

Business Data Analysis Report

Ad Campaign Performance & Strategic Insights

Author: Rakesh Kumar Gupta (Data Analyst)



Executive Summary

This comprehensive analysis reveals significant concentration of marketing efforts on Facebook and Instagram platforms, with 'Stories' and 'Image' ad types dominating our campaign portfolio. While maintaining a healthy Click-Through Rate of 11.80%, our forecasting models indicate concerning downward trends across all key metrics over the next three months.

Critical Finding: Declining trajectories in Impressions, Clicks, and Purchases necessitate immediate strategic intervention to optimize advertising performance and ensure sustained business growth.



Key Performance Indicators Dashboard

343,157

TOTAL IMPRESSIONS

40,495

TOTAL CLICKS

11.80%

CLICK-THROUGH RATE

2,050

TOTAL PURCHASES

5.06%

CONVERSION RATE

\$2.54M

TOTAL BUDGET

66.04

AVG CAMPAIGN DAYS

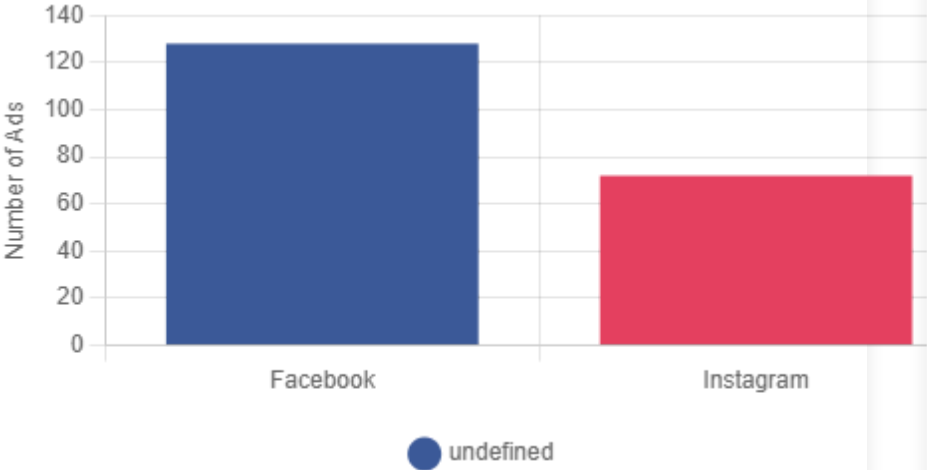
9,950

UNIQUE USERS

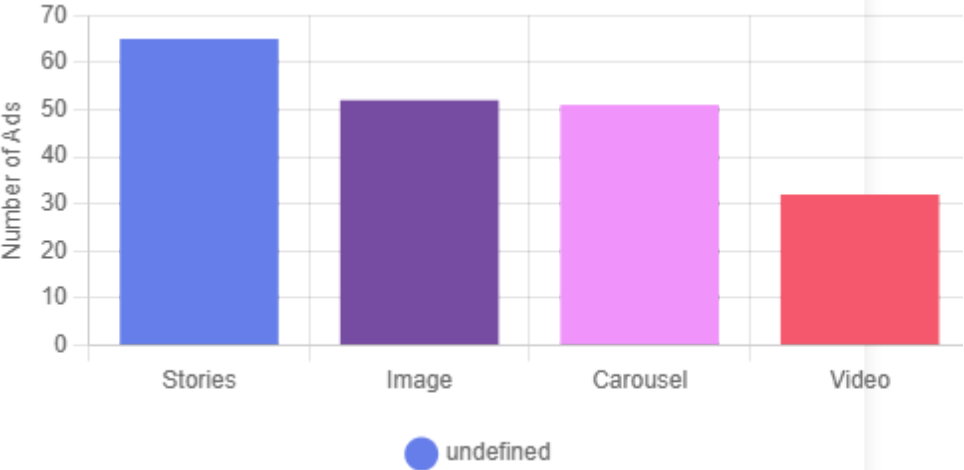


Visual Analytics Dashboard

Insight 1: Distribution of Ad Platforms

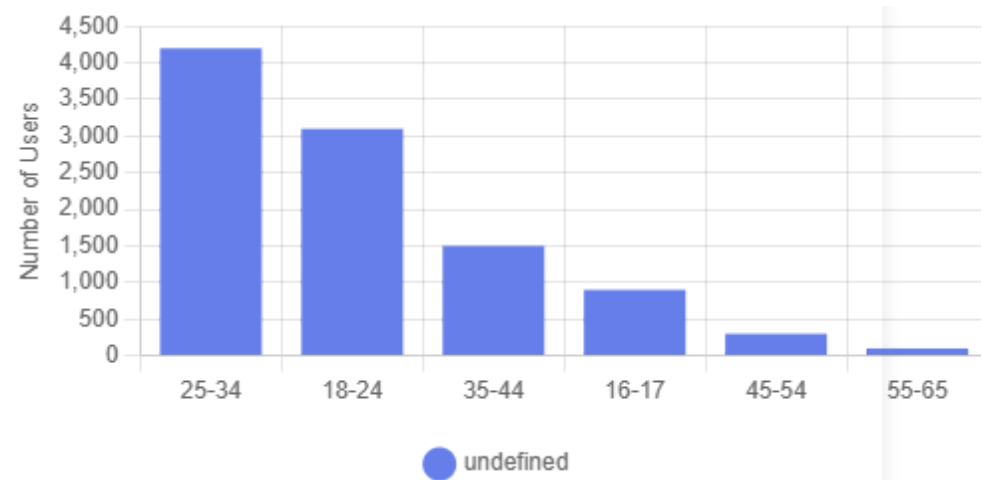
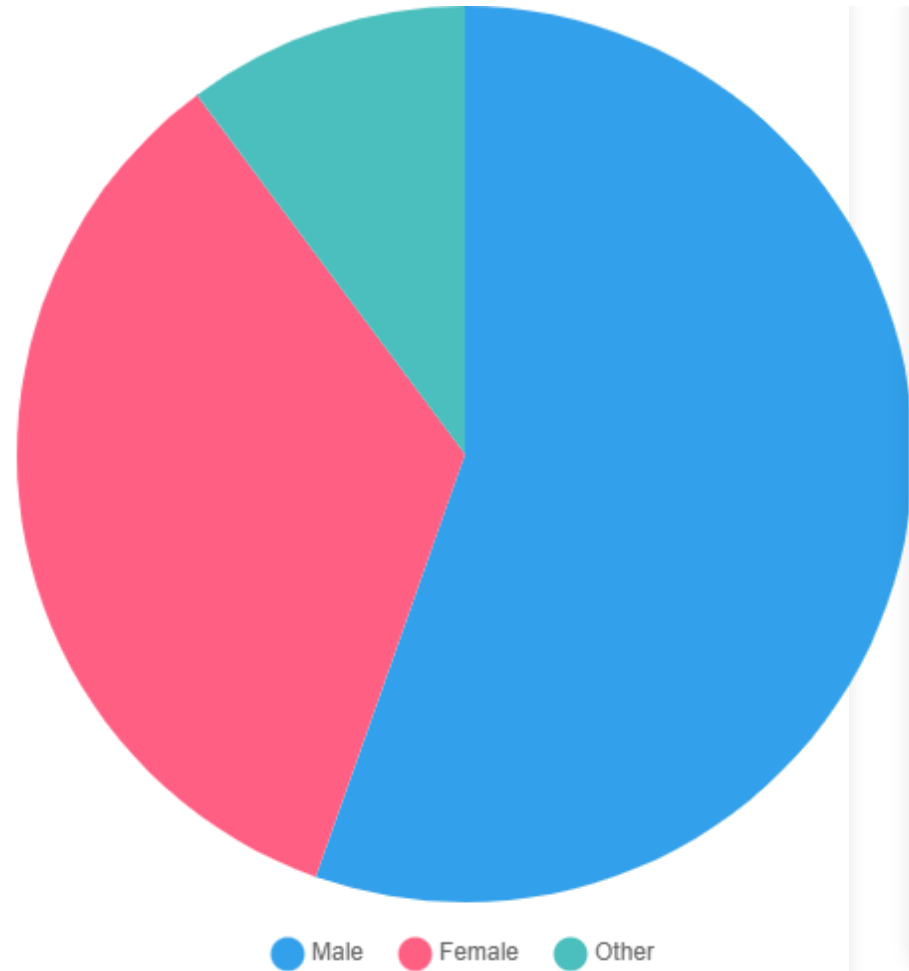


