

Social Media Advertisement Analytics By Muhammad Junaid Iqbal

Total Acquisition Cost

\$2.33bn

Average Conversion Rates

0.08

Average Conversion Rates

0.08

Total ROI

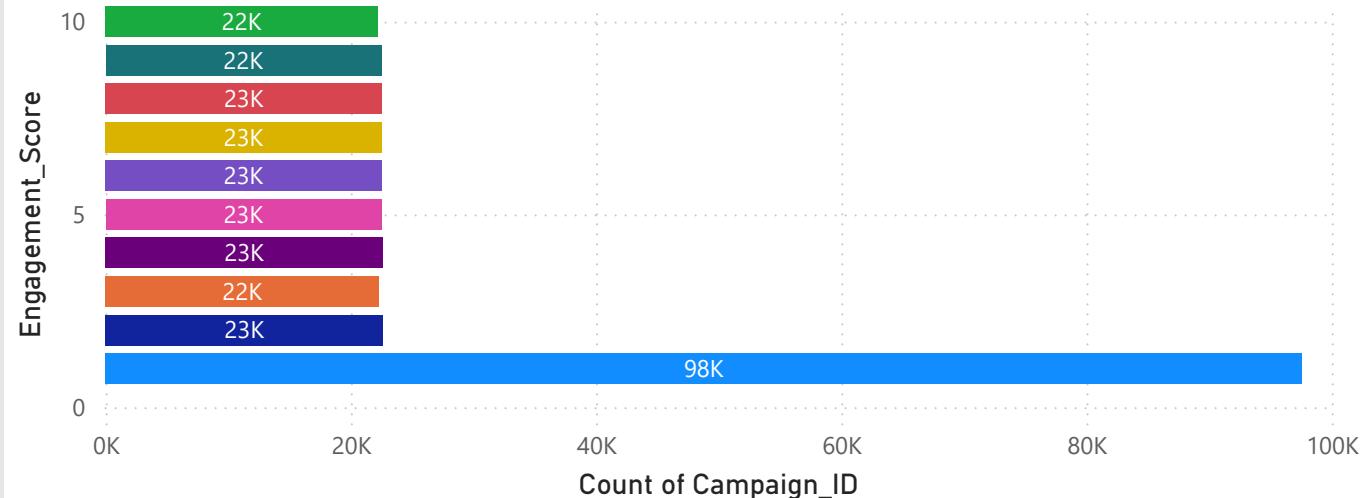
953.31K

Overall Performance of Campaigns

Campaign_ID	Sum of Engagement_Score	Sum of Conversion_Rate	Sum of Acquisition_Cost	Sum of ROI
623277	36	0.54	\$32,238.89	22.08
129030	14	0.53	\$31,948.31	6.69
268770	8	0.53	\$45,957.19	14.73
445706	9	0.51	\$32,707.36	11.52
539486	28	0.51	\$55,166.91	21.91
658981	23	0.51	\$16,534.08	14.61
187304	13	0.49	\$38,513.53	12.14
233425	16	0.49	\$33,716.12	4.88
338020	19	0.49	\$33,120.37	12.02
449581	18	0.49	\$34,247.11	7.11

Engagement Score of all Campaigns

Engagement_Score ● 1 ● 2 ● 3 ● 4 ● 5 ● 6 ● 7 ● 8 ● 9 ● 10



Social Media Platform

- Select all
- Facebook
- Instagram
- Pinterest
- Twitter

Target Audience and Customer Segment Analysis

Channel Effectiveness

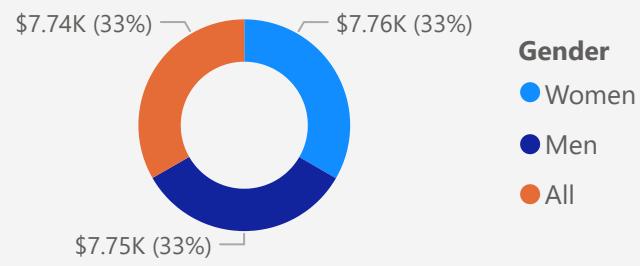
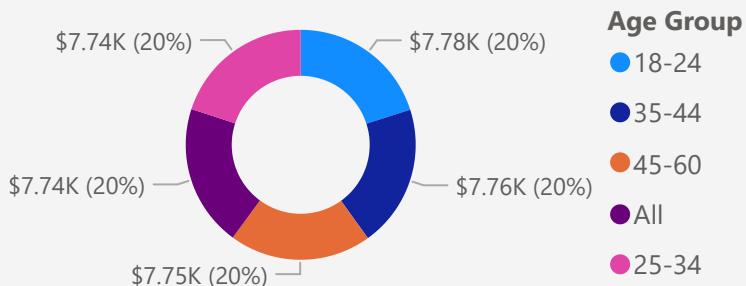
Geographical Insights

Temporal Analysis and Language Impact

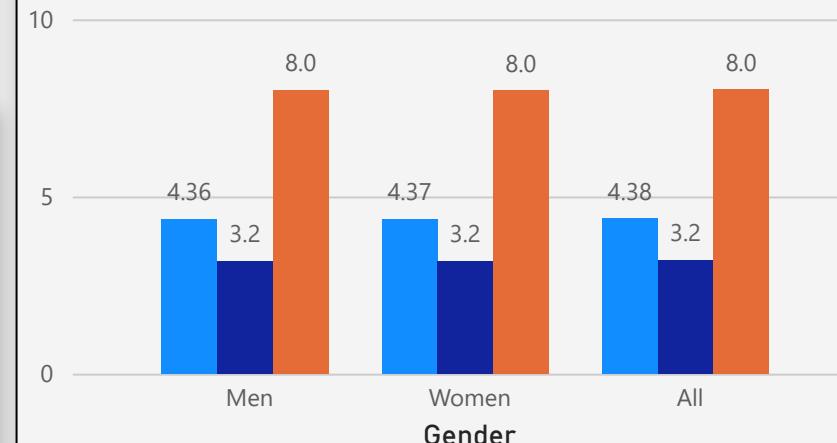
Top Campaigns and Outcomes

Companies Performance

Engagement Score Factors

Average of Acquisition Cost by Gender**Average of Acquisition Cost by Age Group****Target Audience and Customer Segment Analysis****Engagement Score, ROI and Conversion Rate by Gender**

