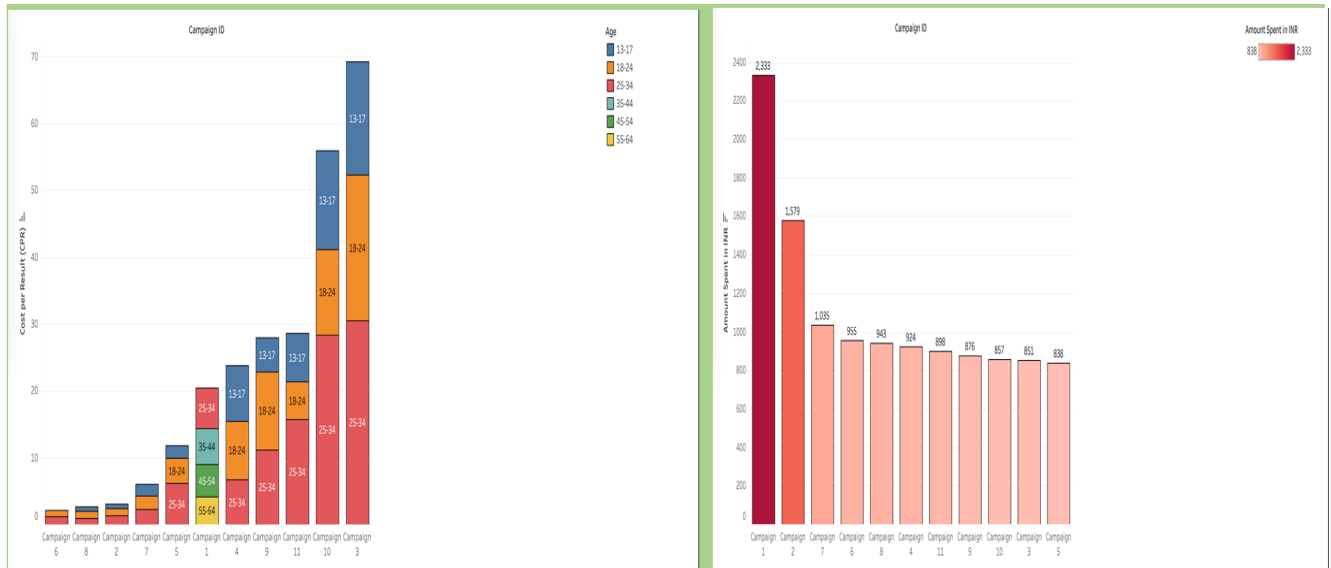


WEEK 1: Campaign discontinuation analysis

Globalshala Superhero U event

Data Visualization On Marketing Data



Introduction

As per the requirement, we analyzed data from the Marketing team on several ad campaigns and created data visualizations for comprehensive analysis. The objective was to identify underperforming campaigns and recommend discontinuing at least one of them. This analysis aimed to optimize resource allocation, refine the overall marketing strategy, and maximize the impact of future ad campaigns. In this report, we present the findings and recommendations based on our thorough examination of the data.

Analysis:

We delved into the demographics of the target audience, specifically focusing on region and age. By examining these factors, we aimed to gain insights into the effectiveness of the ad campaigns among different segments of the population.