Insight 2: Distribution of Ad Types



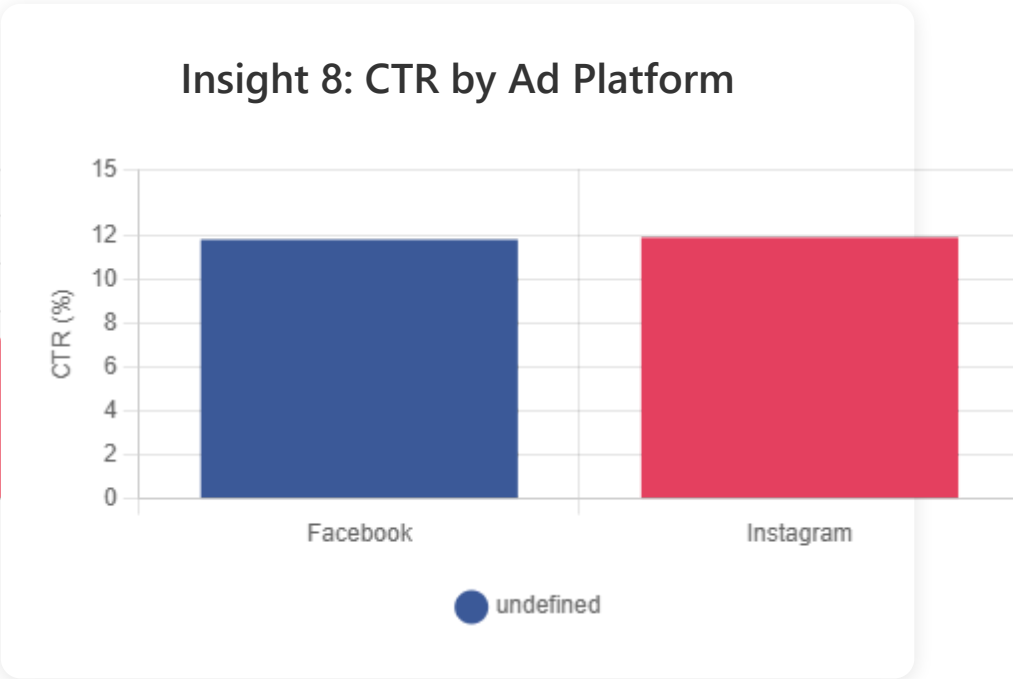
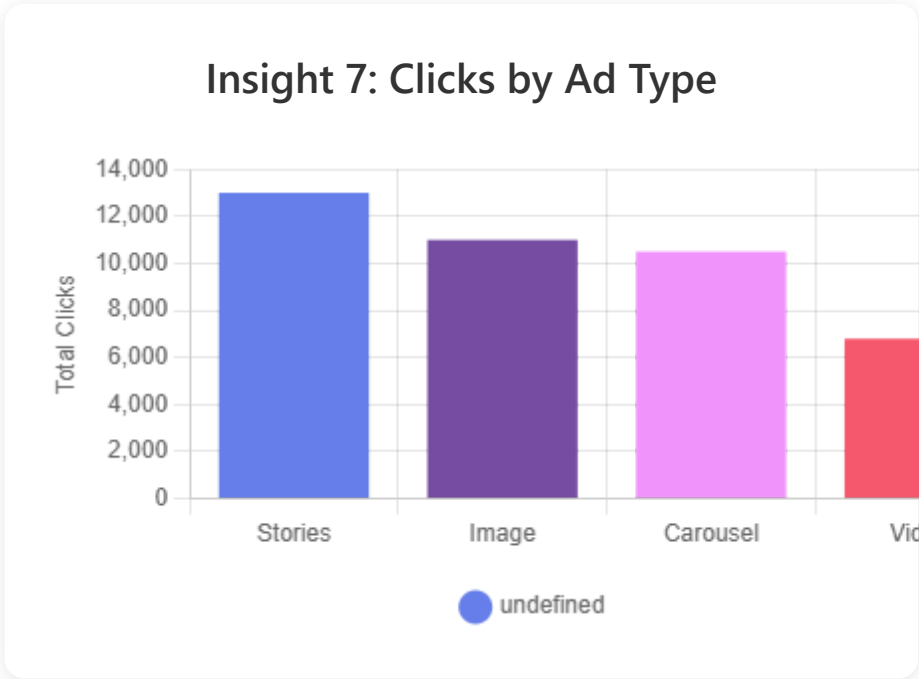