● Average of Engagement_Score ● Average of ROI ● Average of Conversion_Rate%

**Customer Segment Information**

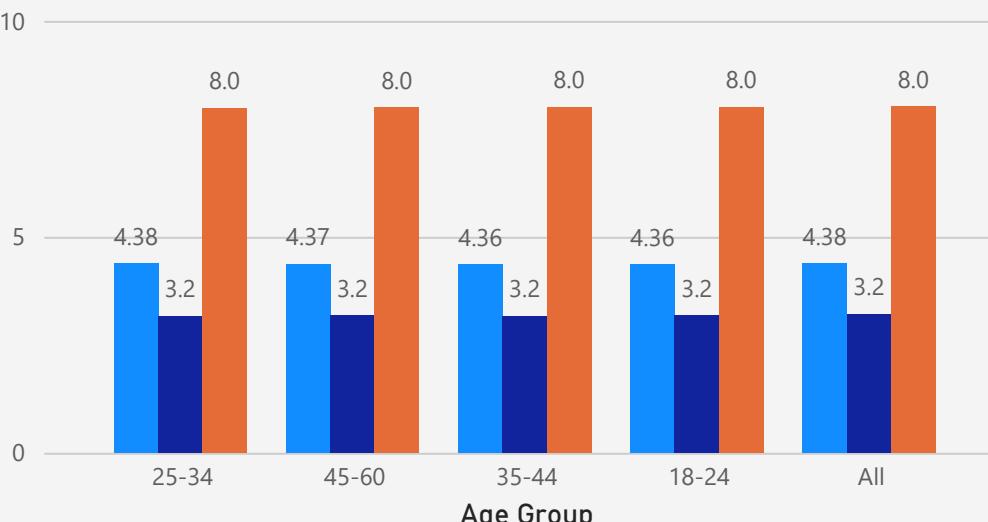
Dark blue is highest and light blue is lowest Value

Customer_Segment Average of Engagement_Score Average of Conversion_Rate%

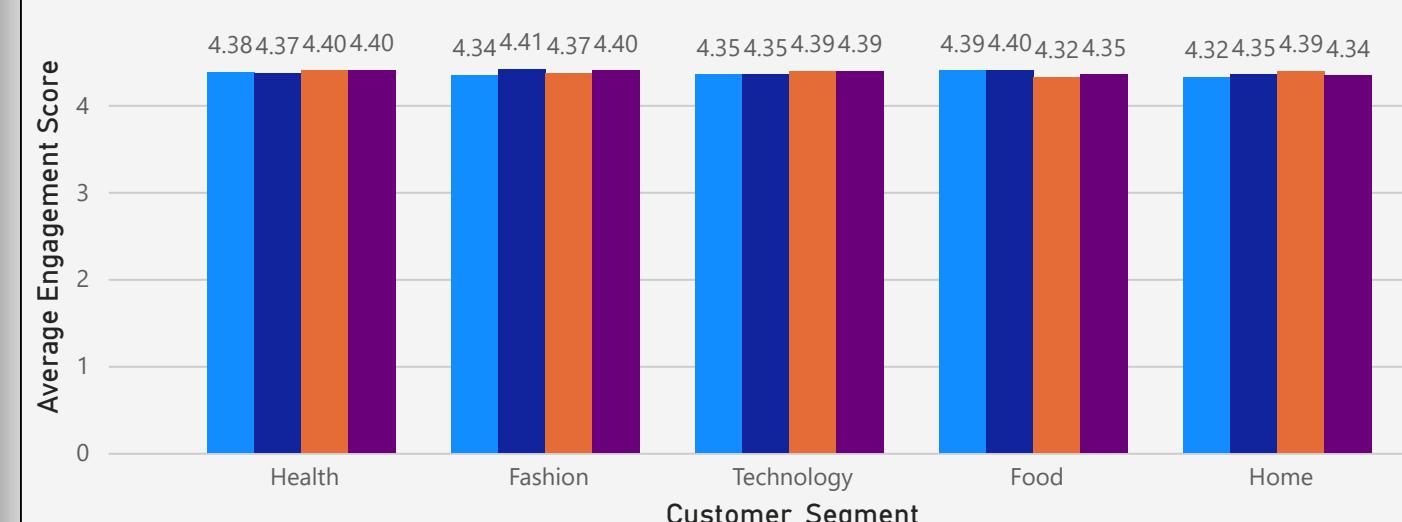
Customer_Segment	Average of Engagement_Score	Average of Conversion_Rate%
Home	4.35	4.38
Food	4.37	4.38
Technology	4.37	4.38
Fashion	4.38	4.38
Health	4.38	4.38

