

## TASK 2. Descriptive Analysis

Link of Power bi Dashboard

<https://app.powerbi.com/view?r=eyJrJoiZGZlZDBlY2UtMDM2OS00ZmU5LTgzNWUtNGFmM2RiNDI4OWFmIiwidCI6ImUxNGU3M2ViLTUyNTetNDM4OC04ZDY3LTNmOWYyZTJkNWE0NiIsImMiOiJlEwFQ%3D%3D>

### Key Metrics

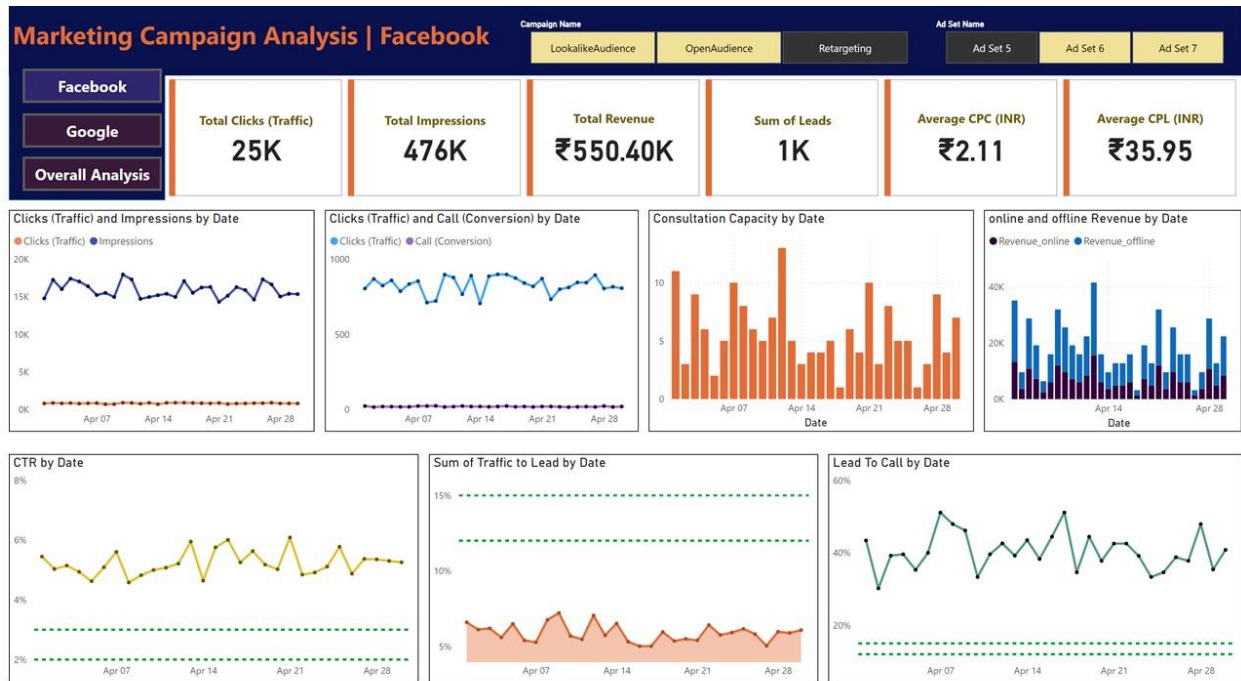
	Google	Facebook
<b>Total Clicks</b>	189.32 K	216.73K
<b>Total Impression</b>	3680.67 K	4330.55 K
<b>Total Call Conversion</b>	5252	5181
<b>Average Traffic Lead</b>	5.7%	6.19%
<b>Average CTR</b>	5.17%	5.03%
<b>Total Lead</b>	10707	13342
<b>Average CPC(INR)</b>	Rs 2.04	Rs 2.19
<b>Average CPL(INR)</b>	Rs 36.32	Rs 35.43
<b>Total Cost</b>	Rs 384456.35	Rs 470857.45
<b>Offline Revenue</b>	2622	2910000
<b>Online Revenue</b>	2630	1746000

