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COURSE NAME: ABW506D DATA STORYTELLING & VISUALIZATION

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**ASSIGNMENT TITLE
(SNAPCHAT ADS ANALYSIS)**

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SNAPCHAT ADS ANALYSIS



2018-2019 OVERVIEW & REPORT

SOME INSIGHTS ABOUT SPENDING ON SNAPCHAT ADS

THE PROBLEM STATEMENT

Nowadays, any company struggles with several financial issues so we have to increase our profit day by day or resort to setting up a subsidiary company to beat all these issues.

**Also, Increasing profits is not a piece of cake.
So, we have to do some steps like choosing the right market, who is your potential segment, and how are you going to serve them.**

RESEARCH QUESTIONS

- 1. Where are the potential places for setting up our new subsidiary company?**
- 2. What are the most effective tools that we need?**
- 3. Which of these interests has the greatest priority for us to specialize in?**
- 4. Who are our potential customers?**
- 5. When are the dates of our seasons?**
- 6. What will happen in the next two years in this country?**

METHODOLOGY

- **This report aims to analyze Snapchat ads for setting up a new subsidiary company away from our main company for gaining more profits and reducing our total risks.**
- **We use our SNAPCHAT ads data to make this analysis.**
- **It can be downloaded from our website.**
- **This dataset contains 4 sheets and more than 60,000 rows.**

SOME IMPORTANT NUMBERS

3.9M

The total spending by the end of 2019 was about 3,893,165 million dollars across 29 countries.

1.7B

The total impressions 1,725,925,240 for 2,927 ads.

2.3\$

The average cost per one thousand impressions is about 2.267\$.

0.6M

The average impression per ad is 589,656 impressions.

OUR TARGETED COUNTRIES, ARE YOU ONE OF THEM?

