
WEEK 2: Campaign discontinuation recommendation, a visualisation backed analysis

Globalshala Superhero U event

Data Visualization On Marketing Data

Introduction

In response to the specific requirements, we embarked on a comprehensive analysis of the Marketing team's data pertaining to various ad campaigns. The primary objective was to identify underperforming campaigns and suggest the discontinuation of at least one of them. The overarching aim of this analysis was to optimize the allocation of resources, refine the overall marketing strategy, and enhance the effectiveness of future ad campaigns. This report presents our in-depth findings and informed recommendations based on an exhaustive examination of the available data.

Analysis

Our analysis delved deeply into the demographics of the target audience, focusing particularly on their region and age. By scrutinizing these demographic factors, our aim was to gain profound insights into how the different ad campaigns performed among various segments of the population. Understanding the varying responses from different demographic groups can significantly influence future targeting and messaging strategies.

Furthermore, we conducted a meticulous evaluation of several key metrics to assess the performance of each ad campaign thoroughly. These critical metrics included:

Unique Clicks: This metric gauges the total number of distinct clicks received on the ads, offering valuable insights into the level of engagement and interest generated among the audience. A higher number of unique clicks signifies a more engaging and compelling ad.

Unique Link Clicks (ULC): The number of unique clicks specifically on the ad's link provides crucial insights into the effectiveness of the call-to-action. A higher ULC indicates that the audience responded positively to the ad's message and was motivated to explore the advertised content further.

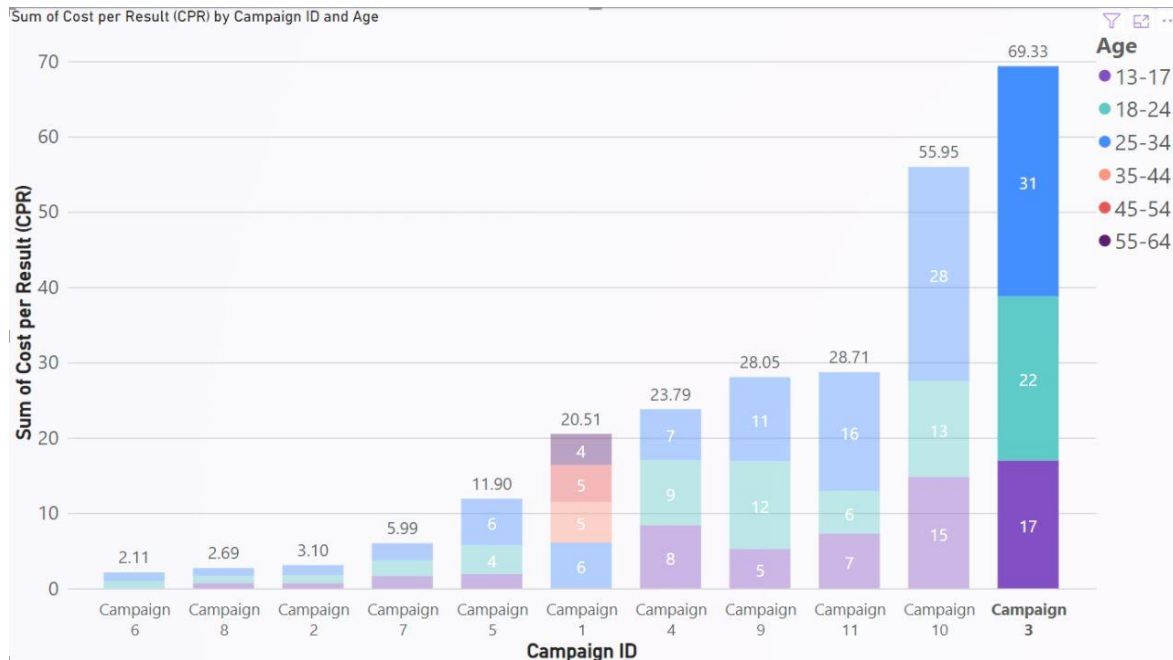
Amount Spent in INR: This metric represents the total expenditure on the ad campaign in Indian Rupees, providing a clear picture of the financial investment made for each campaign. Understanding the costs associated with each campaign is vital for optimizing the overall budget allocation.

Cost Per Click (CPC): The average cost incurred for each individual click on the ad is an essential metric that helps evaluate the efficiency of budget utilization. Lower CPC values indicate better cost efficiency, allowing for more significant results with the same budget.