Engagement Score, ROI and Conversion Rate by Age Group

● Average of Engagement_Score ● Average of ROI ● Average of Conversion_Rate%

**Average Engagement Score by Customer Segment and Campaign Goal**

● Brand Awareness ● Increase Sales ● Market Expansion ● Product Launch

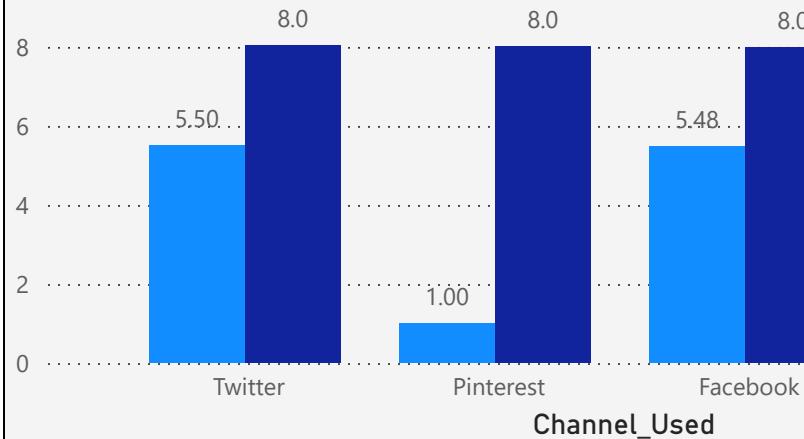


Channel Effectiveness

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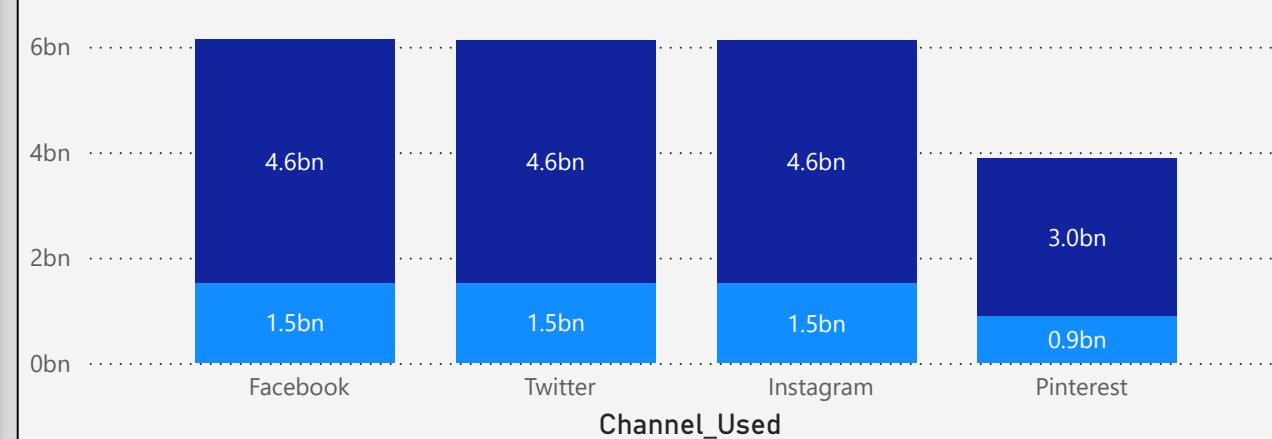
Engagement Score and Conversion rate by Channel

● Average of Engagement_Score ● Average of Conversion_Rate%



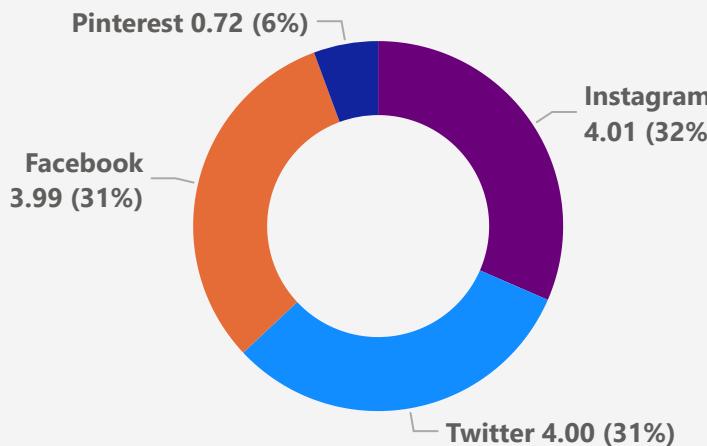
Total Clicks and Impressions of Channels

● Sum of Clicks ● Sum of Impressions

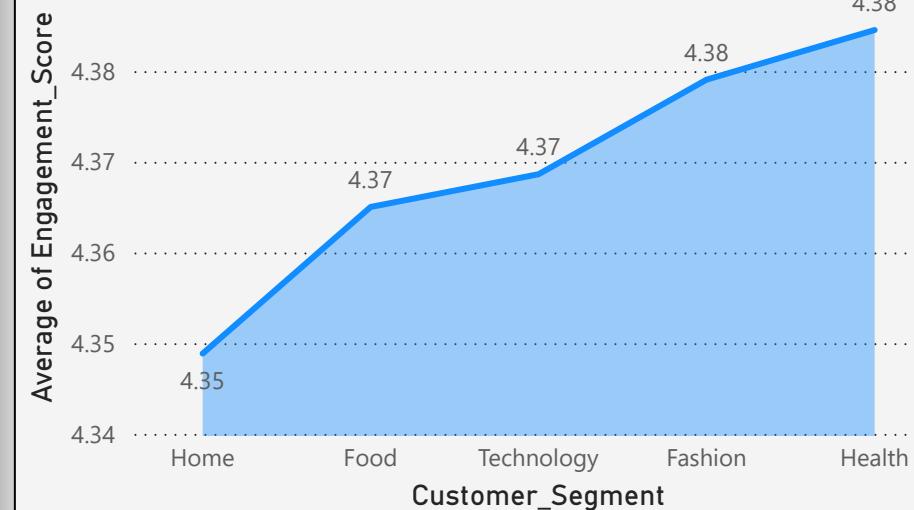


ROI Comparison of different channels

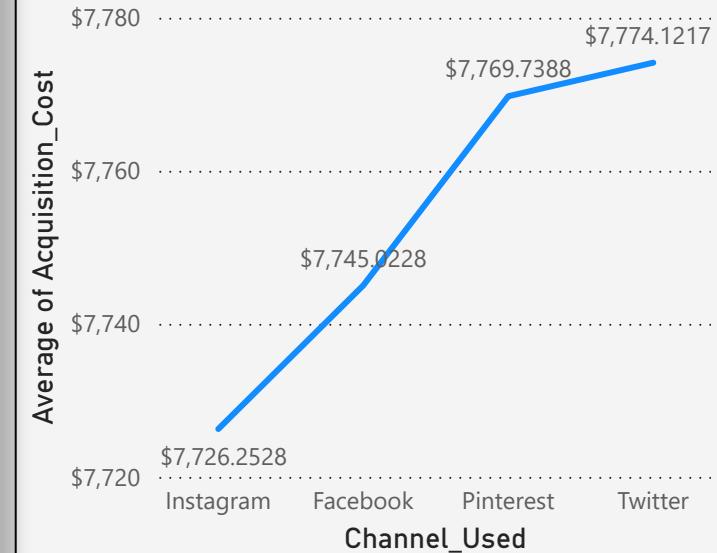
● Instagram ● Twitter ● Facebook ● Pinterest



Trend in Engagement Score across Customer Segment



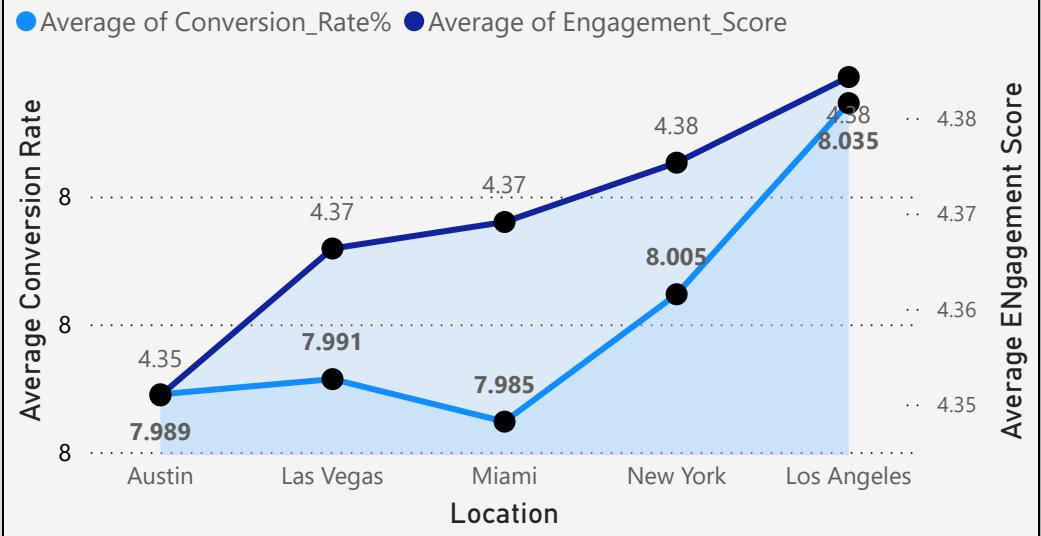
Average Acquisition Cost by Channel Used