Comparison Bw Facebook and Google						Overall Analysis	Facebook	Google	
Day	Google Clicks (Traffic)	FacebookClicks (Traffic)	Google Impressions	FacebookImpressions	Google Call	facebook Call (Conversion)	Google Traffic to Lead	Facebook Traffic to Lead	Google C
1	6.00K	6.85K	129.21K	146.04K	187	164	5.78%	6.46%	₹2.
2	6.22K	7.02K	121.49K	148.74K	191	163	5.72%	6.33%	₹2.
3	6.29K	7.44K	120.12K	144.77K	173	168	5.89%	6.08%	₹2.
4	6.14K	7.21K	129.73K	147.59K	176	167	6.01%	6.34%	₹2.
5	6.41K	7.52K	120.89K	146.00K	193	159	5.44%	5.73%	₹1.
6	6.42K	7.23K	117.79K	144.68K	178	168	5.63%	6.13%	₹2.
7	6.29K	7.15K	126.12K	146.11K	204	179	5.96%	6.28%	₹2.
8	6.43K	7.14K	120.82K	142.08K	181	184	5.14%	6.33%	₹2.
9	6.61K	7.01K	120.99K	141.91K	164	188	5.25%	6.53%	₹1.
10	6.55K	7.21K	122.17K	148.27K	167	188	5.70%	6.23%	₹1.
11	6.31K	7.34K	125.11K	148.50K	149	172	5.59%	5.94%	₹2.
12	6.65K	6.94K	120.16K	139.66K	173	165	5.29%	6.62%	₹1.
13	6.32K	7.57K	121.59K	139.87K	157	169	5.28%	5.77%	₹2.
14	6.44K	7.08K	126.84K	140.34K	169	165	5.50%	6.24%	₹1.
15	6.12K	7.19K	123.23K	145.84K	194	172	6.07%	6.02%	₹2.
16	6.49K	7.20K	115.20K	140.84K	148	181	5.67%	6.11%	₹1.
17	6.15K	7.52K	123.94K	134.61K	191	179	5.96%	6.12%	₹2.
18	6.41K	7.31K	125.18K	141.92K	161	168	5.66%	6.21%	₹1.
19	6.44K	7.26K	120.04K	146.57K	183	173	5.71%	6.16%	₹1.
20	6.53K	7.38K	129.64K	147.69K	159	174	5.61%	6.19%	₹2.
21	6.07K	7.33K	124.98K	146.36K	164	175	6.15%	6.04%	₹2.
22	6.28K	7.22K	112.13K	141.61K	178	179	5.74%	6.24%	₹2.
23	6.34K	6.97K	125.04K	147.38K	166	176	5.60%	6.33%	₹2.
24	5.88K	7.43K	121.70K	148.38K	165	168	6.19%	5.94%	₹2.
25	6.32K	7.16K	122.67K	139.27K	183	175	5.76%	6.37%	₹2.
26	6.32K	7.27K	125.40K	145.94K	167	163	5.28%	6.15%	₹1.
27	6.01K	7.19K	122.91K	147.76K	182	179	6.00%	6.21%	₹2.
28	6.35K	7.46K	118.14K	139.77K	172	196	5.80%	6.13%	₹2.
29	6.26K	7.33K	124.63K	143.75K	189	158	5.87%	6.02%	₹2.
30	6.26K	6.84K	122.79K	148.30K	188	166	5.70%	6.52%	₹2.
Total	189.32K	216.73K	3680.67K	4330.55K	5252	5181	5.70%	6.19%	₹2.

Overall: Facebook appears to be the better-performing platform overall based on the given metrics, especially in terms of total leads, revenue, and engagement metrics.

