

**Instructions**

This dataset contains Google Ads performance data collected over a two-month period, broken down by campaigns and ad groups.

I created a presentation for the Marketing Manager on the client's side. The presentation was designed to be self-explanatory, so the manager could easily understand the key insights without additional guidance. It includes:

- Visualizations to clearly illustrate performance trends and results
- Explanations of what occurred during the campaign period
- Actionable recommendations to help the client improve future performance