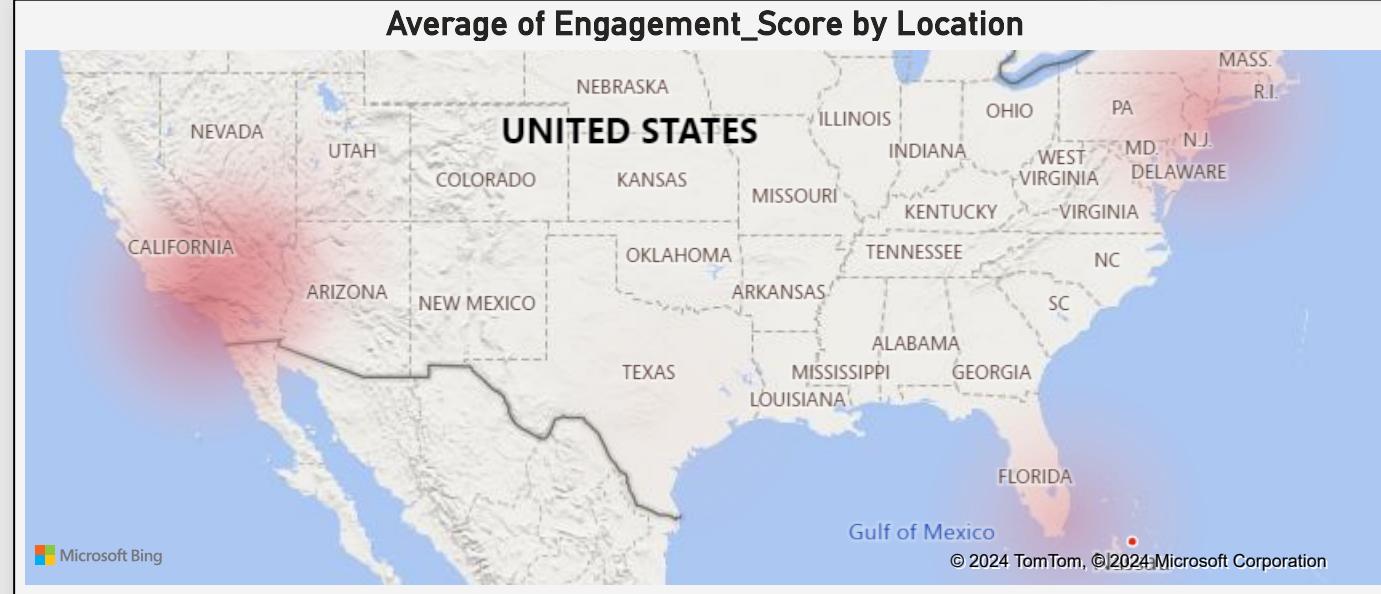
Geographical Insights

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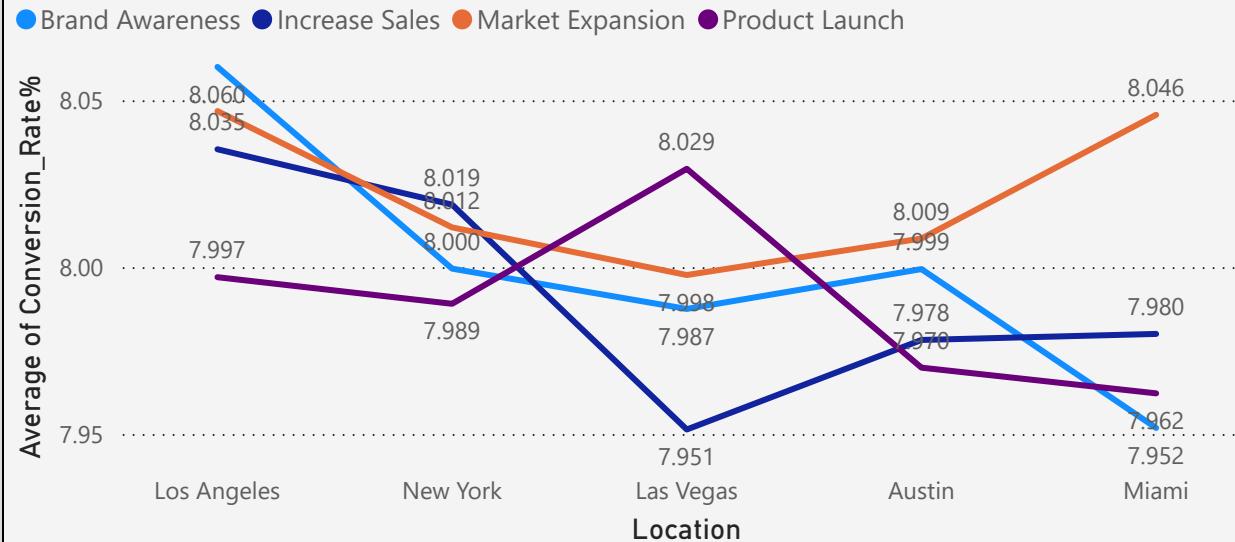
Comparison of engagement and conversion rates by Location



Average of Engagement_Score by Location



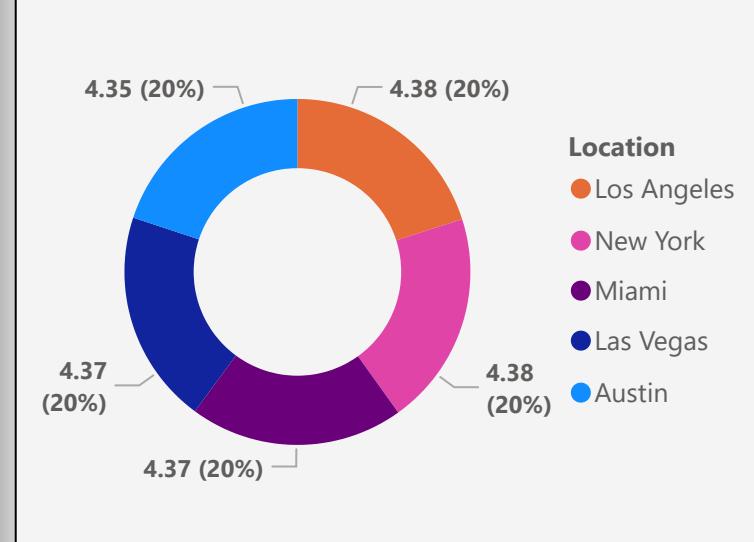
Average of Conversion Rate by Location and Campaign Goal



