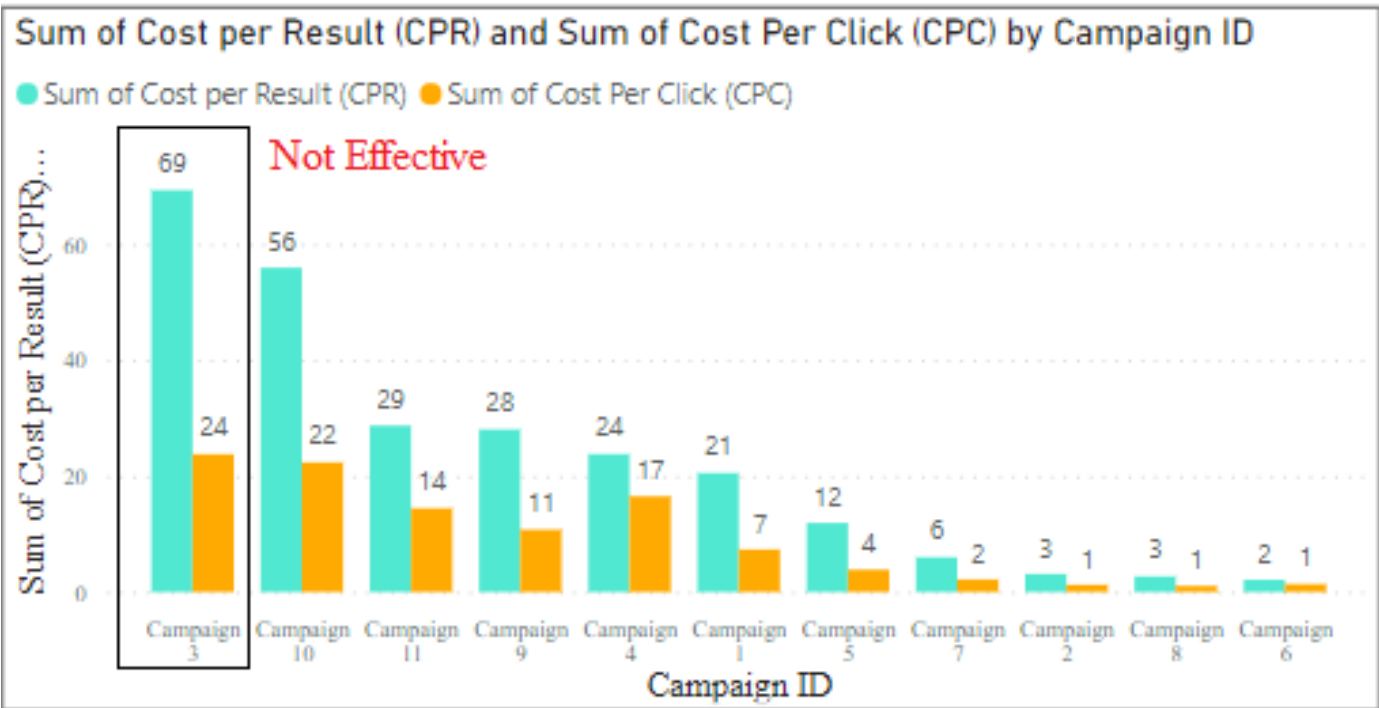
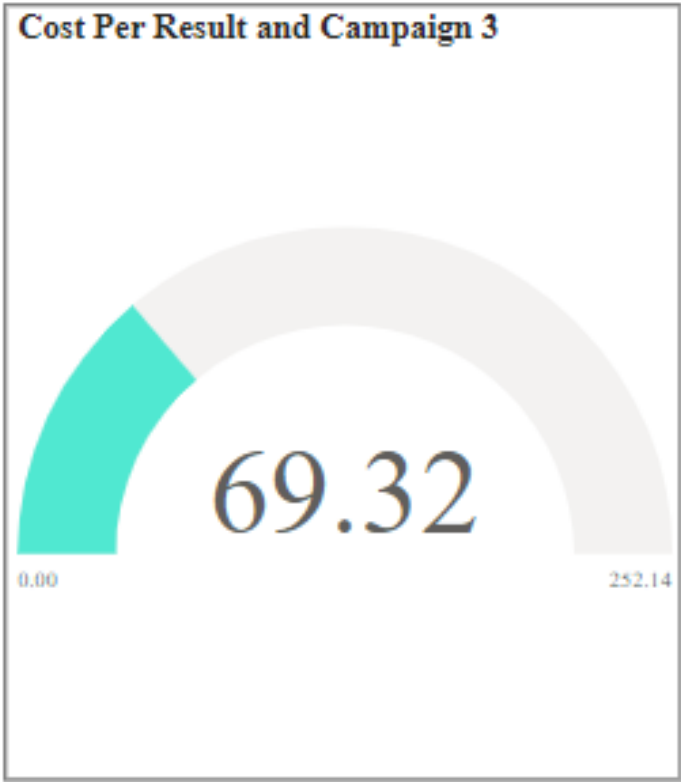
