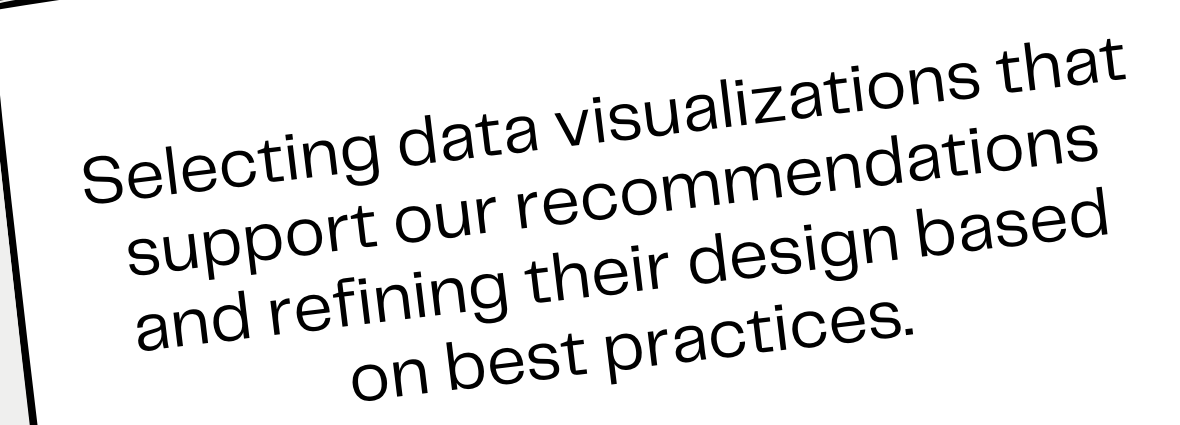
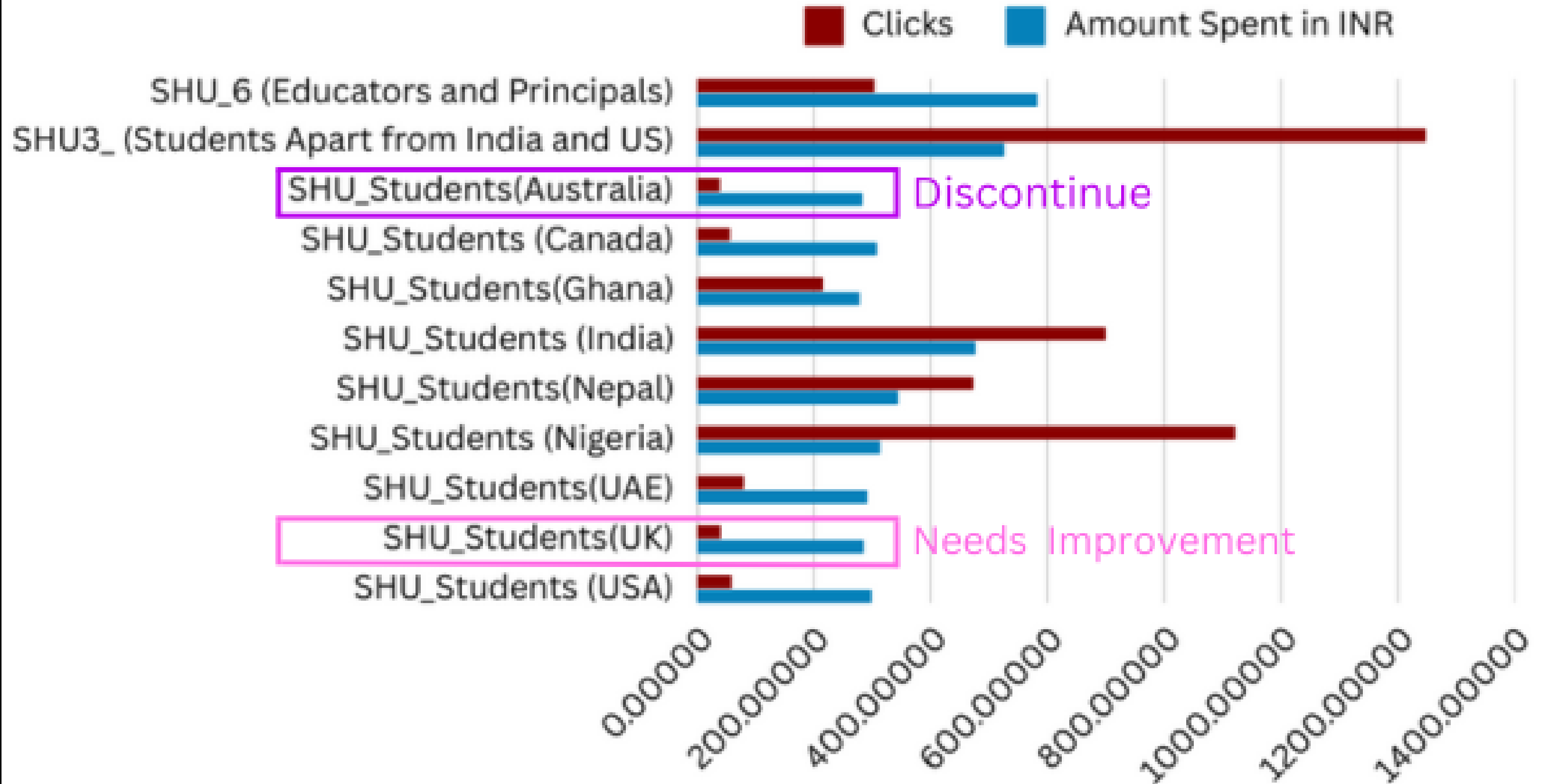


