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Excelerate

Data-Driven Analysis

Identifying the Least Performing Campaign for Potential Discontinuation

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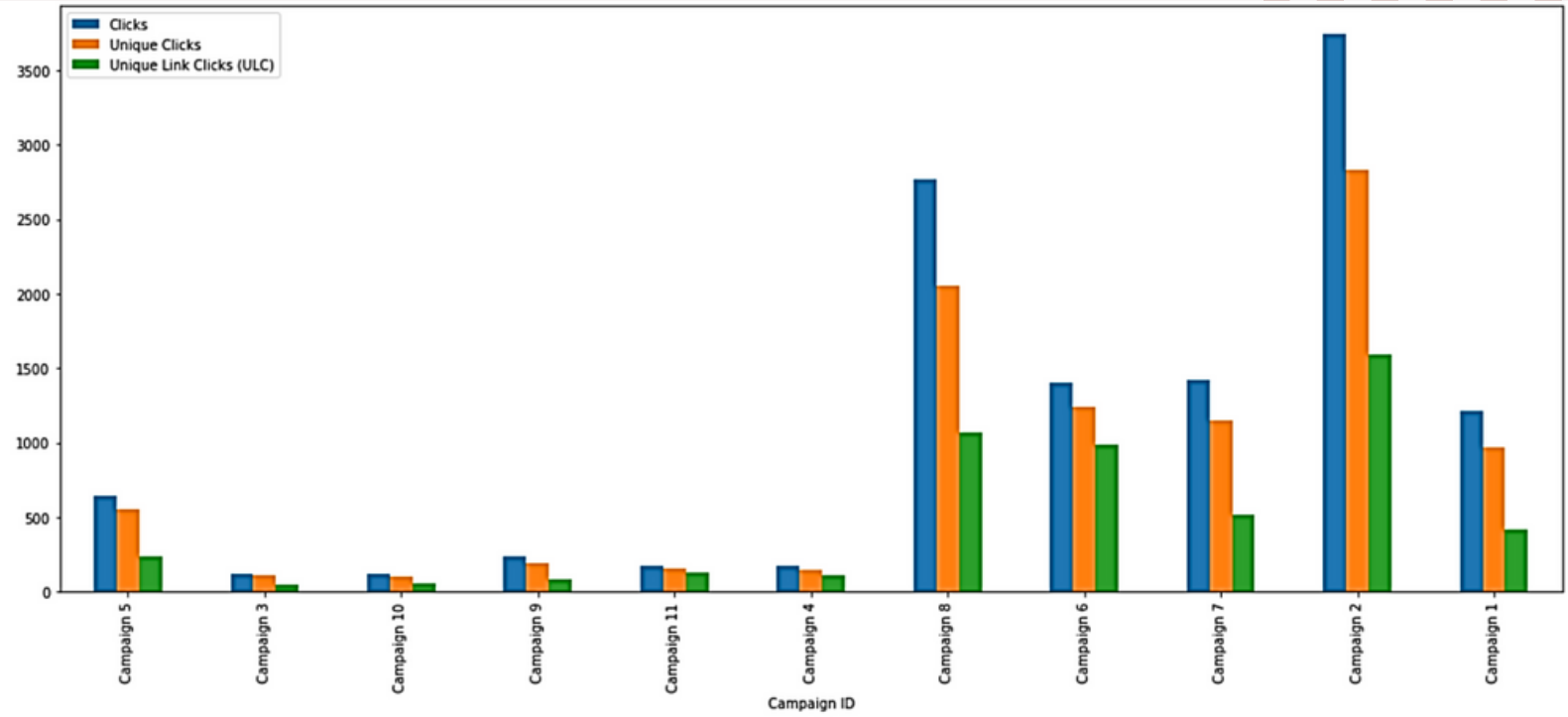
INTRODUCTION

The primary objective of this project is to **analyze** the data from **Globalshala's Superhero U campaigns,** which were conducted across various demographic regions. The dataset, curated by Globalshala's marketing team, includes essential features such as Campaign ID, Campaign name, Geography, and age, providing key insights into the characteristics of the target audience and the campaigns themselves.