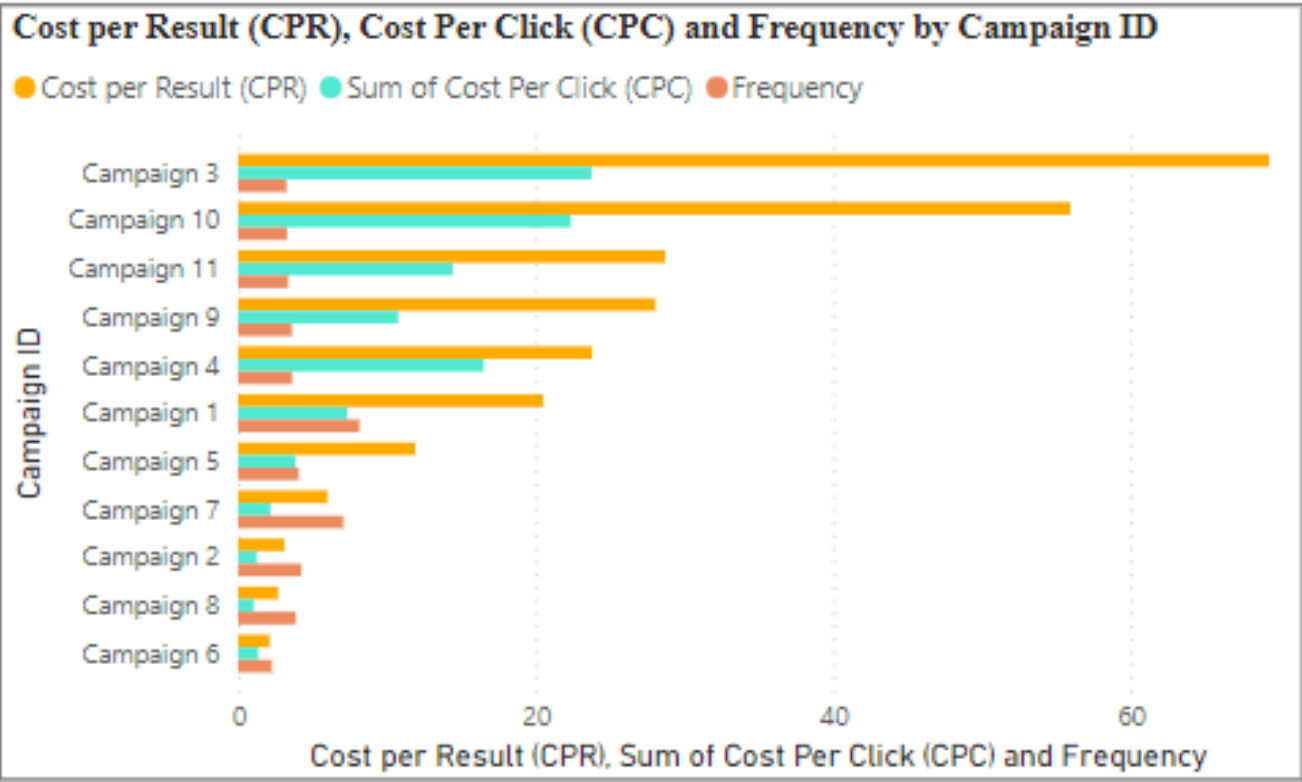
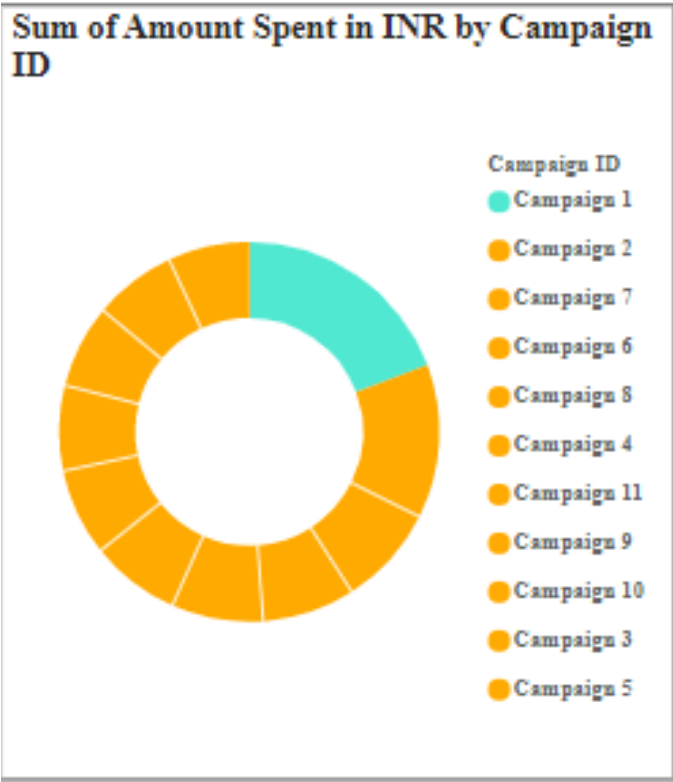


