

Included are 3 raw datasets from our current paid user acquisition campaigns on Facebook that break out performance by device/placement, geography, and demographics. The goals of these campaigns are to drive web conversions, app installs, and purchases

Your assignment:

- Process and deep dive into any or all of these datasets
- Derive insights about the campaigns' performance and scale
- Outline recommendations to improve campaign performance and/or scale, presented in either a document (eg Google Docs or Microsoft Word) or in a slide presentation (eg Google Slides or PowerPoint).

Tips:

- Set and manage expectations. Communicate when you aim to complete this assignment, and should any delays arise, reset expectations in a timely manner.
- Where applicable/possible, share the data tables and/or visualizations that support your insights and recommendations.
- Assume your audience are not data analysts, so communicate your processes, insights and recommendations in an easily digestible manner.
- We highly encourage you to include the processed data for review.
- Feel free to ask any questions about customer journeys and conversion funnels.
- Use whatever resources are at your disposal.