Our focus will be on assessing campaign performance and efficiency to understand which campaigns yield the best results. We will analyze specific metrics, including **Clicks**, **Unique Clicks**, **Unique Link Clicks**, **Cost per Result**, and **Cost per Click**, to gauge the success of each campaign.

By conducting a thorough analysis of these metrics through our data-driven approach, we intend to provide actionable insights that will enhance the overall effectiveness of Globalshala's Superhero U ad campaigns. By refining the marketing strategies based on our findings, Globalshala can cut costs while achieving better results and reaching its target audience more effectively. This proposal outlines our methodology for data analysis and our mission to improve campaign performance for Globalshala's Superhero U initiatives.

Comparison Based on User Interaction



The provided graph presents a comparison of all campaigns based on three key metrics: **Clicks**, **Unique clicks**, and **Unique Link Clicks**, as they are essential indicators of campaign engagement and audience interaction.

- Campaigns **5**, **3**, **10**, **9**, **11**, and **4** on the left half of the graph show **lower performance** across all three metrics

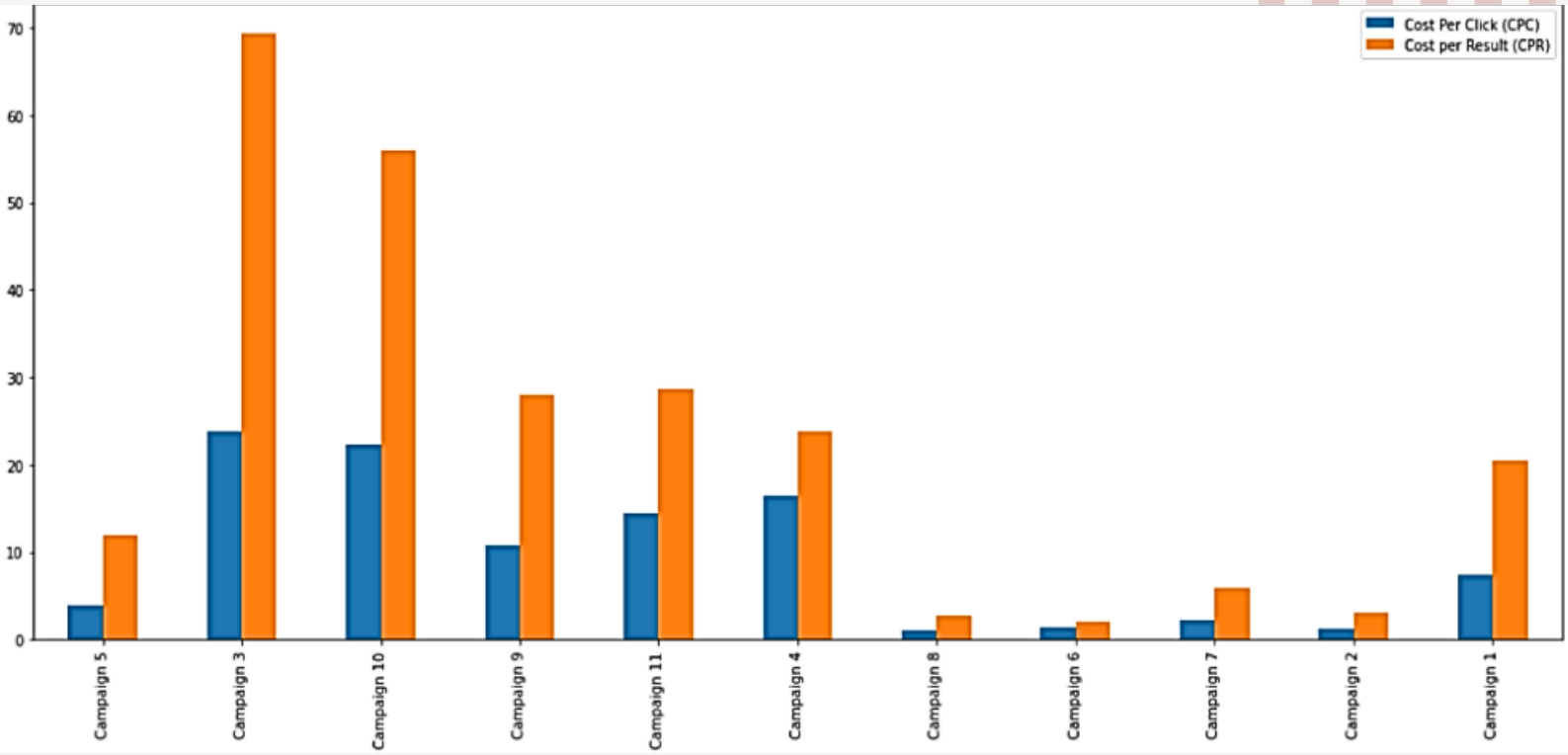
- Campaigns on the right half (**8, 6, 7, 2, 1**) indicate **higher clicks**, **unique clicks**, and **unique link clicks**.