Campaign Goal

- Select all
- Brand Awareness
- Increase Sales
- Market Expansion
- Product Launch

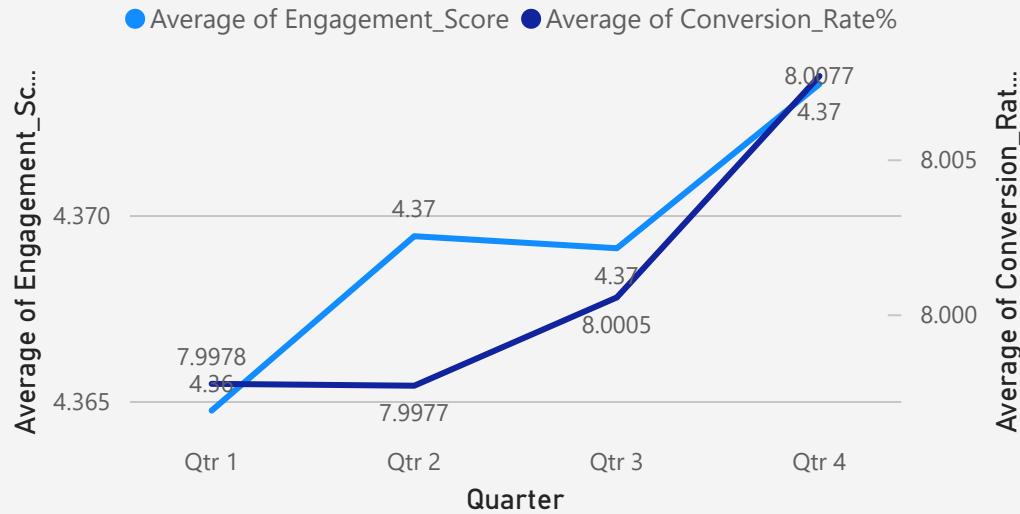
Average Engagement Score by Location



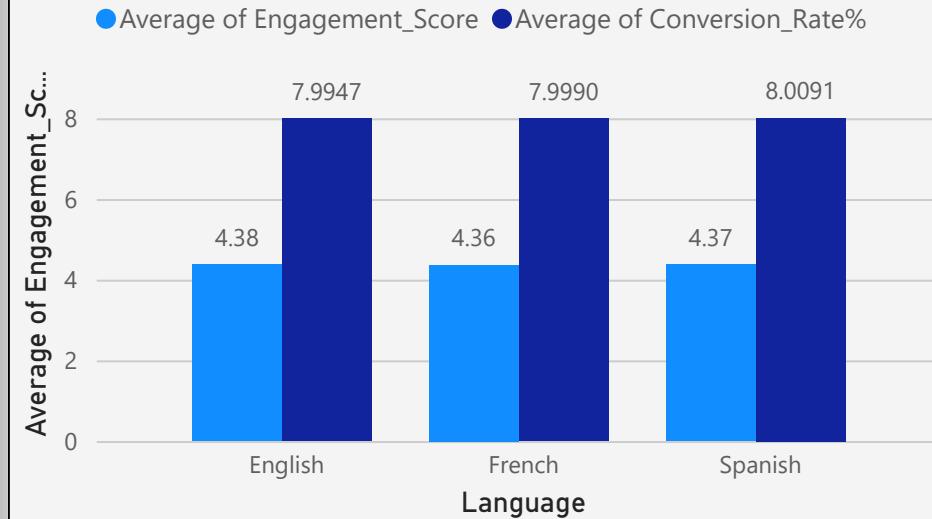
Temporal Analysis and Language Impact

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Average of Engagement and Conversion Rate by Quarter



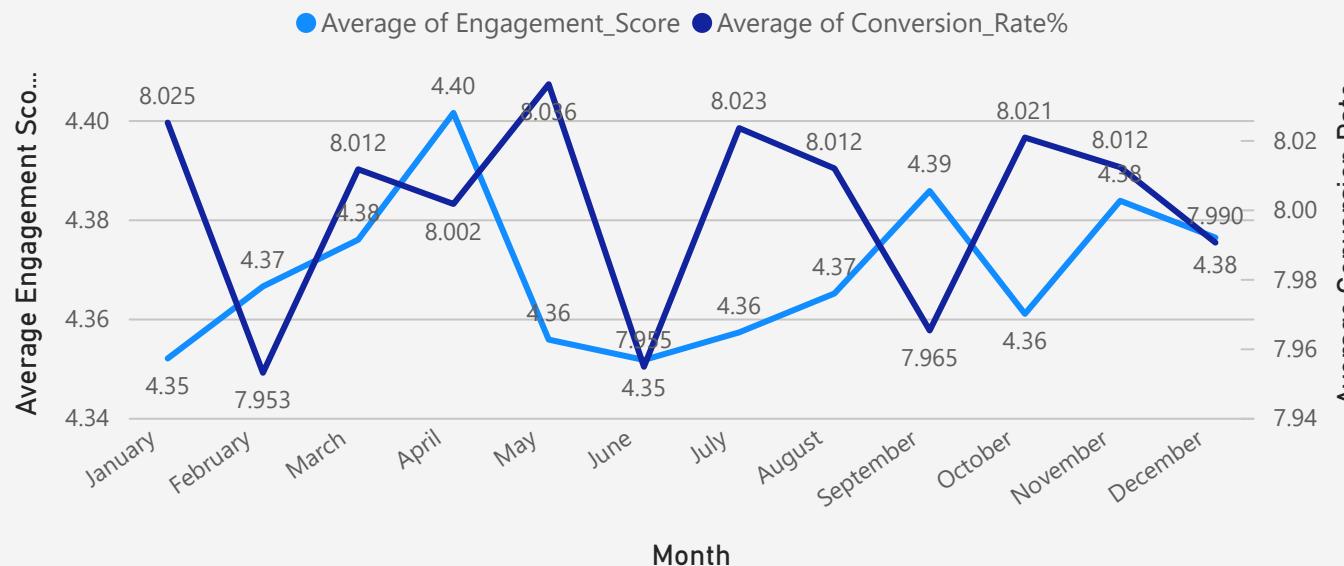
Average of Engagement and Conversion Rate by Language



