OMNIFY ANALYSIS

Google Ads Data

MONTH & WEEK REPORT

Report **Channel** **Category** **Time Series**

Profitable Month
May

MONTH WEEK

Report Date

1/25/2021   5/3/2021

Keyword type

Broad | Exact | Phrase

Campaign
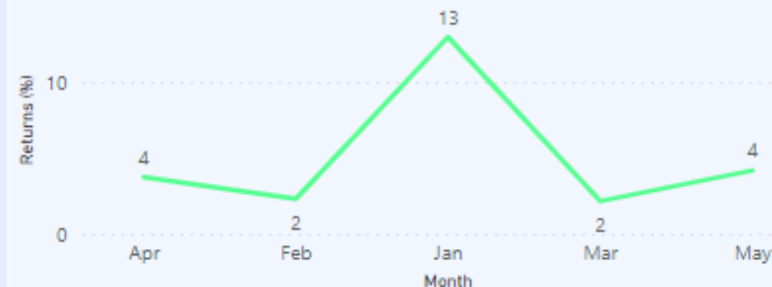
Search

☐ EK_Generic_Quad-Tok_Pilates
☐ EK_Generic_Quad-Tok_Yoga
☐ EK_Generic_Quad-Tok_Yoga_S...
☐ EK_Generic_Swimming
☐ EK_Generic_Swimming_Canada
☐ EK_Generic_Swimming_Singa...
☐ EK_Generic_Swimming_UK
☐ EK_Generic_Tri-Tok_Pilates
☐ EK_Generic_Tri-Tok_Reservation
☐ EK_Generic_Tri-Tok_Reservati...

Sum of Cost ($) by Month
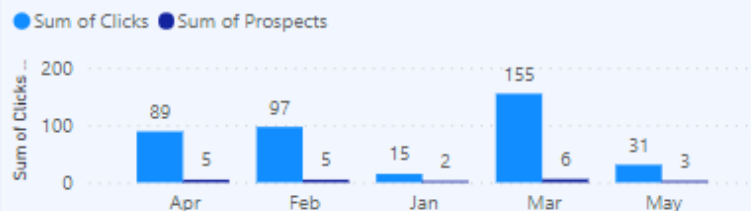
Returns (%) by Month

Sum of Clicks and Sum of Prospects by Month

● Sum of Clicks ● Sum of Prospects

View% by Month

Month	Clicks	Prospects	Cost ($)	Payment ($)	Returns ($)	Returns (%)	View%
Apr	89	5	504.81	2388	1883.2	3.73	0.06
Feb	97	5	834.91	2768	1933.1	2.32	0.05
Jan	15	2	154.79	2168	2013.2	13.01	0.13
Mar	155	6	1 064.80	2268	2203.2	2.16	0.04

**Filters**

Search

Filters on this page

Week days
is (All)

Link : https://app.powerbi.com/reportEmbed?reportId=85723fc5-db6a-4be3-ba4a-0e3b0a0d5299&autoAuth=true&ctid=a90703de-3b25-4520-a41b-56a6f50dff03

1. **Create a combined report with all key metrics (esp: Spends and Returns %) in a weekly and monthly format. Decide the number of data fields you would like to showcase here.**

I. **January** is the most **profitable month**,

- With a cost of **$ 154.79** and

- Returns of **$ 2013.2**,

- Resulting in a Return% of **13.01%** and

- A view% of **0.13**.

