

TASK

To do

You are an Improvado TCS Engineer. You received a new ticket in Jira from Improvado client john@doe.com. Your task is to help him; so you should:

- Identify the reason of the problem that client has
- Write a resolution summary to the client with comment about an issue and your recommendation on how to resolve it.
 - Use [Minto Pyramid Principle](#) and no more than 10 sentences for this resolution summary

Details about the Jira ticket

john@doe.com raised this request via Portal

Priority	Critical
Data Source & Report Type	Facebook Ads - Ads Creative
Date Range: Start	Jan 01, 2024
Date Range: End	Oct 09, 2024

Issue description

Hi there,

We have noticed discrepancies in conversion in the data pulled from Improvado to our dashboard for all time. For example, we are using the purchase as our conversion for the campaigns Meta_Conversions_ Web and Meta_Conversions_ Web & Shop. Last month, we had 239 purchases in the dashboard, but in the API pull, we only had 231.

Thanks, Joe

Attachment

https://docs.google.com/spreadsheets/d/15vZ4Ba0fxggtkRy9-QpUHQ17z3BdoUt_6K59xLDSM/edit?gid=658037063#gid=658037063