# 07 - Audience-Centric Statistical Analysis



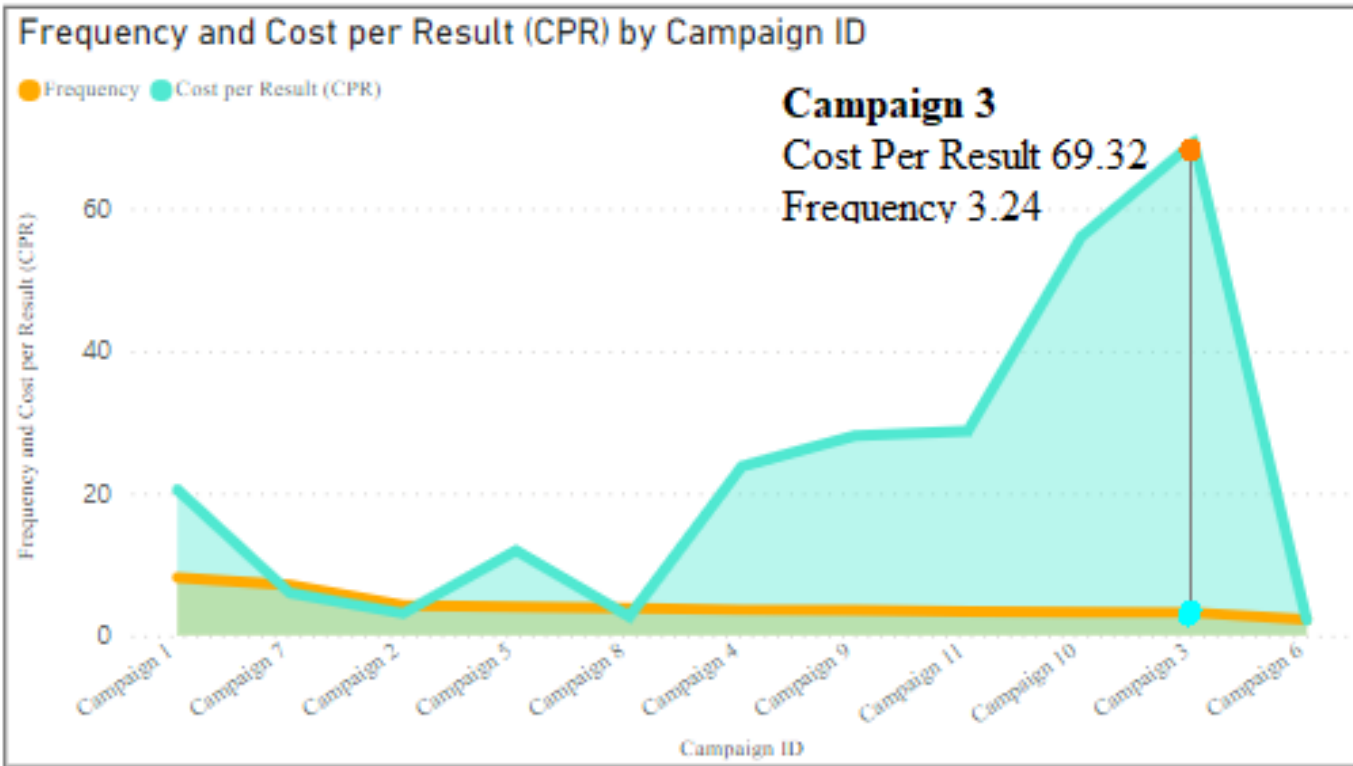
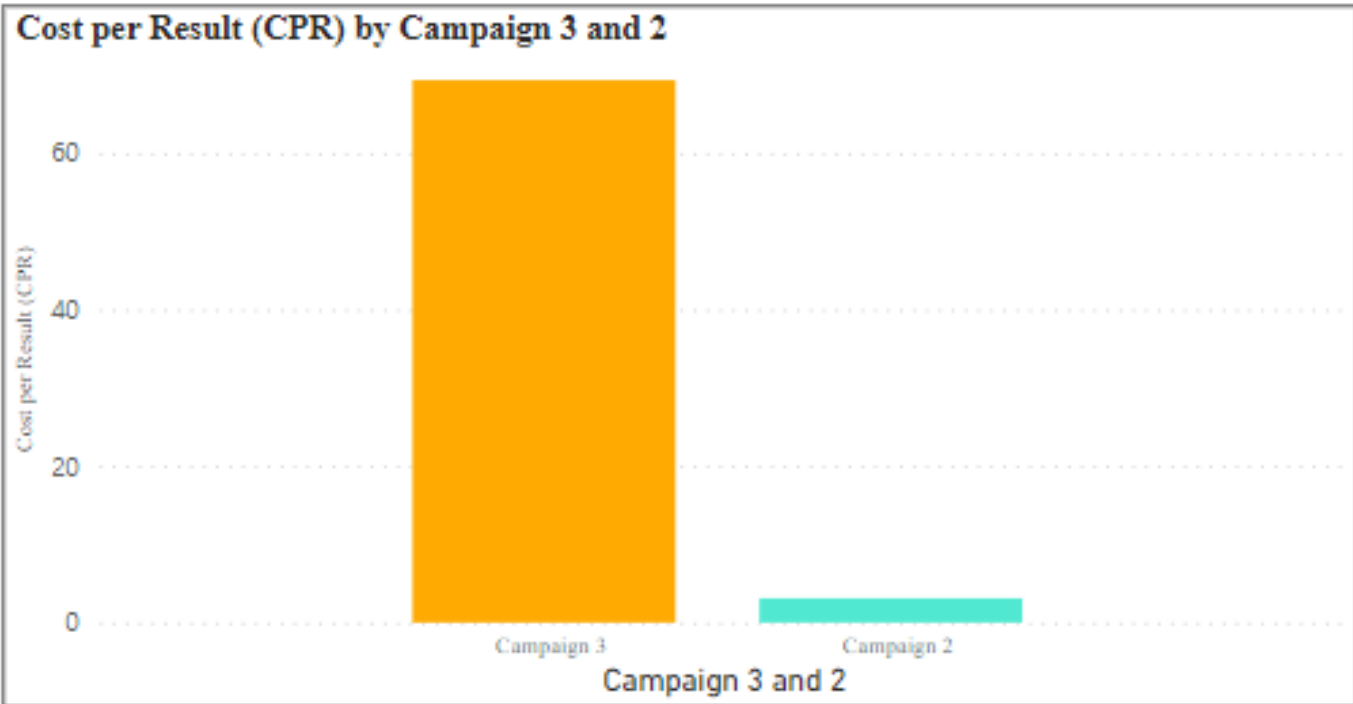
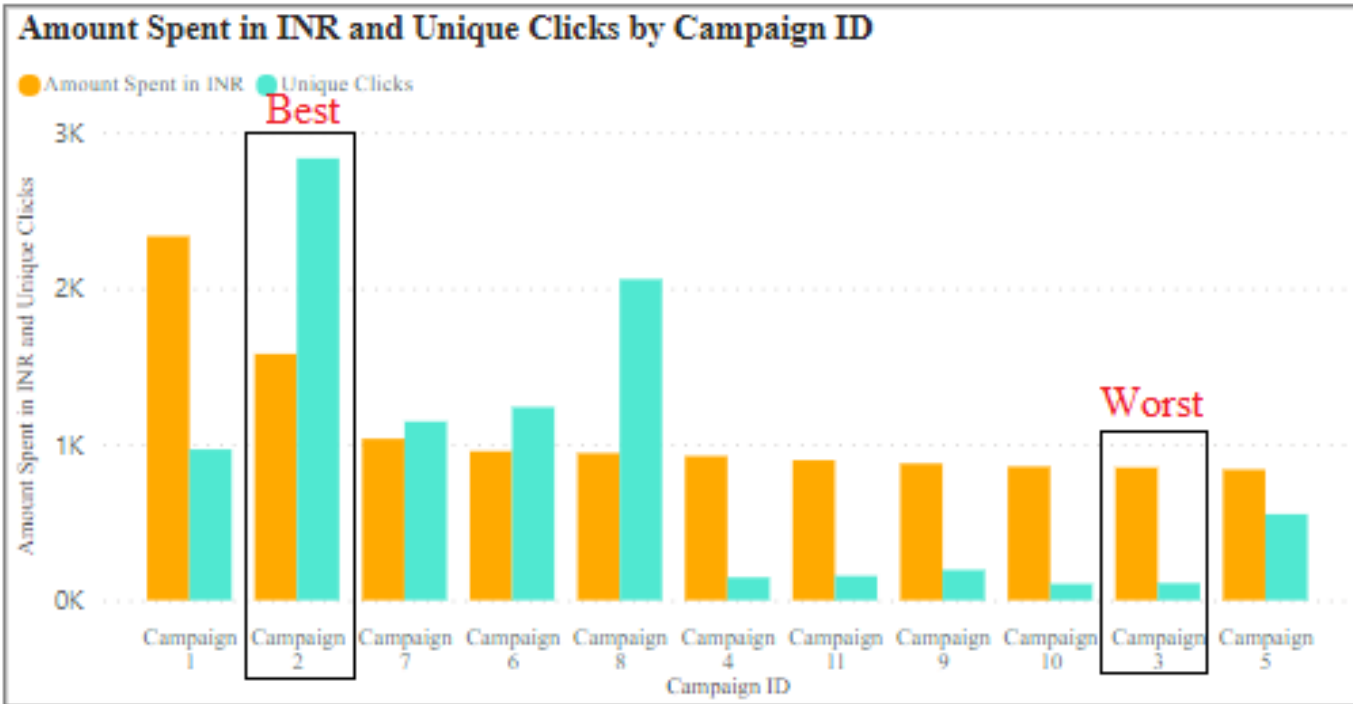
An audience-centric analysis reveals that **students play a prominent role in the campaign across** various metrics, including **Impressions, Reach, Clicks, Unique Clicks, Unique CTR, and CTR**. Simultaneously, the **amount spent, CPC, and CPR** are also **higher compared to educators and principals**. This compelling evidence demonstrates that **students form the majority of the target audience for this ad campaign**.