Sum of Cost ($) by Month

Returns (%) by Month
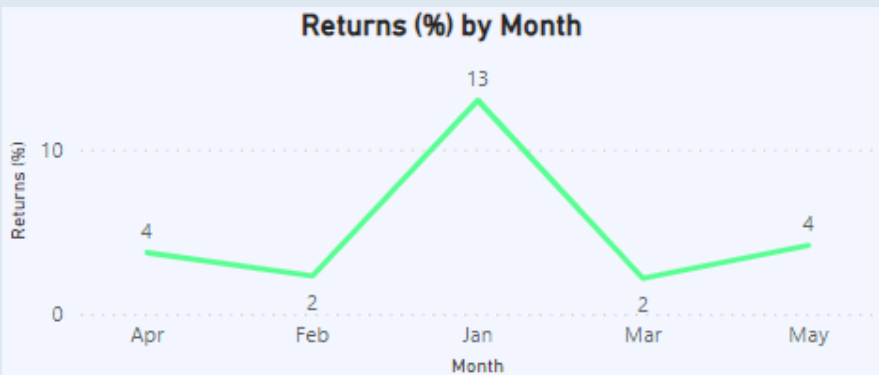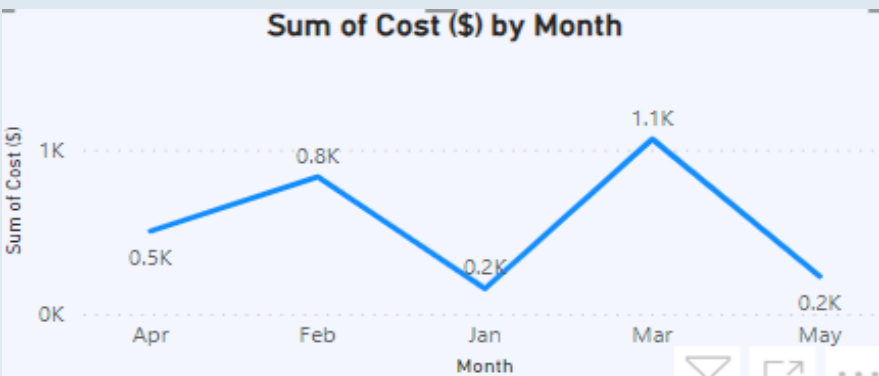
Month	Clicks	Prospects	Cost ($)	Payment ($)	Returns ($)	Returns (%)	View%
Jan	15	2	154.79	2168	2013.2	13.01	0.13
May	31	3	229.37	1188	958.6	4.18	0.10
Apr	89	5	504.81	2388	1883.2	3.73	0.06

II. Fourth week is the **profitable week** ,

- With a cost of **$ 757.68** and

- Returns of **$ 3798.3**,

- Resulting in a Return% of **5.01%** and

- A view% of **0.07.**

Sum of Cost ($) by Week days

Returns (%) by Week days

View% by Week days
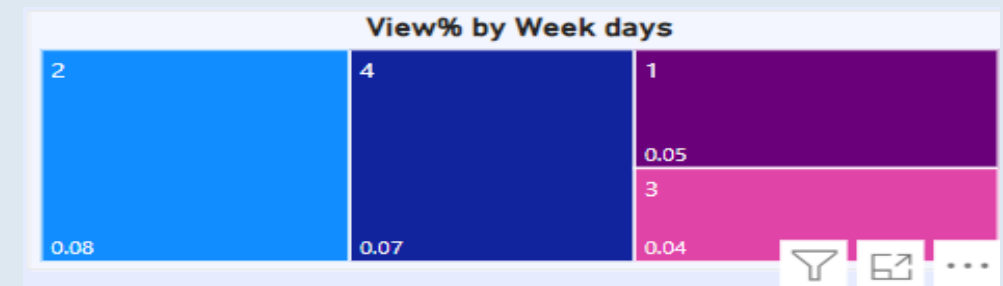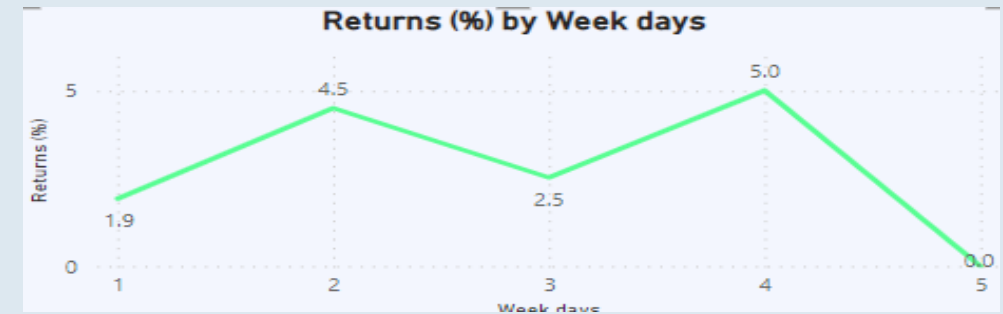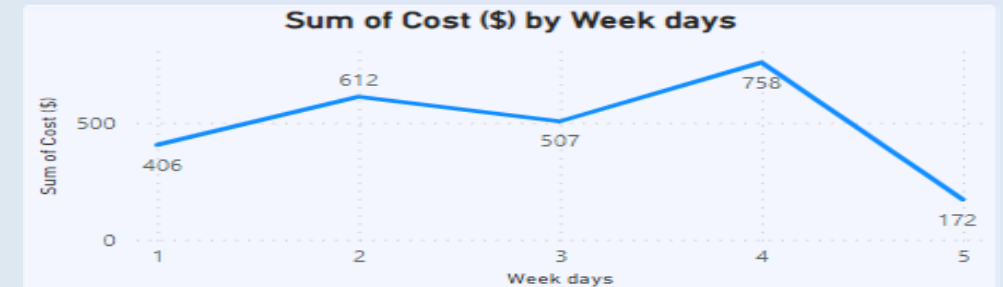
Week days	Clicks	Prospects	Cost ($)	Payment ($)	Returns ($)	Returns (%)	View%
4	100	7	757.68	4556	3798.3	5.01	0.07
2	79	6	611.54	3368	2756.5	4.51	0.08
3	76	3	507.04	1788	1281.0	2.53	0.04