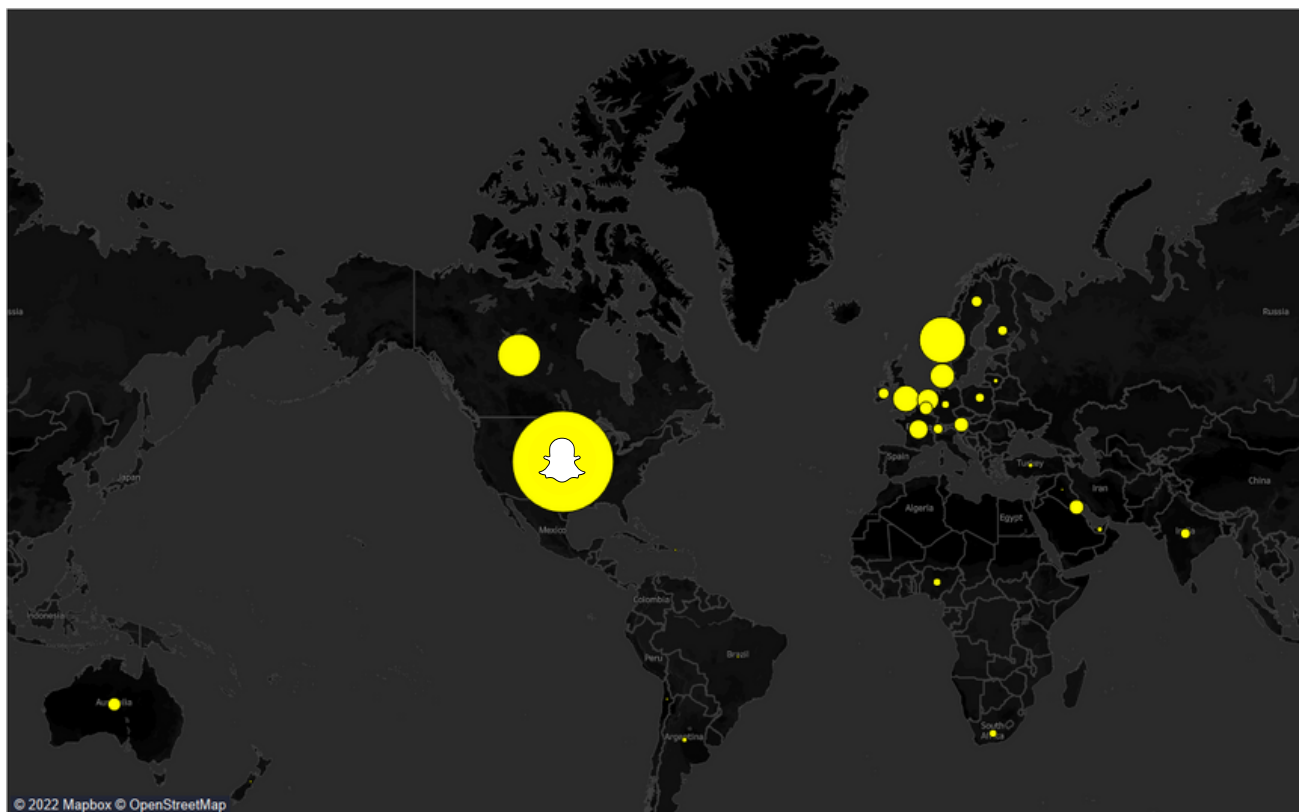


figure 1

This map shows the 29 countries, where we publish our ads according to the number of ads.

The highest country spend on ads is The United States which spent about Spend \$2,259,893 on 1,667 ads which reached to 776,530,191 impressions.

HOW WE CAN TARGET YOU?

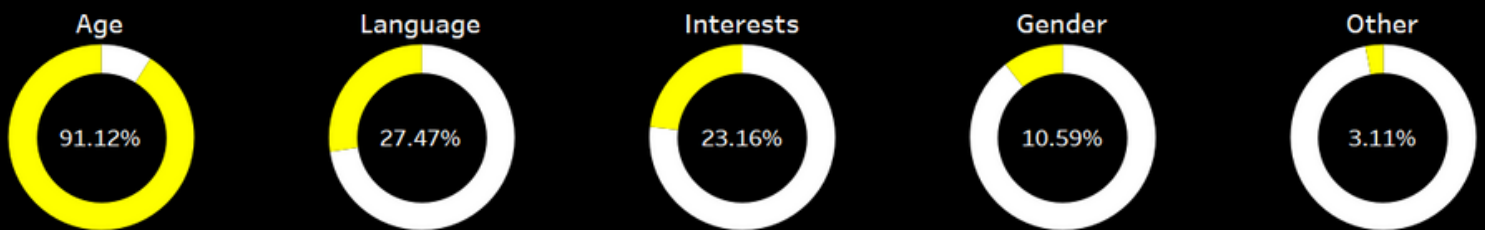


figure 2

We have our tools for targeting our audience.

We can see Age as the most important tool that should be determined before choosing the right audience.
(More than 90% of all ads aged classified.)

Also, Language, Interests, and Gender are important for a lot of advertisers to select our potential respondents, So we should classify them also.

