Analyzing the efficiency of media companies

Objective: Identify the most effective advertising campaigns in terms of ROMI, reach and spend, conversion, devices, and geographies using PostgreSQL, Debiver, BigQuery, and Looker Studio.

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Data Analyst

Data sources

- facebook_ads_basic_daily
- Google_ads_basic_daily
- ga4_obfuscated_sample_ecommerce

Tables with costs, reach, campaigns, and display dates

Platforms:

- **PostgreSQL/BigQuery** - for processing SQL queries
- **Looker Studio** - for visualization of results

- Calculation of average, minimum and maximum costs by source
- Identify the top 5 dates with the highest ROMI
- Identify the campaign with the highest value per week
- Device analysis
- Determining the longest period of continuous display
- Calculation of conversions
- Identification of activities by geographical indicators
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- **ROMI:**

  Peak value - **148.69%</a>.**

- **Reach:**

  The largest increase for the month - **+4.3M** in the category *Hobbies*

- **Display:**

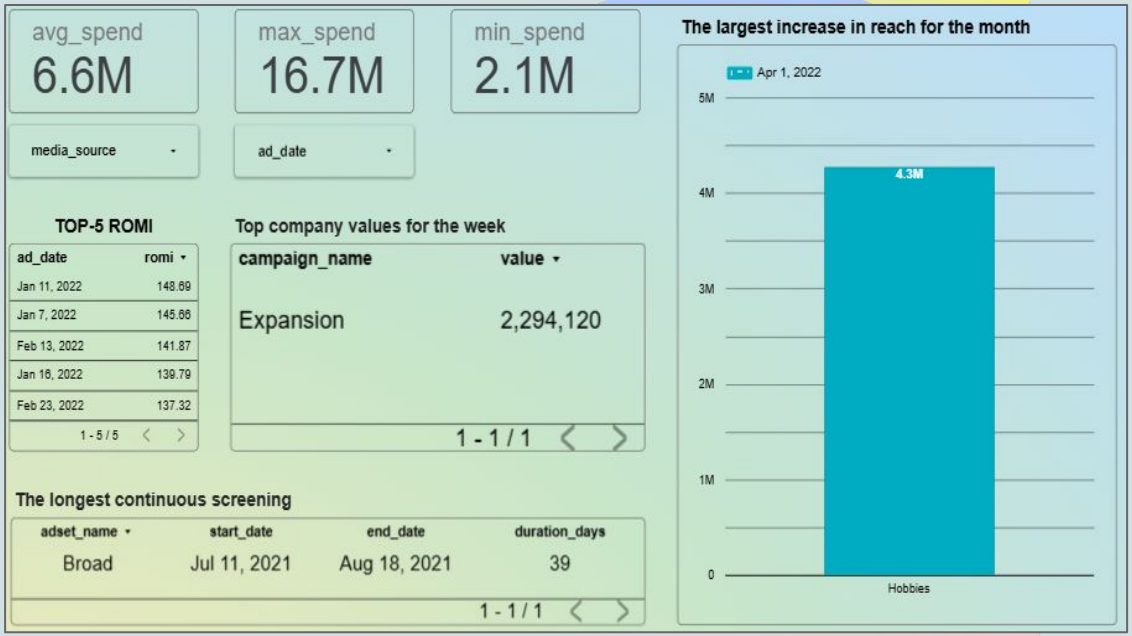
  Highest continuous display in the parameter *Broad* - **39** days