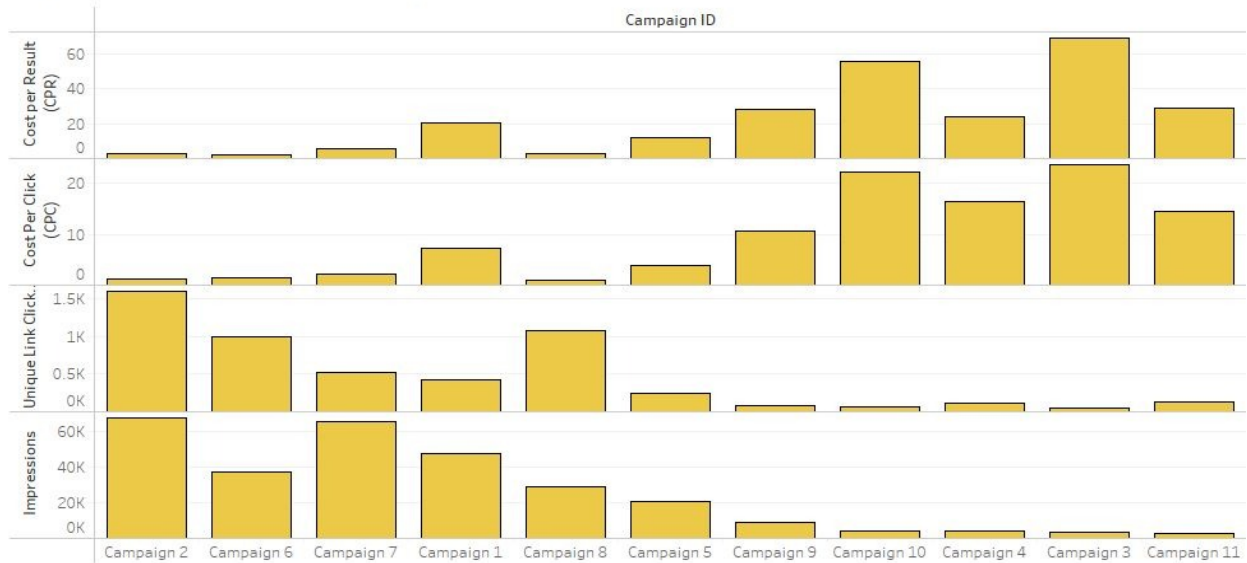
Furthermore, we conducted an in-depth analysis of various key metrics to evaluate the performance of the campaigns. These metrics include:

1. Unique Clicks: The total number of distinct clicks received on the ads, indicating the level of engagement and interest generated.
2. Unique Link Clicks (ULC): The number of unique clicks specifically on the ad's link, providing insights into the effectiveness of the call-to-action.
3. Click-Through Rate (CTR): The percentage of people who clicked on the ad after viewing it, reflecting the overall effectiveness of the campaign in driving clicks.
4. Unique Click-Through Rate (Unique TR): Similar to CTR, but specifically considering unique individuals who clicked on the ad, providing a more accurate representation of engagement.
5. Amount Spent in INR: The total expenditure on the ad campaign in Indian Rupees, indicating the financial investment made.
6. Cost Per Click (CPC): The average cost incurred for each individual click on the ad, helping to evaluate the efficiency of budget utilization.
7. Cost per Result (CPR): The average cost incurred for each desired outcome or result achieved through the campaign, such as conversions or sign-ups.

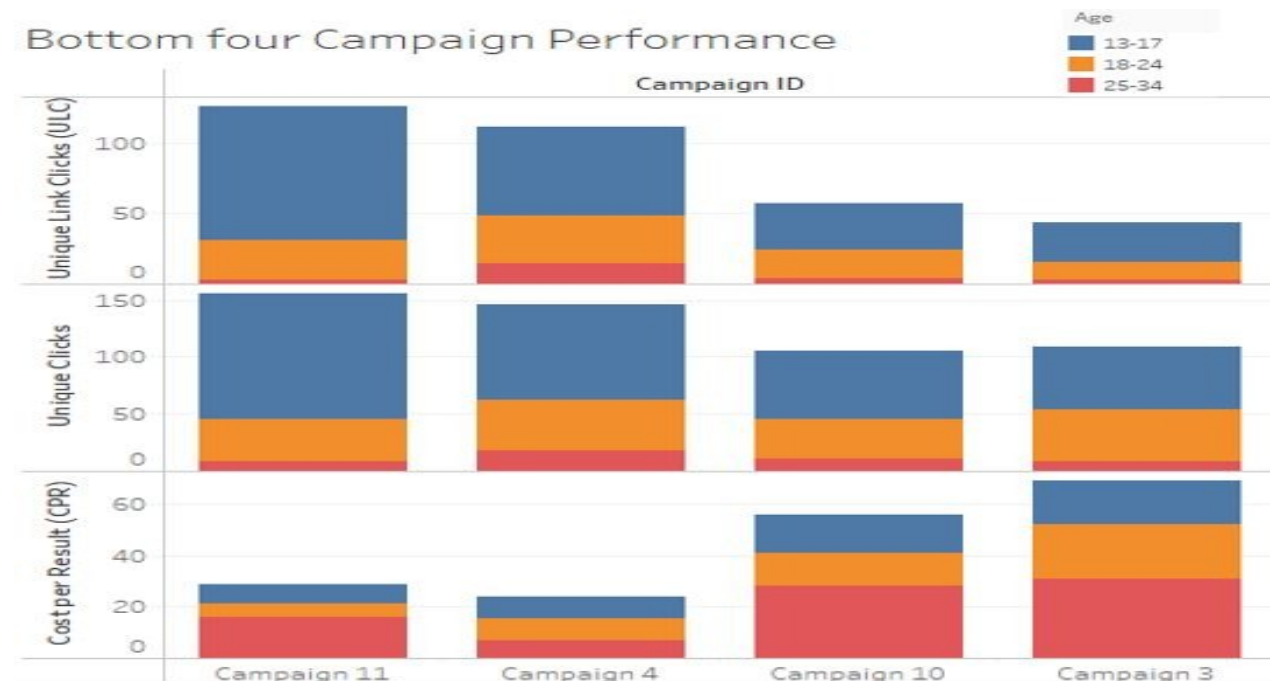
By analyzing these metrics, we were able to assess the performance of each ad campaign and identify any discrepancies or underperforming campaigns that may warrant discontinuation, which came out as **Campaign 3**

