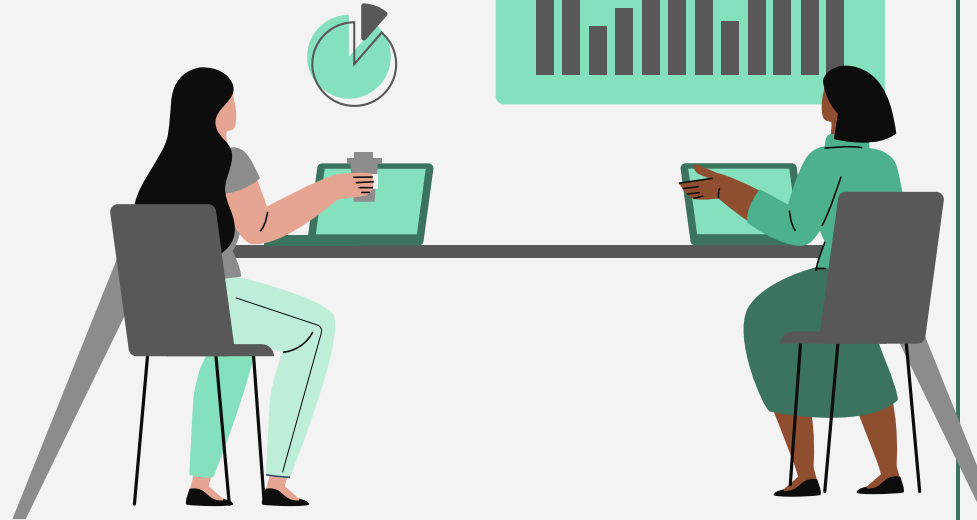
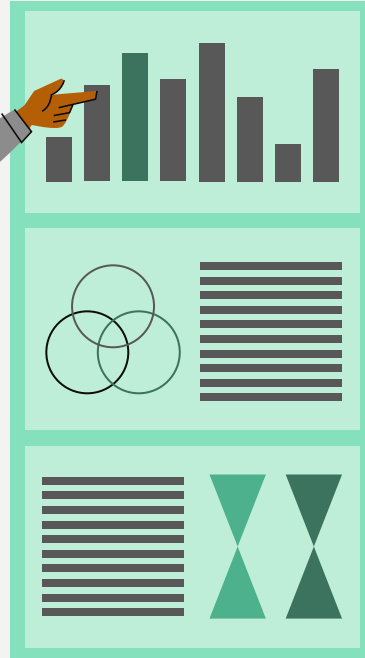


# ANALYZING ADVERTISING CAMPAIGN PERFORMANCE

Riffat Adnan | Shannon Allotey | Vinay Madhugiri | Christine Thomas



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- 01** Intro to Ad Campaigns
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# 01 Intro to Ad Campaigns

"In the world of advertising, the best campaigns aren't the ones with the biggest budgets – they're the ones backed by the smartest data."