FIRST TOOL AGE

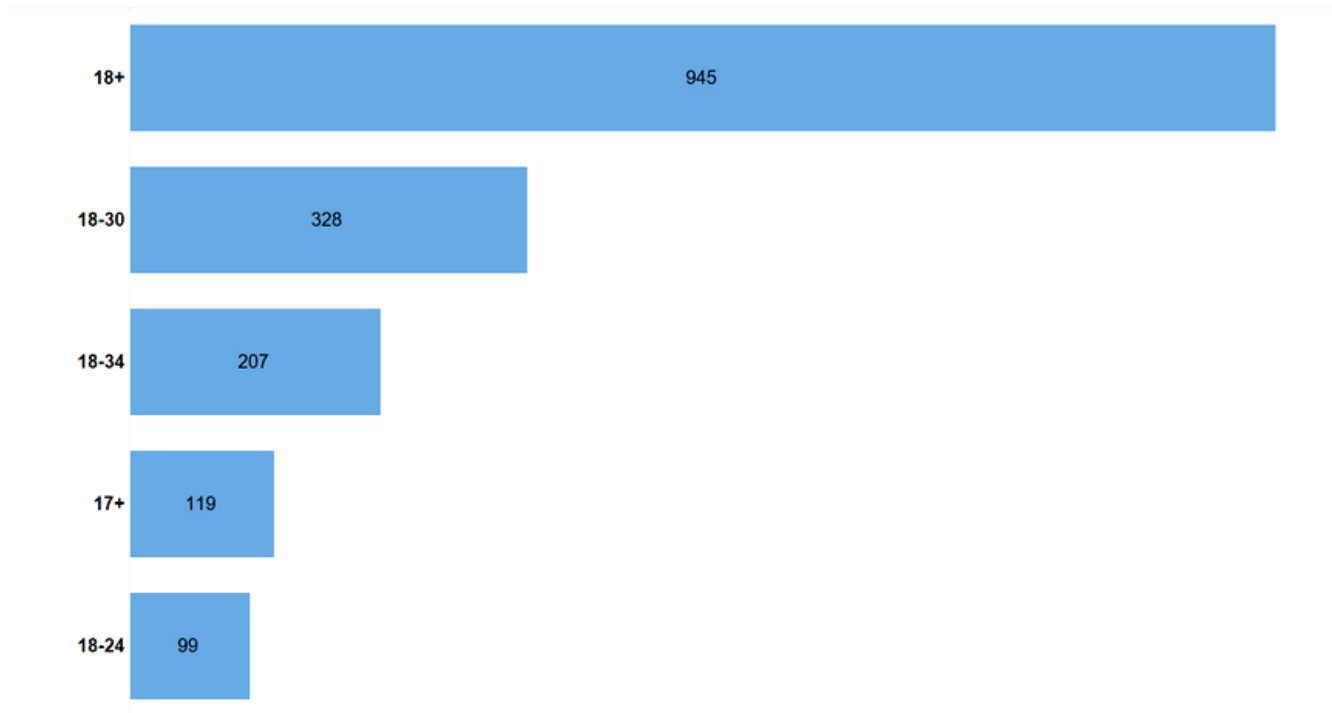


figure 3

Here we can see most of the ads classified by age brackets it is 2,667 from the total of 2,927 ads which is more than 90% of the total.

also, we can see that most of the ads selected their brackets by the same beginning which is 18 years old when the human has the authority to influence society like voting in an election or having his job and spending money.

SECOND TOOL LANGUAGE



figure 4

We have to choose the right language for our targeted audiences.

So, we can figure out that English as the most common language was the most frequent language in our ads.

also, we can find a positive relationship between the number of impressions in a specific country when we use their local language in the ads.

