Google

As a Data Analyst on the Google Ads Performance Analytics team, you are tasked with evaluating the performance of recent ad campaigns to identify trends in conversions and revenue generation....

Question 1: What are the top 5 ad campaign IDs with the highest number of conversions, that started in April 2024?

```sql
SELECT campaign_id
FROM ad_campaigns
WHERE TO_CHAR(start_date, 'YYYY-MM') = '2024-04'
ORDER BY conversions DESC
LIMIT 5;
```

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Question 2: Identify the distinct ad types with more than 100 conversions that started in May 2024.

```sql
SELECT DISTINCT ad_type
FROM ad_campaigns
WHERE TO_CHAR(start_date, 'YYYY-MM') = '2024-05'
  AND conversions > 100;
```

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Question 3: Of the campaigns that started in June 2024, find the ones that did not generate any revenue. Please list the campaign names and start dates.

```sql
SELECT campaign_name, start_date
FROM ad_campaigns
WHERE TO_CHAR(start_date, 'YYYY-MM') = '2024-06'
  AND revenue = 0;
```

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