Week 2: Visualization Design

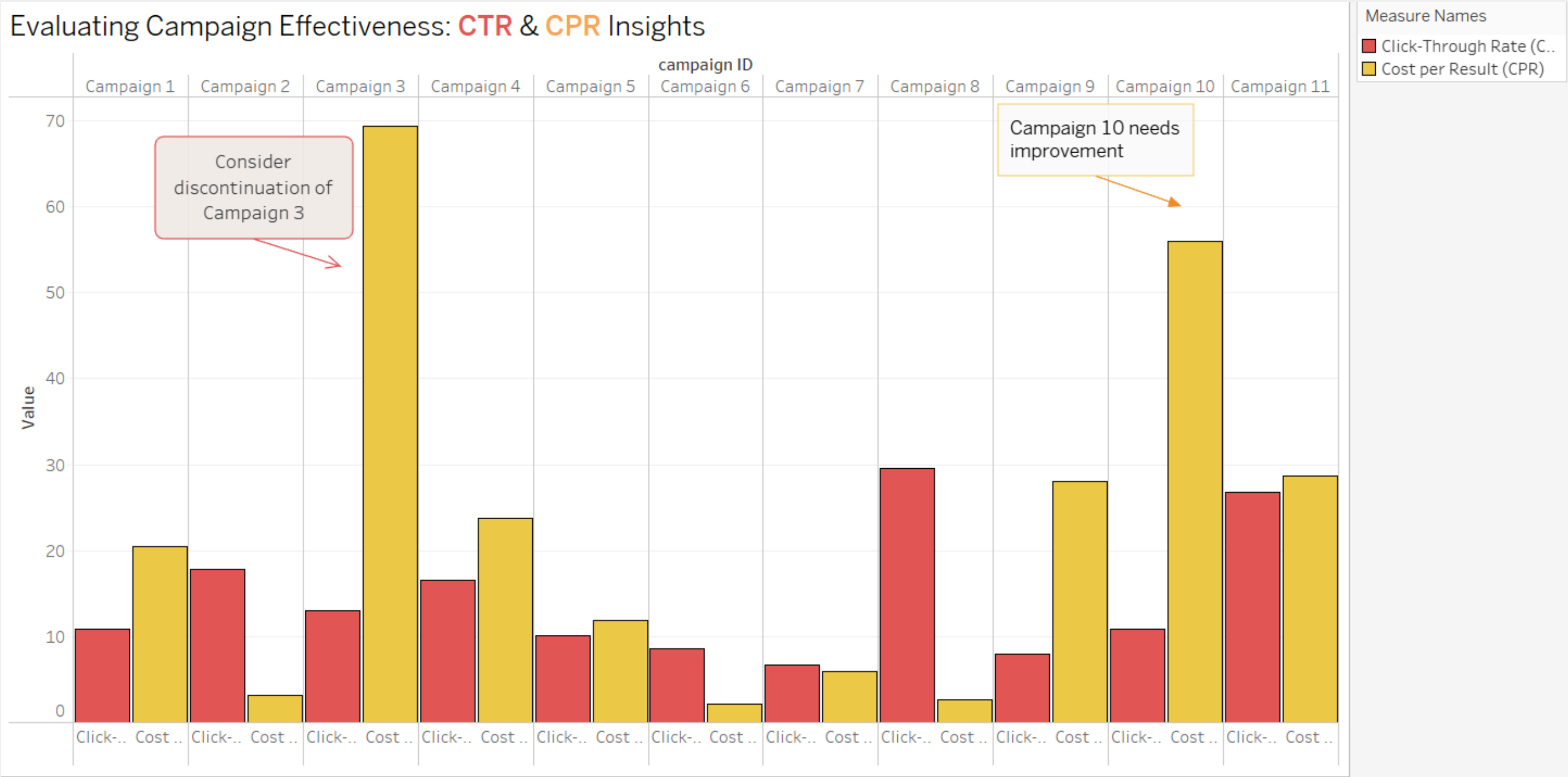


Selecting data visualizations that support our recommendations and