THIRD TOOL INTERSETS

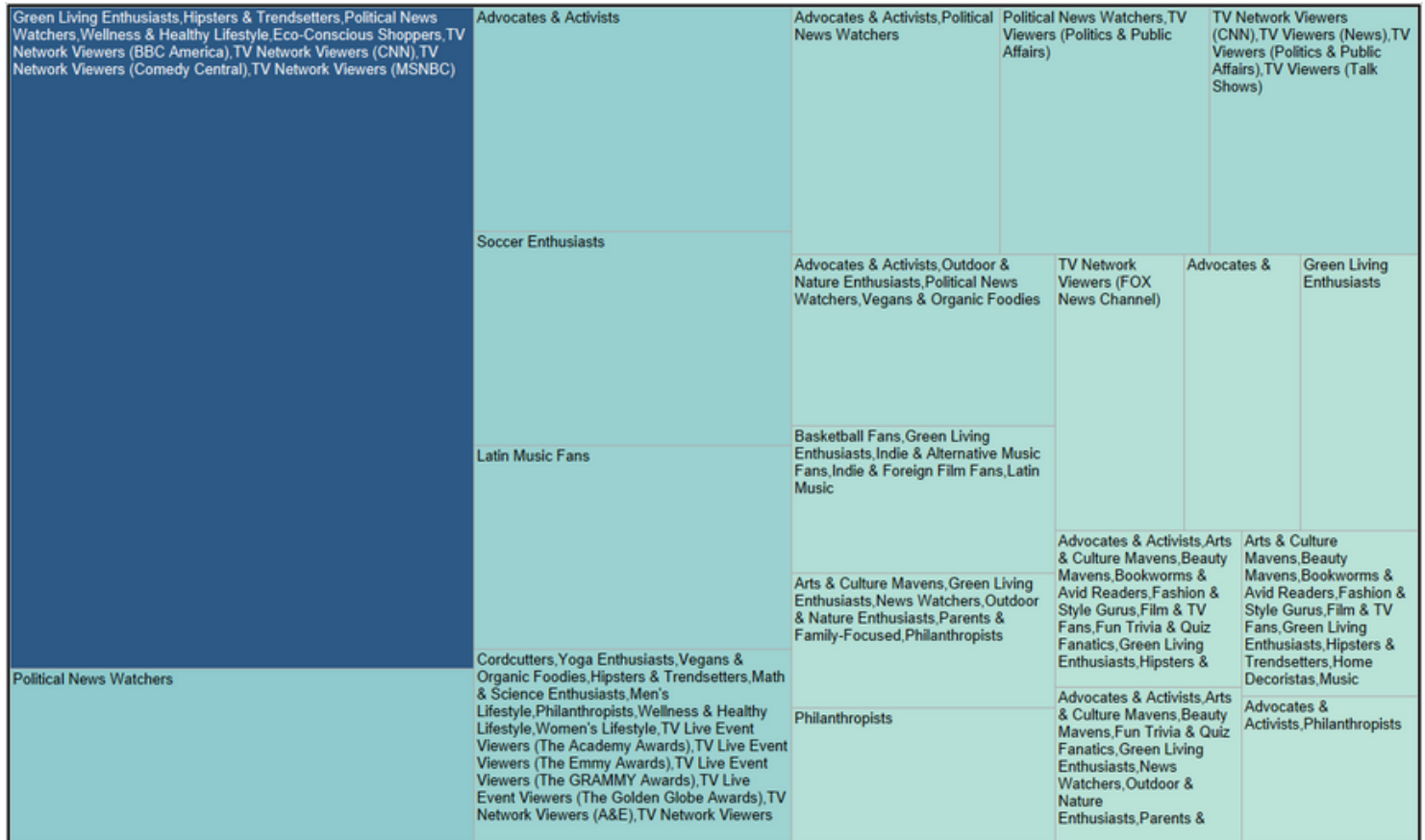


figure 5

In this treemap, we can find the most common interests in our ads which Politics ads are the upper hand in our ads.

So, we can estimate the relationship between political events and our ads later.

FOURTH TOOL GENDER

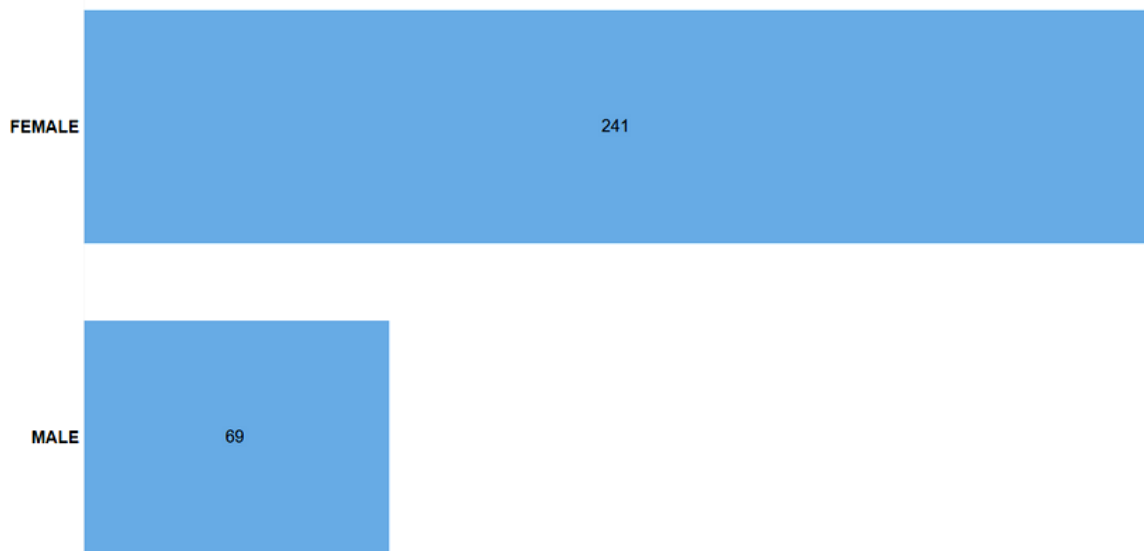


figure 6

Here, we can see clearly that females are our primary target more than males.