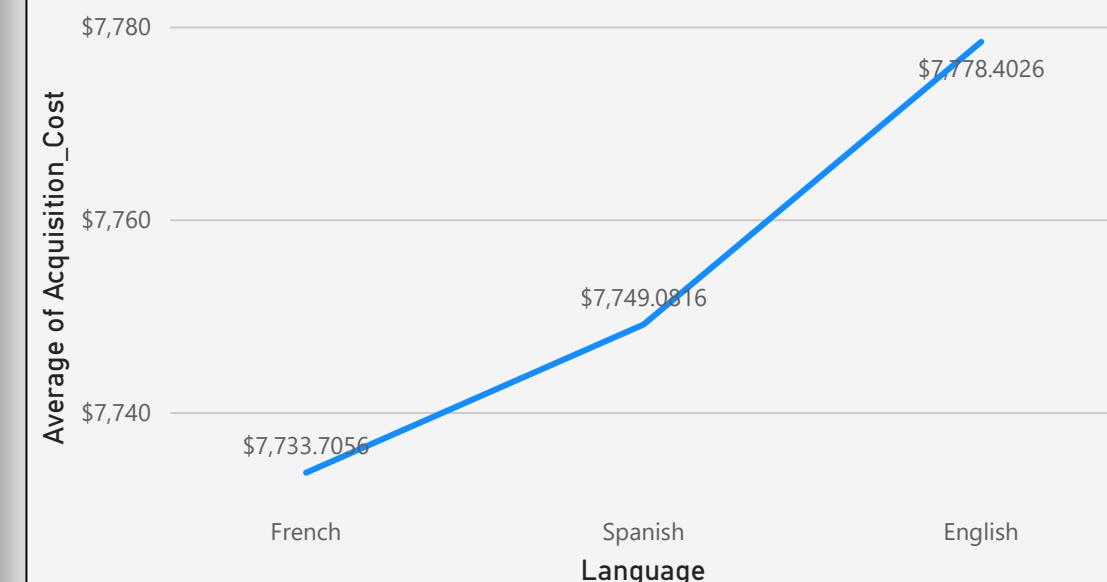
Language vs Average ROI

Language	Average of ROI
Spanish	3.19
French	3.18
English	3.17

Average of Engagement and Conversion Rate by Month



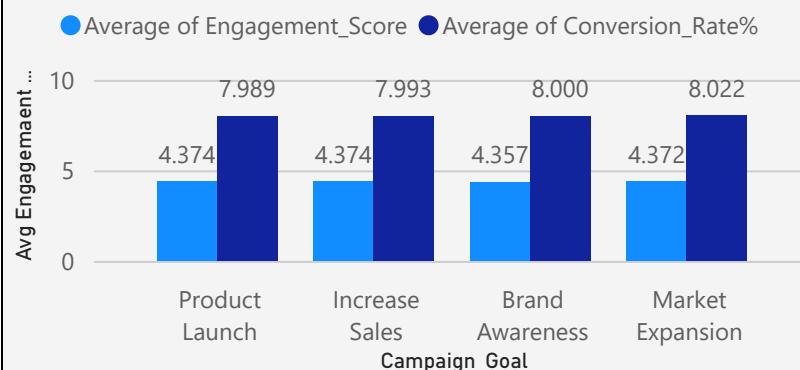
Average of Acquisition Cost by Language



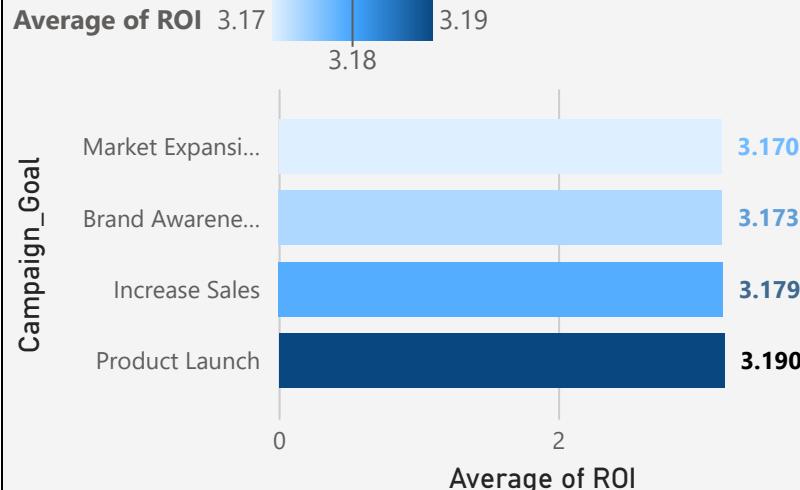
Acquisition Cost of Different Campaign

Campaign_Goal	Average of Acquisition_Cost
Brand Awareness	\$7,774.538
Product Launch	\$7,759.1361
Increase Sales	\$7,746.6374
Market Expansion	\$7,734.5556