## Graphical Analysis

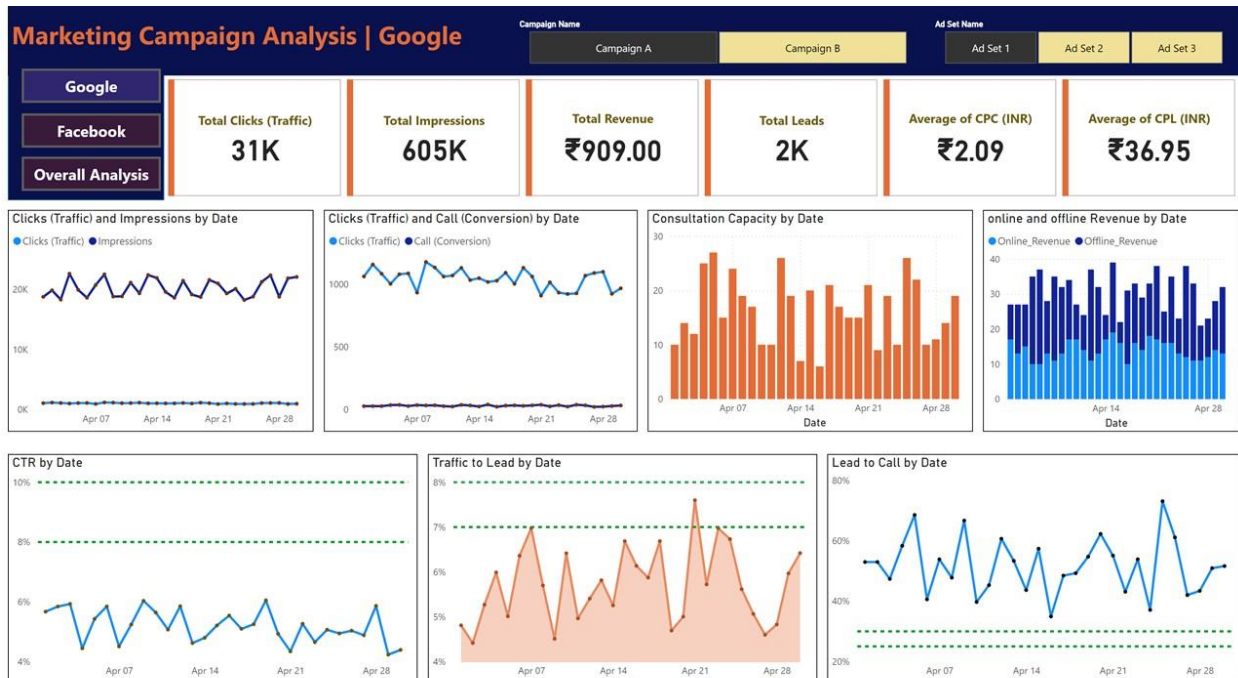
### a. Facebook analysis



- Click(traffic) & impressions by date:** Every day, the number of impressions is greater than the number of clicks. Additionally, impressions do not increase continuously, there are fluctuations in the graph, with some days showing increases and others decreases.
- Click(traffic) & Call Conversion by date:** Every day, the number of clicks is greater than the number of call conversion.
- Offline Revenue & online Revenue by date:** Every day, Offline revenue is generated more than online revenue.
- Consultation Capacity by date:** Every day, no of offline consultations is less than 15.
- CTR by date:** Most days, the percentage of CTR decreases compared to the previous day. However, it remains greater than the industry benchmark, which is 2-3%.

- f. **Traffic to Lead by date:** Most days, the percentage of Traffic to Lead decreases compared to the previous day. However, it also remains less than the industry benchmark, which is 12-15%.
- g. **Lead Call by date:** Most days, the percentage of Lead to call increases compared to the previous day. However, it remains greater than the industry benchmark, which is 12-15%.

## b. Google Analysis



- h. **Click(traffic) & impressions by date:** Every day, the number of impressions is greater than the number of clicks. Additionally, impressions do not increase continuously, there are fluctuations in the graph, with some days showing increases and others decreases.
- i. **Click(traffic) & Call Conversion by date:** Every day, the number of clicks is greater than the number of call conversion.
- j. **Offline Revenue & online Revenue by date:** Every day, Online revenue is generated more than offline revenue.
- k. **Consultation Capacity by date:** Every day, no of offline consultations is less than 30.
- l. **CTR by date:** Most days, the percentage of CTR decreases compared to the previous day. However, it remains less than the industry benchmark, which is 8-10%.

- m. **Traffic to Lead by date:** Most days, the percentage of Traffic to Lead increases compared to the previous day. However, only on 2-3 days does the traffic reach the lower benchmark, and only on one day does it fall within our industry benchmark 7-8%.
- n. **Lead Call by date:** Most days, the percentage of Lead to call increases compared to the previous day. However, it remains greater than the industry benchmark, which is 25-30%.

**Conclusion:** According to the industry benchmark, it is clear that Facebook appears to be the better-performing platform overall based on the analysis performed, especially in terms of CTR, lead to call, and average traffic lead.