

Things I want to figure out about this data:

- 1. Which ad category has the most conversions on Friday? (**Gadgets**)
- 2. What is the average age of people clicking on Gadgets ads in India (**42**)
- 3. What country has the biggest amount of conversions on ads? (**Australia**)
- 4. What ad platform is the most used on Sundays with Apparel ads? (**Instagram**)
- 5. How many clicks did each country on Luggage ads? (**Germany**)

Categories of ads



Sportswear

Luggage

Gadgets

Food & Beverage

Electronics

Apparel

Country

Australia

Canada

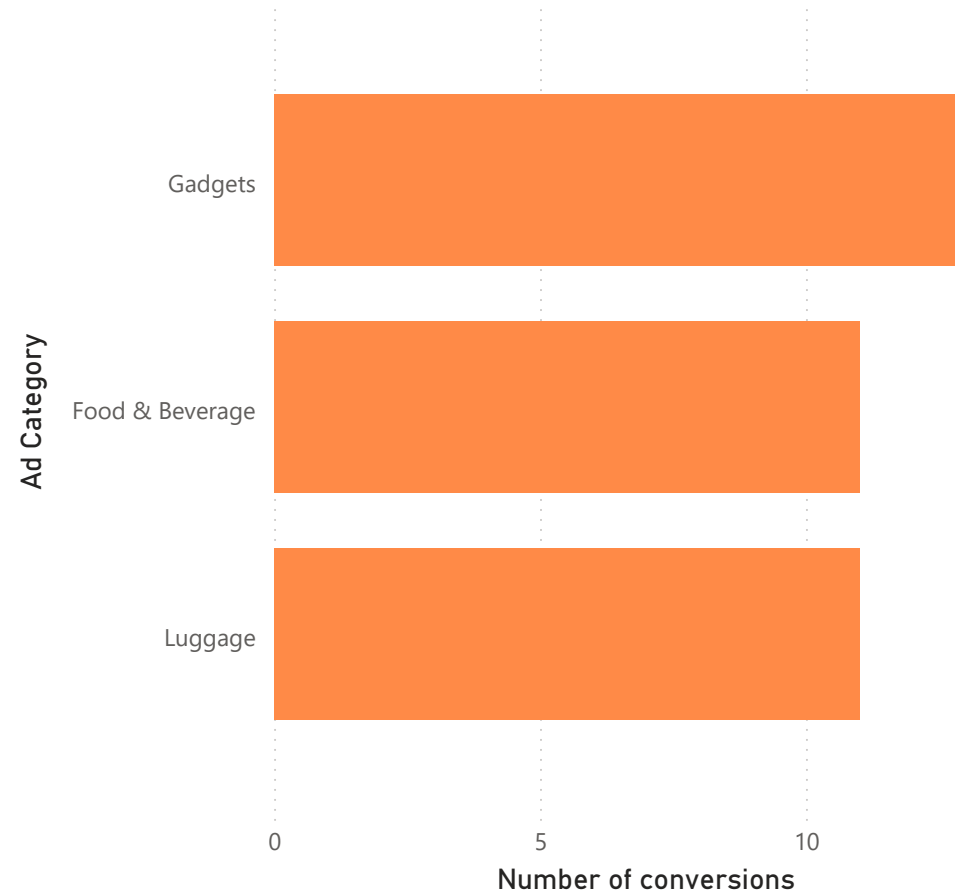
Germany

India

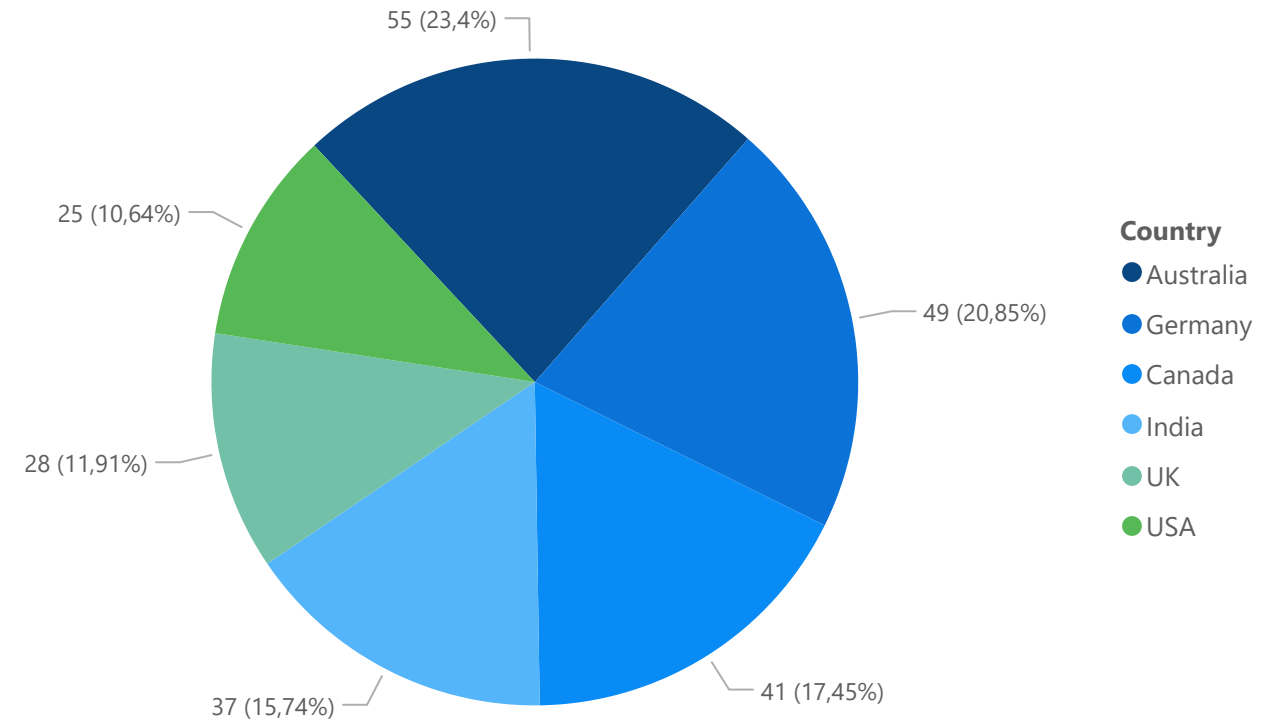
UK

USA

Top 3 Conversion Counts on Friday



Ad Conversions by Country



Gadgets had the highest Number of conversions at 13, followed by Luggage and Food & Beverage, which tied for second at 11.

Australia has the most ad conversion among other countries with 55 conversions (23,4 %)