refining their design based on best practices.

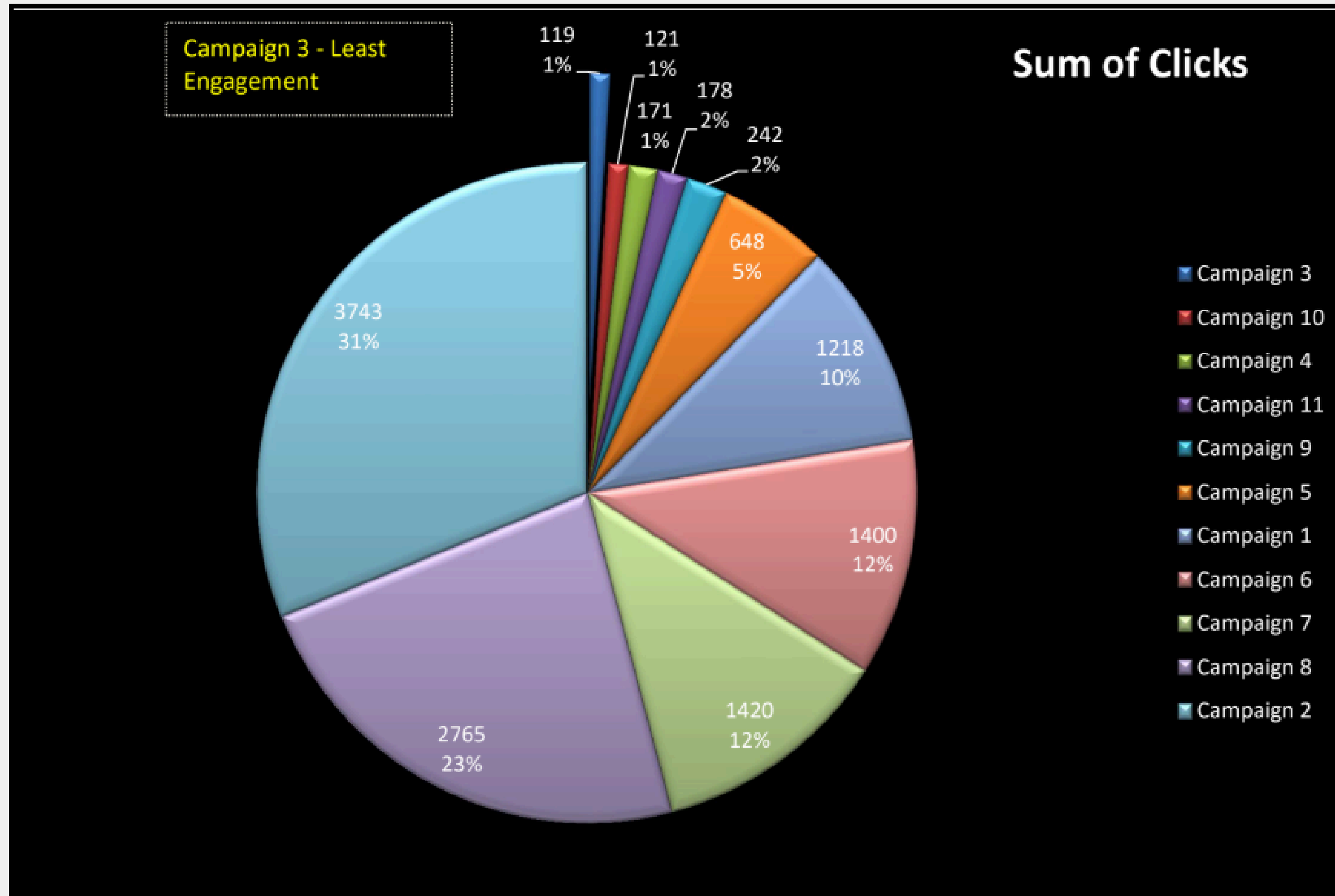
Campaign Performance Review: Clicks vs Amount Spent in INR

