

Problem Statement

You are requested to go through the dataset, and deliver the following:

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.
2. Which is the most profitable channel
3. Which category/keyword is the most profitable
4. Look for insights by analysing data points on time series graphs
5. Analyse the Impact of geography

Quick note on the dataset:

- **'cost'** is our total ad spends for that particular date.
- **'Impressions'** are the count of people who view our ad
- **'clicks'** are count of clicks on our ad
- **'prospects'** are count of people interested in our product (as marked by sales)
- **'Payments'** are purchases made. Returns on Ad spends are calculated using Payments/Cost .
- Each row is cohortised to the date of ad spends so you can compare quality of ad spends.