# 08 - Analyzing Performance Through CPR and CPC Metrics



**Campaign 1** holds the **highest expenditure**, while **Campaign 3** exhibits the **highest Cost per Result and Cost per Click**. The **low frequency** of **Campaign 3's performance metrics** indicates its **inefficacy** among the campaigns. In contrast, **Campaign 6** boasts the **lowest Cost per Result and Cost per Click**, alongside Campaigns 2 and 8.

# 09 - Analyzing Performance through CPR and Expenditure Analysis



**Click through rate as per Campaign**

Campaign 8 29.56	Campaign 2 17.79	Campaign 1 10.92	Campaign 10 10.88
Campaign 11 26.80	Campaign 4 16.54	Campaign 5 10.09	Campaign 9 7.94
	Campaign 3 13.06	Campaign 6 8.61	Campaign 7 6.69

In this visualization, it's evident that **Campaign 2** leads with the **highest unique clicks**, while **Campaign 3** lags behind with the **lowest unique clicks**. Moreover, **Campaign 3's elevated Cost Per Result**, which is inversely related to campaign effectiveness, further **underscores its underperformance**.

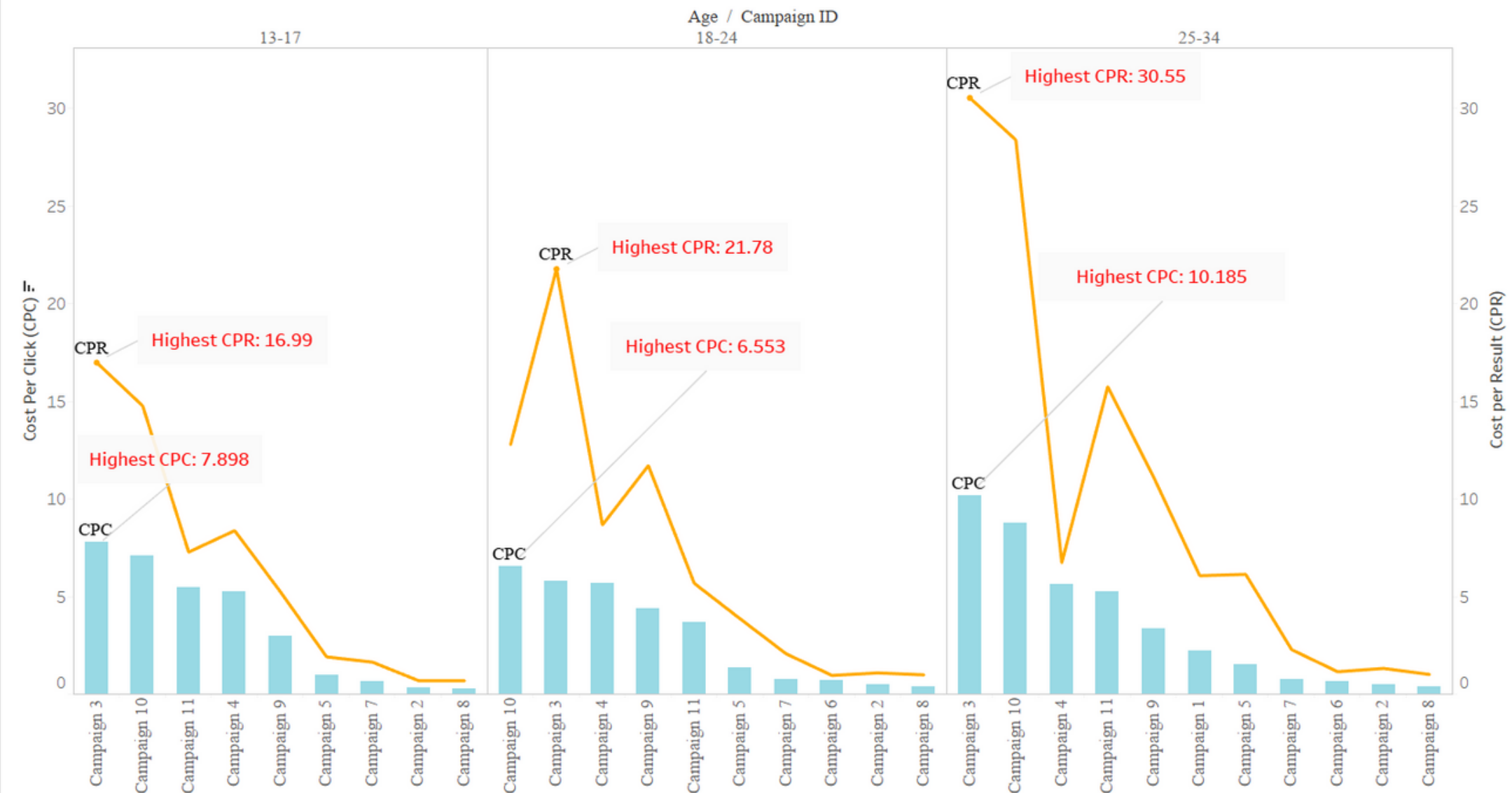


# 10 - Conclusion

As we've delved into the comprehensive analysis of various campaign metrics, a clear pattern has emerged. **Campaign 3** consistently lags behind its counterparts, displaying **a lower click-through rate, elevated Cost-per-Click, diminished reach, and impressions**. Importantly, this trend holds true across all three age groups.

Several factors could contribute to **Campaign 3's underperformance**. Audience receptiveness, creative effectiveness, and campaign execution all play pivotal roles. Particularly telling is the **campaign's consistently high Cost-per-Result**.

Based on these findings, we recommend conducting a **comprehensive evaluation** of **Campaign 3's strategies** and potential for improvement. The data strongly indicates that **discontinuing Campaign 3** could be a wise decision, leading to more effective resource allocation and improved campaign outcomes.



Thank you