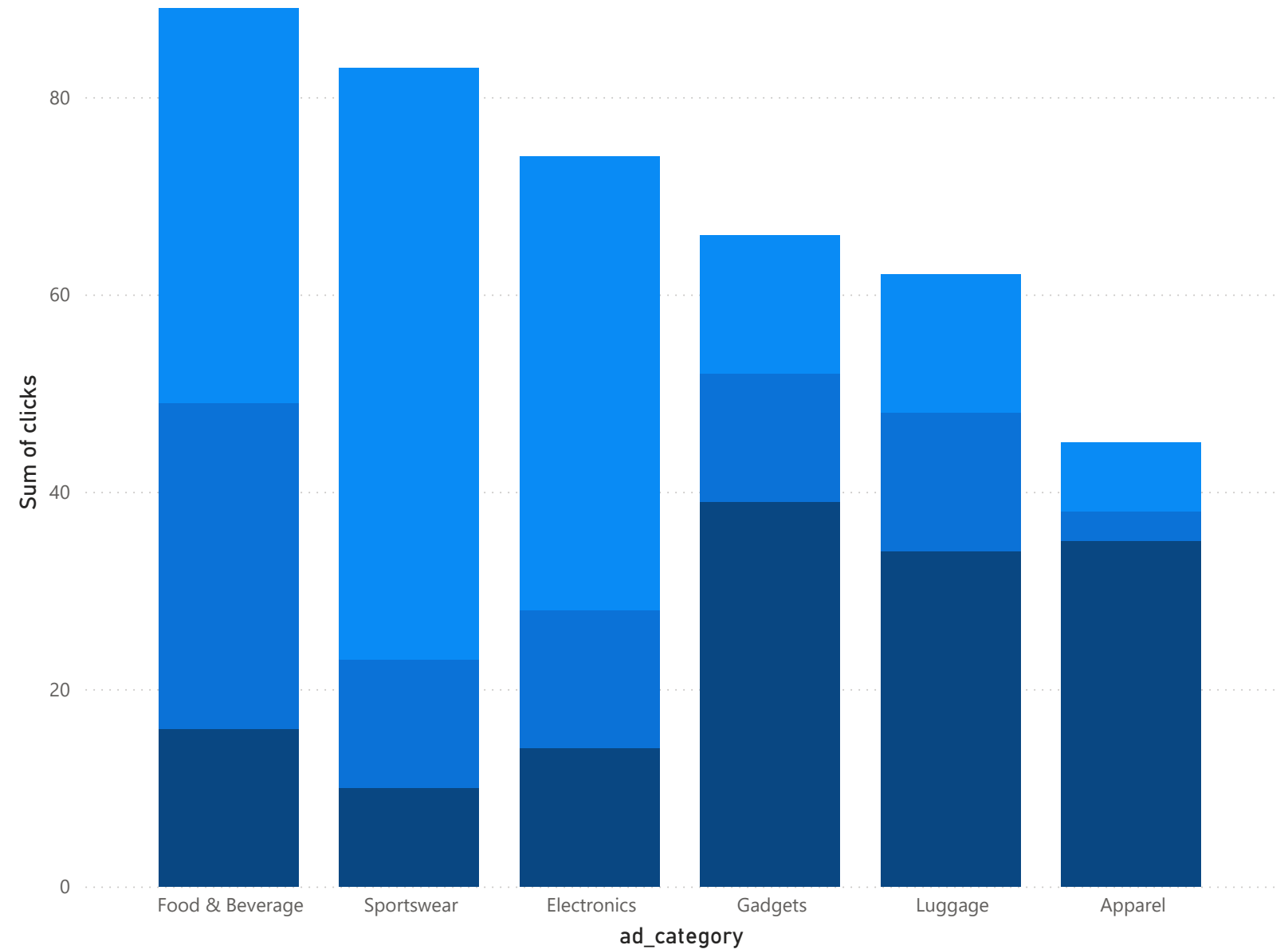
India Statistics

42