Average of Engagement Score and Conversion Rate by Campaign Goal



Average ROI by Campaign Goal



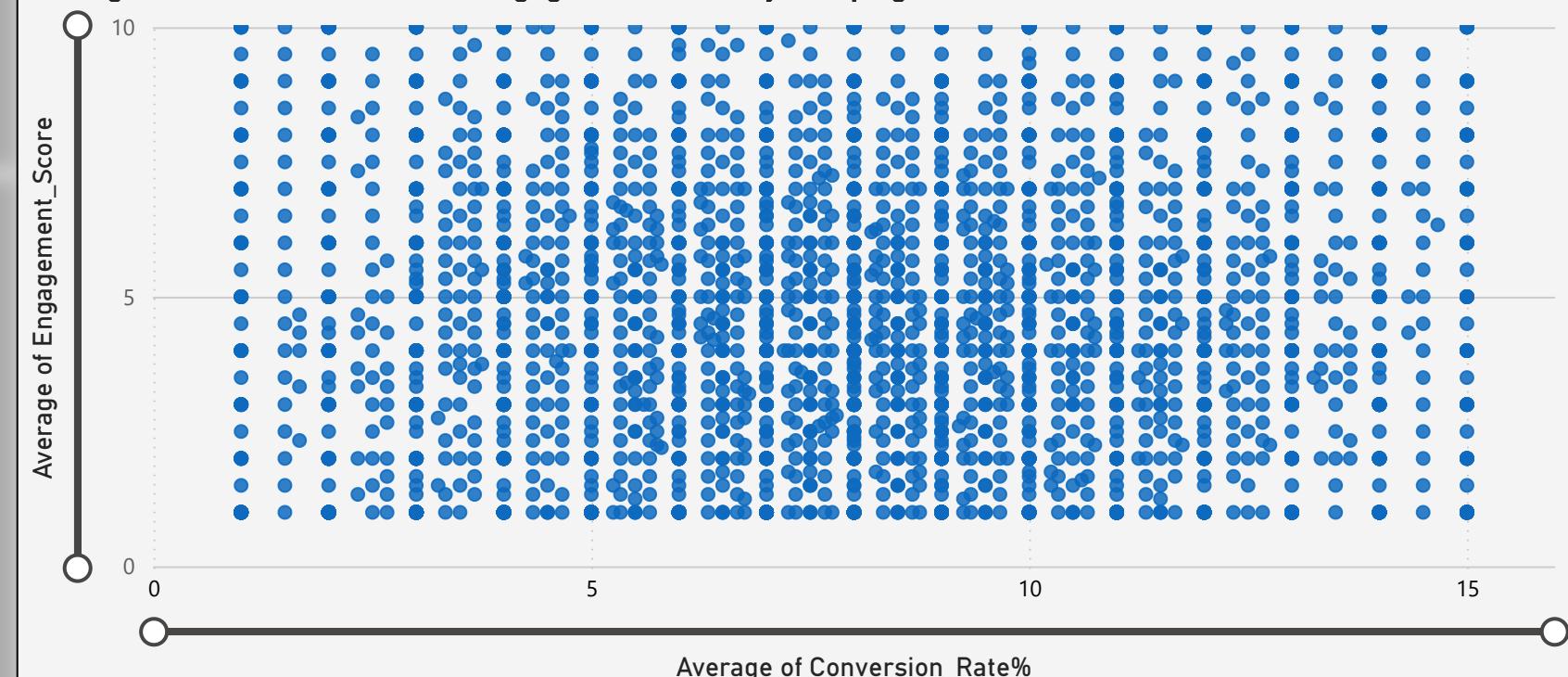
Top Campaigns and Outcomes

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Campaign Information

Campaign_ID	Average of Engagement_Score	Average of Acquisition_Cost	Average of Conversion_Rate%	Average of Impressions	Aver
100001	10.00	\$8,022.68	14.00	63661.00	
100003	4.00	\$2,164.93	1.00	17210.00	
100005	6.00	\$4,573.16	7.00	35908.00	
100008	1.00	\$8,483.87	13.00	43520.00	
100013	10.00	\$3,109.31	6.00	24211.00	
100015	6.00	\$5,060.51	5.00	39838.00	
100021	5.00	\$12,665.12	12.00	108010.00	

Average of Conversion Rate and Engagement Score by Campaign ID



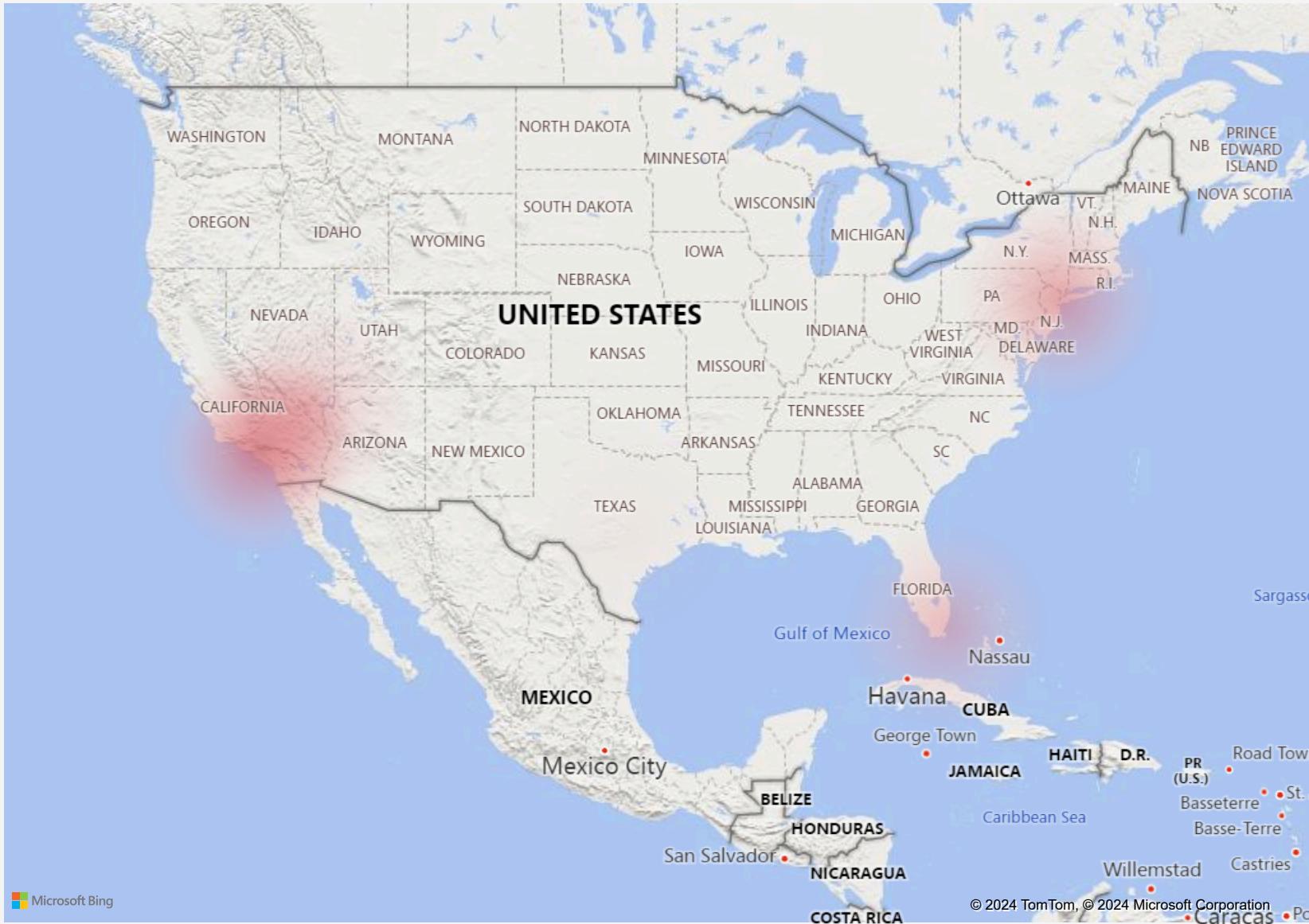
Company

All

Companies Performance

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Performance of Companies (Engagement, Impressions and Clicks Average)



