**Output of the Ad Campaign Optimization Tool**

**1️ Fetching Google Ads Data**

When the script fetches data from Google Ads API, the response might look like this:

json

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[

{

"campaign\_id": 101,

"clicks": 1200,

"cost": 45.60

},

{

"campaign\_id": 102,

"clicks": 950,

"cost": 35.20

}

]

**2️⃣ Storing Data in BigQuery**

After inserting data into BigQuery, a confirmation message is printed:

plaintext

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Data successfully stored in BigQuery.

**3️⃣ Training the Machine Learning Model**

While training the model, the script outputs logs like:

plaintext

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Training model with 5 data points...

Model training complete. Model saved as 'model.pkl'.

**4️⃣ Making Predictions (Real-time API Response)**

When a user sends a **POST request** to /recommend with input data:

**Request:**

json

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{

"clicks": 1100,

"cost": 40.00

}

**Response:**

json

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{

"recommended\_conversions": 8.5

}

(This means the system predicts **8-9 conversions** for the given ad data.)