Note: The variations in campaign performance may not solely reflect effectiveness, as campaigns were executed in diverse regions with varying populations.

- Hence, further analysis of various variables is necessary for a better understanding of campaign feasibility and overall performance.

- A thorough examination will enable informed decisions for campaign optimization and resource allocation, accounting for regional differences and population variations.

Comparison across Financial Metrics

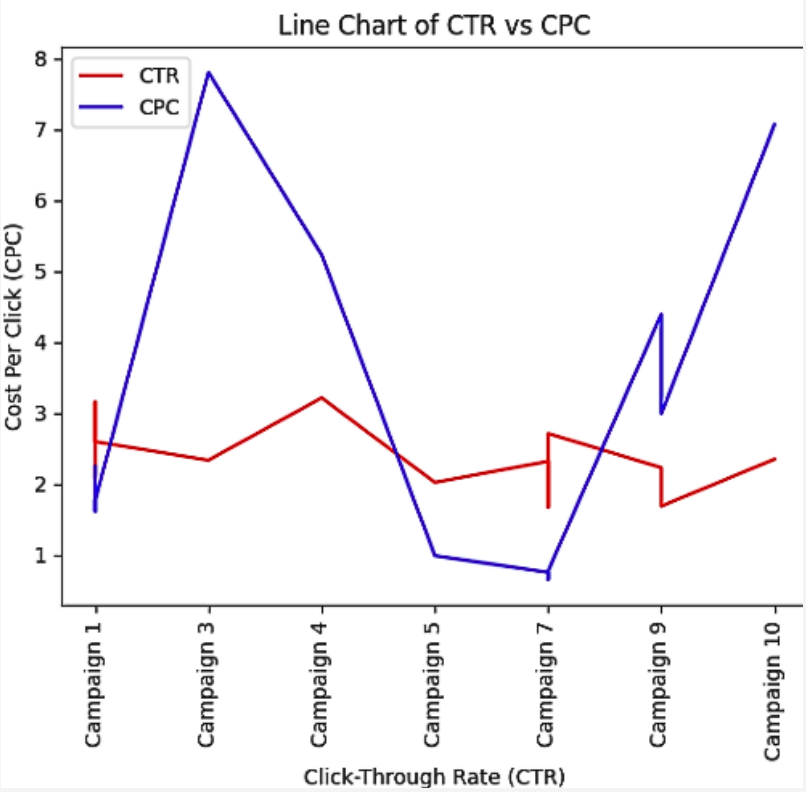


The presented bar graphs display essential financial metrics, namely **Cost per Click** (CPC) and **Cost per Result** (CPR), for the campaigns. These indicators are instrumental in gauging the cost-effectiveness of each campaign. By analyzing CPC and CPR, we can quantitatively evaluate how efficiently the campaigns generate clicks and desired results relative to the expenses incurred.