That may be because of the different personalities or the number of users of our app.

regardless of the reason, We should take this statistic into our consideration while creating any ads later by sharing them and waiting for their feedback.

OTHER TOOLS

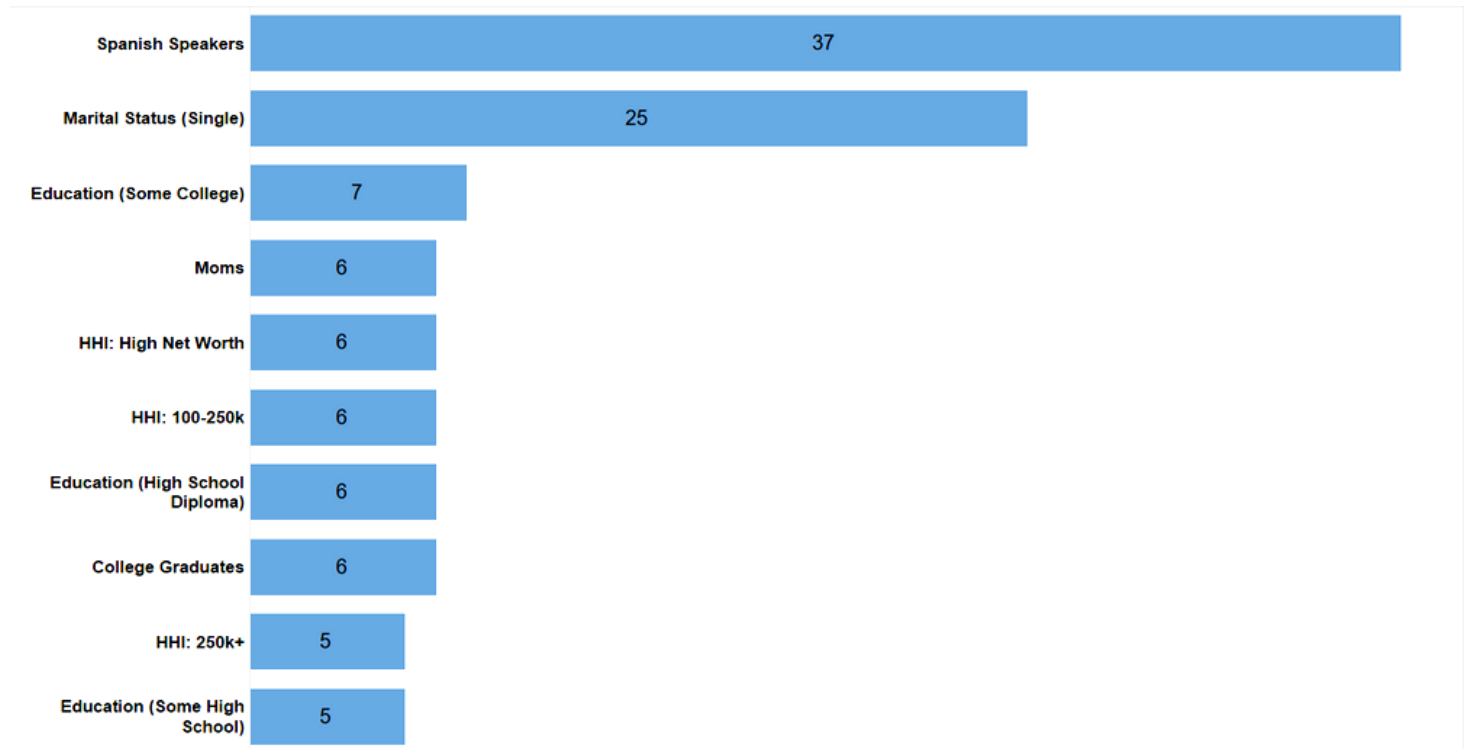


figure 7

Here, we can see Some of the targets covered in the ads which gain a lot of impressions like Spanish speakers, Singles, Educations, and Moms.

