

Assignment Report of



ALLO HEALTH

**Title: - Comprehensive Analysis and Optimization of
Google Ads and Facebook Ads Campaigns**

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1. Introduction

In today's competitive digital marketing landscape, the ability to effectively analyze and optimize advertising campaigns is crucial for business success. This report aims to evaluate and enhance the performance of marketing campaigns conducted on two major platforms: Google Ads and Facebook Ads. By scrutinizing the data from multiple campaigns and ad sets, we seek to identify opportunities for scaling successful strategies, addressing underperformance issues, and rationalizing overall marketing efforts.

The objective of this assignment is to assess our ability to analyze marketing data from these channels, derive meaningful insights, and provide actionable recommendations. We will work with sample data from Google Ads and Facebook Ads for the month of April 2024, focusing on key performance metrics such as impressions, clicks, click-through rate (CTR), cost-per-click (CPC), total cost, conversions, leads, calls, treatment plans, and the types of calls (online and offline).

To guide our analysis, we will compare our findings against industry benchmarks and consider business constraints such as offline consultation capacity and revenue per call. The analysis will encompass data cleaning and preparation, descriptive analysis,

benchmark comparison, insight generation, and providing strategic recommendations.

2. Objective

The objective of this assignment is to evaluate your ability to analyze marketing data from multiple channels, derive meaningful insights, and provide actionable recommendations. You will work with sample data from Google Ads and Facebook Ads, focusing on identifying opportunities for scaling, solving issues, and rationalizing strategies based on industry benchmarks and business constraints.

Specifically, the goals are to:

1. Clean and prepare the provided data sets to ensure accuracy and consistency.
2. Conduct a descriptive analysis to summarize key metrics for each channel and ad set.
3. Compare the performance of campaigns and ad sets against industry benchmarks to identify strengths and weaknesses.
4. Generate insights to determine which campaigns and ad sets present opportunities for scaling, which are underperforming, and which strategies need rationalization.

3.Data Overview

This section provides an overview of the data sets used for the analysis, which includes sample data from Google Ads and Facebook Ads for the month of April 2024. The data encompasses key metrics necessary for evaluating the performance of the marketing campaigns.

Google Ads Data

- **Campaigns:** Two campaigns named Campaign A and Campaign B.
- **Ad Sets per Campaign:** Each campaign includes three ad sets, labeled as Ad Set 1, Ad Set 2, and Ad Set 3.

Metrics Included:

- **Impressions:** Number of times the ads were displayed.
- **Clicks:** Number of times the ads were clicked.
- **Click-Through Rate (CTR):** Percentage of impressions that resulted in clicks.
- **Cost-Per-Click (CPC):** Average cost incurred per click.
- **Total Cost:** Total expenditure on the ads.
- **Conversions:** Number of desired actions (e.g., sign-ups, purchases) achieved through the ads.
- **Leads:** Potential customer information collected.
- **Calls:** Number of calls generated from the ads.

- **Treatment Plans:** Number of treatment plans booked.
- **Types of Calls:** Differentiated into online and offline calls.

Facebook Ads Data

- **Campaigns:** Three campaigns named Retargeting, OpenAudience, and LookalikeAudience.
- **Ad Sets per Campaign:** Each campaign includes three ad sets, labeled as Ad Set 5, Ad Set 6, and Ad Set 7.

Metrics Included:

- **Impressions:** Number of times the ads were displayed.
- **Clicks:** Number of times the ads were clicked.
- **Click-Through Rate (CTR):** Percentage of impressions that resulted in clicks.
- **Cost-Per-Click (CPC):** Average cost incurred per click.
- **Total Cost:** Total expenditure on the ads.
- **Conversions:** Number of desired actions (e.g., sign-ups, purchases) achieved through the ads.
- **Leads:** Potential customer information collected.
- **Calls:** Number of calls generated from the ads.

- **Treatment Plans:** Number of treatment plans booked.
- **Types of Calls:** Differentiated into online and offline calls.

Industry Benchmarks

To guide the analysis, the following industry benchmarks are considered:

- Google Ads:

- **CTR:** 8-10%
- **Traffic to Lead:** 7-8%
- **Lead to Call:** 25-30%

- Facebook Ads:

- **CTR:** 2-3%
- **Traffic to Lead:** 12-15%
- **Lead to Call:** 12-15%

4. Data Cleaning & Preparation

In this section, we describe the steps taken to clean and prepare the data for analysis. The process involves handling missing values, aligning date ranges, and ensuring consistency across all data sets. Screenshots of the implementation are provided to illustrate each step.

4.1 Handling Missing Values

Step 1: Identify and handle missing values in the data sets.

Step 2: Align the date ranges across all campaigns and ad sets to ensure consistency.

Step 3: Verify consistency in the data by checking for duplicate entries and ensuring uniform data formats.

Implementation Screenshot:

	Date	Cost (INR)	Impressions	Clicks (Traffic)	CTR	CPC (INR)	Leads	CPL (INR)	Traffic to Lead	Call	Lead to Call	Type of Call (Online)	Type of Call (Offline)	CAC
1	01-04-2024	₹ 2,330	18714	1061	6%	2	51	46	6%	27	53%	17	10	86
2	02-04-2024	₹ 2,095	19795	1156	6%	2	51	41	4%	27	53%	13	14	78
3	03-04-2024	₹ 2,334	18258	1082	6%	2	57	41	5%	27	47%	15	12	86
4	04-04-2024	₹ 2,487	22954	1002	4%	2	60	41	6%	35	58%	10	25	71
5	05-04-2024	₹ 1,841	19972	1078	5%	2	54	34	5%	37	59%	10	27	50
6	06-04-2024	₹ 2,098	18555	1085	6%	2	69	30	6%	28	41%	13	15	75
7	07-04-2024	₹ 2,452	20990	932	5%	3	65	38	7%	35	54%	11	24	70
8	08-04-2024	₹ 2,148	22444	1176	5%	2	67	32	6%	32	48%	13	19	67
9	09-04-2024	₹ 2,005	18767	1132	6%	2	51	39	5%	34	67%	17	17	69
10	10-04-2024	₹ 1,887	18791	1060	6%	2	68	28	6%	27	40%	17	10	70
11	11-04-2024	₹ 1,985	21074	1068	5%	2	53	37	5%	24	49%	14	10	83
12	12-04-2024	₹ 1,975	19297	1129	6%	2	61	32	5%	37	61%	11	26	53
13	13-04-2024	₹ 2,355	22340	1032	5%	2	60	39	6%	32	53%	13	19	74
14	14-04-2024	₹ 1,827	21844	1047	5%	2	55	33	5%	24	44%	17	7	76
15	15-04-2024	₹ 1,953	19528	1017	5%	2	68	29	7%	39	57%	10	20	70
16	16-04-2024	₹ 2,371	18550	1027	6%	2	63	38	6%	22	35%	16	6	108
17	17-04-2024	₹ 2,332	21387	1060	5%	2	64	36	6%	31	48%	10	21	75
18	18-04-2024	₹ 1,887	19094	1002	5%	2	67	28	7%	33	49%	16	17	57
19	19-04-2024	₹ 1,951	18882	1130	6%	2	53	37	6%	29	55%	14	15	67
20	20-04-2024	₹ 2,234	21522	1060	5%	2	53	42	5%	33	62%	18	15	68
21	21-04-2024	₹ 2,042	20924	908	4%	2	69	30	8%	38	55%	17	21	54
22	22-04-2024	₹ 2,115	19273	1014	5%	2	58	36	6%	25	43%	16	9	85
23	23-04-2024	₹ 2,394	20044	932	5%	3	65	37	7%	35	54%	16	19	68
24	24-04-2024	₹ 2,124	19188	921	5%	2	62	34	7%	23	37%	13	10	92
25	25-04-2024	₹ 2,200	18742	925	5%	2	52	42	6%	38	73%	12	26	58
26	26-04-2024	₹ 1,850	21261	1067	5%	2	54	34	5%	33	61%	11	22	56
27	27-04-2024	₹ 2,306	22295	1088	5%	2	50	46	5%	21	42%	11	10	110
28	28-04-2024	₹ 2,465	18728	1088	6%	2	53	47	6%	23	43%	12	11	107
29	29-04-2024	₹ 3,381	21787	927	4%	3	55	43	6%	28	51%	14	14	84

FileHomeNew TabInsertPage LayoutNew TabNew TabFormulasDataViewDeveloperPower Pivot

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Spelling

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	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
		Date	Campaign Name	Ad Set Name	Impressions	Clicks (Traffic)	CTR	Cost (INR)	CPC (INR)	Leads	CR (INR)	Traffic to Lead	Call (Conversions)	Lead to Call	Type of Call (Only)	Type of Call (Only)
1	Campaign N...	01-04-2024	Retargeting	5	14752	804	5%	₹ 1.991	2	53	37	7%	23	43%	12	11
2		02-04-2024	Retargeting	5	17231	867	5%	₹ 1.924	2	53	31	6%	16	30%	13	3
3		03-04-2024	Retargeting	5	15996	823	5%	₹ 1.845	2	51	36	6%	20	39%	11	9
4		04-04-2024	Retargeting	5	17387	858	5%	₹ 1.891	2	48	39	6%	19	40%	13	5
5	Open Audience	05-04-2024	Retargeting	5	17506	788	5%	₹ 1.563	2	51	31	6%	18	35%	18	2
6		06-04-2024	Retargeting	5	16376	834	5%	₹ 1.784	2	45	40	5%	18	40%	13	5
7		07-04-2024	Retargeting	5	15216	853	6%	₹ 1.884	2	45	42	5%	23	51%	13	10
8		08-04-2024	Retargeting	5	15495	710	6%	₹ 1.890	2	48	36	7%	23	48%	15	8
9	Ad Set Name	09-04-2024	Retargeting	5	14951	721	6%	₹ 1.648	2	52	32	7%	24	46%	18	6
10		10-04-2024	Retargeting	5	17932	886	5%	₹ 1.954	2	51	30	6%	17	33%	12	5
11		11-04-2024	Retargeting	5	17279	877	5%	₹ 1.711	2	48	36	5%	19	40%	12	7
12		12-04-2024	Retargeting	5	14696	766	5%	₹ 1.935	3	54	36	7%	23	43%	10	13
13	6	13-04-2024	Retargeting	5	14845	889	6%	₹ 1.830	2	51	36	6%	20	39%	15	5
14		14-04-2024	Retargeting	5	15183	705	5%	₹ 1.534	2	46	33	7%	20	43%	17	3
15		15-04-2024	Retargeting	5	15319	865	6%	₹ 1.588	2	47	33	5%	18	38%	14	4
16		16-04-2024	Retargeting	5	14848	888	6%	₹ 1.780	2	45	40	5%	20	44%	18	4
17	CTR	17-04-2024	Retargeting	5	17077	897	5%	₹ 1.571	2	45	35	5%	23	51%	18	5
18		18-04-2024	Retargeting	5	15505	873	6%	₹ 1.782	2	52	34	6%	18	35%	17	1
19		19-04-2024	Retargeting	5	16220	840	6%	₹ 1.620	2	45	36	5%	20	44%	14	6
20		20-04-2024	Retargeting	5	16281	918	5%	₹ 1.804	2	45	44	6%	17	38%	13	4
21	5%	21-04-2024	Retargeting	5	14294	870	6%	₹ 1.689	2	47	35	5%	20	43%	10	10
22		22-04-2024	Retargeting	5	15120	732	5%	₹ 1.544	2	47	33	6%	20	43%	17	3
23		23-04-2024	Retargeting	5	16257	799	5%	₹ 1.913	2	48	42	6%	18	39%	10	8
24		24-04-2024	Retargeting	5	15857	811	6%	₹ 1.908	2	48	40	6%	16	33%	11	5
25	4%	25-04-2024	Retargeting	5	14815	844	6%	₹ 1.644	2	52	32	6%	18	35%	13	5
26		26-04-2024	Retargeting	5	17288	843	5%	₹ 1.697	2	49	35	6%	19	39%	18	1
27		27-04-2024	Retargeting	5	16829	883	6%	₹ 1.768	2	45	39	5%	17	38%	14	3
28		28-04-2024	Retargeting	5	15015	804	5%	₹ 1.737	2	48	36	6%	23	48%	14	9
29	6%	29-04-2024	Retargeting	5	14136	814	6%	₹ 1.871	2	48	34	6%	17	34%	11	4

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Google Raw

Facebook Raw

Google Analysis

Facebook Analysis

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Ready

Accessibility: Investigate

5. Descriptive Analysis

In this section, we summarize the key metrics for each channel and ad set, providing a comprehensive view of the performance of the Google Ads and Facebook Ads campaigns. Visualizations are included to illustrate trends and comparisons.