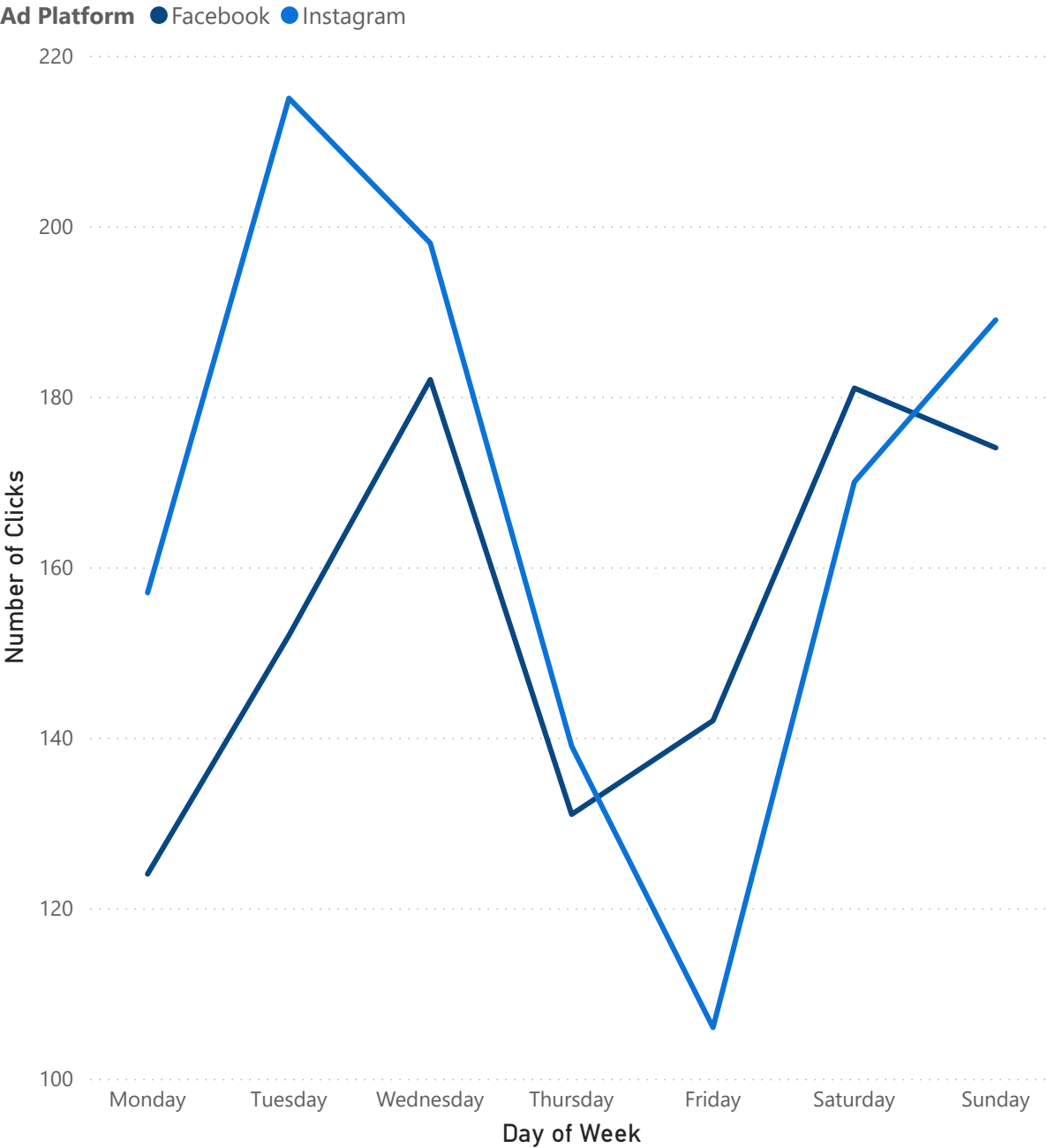
The average age of people clicking on
Gadgets ads in India

