

Detailed Campaign Performance Analysis & Recommendations

Key Insights & Power BI Visualization Plan

1. Discontinuation Justification for Campaigns 3 & 10

Campaign 3 (SHU_Students, Australia)

- **Critical Failures:**
 - **CTR:** 2.33% (vs. median 3.98%)
 - **CPC:** 7.80 INR (vs. 75th percentile 5.49 INR)
 - **Engagement Rate:** 2.33% (vs. 25th percentile 2.59%)
 - **Performance Score:** 0.35 (Threshold: <0.5)
- **Root Cause:**
 - High CPC for low engagement (7.8 INR CPC for 2.33% engagement).
 - Worst-performing age group: 25-34 years (CTR 4.05%, CPC 10.18 INR).

Campaign 10 (SHU_Students, UK)

- **Critical Failures:**
 - **CTR:** 3.56% (below median)
 - **CPC:** 8.74 INR (59% above 75th percentile)
 - **Performance Score:** 0.41
- **Root Cause:**
 - Extreme inefficiency in 25-34 age group (CPC 8.74 INR for 3.56% CTR).

2. Metric-Driven Optimization Opportunities

A. Campaigns to Scale (High ROI)

Campaign ID	Key Strengths	Action
8 (Nigeria)	CTR 10.79%, CPC 0.36 INR (Best CPC efficiency)	Increase budget allocation
2 (Group 2)	CTR 6.62%, CPC 0.46 INR (High volume clicks)	Expand to similar geographies

B. Campaigns to Optimize (Moderate Performance)

Campaign ID	Issues	Fix
9 (UAE)	Low CTR (2.23%) but decent CPC (3.58 INR)	A/B test ad creatives
7 (Nepal)	Low engagement (2.23%)	Target younger demographics (13-17)

3. Power BI Visualization Plan

A. Primary Chart: Campaign Efficiency Matrix

- **Type:** Scatter plot (CPC vs. Engagement Rate)
- **Annotations:**
 - **Red Zone:** CPC >5.49 INR + Engagement <2.59% (Highlight Campaigns 3 & 10).
 - **Green Zone:** CPC <3 INR + Engagement >4% (Highlight Campaigns 2 & 8).
- **Tooltip Fields:** Campaign ID, Name, CTR, Total Spend.

B. Supporting Charts

1. **Bar Chart:** "Top/Bottom 3 Campaigns by CPC Efficiency"
 - **Sort:** Campaigns by (CTR/CPC) ratio.
 - **Emphasize:** Campaign 8 (Nigeria) vs. Campaign 3 (Australia).
2. **Trend Lines:**
 - **Metric:** CTR over time (if date field exists).
 - **Focus:** Dips in Campaigns 3 & 10.

Design Specs:

- **Color Scheme:** Red (Discontinue), Amber (Optimize), Green (Scale).
- **Direct Labels:** Campaign IDs on all data points.