Key Visualisations:

(Impressions, Reach) vs (CPR, CPC)

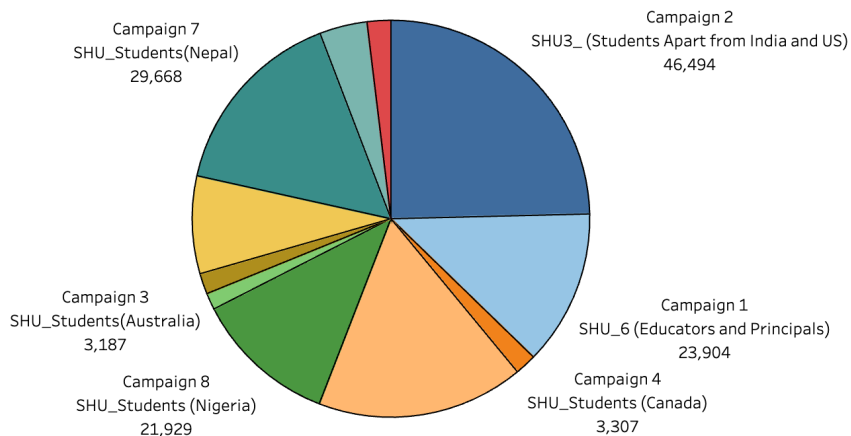


Campaign 3 incurred a high Cost-per-click and Cost-per-result value while giving one of the lowest unique link click and impression and reach.



We further narrowed down the bottom four campaigns as per performance.

Bottom two Campaigns with Age Groups



Finally, we utilised the demographic insights to ensure that we are keeping the audience reach at an optimal level. We concluded that Campaign 3 is having the least amount of outcome from it's allocated resources.

Conclusion:

After conducting a thorough analysis of the data, we have determined that campaign 3 should be discontinued. The metrics such as high cost-per-click and cost-per-result, along with low unique link clicks, impressions, and reach, indicate its underperformance.

Discontinuing this campaign allows for better allocation of resources and a strategic shift towards more effective ad campaigns. By making data-driven decisions, we can optimize the overall marketing strategy and maximize the impact of future campaigns.

Moreover, the analysis of demographics provided valuable insights into the target audience, allowing for more tailored and effective marketing efforts in the future. By understanding the preferences and characteristics of different demographic segments, we can refine our messaging and targeting to resonate better with the intended audience. This will lead to improved engagement, higher click-through rates, and ultimately better results for our marketing campaigns.

In summary, discontinuing campaign 3 based on the identified performance metrics and leveraging demographic insights will contribute to optimizing resource allocation, refining our marketing strategy, and achieving greater success in reaching our marketing goals. The data-driven approach ensures that our decisions are grounded in concrete evidence, leading to more impactful and efficient marketing efforts.