2. Which is the most profitable Campaign

EK Generic Swimming UK is the most profitable campaign with a

- By Spending the amount of **$ 95.21**

- Returns of **$ 884.8**

- Resulting in a Return% of **9.29%** and

- A view% of **0.04**

* Even though **EK Generic Tri – Tok Reservation** has higher the Return value, the value of Returns($) is lower compare to **EK Generic Swimming   UK**
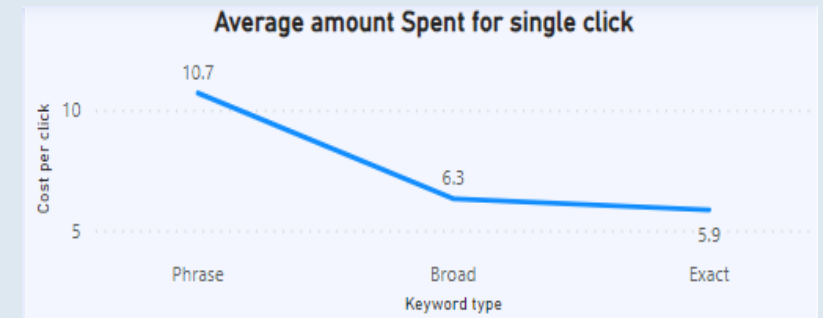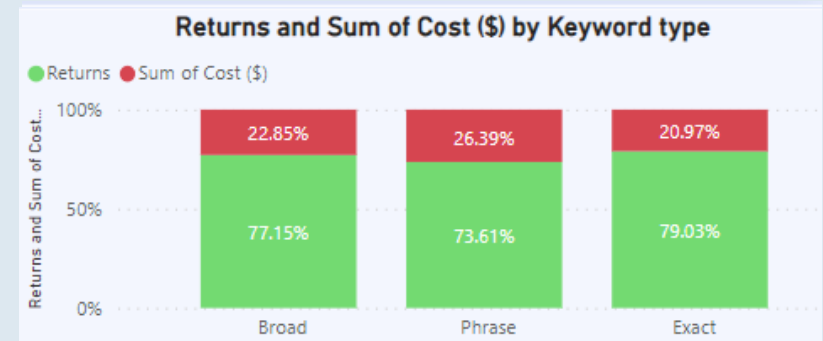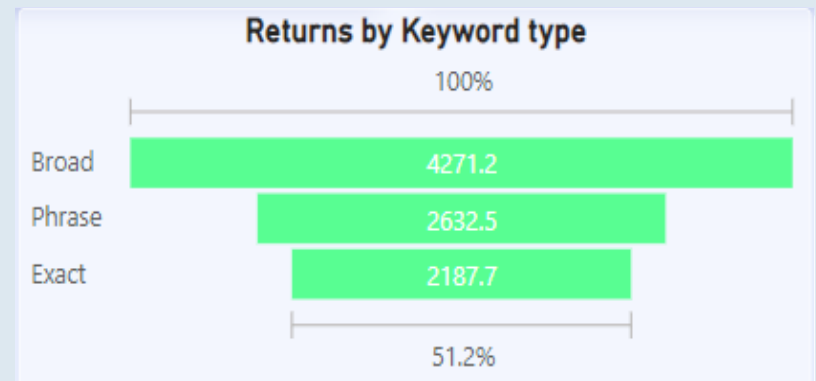