WHO IS THE PAYER FOR YOUR IMPRESSION

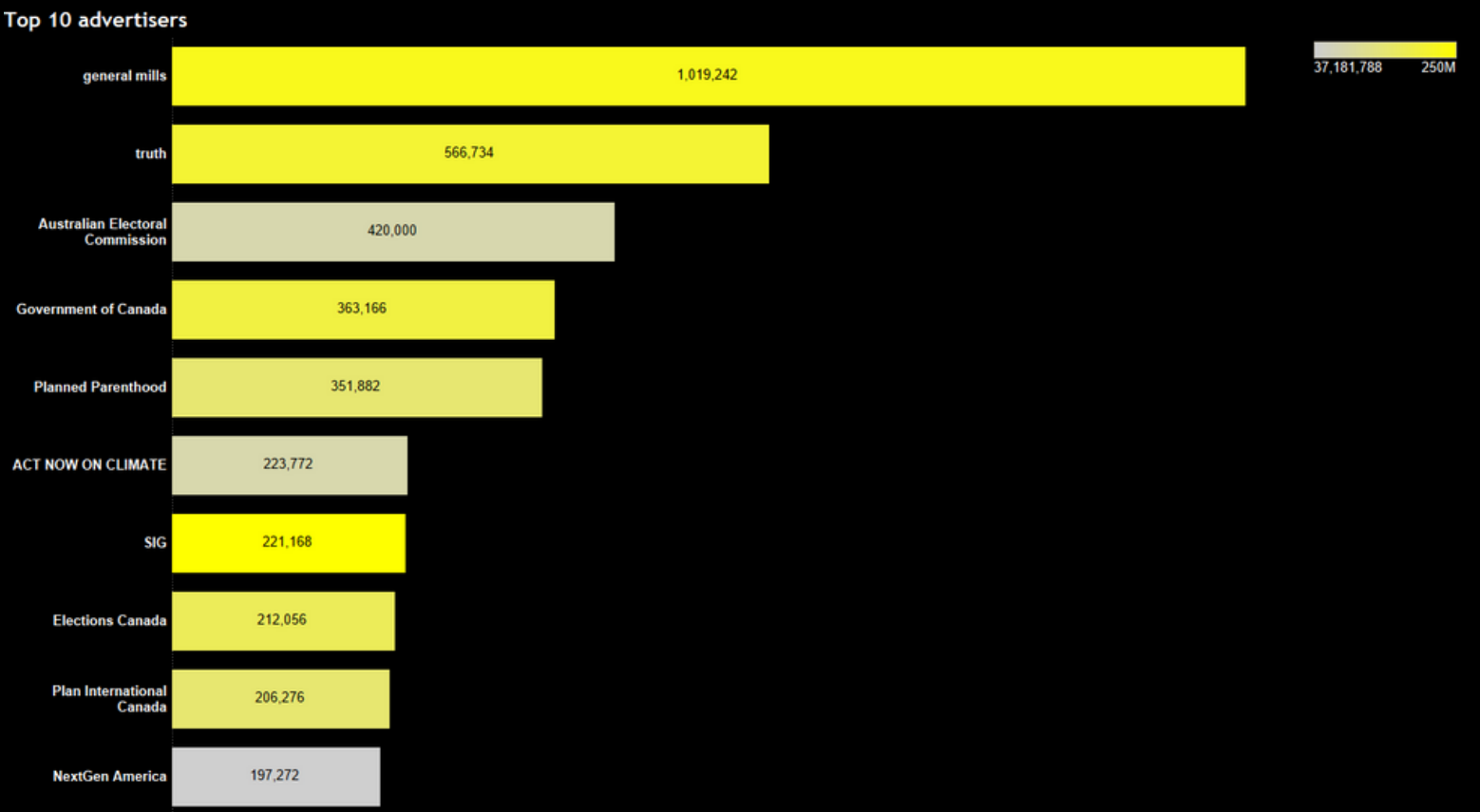


figure 8

Here are the top 10 advertisers who play a vital role in societies.