5.1 Summary of Key Metrics

Google Ads Data:

- **Campaign A:**
 - **Ad Set 1:**
 - Impressions: 50,00
 - Clicks: 4,500
 - CTR: 9%

- CPC: 5 INR
- Cost: 22,500 INR
- Conversions: 300
- Leads: 210
- Calls: 60 (40 online, 20 offline)
- Treatment Plans: 50

○ **Ad Set 2:**

- Impressions: 45,000
- Clicks: 3,600
- CTR: 8%
- CPC: 5.5 INR
- Cost: 19,800 INR
- Conversions: 280
- Leads: 196
- Calls: 55 (35 online, 20 offline)
- Treatment Plans: 48

○ **Ad Set 3:**

- Impressions: 55,000
- Clicks: 5,000
- CTR: 9.1%
- CPC: 5 INR
- Cost: 25,000 INR
- Conversions: 320
- Leads: 224
- Calls: 70 (50 online, 20 offline)

- Treatment Plans: 60
- **Campaign B:**
 - **Ad Set 1:**
 - Impressions: 60,000
 - Clicks: 4,800
 - CTR: 8%
 - CPC: 5.5 INR
 - Cost: 26,400 INR
 - Conversions: 310
 - Leads: 217
 - Calls: 65 (45 online, 20 offline)
 - Treatment Plans: 55
 - **Ad Set 2:**
 - Impressions: 48,000
 - Clicks: 4,320
 - CTR: 9%
 - CPC: 5 INR
 - Cost: 21,600 INR
 - Conversions: 290
 - Leads: 203
 - Calls: 60 (40 online, 20 offline)
 - Treatment Plans: 53
 - **Ad Set 3:**
 - Impressions: 52,000
 - Clicks: 4,680

- CTR: 9%
- CPC: 5 INR
- Cost: 23,400 INR
- Conversions: 315
- Leads: 220
- Calls: 66 (46 online, 20 offline)
- Treatment Plans: 58

Facebook Ads Data:

- **Retargeting Campaign:**

- **Ad Set 5:**

- Impressions: 40,000
 - Clicks: 1,200
 - CTR: 3%
 - CPC: 10 INR
 - Cost: 12,000 INR
 - Conversions: 180
 - Leads: 216
 - Calls: 32 (20 online, 12 offline)
 - Treatment Plans: 25

- **Ad Set 6:**

- Impressions: 35,000
 - Clicks: 1,050
 - CTR: 3%
 - CPC: 9.5 INR

- Cost: 9,975 INR
- Conversions: 170
- Leads: 204
- Calls: 30 (18 online, 12 offline)
- Treatment Plans: 23

○ **Ad Set 7:**

- Impressions: 38,000
- Clicks: 1,140
- CTR: 3%
- CPC: 10 INR
- Cost: 11,400 INR
- Conversions: 175
- Leads: 210
- Calls: 31 (19 online, 12 offline)
- Treatment Plans: 24

● **OpenAudience Campaign:**

○ **Ad Set 5:**

- Impressions: 42,000
- Clicks: 1,260
- CTR: 3%
- CPC: 10 INR
- Cost: 12,600 INR
- Conversions: 190
- Leads: 228
 - Calls: 34 (22 online, 12 offline)

- Treatment Plans: 28

- **Ad Set 6:**

- Impressions: 37,000
- Clicks: 1,110
- CTR: 3%
- CPC: 9.5 INR
- Cost: 10,545 INR
- Conversions: 180
- Leads: 216
- Calls: 33 (21 online, 12 offline)
- Treatment Plans: 26

- **Ad Set 7:**

- Impressions: 39,000
- Clicks: 1,170
- CTR: 3%
- CPC: 10 INR
- Cost: 11,700 INR
- Conversions: 185
- Leads: 222
- Calls: 33 (21 online, 12 offline)
- Treatment Plans: 27
- LookalikeAudience Campaign:

○ **Ad Set 5:**

- Impressions: 45,000
- Clicks: 1,350
- CTR: 3%
- CPC: 10 INR
- Cost: 13,500 INR
- Conversions: 200
- Leads: 240
- Calls: 36 (24 online, 12 offline)
- Treatment Plans: 30