Returns by Campaign

Campaign
- EK_Generic_Tri-...
- EK_Generic_Swi...
- EK_Generic_Qua...
- EK_Generic_Tri-...

884.8
1031.5
3740.4
1345.1
2626.7

Money Spent and Returns

● Sum of Cost ($) ● Returns

Average amount Spent for single click

Campaign	
EK_Generic_Tri-Tok_R...	13.8
EK_Generic_Tri-Tok_R...	11.3
EK_Generic_Quad-To...	10.1
EK_Generic_Tri-Tok_R...	9.9
EK_Generic_Tri-Tok_P...	9.8
EK_Generic_Tri-Tok_R...	9.3
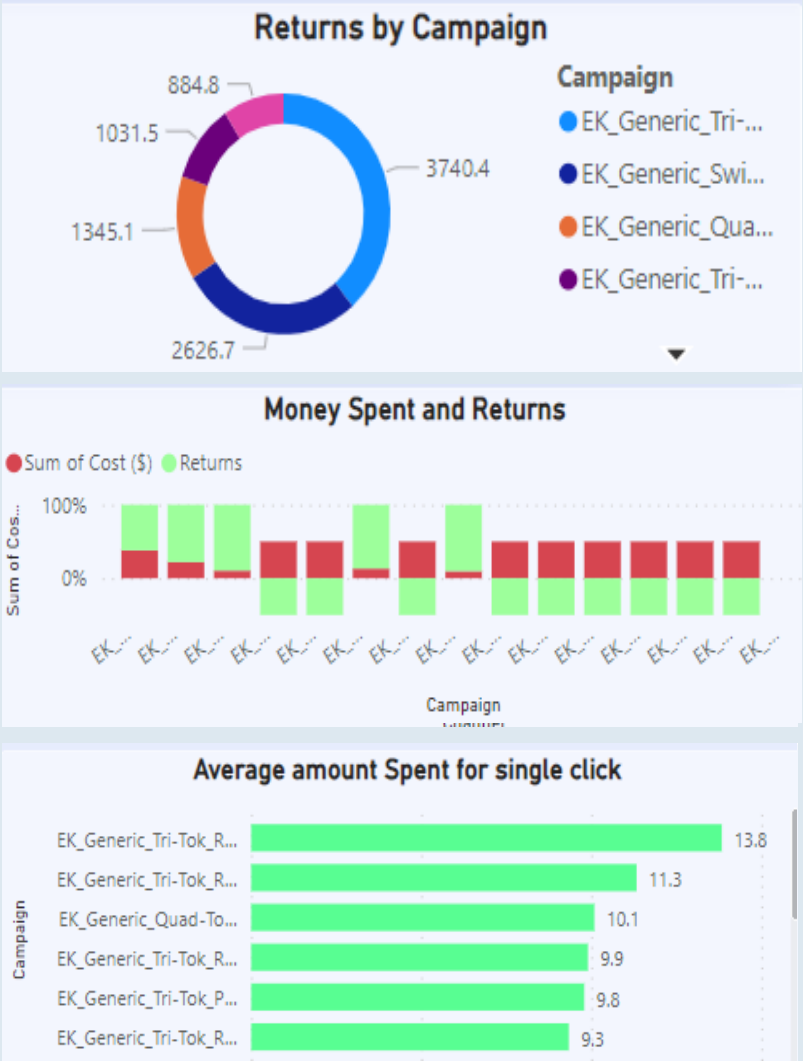
Campaign	Clicks	Prospects	Cost ($)	Payment ($)	Returns ($)	Returns (%)	View%
EK_Generic_Swimming_UK	26	1	95.21	980	884.8	9.29	0.04
EK_Generic_Tri-Tok_Reservation	44	2	435.57	4176	3740.4	8.59	0.05
EK_Generic_Tri-Tok_Yoga	32	2	156.46	1188	1031.5	6.59	0.06