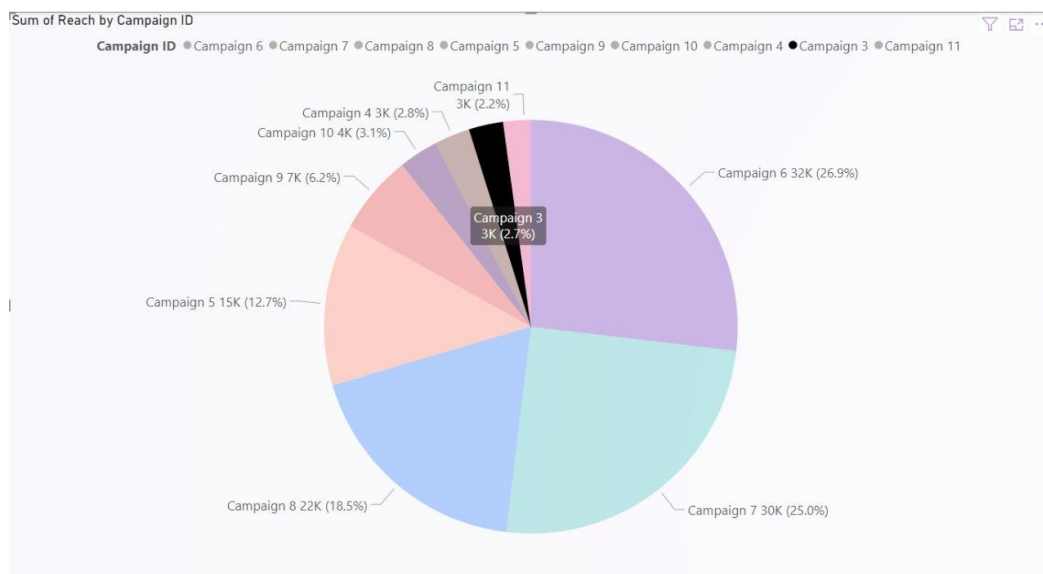
Cost per Result (CPR): This metric measures the average cost incurred for each desired outcome or result achieved through the campaign, such as conversions or sign-ups. Lower CPR values indicate higher efficiency in achieving the campaign's objectives.

Based on the careful analysis of these metrics, **we identified Campaign 3 as an underperforming campaign.** The observed data revealed concerning trends, including a notably high Cost per Click (CPC) value and a cumulative high Cost per Result (CPR) across all age groups. Additionally, Campaign 3 exhibited one of the lowest total reach values among all the campaigns, suggesting that its message was not effectively reaching a substantial audience. Furthermore, when examining engagement metrics, Campaign 3 displayed some of the lowest engagement insights compared to the other campaigns, indicating a lack of resonance with the target audience.

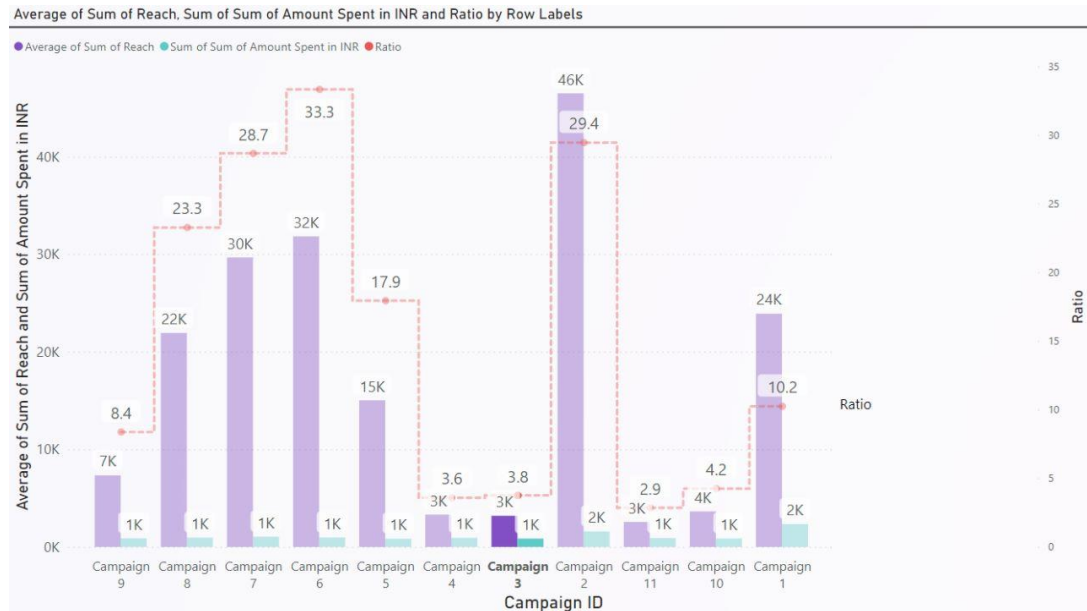
Key Visualisations:



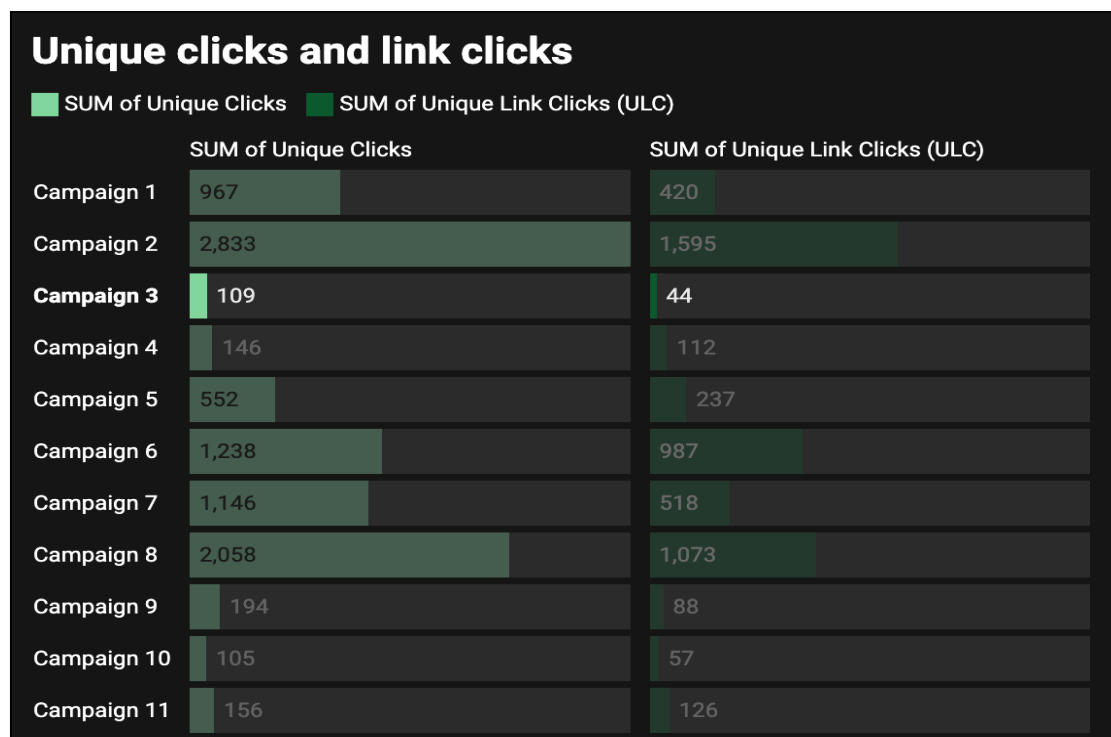
Campaign 3 incurred a high Cost-per-click value, with a cumulative value of 69.33 units of cost per result across all the age groups.



Campaign 3 has one of the lowest total reach across all the campaigns as well.



We summarised the cost-related insights to ensure that we are considering the audience reach.



Finally, focussing on the engagement metric, campaign 3 has some of the lowest engagement insight values.

Conclusion

Based on our thorough and data-driven analysis of the ad campaigns for the Globalshala Superhero U event in Week 2, we recommend the discontinuation of Campaign 3. The visualizations and key metrics provided valuable insights into the campaign's performance, highlighting several areas of concern.

Firstly, Campaign 3 exhibited a high Cost-per-Click (CPC) value, indicating that the budget allocation for this campaign was not being efficiently utilized, leading to costly individual clicks on the ads. Moreover, the cumulative Cost per Result (CPR) across all age groups was notably high for Campaign 3, suggesting that the desired outcomes or results were achieved at a relatively higher cost compared to other campaigns.

Secondly, Campaign 3 had one of the lowest total reach values compared to all the other campaigns. This low reach implies that the ad's message was not effectively reaching a substantial audience, limiting its potential impact.

Additionally, when considering audience engagement, Campaign 3 showed some of the lowest engagement metrics compared to the other campaigns. This lack of engagement indicates that the ad content and call-to-action were not resonating well with the target audience, leading to reduced interest and interaction with the campaign.

Taking into account all these metrics and visualizations, it is evident that Campaign 3 is underperforming and would likely not yield satisfactory results in the future. Discontinuing this campaign will allow for better allocation of resources, enabling us to focus on more successful campaigns and improve the overall marketing strategy for the Globalshala Superhero U event.



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