

INSIGHTS OF TREND WAVE AD CAMPAIGN DATA

Insight 1: Sales & Spend by Demographics

Males aged 30–34 had the **highest ad spend (₹7640.92)** and **highest approved conversions (299)**.

However, *females aged 45–49* showed **better conversion efficiency**, achieving more with less budget.

Insight 2: Campaign Effectiveness (CTR & Conversion Rate)

Campaign 936 (Engagement) had the **highest CTR (0.1059%)**, especially among *females aged 45–49*.

Campaign 916 (Awareness) had **low CTR and conversion rates**, indicating poor ad performance.

Insight 3: CPA & CPM Differences

Most segments showed **CPA and CPM as ₹0.00**, due to zero spend or conversions.