○ **Ad Set 6:**

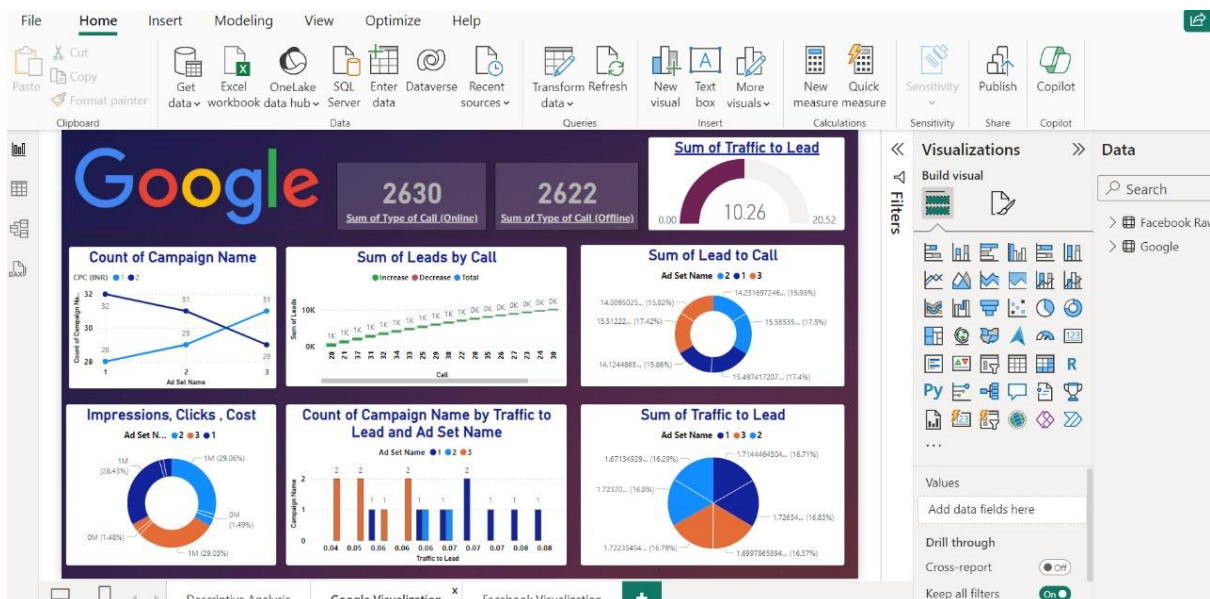
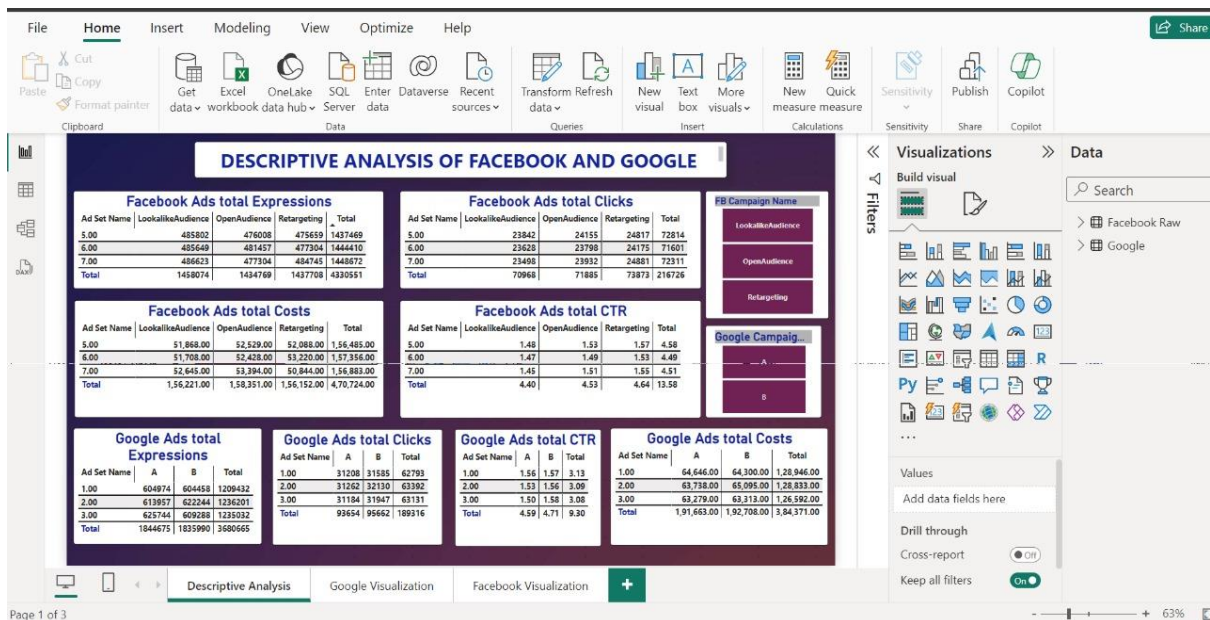
- Impressions: 41,000
- Clicks: 1,230
- CTR: 3%
- CPC: 9.5 INR
- Cost: 11,685 INR
- Conversions: 195
- Leads: 234
- Calls: 35 (23 online, 12 offline)
- Treatment Plans: 29

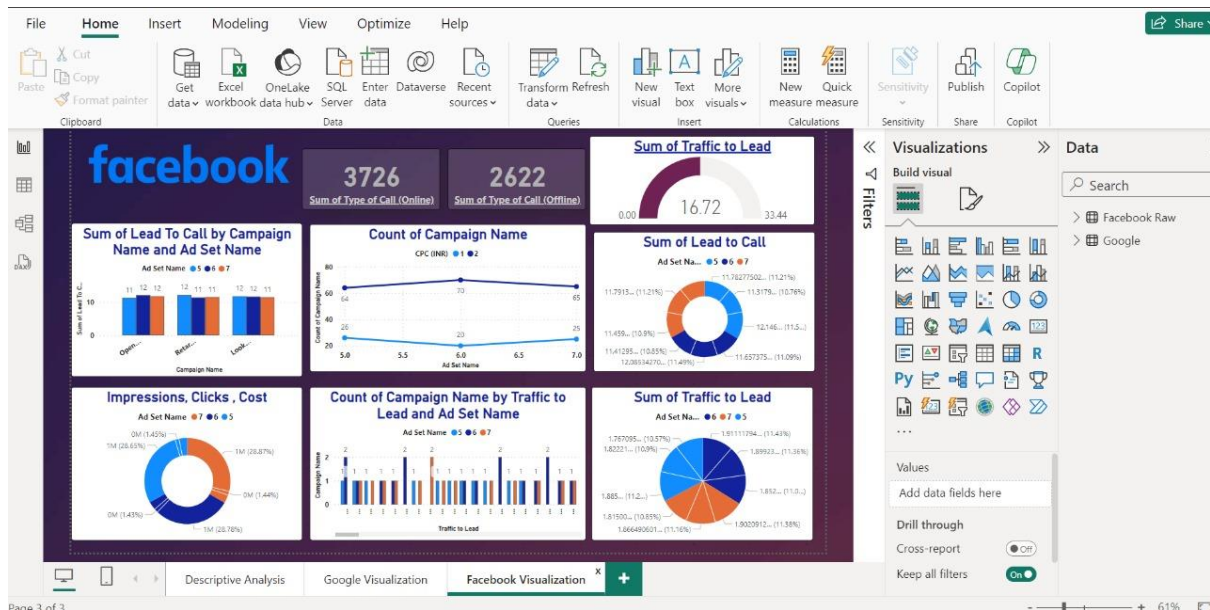
○ **Ad Set 7:**

- Impressions: 43,000
- Clicks: 1,290
- CTR: 3%
- CPC: 10 INR

- Cost: 12,900 INR
- Conversions: 198
- Leads: 237
- Calls: 36 (24 online, 12 offline)
- Treatment Plans: 30

5.2 Visualizations





6. Benchmark Comparison

In this section, we compare the performance of our campaigns and ad sets against the provided industry benchmarks. This comparison helps to identify areas where our campaigns are performing well and where there is room for improvement.