# Goals of Advertising Campaigns



## **Brand Awareness**

Reach a broad audience of potential consumers



## **Calls to Action**

Persuade potential consumers to engage in a particular action



# Key Metrics

## Click-Through Rate (CTR)

The rate at which  
consumers engage with the  
ads

## Conversions

The intended outcome of  
the advertising campaign

## Cost-per-Click (CPC)

The amount spent to get a  
single engagement



# Other Considerations



## Platform



## Format



## Demographic



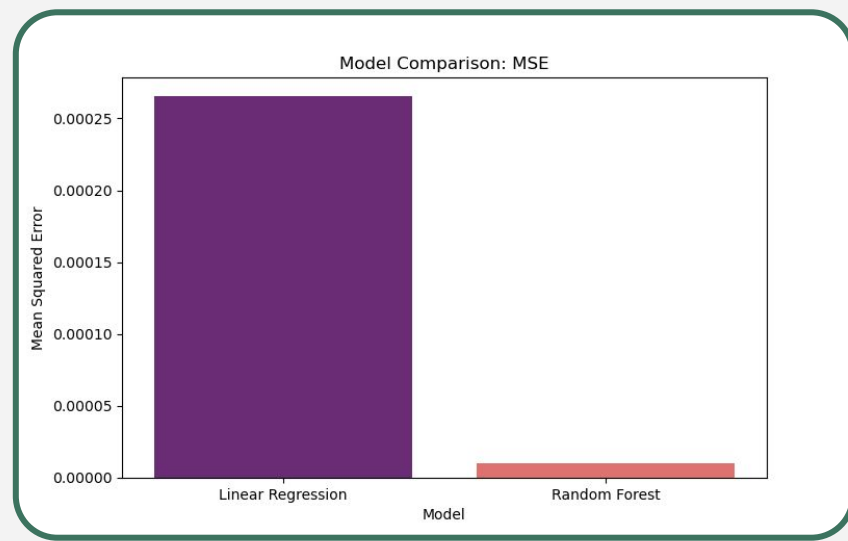
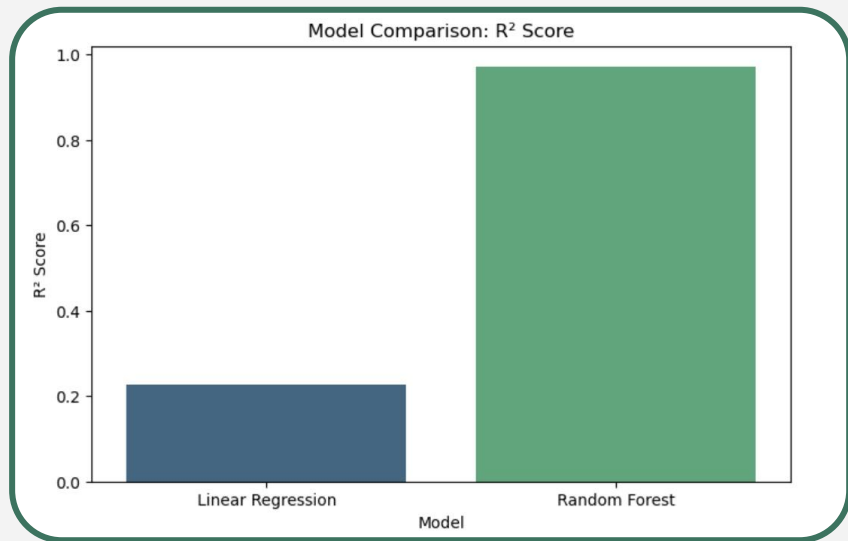
## Region