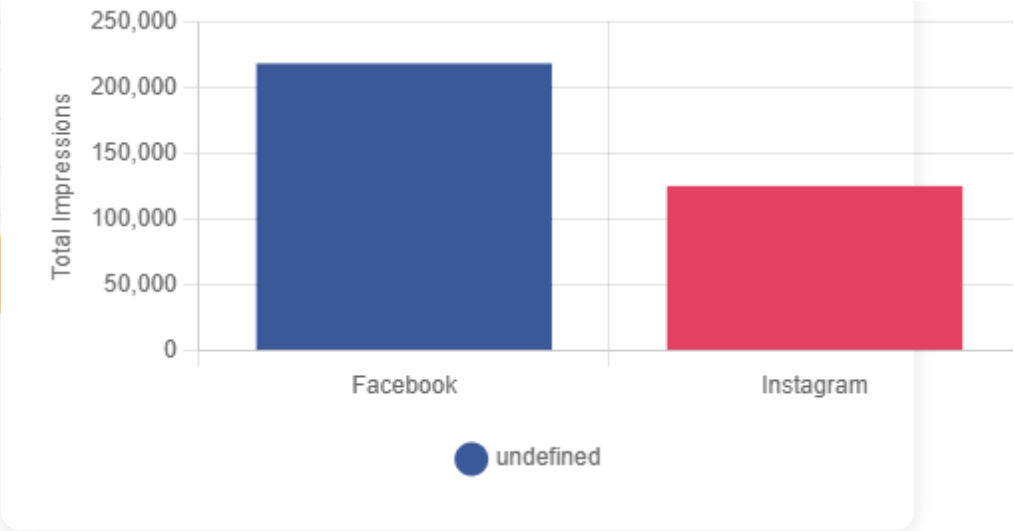
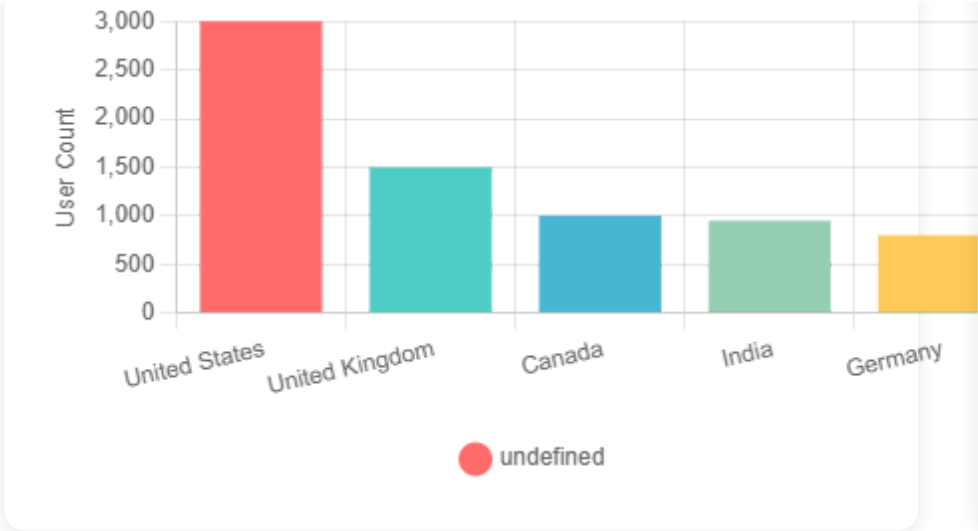
Insight 3: Gender Distribution of Users