3. Which category is most profitable

Exact is the most profitable campaign with a

- By Spending the amount of **$ 580.33**

- Returns of **$ 2187.7**

- Resulting in a Return% of 3.77**%** and

- A view% of **0.05**

* Even though **Broad** has higher the Return % , the value of Returns($) is
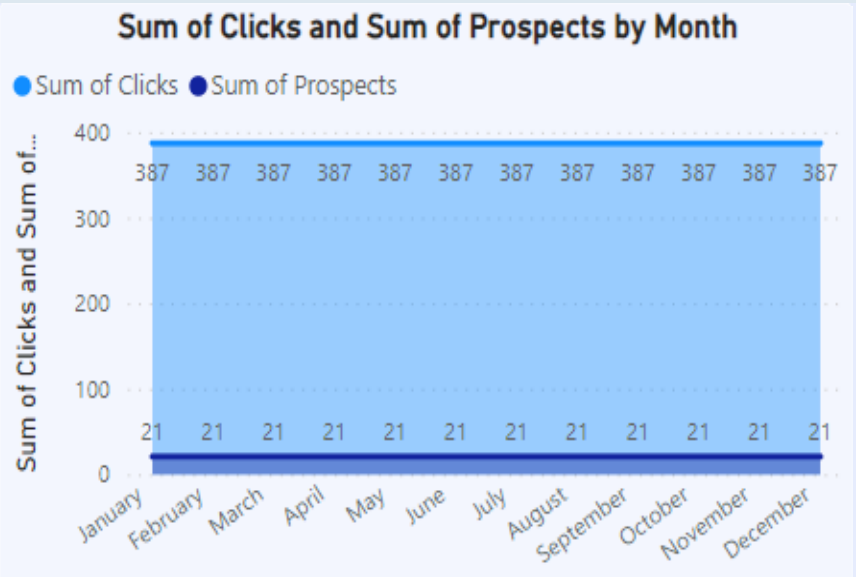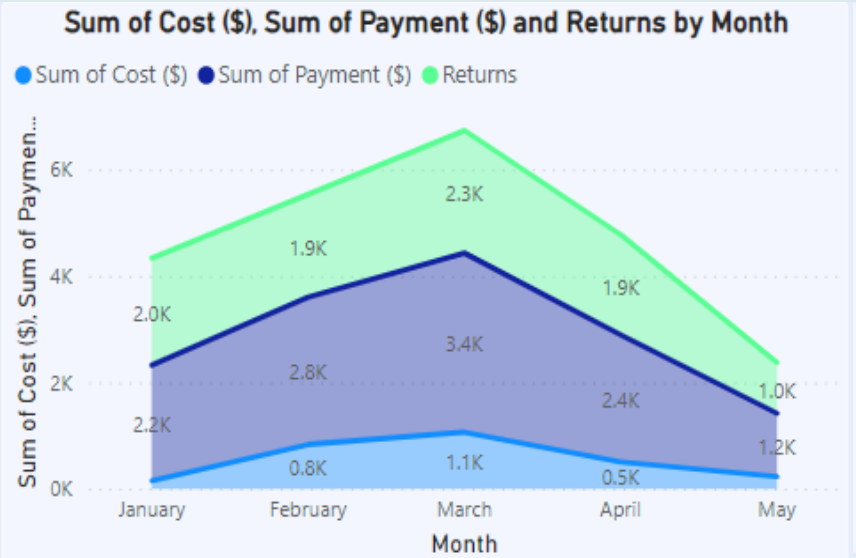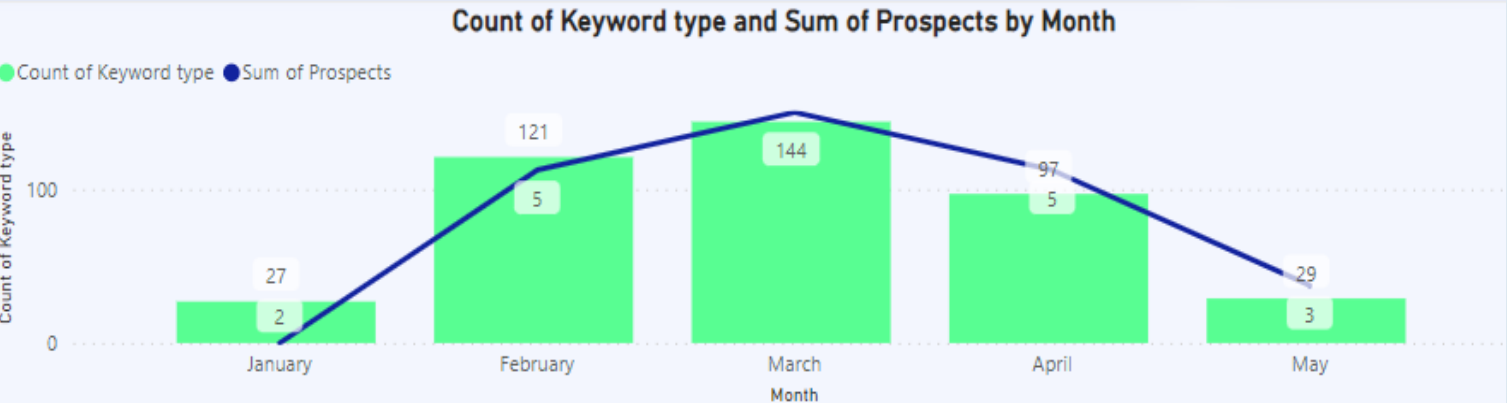lower compare to Exact.