# 02 Method

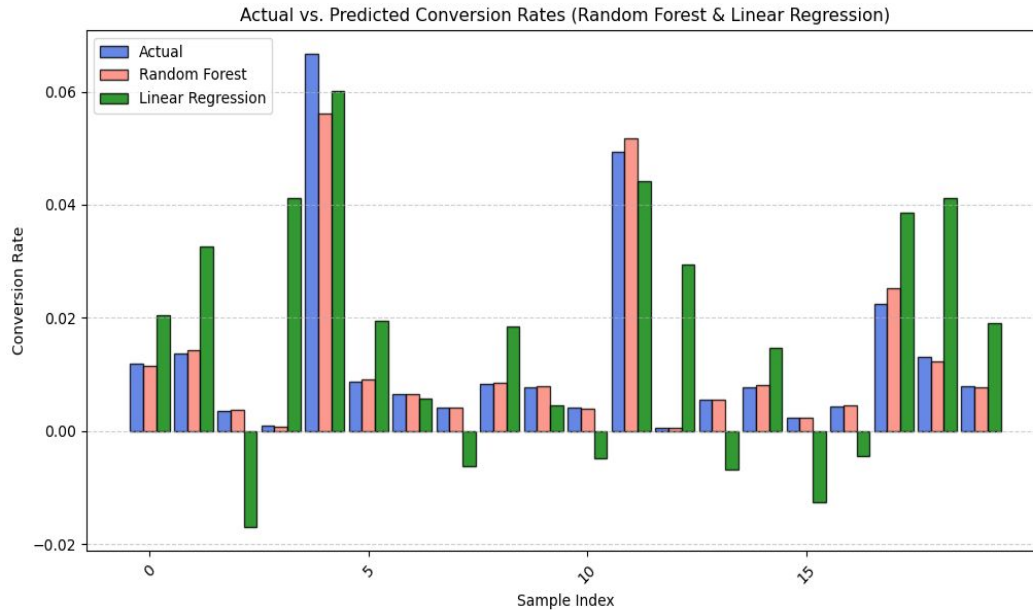


# Model Comparison





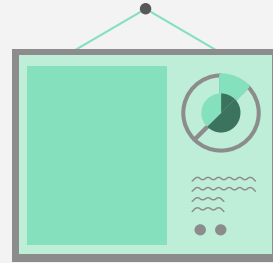
# Model Comparison



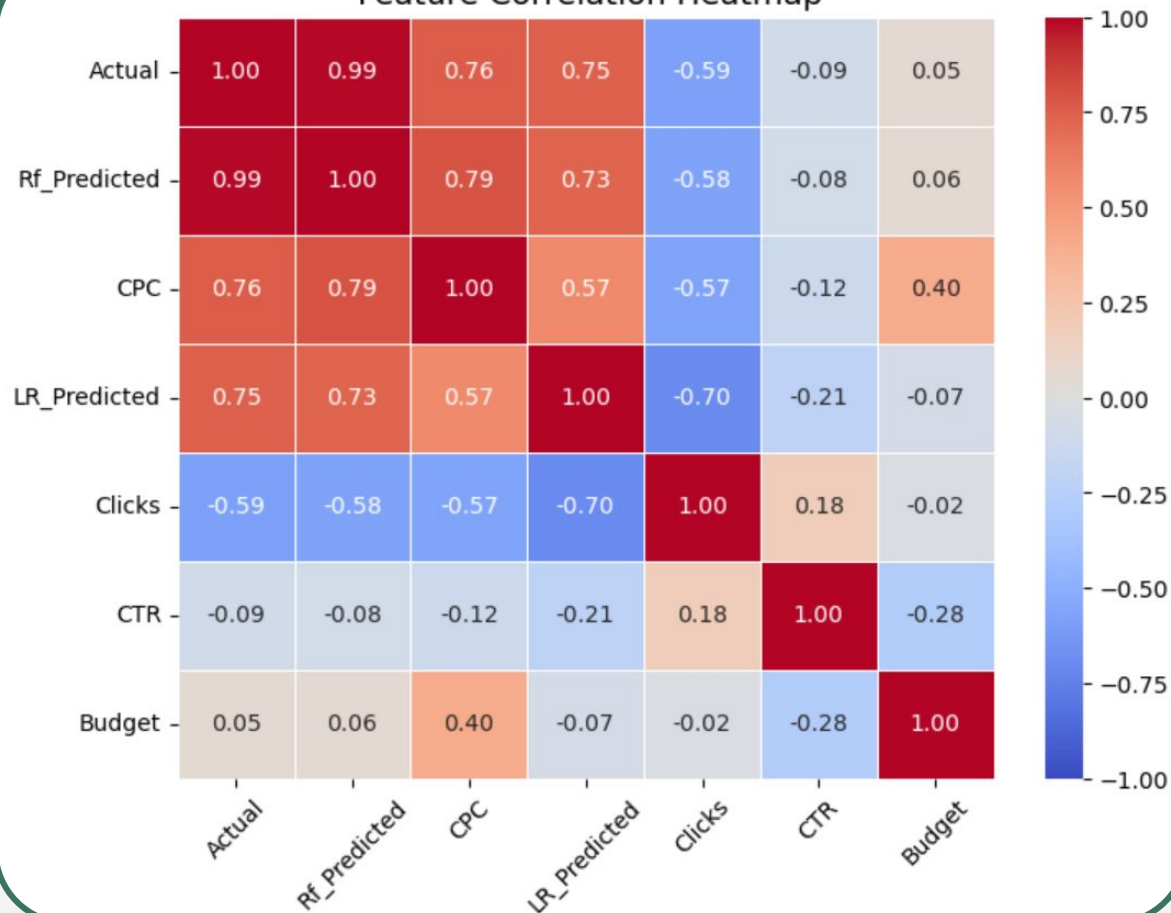
## OVERVIEW

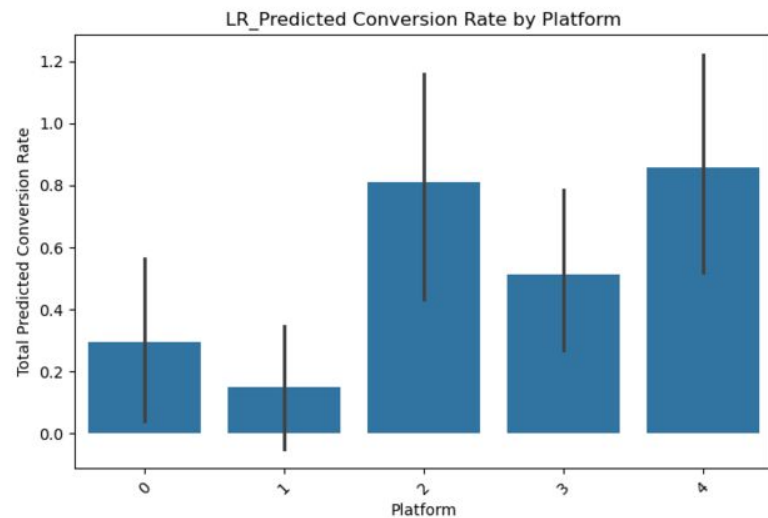
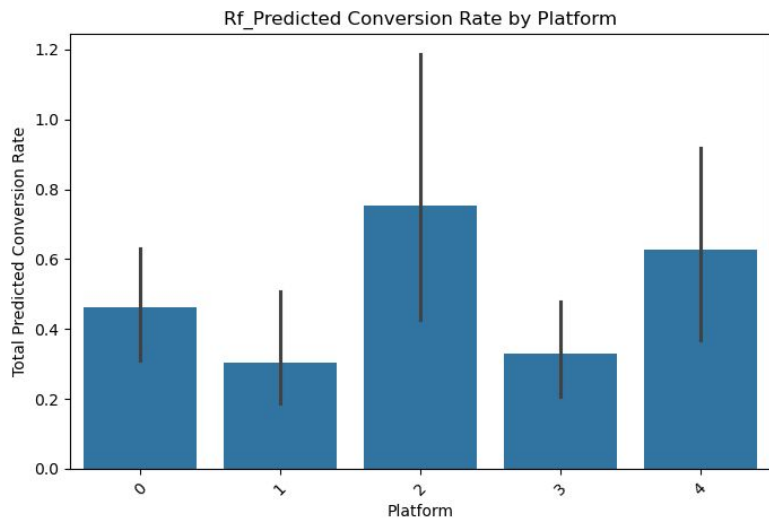
- Random Forest (RF) is more accurate
- Linear Regression (LR) struggles
- RF is more stable across different samples, making it the better model.

# 03 Results



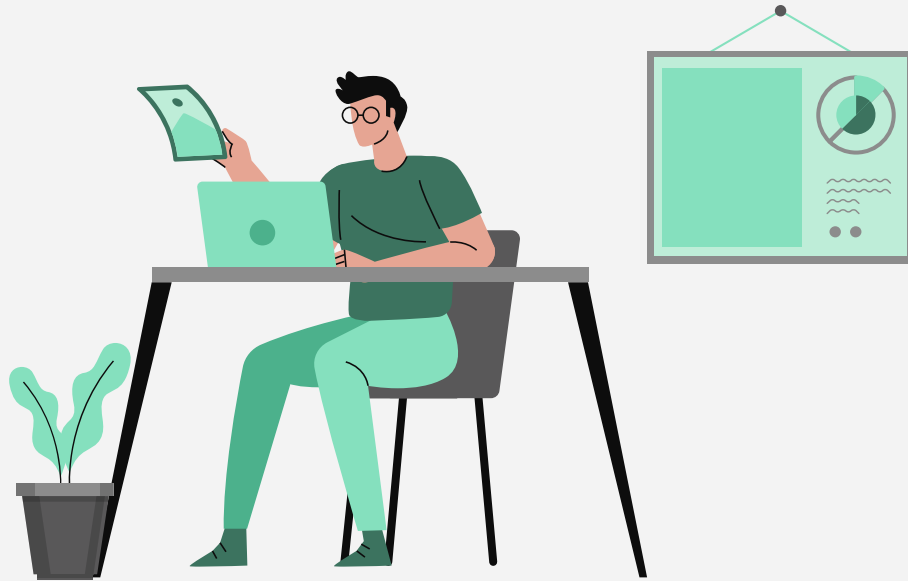
Feature Correlation Heatmap





1. Key findings
  - a. Top performers
  - b. Underperformers
2. Model Comparison
  - a. Random Forest vs. Linear Regression
  - b. Which model is better
3. Actionable Next Steps
  - a. What platform to double down on
  - b. What platform to re-evaluate

# 04 Conclusion



# **Providing a Data-Driven Road Map**



**Smarter, Faster, More Profitable**

**Powered by a Random Forest  
Algorithm**

**Scalable and Future-Proof**





# Thanks

Do you have any questions?

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# Resources



# kaggle

**Advertising Campaign Performance Dataset: A Synthetic Dataset for Predicting Ad Campaign Success**

By Akshay Choudhary