India Ad Type by Category Stats

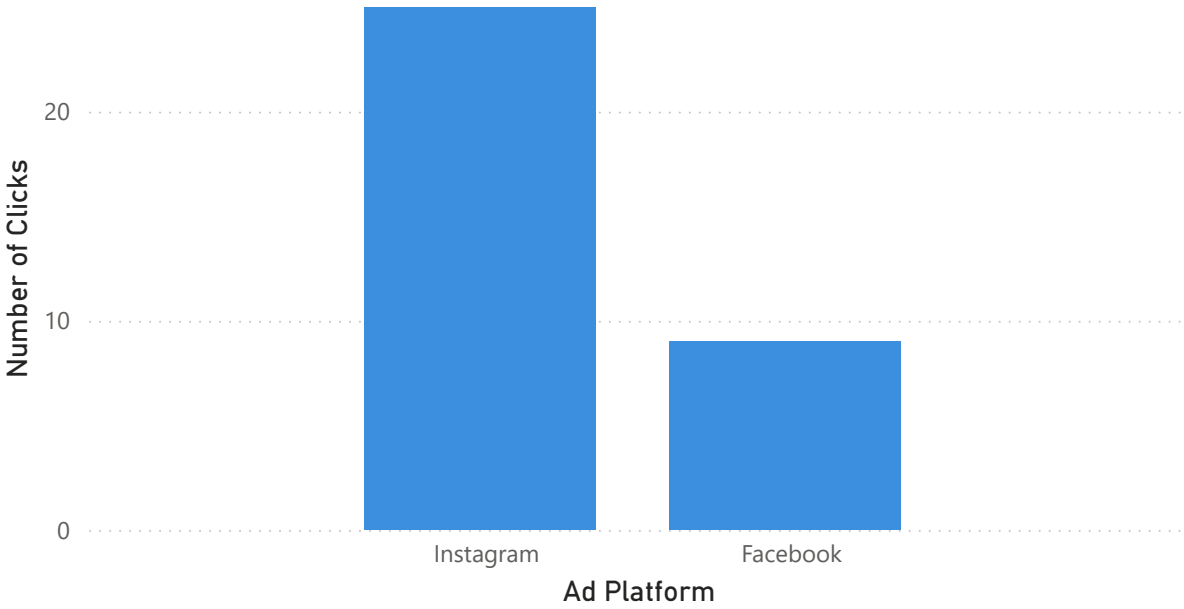
ad_type ● Carousel ● Image ● Video



Ad Click Count by Platform and DOW



Ad Click By Platform Filtered



- Day of Week

 - ☐ Monday
 - ☐ Tuesday
 - ☐ Wednesday
 - ☐ Thursday
 - ☐ Friday
 - ☐ Saturday
 - ☒ Sunday
- Ad Category

 - ☒ Apparel
 - ☐ Electronics
 - ☐ Food & Beverage
 - ☐ Gadgets
 - ☐ Luggage
 - ☐ Sportswear

Clicks by Country