They may affect your choices on many things like purchasing something or voting for somebody through their ads.

They spend millions of dollars to achieve their goals, in other words, paying today to reward tomorrow.

So we should increase our scope to a certain country.

THE EXPECTED SPENDING FOR US

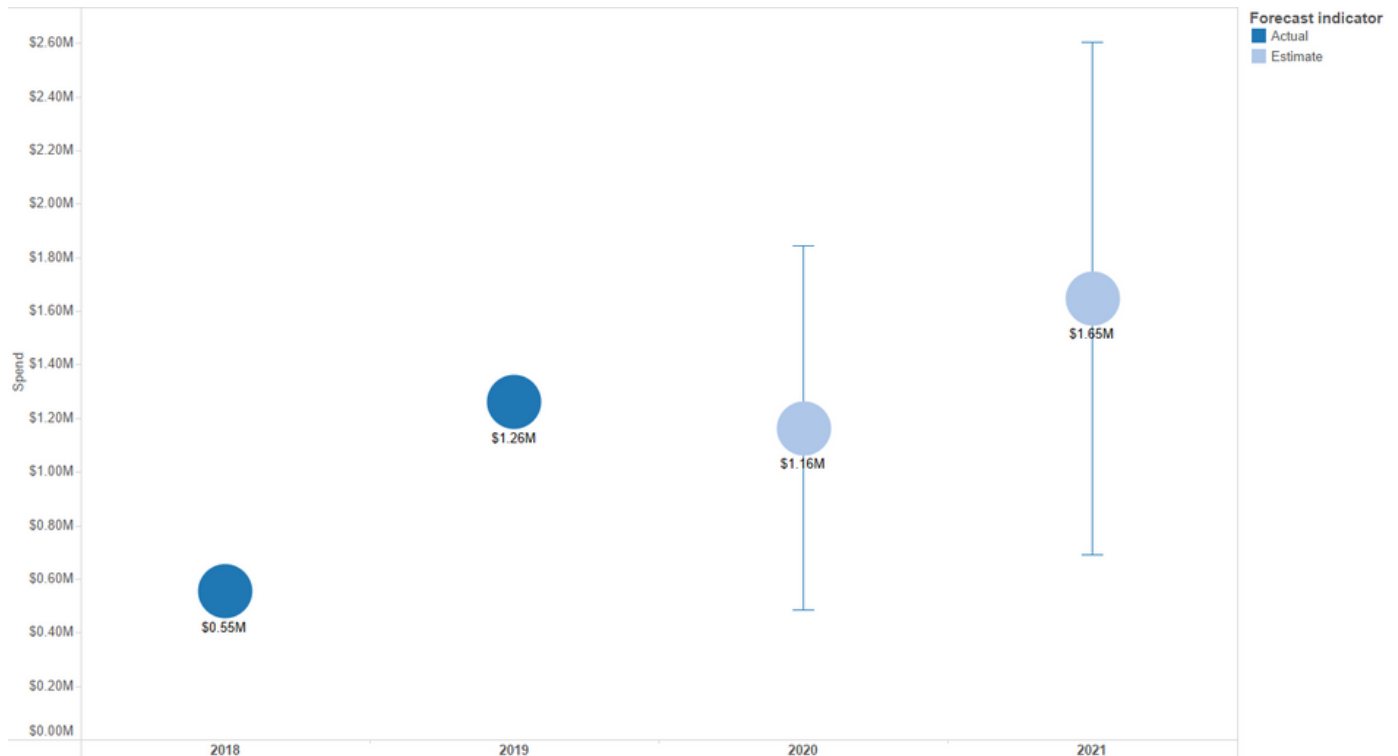


figure 9

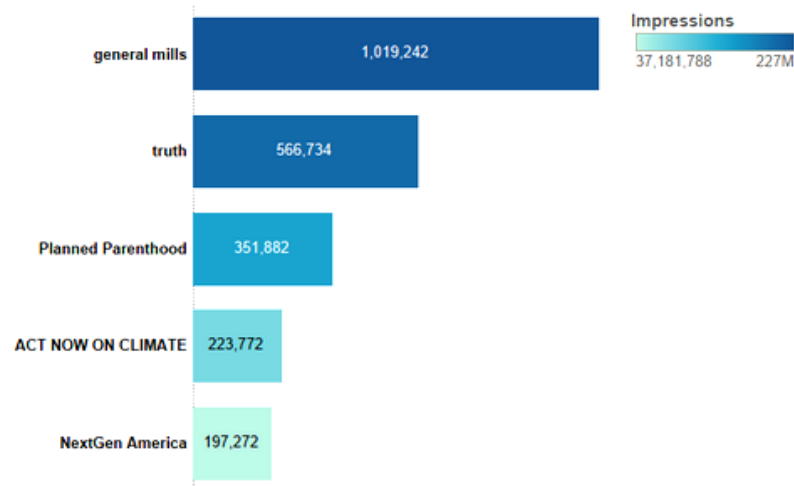
We figure out that it will increase over the next two years.

Forecast indicator Year of End Date Lower Prediction Interval for Spend Upper Prediction Interval for Spend Spend Estimate 2020 From 481,959 To 1,841,698 and the point is 1,161,829.

Forecast indicator Year of End Date Lower Prediction Interval for Spend Upper Prediction Interval for Spend Spend Estimate 2021 From 690,908 To 2,604,634 and the point is 1,647,771.

TOP 5 ADVERTISERS IN US

Top 5 advertisers in US.



Time based targeting for united states

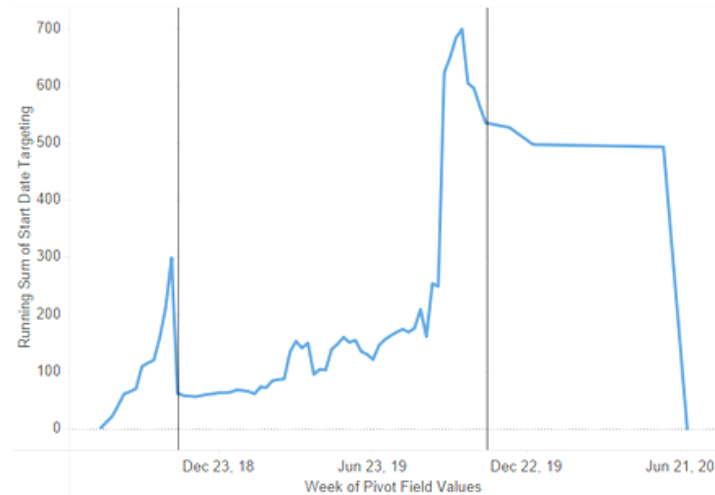


figure 10

So we selected the united states because it is the most spending one on the ads, and impressions.

The US is the highest expected spending for the next two years.

We figured out that there is a **positive** relationship between the number of ads targeted and the Political events.

Before the Midterm Elections, we found a fast increase in spending and a fast down after it finished.

And the same frequency before the General Election.

INSIGHTS & RECOMMENDATION

- 1- The priority goes to establishing our new subsidiary company specializing in electoral campaigns on Snapchat.**
- 2- The best place to start is The United States because it is the most spending one on the ads, and impressions.**
- 3- Our target audiences are the age of 18+ because they have the authority to vote.**
- 4- Ads languages should be in English to gain more impressions.**
- 5- Our ads interest is (politics).**
- 6- We should speak to both genders (males and females).**
- 7- From the other tools of classification we choose (College Graduates) because they have the right to vote.**
- 8- Our potential customers are electoral candidates themselves and our target audience the voters.**
- 9- The optimal timing for the opening of our company is in conjunction with the upcoming US elections.**



*Thank
you!*