- **Campaign of the week:**

  Expansion with a commercial value of **2.29M**

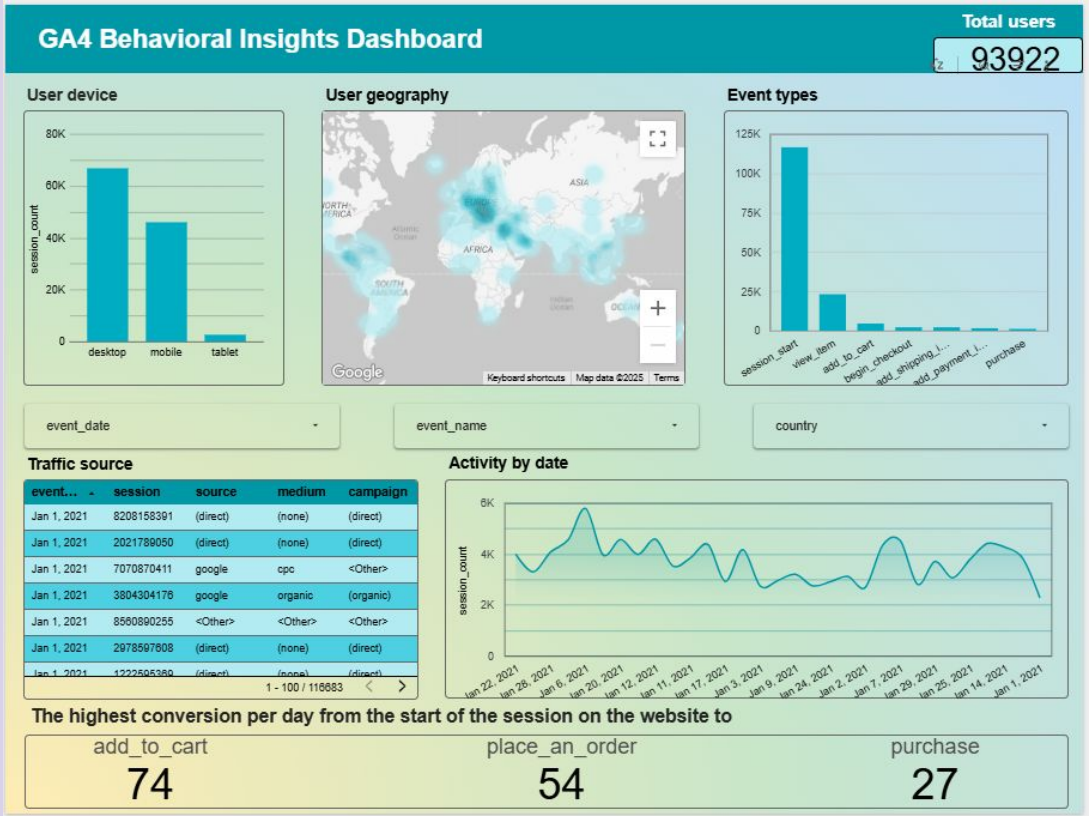
- **Costs:**

  Average value - **6.6M**, maximum value - **16.7M**



Looker

My Project



- Unique users: 93,922

Devices:

- 💻 Desktop: over 65K

- 📱 Mobile: ~40K

- Tablet: ~10K

- Most active sessions: January 6, 2021

Geography:

- Most active: North America, Europe, parts of Asia

Conversion actions (maximum per day):

- adding to cart - 74

- checkout - 54

- purchase - 27

Looker

My Project

🏁 Conclusions on the project

🔧 Technical expertise

- 📊 Built **2 interactive dashboards** from different sources (marketing + GA4 behavioral data)
- 🛠️ Used SQL for preparing, aggregating and optimizing queries
- 🎨 Implemented Looker Studio for visualization, filtering, and structured presentation of results

💡 Key insights

- 💻 Desktop is the main channel (>65K users), the mobile segment is also significant (~40K)
- 🌍 Main markets: **North America, Europe, Asia**
- 📈 The days with the highest ROMI and the campaigns with the highest reach are identified
- 🛒 In the conversion funnel - **sagging from add_to_cart to purchase**

🚀 Practical value

- Optimization of advertising budgets based on ROMI
- Improving UX for desktop and mobile devices
- Removing barriers in the checkout process
- Setting up correct channel tracking

📌 Professional results

- Full cycle of work with data: **collection → preparation → visualization → business decisions**
- Focus on **analytical accuracy**, **visual clarity** and **business value</a>**

Thank you for your attention!