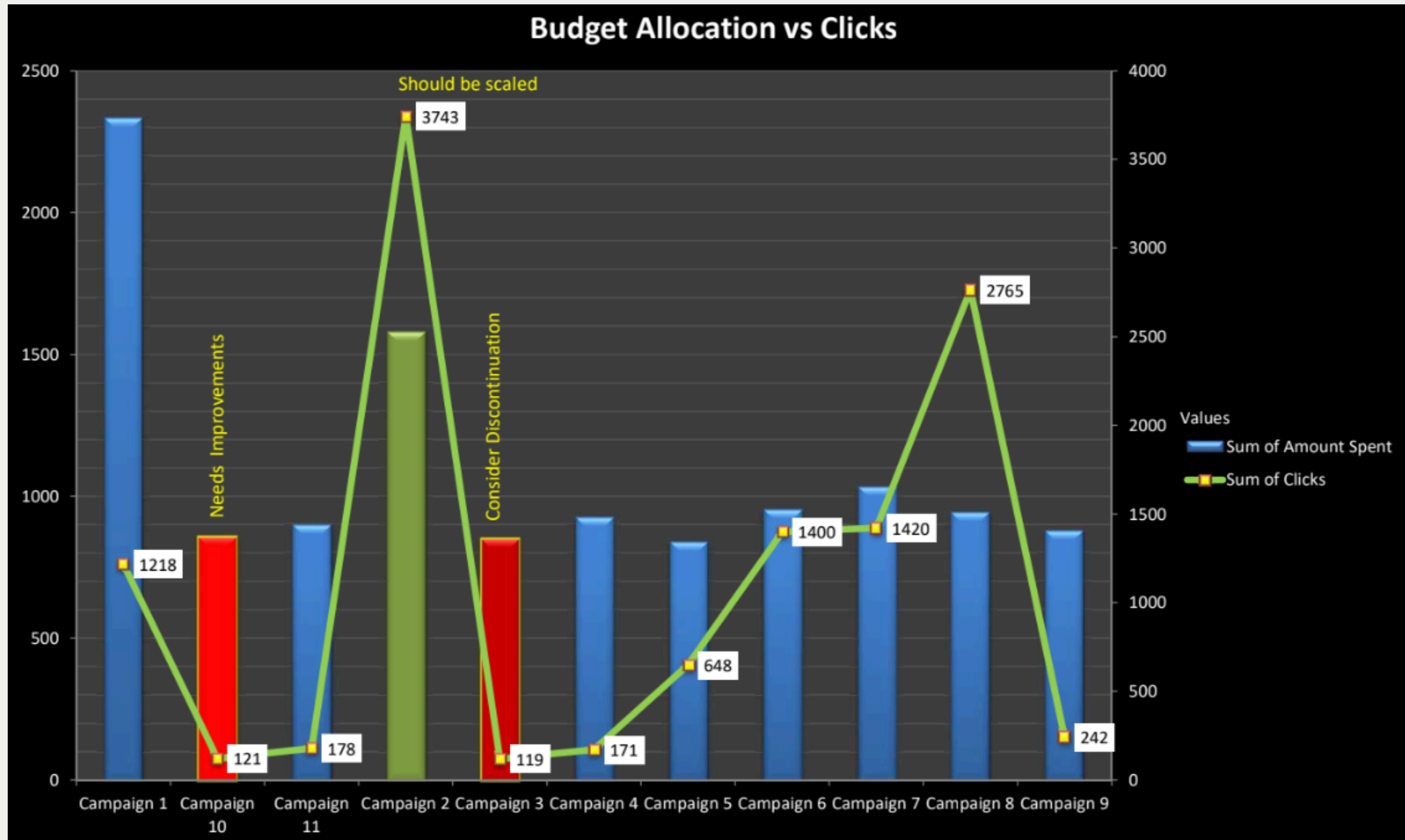


Evaluating Campaign Effectiveness: CTR & CPR Insights

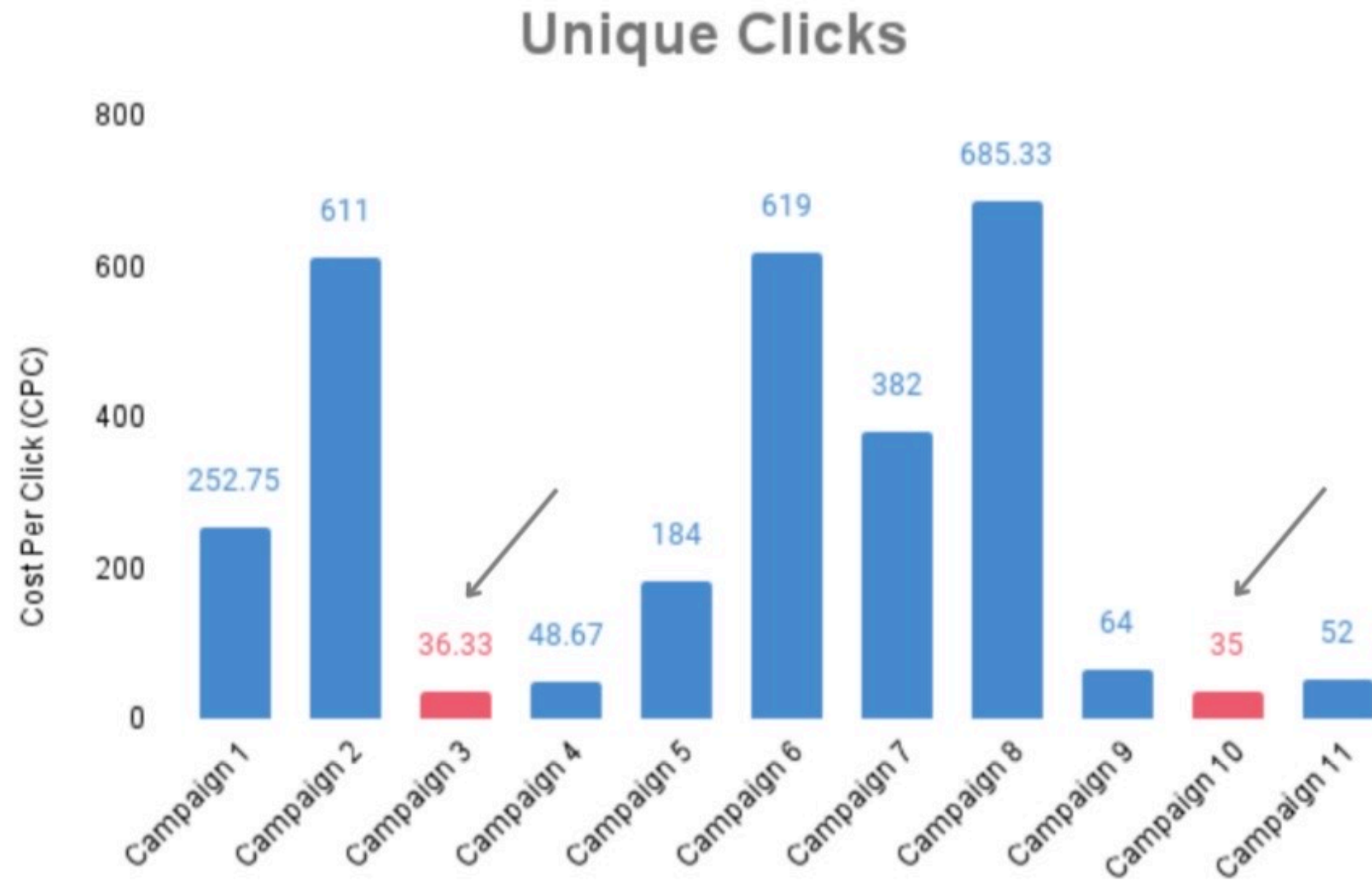


Evaluating Campaign Performance: Focusing on Total Clicks and Engagement





Evaluating Campaign Performance: Focusing on Unique Clicks and Engagement