- Campaigns **3** and **10** have the **highest Cost per Result**, reflecting higher spending with relatively lower unique link clicks.
- Campaigns **2**, **8**, and **6** are considered **high-performing**, achieving more cost-effective results per unique link click.
- The Cost per Click remains consistently low across all campaigns, suggesting affordable costs for each click.
- However, the conversion rate from clicks to unique link clicks is relatively low for all campaigns, indicating an opportunity for improvement in campaign optimization.

Campaigns 3 and 10 stand out as the underperforming campaigns with the highest cost compared to the results they generate.

Comparison across Performance metrics

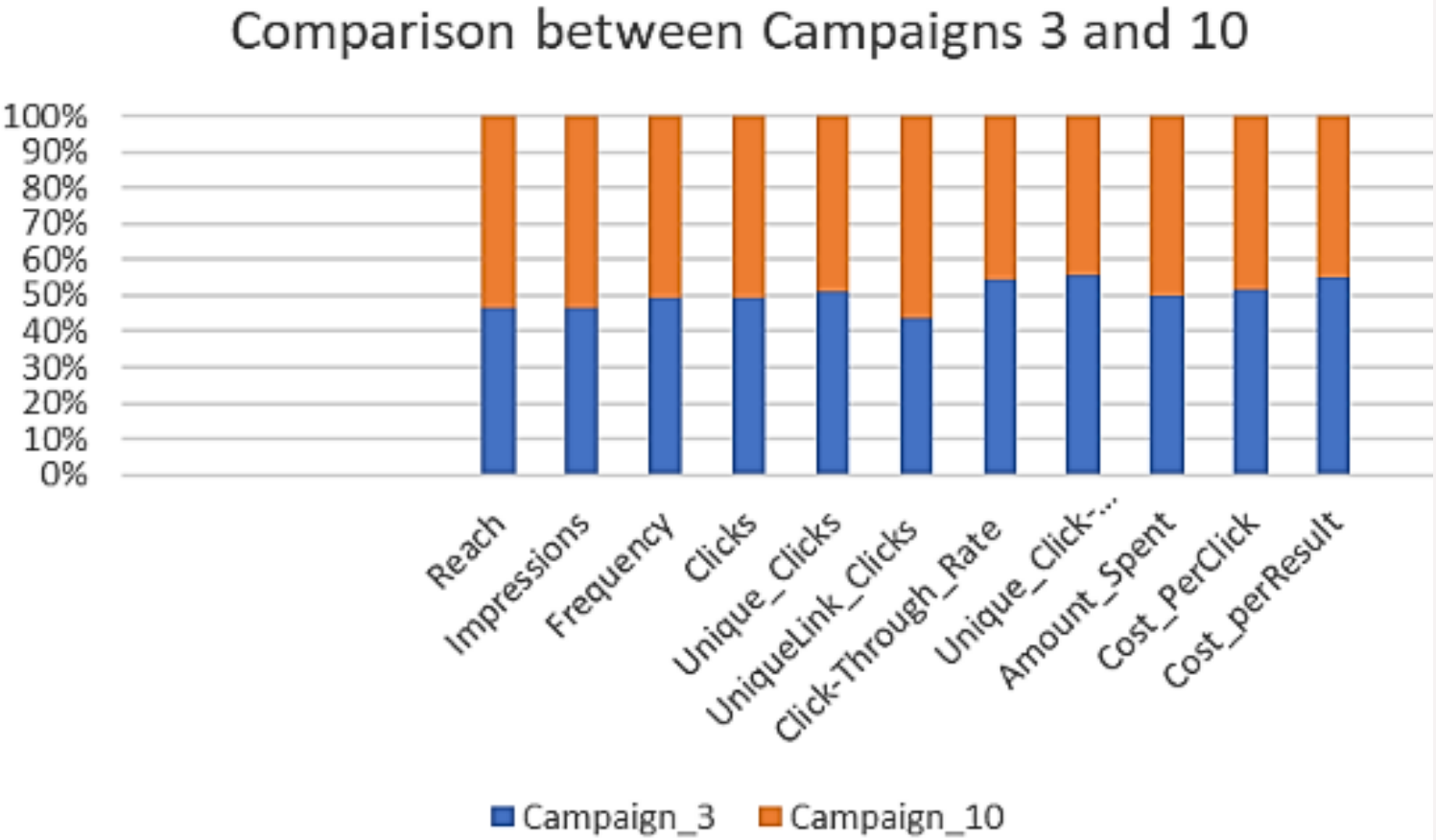


Based on performance metrics, a **lower Click-Through Rate** (CTR) and **higher Cost Per Click** (CPC) are indicative of an **underperforming** campaign. A lower CTR implies that the ads are not generating enough clicks from the audience, while a higher CPC suggests that the clicks obtained come at a higher cost.