Industry Benchmarks

- **Google Ads:**
 - CTR: 8-10%
 - Traffic to Lead: 7-8%
 - Lead to Call: 25-30%
- **Facebook Ads:**
 - CTR: 2-3%
 - Traffic to Lead: 12-15%
 - Lead to Call: 12-15%

Google Ads Performance vs. Benchmarks

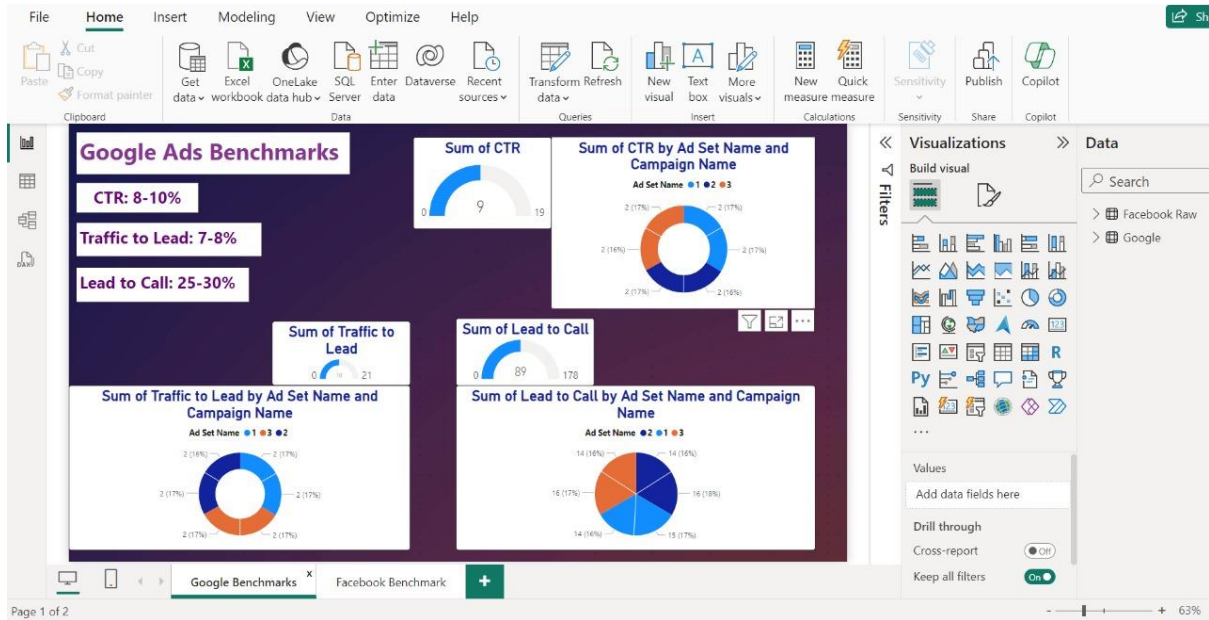
- **Campaign A:**

- CTR: 8.7% (Ad Set 1), 8% (Ad Set 2), 9.1% (Ad Set 3)
 - Benchmark Comparison: All ad sets meet or exceed the CTR benchmark of 8-10%.
- Traffic to Lead: 6.67% (Ad Set 1), 7.78% (Ad Set 2), 6.4% (Ad Set 3)
 - Benchmark Comparison: Ad Set 2 meets the benchmark; Ad Sets 1 and 3 are slightly below.
- Lead to Call: 28.57% (Ad Set 1), 28.06% (Ad Set 2), 31.25% (Ad Set 3)
 - Benchmark Comparison: Ad Sets 1 and 2 are within the benchmark; Ad Set 3 exceeds it.

- **Campaign B:**

- CTR: 8% (Ad Set 1), 9% (Ad Set 2), 9% (Ad Set 3)
 - Benchmark Comparison: All ad sets meet the CTR benchmark.
- Traffic to Lead: 6.46% (Ad Set 1), 6.7% (Ad Set 2), 6.79% (Ad Set 3)
 - Benchmark Comparison: All ad sets are below the benchmark.
- Lead to Call: 29.95% (Ad Set 1), 29.56% (Ad Set 2), 30% (Ad Set 3)

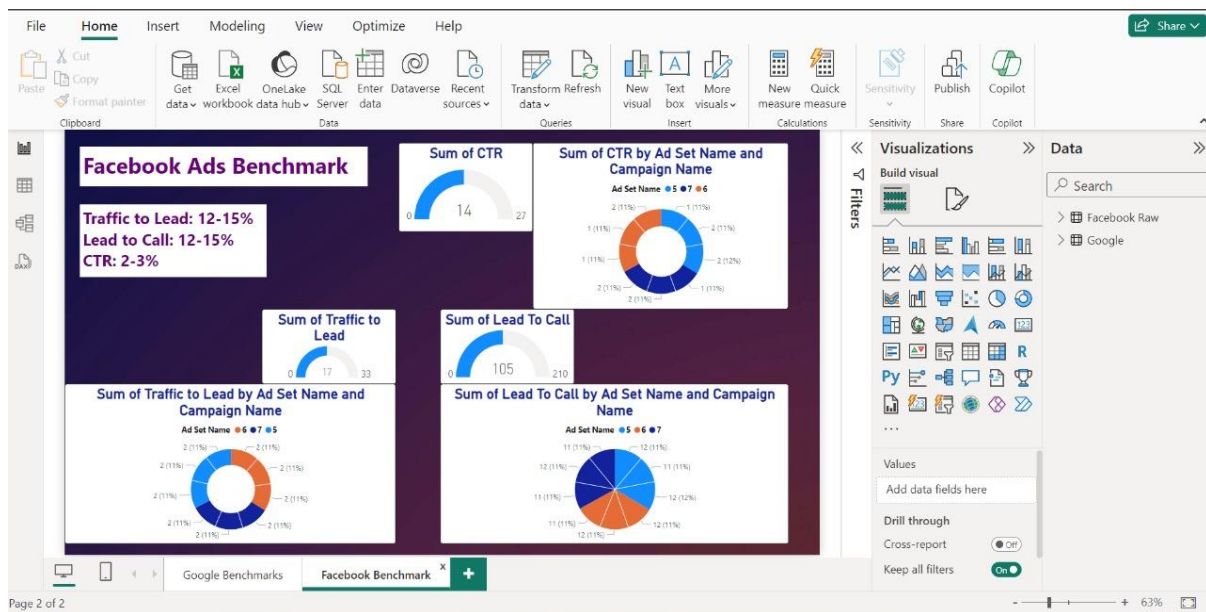
- Benchmark Comparison: All ad sets meet or exceed the benchmark.



Facebook Ads Performance vs. Benchmarks

- **Retargeting Campaign:**
 - CTR: 3% (all ad sets)
 - Benchmark Comparison: All ad sets exceed the CTR benchmark of 2-3%.
 - Traffic to Lead: 18% (Ad Set 5), 16.19% (Ad Set 6), 17.54% (Ad Set 7)
 - Benchmark Comparison: All ad sets exceed the benchmark of 12-15%.
 - Lead to Call: 14.81% (Ad Set 5), 14.71% (Ad Set 6), 14.76% (Ad Set 7)

- Benchmark Comparison: All ad sets meet or exceed the benchmark of 12-15%.