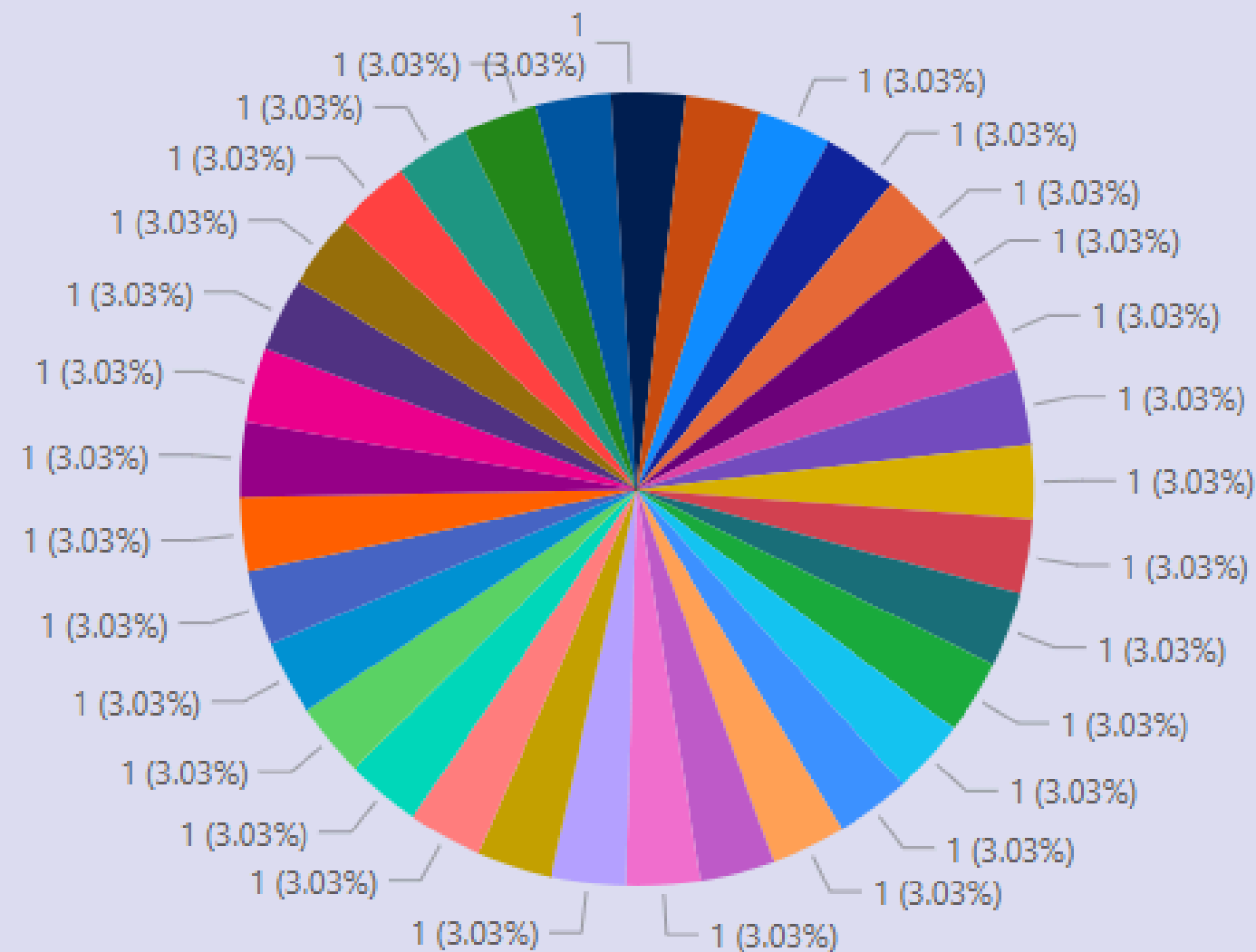


Evaluating count of Campaign ID by click rate

count of campaign ID by click rate

All Click-Through Rate (CTR in %) had Count of campaign ID of 1.

Count of campaign ID
by Click-Through Rate (CTR in %)



Click-Through Rate (CTR in %)

- 1.6688918558077435
- 1.6835016835016834
- 2.0179372197309418
- 2.091654855473951
- 2.2263450834879404
- 2.3159387872009605
- 2.331804281345566
- 2.346140768446107
- 2.5925925925925926
- 2.708654481391764
- 3.0861442326085573
- 3.1513608148973424
- 3.210425937698665
- 3.5616438356164384
- 3.6978400995137397

Evaluating Cost Per Result (CPR) Across Campaigns