In the line chart presented, we can clearly observe that campaigns **3** and **10** are again **underperforming**. The **CTR** for campaigns 3 and 10 are **lower** compared to some other campaigns, and the **CPC** for these campaigns is notably **higher**. These factors together signify that audience engagement is insufficient, and the cost per click is relatively higher, making them the most underperforming campaigns.

Next, to make an informed decision and identify the campaign that is performing the worst, with the aim of eliminating it, we will **directly compare** campaigns 3 and 10 across all relevant metrics. This analysis will provide a clear picture of their performance and enable us to determine the underperforming campaign, thereby optimizing Superhero U's marketing efforts for better results and resource allocation.

Comparing Least Performing Campaigns



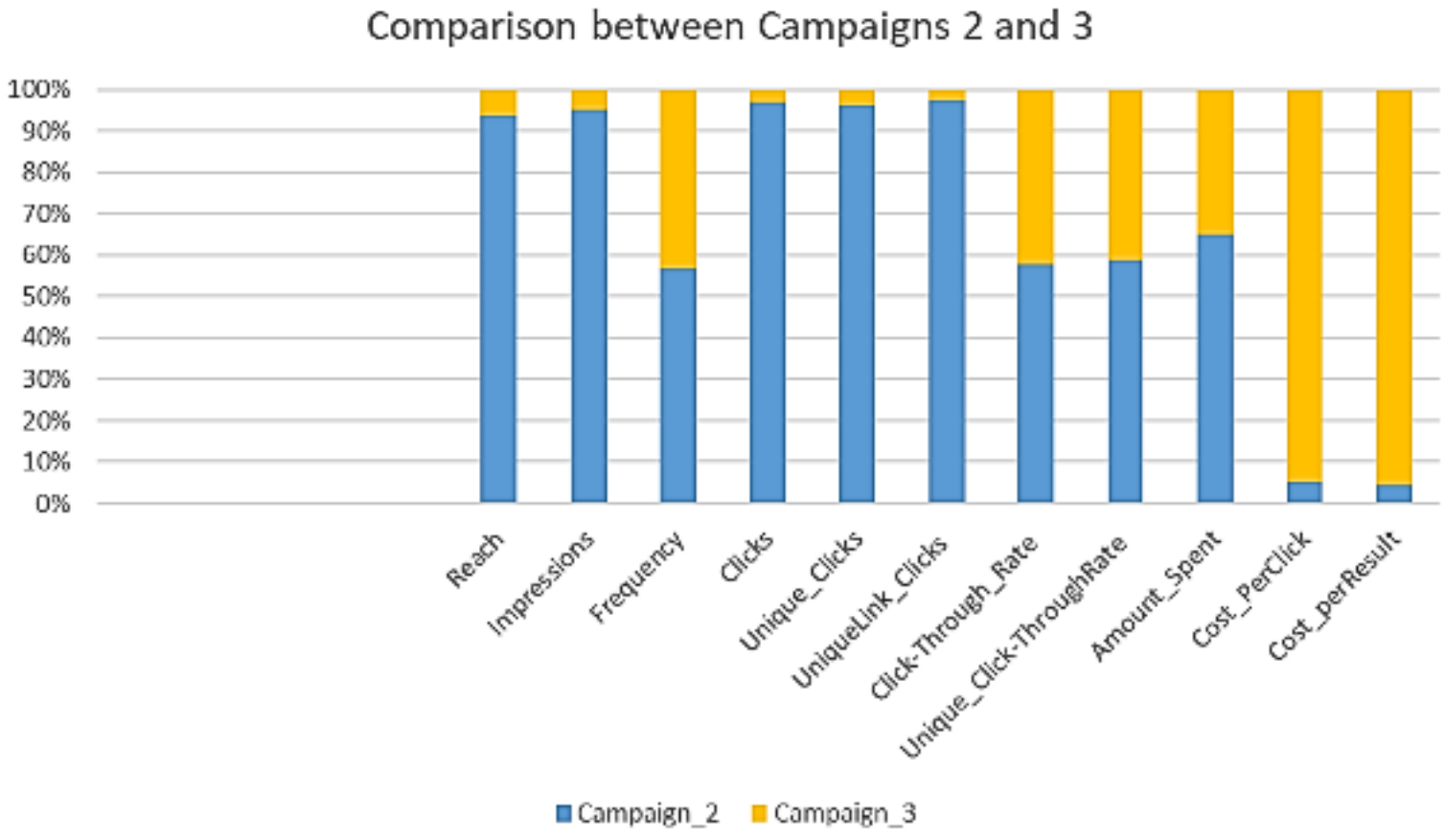
Campaigns **3** and **10** emerge as the **least-performing campaigns** among all, necessitating a side-by-side comparison for a conclusive evaluation.