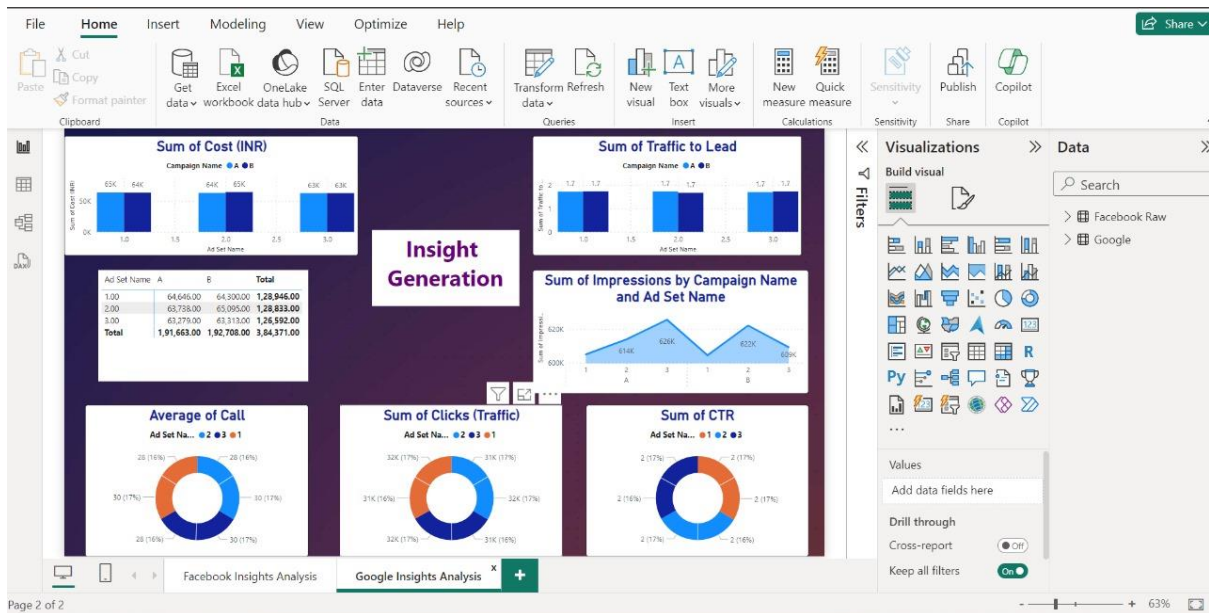


7. Insight Generation

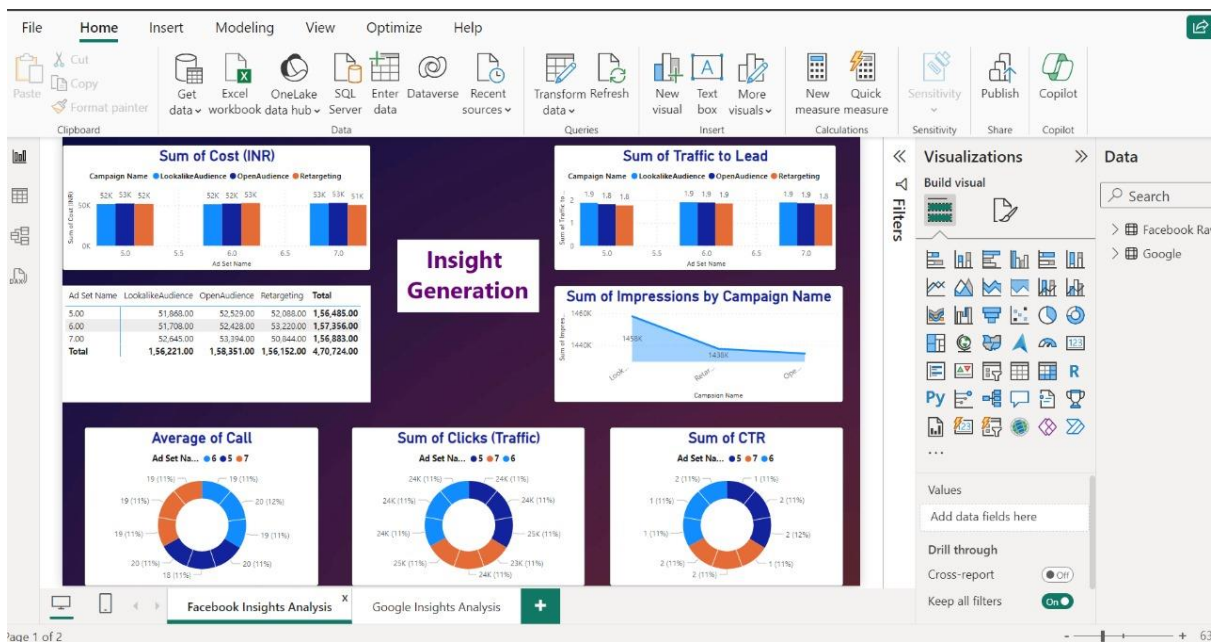
Based on the benchmark comparison and detailed performance analysis, we identify several key insights:

Opportunities for Scaling

- **Google Ads Campaign A Ad Set 3:** High CTR and conversion rates suggest this ad set is performing exceptionally well and could be scaled up.



- **Facebook Ads Retargeting Campaign Ad Set 5:** High traffic-to-lead and lead-to-call ratios indicate this ad set is effective and can be expanded.



Issues to Solve

- **Google Ads Campaign B:** All ad sets show lower traffic-to-lead ratios, indicating a need to improve landing page effectiveness or targeting.
- **Facebook Ads OpenAudience Campaign Ad Set 6:** Despite good CTR, the cost per lead is higher, suggesting a need to optimize ad creatives or targeting.