Returns by Keyword type

Returns and Sum of Cost ($) by Keyword type

Average amount Spent for single click

Keyword type	Clicks	Prospects	Cost ($)	Payment ($)	Returns ($)	Returns (%)	View%
Exact	99	5	580.33	2768	2187.7	3.77	0.05
Broad	200	12	1,264.80	5536	4271.2	3.38	0.06
Phrase	88	4	943.55	3576	2632.5	2.79	0.05

4. Look for insights by analyzing data points on Time Series Graphs

February is the highly active month with a

- By Spending the amount of **$ 1.1k**

- Returns of **$ 2.3k**

- With Prospects of **21** over **387** clicks

Sum of Cost ($), Sum of Payment ($) and Returns by Month

Sum of Clicks and Sum of Prospects by Month

Count of Keyword type and Sum of Prospects by Month

Important Calculations :

Cost per click : Amount spent for single click calculated by dividing the money spent by the people view the ad

DIVIDE(SUM('Google_Ads_Data'[Cost ($)]), SUM('Google_Ads_Data'[Clicks]))

Returns : It is the profit percentage calculated by finding the Difference between the money earned and the money spent

(SUM(Google_Ads_Data[Payment ($)]))-(SUM(Google_Ads_Data[Cost ($)]))

Returns (%) : It is the profit percentage calculated by finding the difference between the money earned and the money spent, and then dividing it by the money spent.

(SUM(Google_Ads_Data[Payment ($)]) - SUM(Google_Ads_Data[Cost ($)])) / SUM(Google_Ads_Data[Cost($)])

View% : It is the percentage of calculated by finding the difference between the number for people paid for the product and the people view the ad and then dividing it by the people view the ad then added with 1.

(SUM(Google_Ads_Data[Prospects]) - SUM('Google_Ads_Data'[Clicks])) / SUM(Google_Ads_Data[Clicks])+1

THANK YOU