When comparing Campaign 10 to Campaign 3, we observe the following:

- Campaign **10** exhibits **higher reach** and **impressions**, indicating a wider audience reach compared to Campaign 3.
- Both campaigns receive similar clicks and unique clicks, but Campaign **10** leads with **higher unique link clicks**, **click-through rate**, and **unique click-through rate**, demonstrating stronger audience engagement and interaction.
- Campaign **10** achieves a more **favorable cost per result**, providing a competitive advantage over Campaign 3 in terms of feasibility.

Based on this comprehensive comparison, Campaign 3's underperformance becomes apparent, highlighting the need for its elimination to enhance the overall effectiveness of Superhero U's marketing efforts.

Best vs. Worst Performing Campaigns



The above graph provides a vital comparison between Campaign **2**, one of the **best-performing** campaigns, and Campaign **3**.

- Campaign **2** achieves **higher reach** and **impressions** on Facebook compared to Campaign 3, showcasing its effectiveness in audience reach.
- Although Campaign **3** has a slightly **lower click-through rate** and **unique click-through rate** than Campaign 2, it lags behind in these significant engagement metrics.
- In terms of **cost per click** and **cost per result**, Campaign **2** significantly **outperforms Campaign 3**, indicating **better cost-effectiveness**.
- Hence, Campaign 2 generates higher reach and impressions while maintaining substantially lower costs per click and cost per result compared to Campaign 3.

This comparison highlights the need for understanding the performance and cost-effectiveness differences between the campaigns.

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CONCLUSION

Based on the data-driven analysis, **Campaign 3** has demonstrated **underwhelming** results compared to other campaigns, given the amount spent on it. Its **higher Cost per Result**, along with **lower impressions** and **reach**, indicates a lack of cost-effectiveness and audience engagement.

Therefore, it is recommended to **discontinue Campaign 3** to optimize resource allocation and focus on campaigns with better performance. This data-backed decision aligns with the project's objective of identifying and eliminating the least-performing campaign to cut costs and enhance the overall effectiveness and impact of Superhero U's marketing initiatives. It will therefore ensure better returns on investment and reach the target audience more effectively, leading to better campaign optimization and improved results in achieving the marketing goals.