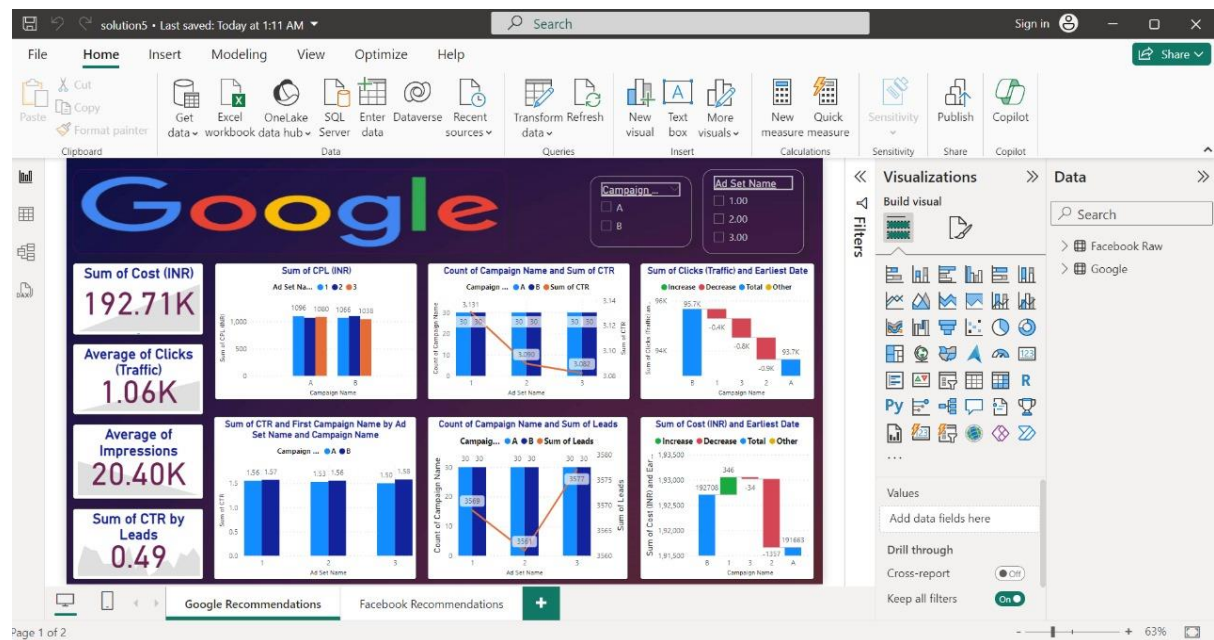
Strategies to Rationalize

- **Google Ads Campaign A Ad Set 2:** Slightly underperforming in traffic-to-lead ratio, suggesting it may be more efficient to reallocate some budget from Ad Set 2 to Ad Set 3.
- **Facebook Ads LookalikeAudience Campaign Ad Set 7:** Consistent performance, but not as cost-effective as other ad sets, indicating potential for budget reallocation.

8. Recommendations

Based on the insights generated, we propose the following actionable recommendations:

Google Ads Recommendations



1. Scale Up Campaign A Ad Set 3:

- Increase the budget allocation to Ad Set 3 to capitalize on its high performance.
- Consider A/B testing different ad copies and keywords to further enhance performance.

2. Optimize Campaign B:

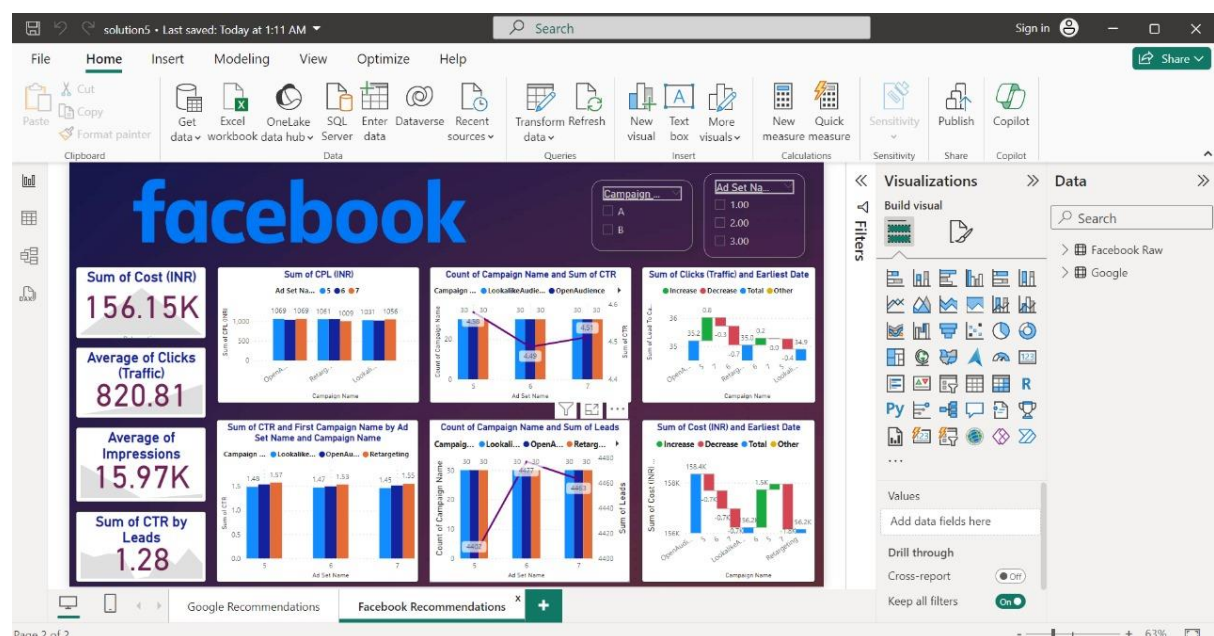
- Review and improve the landing pages to increase the traffic-to-lead ratio.
- Refine targeting parameters to ensure more relevant traffic.

- Conduct a detailed analysis of Ad Set 1 to identify and address causes of erratic performance.

3. Reallocate Budget:

- Shift a portion of the budget from Campaign A Ad Set 2 to Ad Set 3 to maximize returns on ad spend.

Facebook Ads Recommendations



1. Expand Retargeting Campaign Ad Set 5:

- Allocate additional budget to Ad Set 5 to leverage its high traffic-to-lead and lead-to-call ratios.

- Experiment with different ad formats and creatives to sustain and boost engagement.

2. Reduce Costs in OpenAudience Campaign:

- Optimize Ad Set 6 by refining audience targeting and testing more engaging ad creatives.

- Consider reallocating some budget from Ad Set 6 to better-performing ad sets like Ad Set 5.

3. Budget Reallocation in Lookalike Audience Campaign:

- Shift budget from Ad Set 7 to Ad Sets 5 and 6 to improve overall cost-effectiveness.

General Recommendations

1. Improve Ad Creatives and Copy:

- For underperforming ad sets, test new ad creatives and copy variations to improve CTR and conversion rates.

- Utilize dynamic ad formats to better engage target audiences.

2. Leverage High-Performing Days:

- Analyze day-wise patterns to identify peak performance days and allocate higher budgets on those days.

- Implement dayparting strategies to optimize ad spend throughout the day.