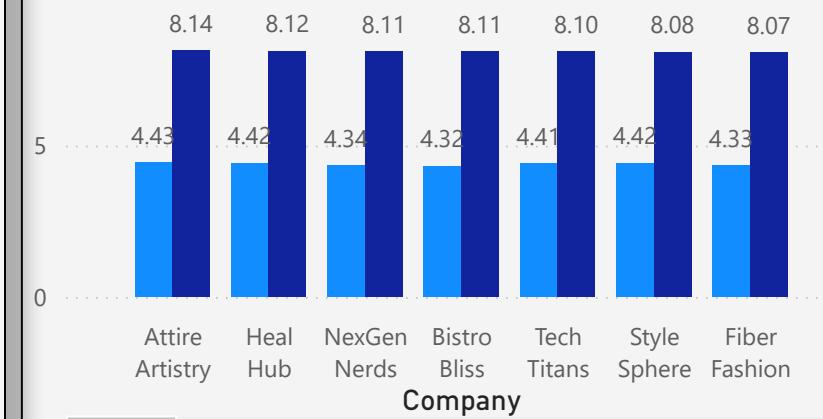
Companies Information

Highest Values are Highlighted

Company	Average of ROI	Average of Conversion_Rate%
Attire Artistry	3.23	8.14
Heal Hub	3.17	8.12
NexGen Nerds	3.18	8.11
Bistro Bliss	3.16	8.11
Tech Titans	3.19	8.10
Style Sphere	3.23	8.08
Fiber Fashion	3.17	8.07
Space Spruce	3.19	8.06
Nest Neat	3.12	8.06

Average of Engagement Score and Conversion Rate by Company

● Average of Engagement_Score ● Average of Conversion_Rate%

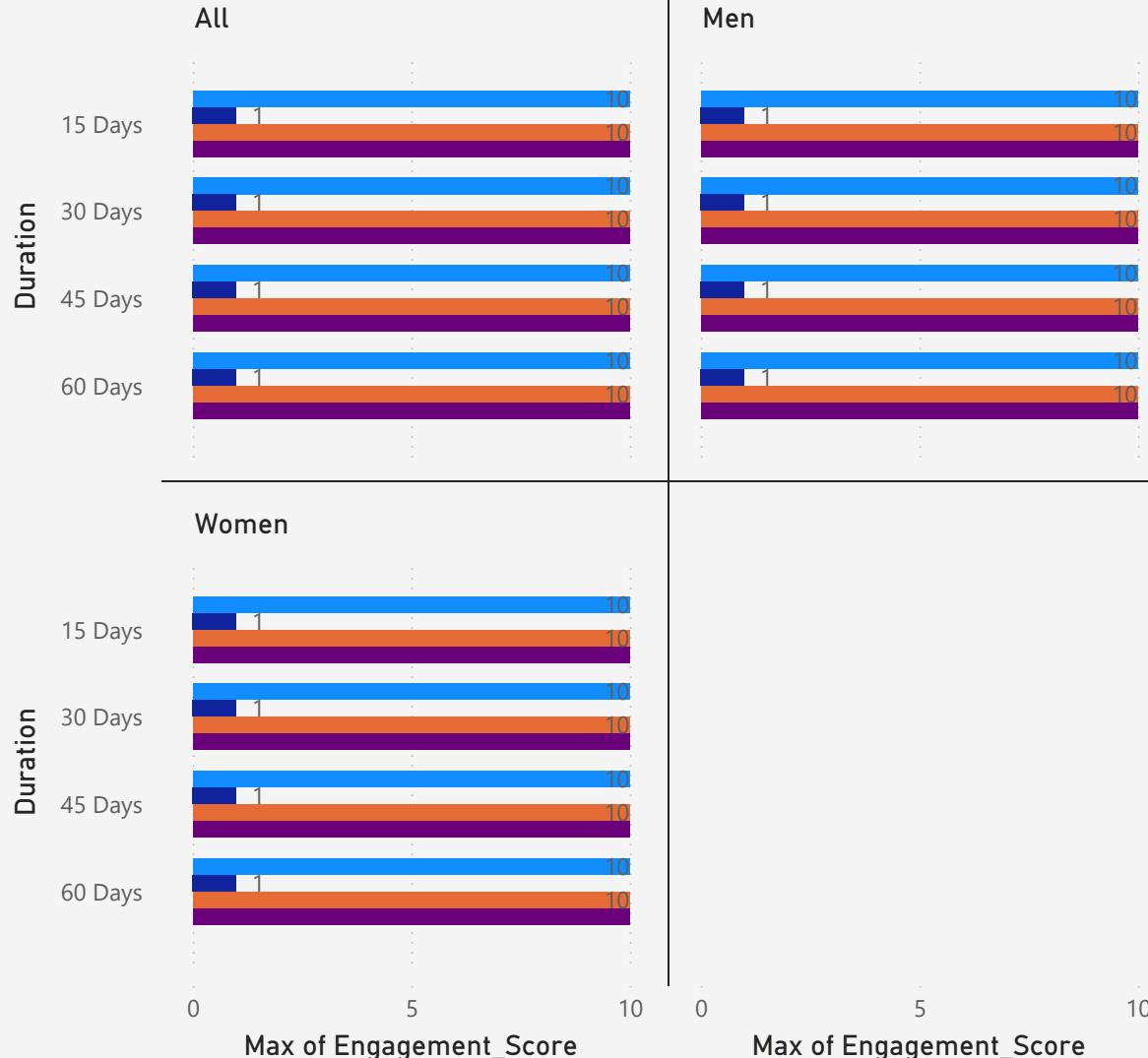


Engagement Score Factors

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Max of Engagement_Score by Duration, Channel_Used and Gender

Channel_Used ● Twitter ● Pinterest ● Instagram ● Facebook



Engagement Score Factors

Engagement_Score	Count of Duration	Count of Age Group	Count of Gender	Count of Channel_Used
10	4	5	3	3
9	4	5	3	3
8	4	5	3	3
7	4	5	3	3
6	4	5	3	3
5	4	5	3	3
4	4	5	3	3
3	4	5	3	3
2	4	5	3	3
1	4	5	3	4

Average of Conversion Rate and ROI by Engagement Score

● Average of Conversion_Rate% ● Average of ROI