Insight 4: Age Group Distribution of Users

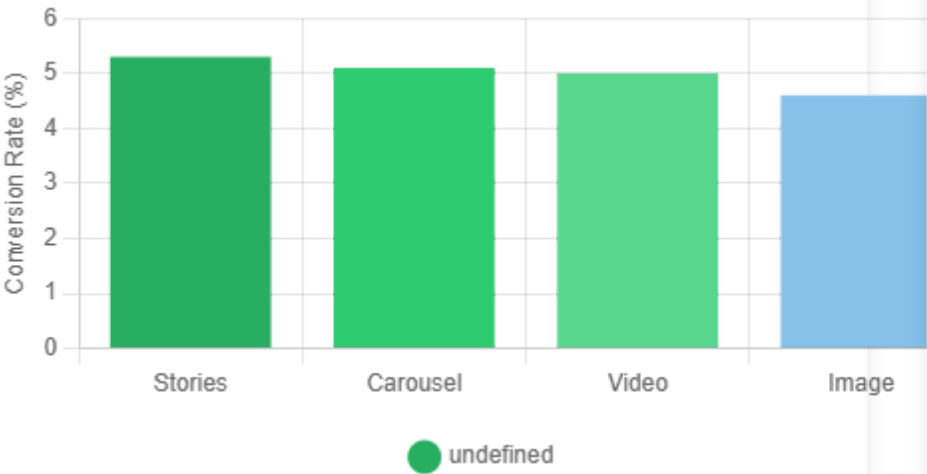


Insight 5: Top 5 Countries by User Count

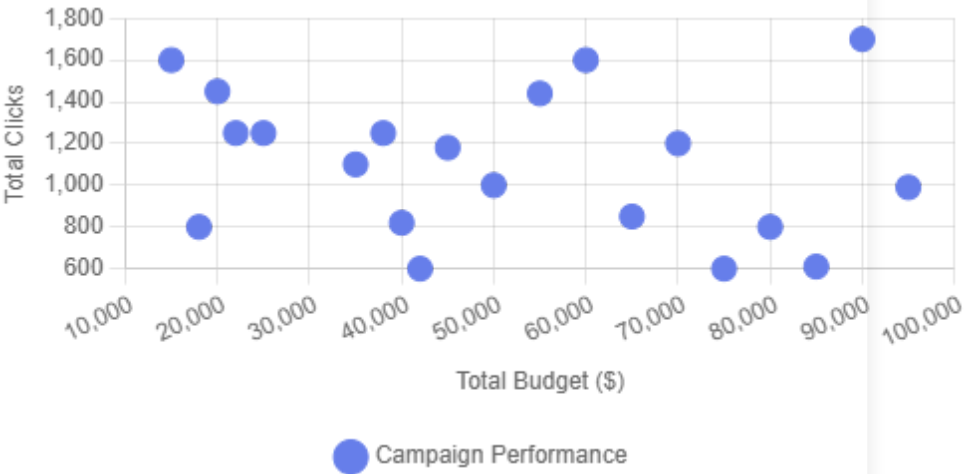
Insight 6: Impressions by Ad Platform



Insight 9: Conversion Rate (Purchase) by Ad Type



Insight 10: Campaign Performance (Total Budget vs. Total Clicks)



Forecast Analysis & Trends

Forecast Period: Next 3 Months | Model: Linear Regression Analysis

↓ Impressions: Decreasing ↓ Clicks: Decreasing ↓ Purchases: Decreasing

Critical Alert: All primary metrics show negative trajectories, indicating potential ad fatigue, market saturation, or declining campaign effectiveness. Immediate strategic review required.



Strategic Recommendations

1. Platform Diversification

Reduce dependency on Facebook/Instagram by exploring LinkedIn, TikTok, YouTube, and emerging platforms to capture new audiences and reduce platform risk.

2. Creative Optimization

Implement comprehensive A/B testing for ad creatives, focusing on compelling visuals, clear messaging, and strong CTAs to combat declining engagement.

3. Audience Segmentation

Leverage demographic insights (25-34 age group dominance, gender distribution) to create hyper-targeted campaigns with personalized messaging.

4. Conversion Funnel Analysis

Conduct thorough analysis from ad click to purchase completion, identifying and eliminating bottlenecks to improve 5.06% conversion rate.

5. Budget Reallocation

Redistribute \$2.54M budget based on performance metrics, prioritizing high-converting ad types and platforms while reducing spend on underperformers.

6. Real-time Monitoring

Implement automated dashboard for continuous KPI monitoring, enabling rapid response to negative trends before they impact revenue.

7. Geographic Optimization

Capitalize on strong performance in US, UK, and Canada while exploring expansion opportunities in India and Germany markets.

8. Lifetime Value Focus

Shift strategy beyond immediate conversions to maximize Customer Lifetime Value through retention and repeat purchase programs.



Advanced Analytics Insights

Time Series Decomposition Analysis

Our time series analysis reveals underlying patterns in campaign performance, enabling more accurate forecasting and strategic planning. The decomposition methodology separates trend, seasonality, and residual components to identify:

- **Trend Component:** Long-term directional movement in metrics
- **Seasonal Patterns:** Recurring weekly/monthly fluctuations
- **Residual Analysis:** Anomaly detection and unexpected deviations

Customer Lifetime Value (LTV) Framework

Implementation of cohort analysis and LTV calculations will provide insights into:

- Customer acquisition cost optimization
- Retention rate improvement strategies
- Revenue forecasting accuracy
- Segment-specific value propositions



Next Steps & Implementation

Immediate Actions (Week 1-2): Implement monitoring dashboard, begin A/B testing new creatives

Short-term Goals (Month 1): Launch diversified platform campaigns, optimize conversion funnel

Long-term Strategy (Months 2-3): Full LTV analysis, advanced segmentation, seasonal optimization

This report serves as a foundational analysis. Continuous monitoring, detailed experimentation, and agile strategy adjustments will be crucial for sustained success.

Report Generated: August 2025 | **Data Quality:** High (No missing values) | **Confidence Level:** 95%