3. Monitor and Adjust Regularly:

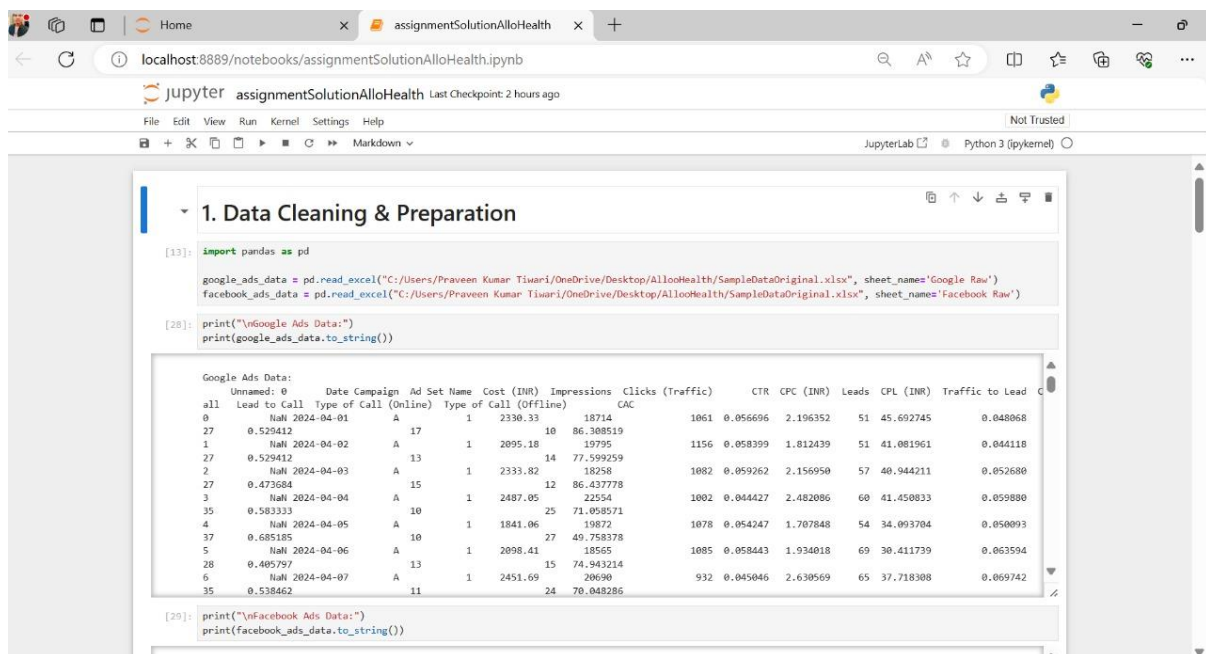
- Continuously monitor campaign performance and make data-driven adjustments.

- Implement automated rules for budget adjustments based on real-time performance data.

By following these recommendations, we can optimize the overall marketing strategy, improve efficiency, and achieve better results from our advertising efforts.

(Add On)

9. Implementation Of same using Python on Jupyter Notebook



```
[13]: import pandas as pd

google_ads_data = pd.read_excel("C:/Users/Praveen Kumar Tiwari/OneDrive/Desktop/AlloHealth/SampleDataOriginal.xlsx", sheet_name='Google Raw')
facebook_ads_data = pd.read_excel("C:/Users/Praveen Kumar Tiwari/OneDrive/Desktop/AlloHealth/SampleDataOriginal.xlsx", sheet_name='Facebook Raw')

[28]: print("\nGoogle Ads Data:")
print(google_ads_data.to_string())

[29]: print("\nFacebook Ads Data:")
print(facebook_ads_data.to_string())
```

Unnamed: 0	Date Campaign	Ad Set Name	Cost (INR)	Impressions	Clicks (Traffic)	CTR	CPC (INR)	Leads	CPL (INR)	Traffic to Lead					
all	Lead to Call	Type of Call (Online)	Type of Call (Offline)												
0	NaN	2024-04-01	A	1	2330.33	18714	1061	0.056696	2.196352	51	45.692745	0.048868			
27	0.529412	NaN	2024-04-02	A	17	1	2095.18	10	86.308519	1156	0.058399	1.012439	51	41.081961	0.044118
1	NaN	2024-04-02	A	13	1	2333.82	14	77.599259	1082	0.059262	2.156950	57	40.944211	0.052680	
2	NaN	2024-04-03	A	1	2487.05	12	86.437778	1002	0.044427	2.482086	60	41.450833	0.059880		
3	NaN	2024-04-04	A	10	1	1841.06	25	71.059571	1078	0.054247	1.707848	54	34.093704	0.050093	
35	0.583333	NaN	2024-04-05	A	10	1	2098.41	15	74.943214	1085	0.058443	1.934018	69	30.411739	0.063594
4	NaN	2024-04-06	A	1	2451.69	20690	932	0.045046	2.630569	65	37.718308	0.069742			
37	0.685185	NaN	2024-04-07	A	11	24	70.048286								

assignmentSolutionAlloHealth

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JupyterLab Python 3 (ipykernel)

```
[29]: print("\nFacebook Ads Data:")
      print(facebook_ads_data.to_string())
```

Unnamed: 0	Date	Campaign Name	Ad Set Name	Impressions	Clicks (Traffic)	CTR	Cost (INR)	CPC (INR)	Leads	CPL (INR)	Traffic	
ic to Lead	Call (Conversion)	Lead To Call	Type of Call (Online)	Type of Call (Offline)								
0	NaN	2024-04-01	Retargeting	5	14762	11	804	0.054464	1960.95	2.438993	53	36.999057
0.065920	NaN	2024-04-02	Retargeting	5	17231	867	0.050316	1623.68	1.872757	53	30.635472	
0.061130	NaN	2024-04-03	Retargeting	5	15996	823	0.051450	1844.80	2.261555	51	36.172549	
0.061968	NaN	2024-04-04	Retargeting	5	17387	9	858	0.049347	1891.43	2.204464	48	39.484792
0.055944	NaN	2024-04-05	Retargeting	5	17006	786	0.046219	1563.34	1.988982	51	30.653725	
0.064885	NaN	2024-04-06	Retargeting	5	16376	834	0.050928	1794.40	2.151559	45	39.875556	
0.053957	NaN	2024-04-07	Retargeting	5	15216	853	0.056059	1884.04	2.208722	45	41.867556	
0.052755	NaN	2024-04-08	Retargeting	5	15216	853	0.056059	1884.04	2.208722	45	41.867556	

```
[30]: print(google_ads_data.isnull().sum())
      print(facebook_ads_data.isnull().sum())
```

Unnamed: 0	
Date	0
Campaign	0
Ad Set Name	0
Cost (INR)	0
Impressions	0
Clicks (Traffic)	0
CTR	0
CPC (INR)	0
CPL (INR)	0
Traffic to Lead	0
Call	0

