

# Business Requirements Document

## Project Title:

Meta Ad Campaign Performance Analytics Dashboard

## Business Objective

To develop a performance reporting dashboard for advertising campaigns executed on **Facebook and Instagram**.

The dashboard will enable the marketing team to:

- Monitor campaign reach, engagement, and conversion performance
- Compare platform effectiveness (Facebook vs. Instagram)
- Track ROI and optimize budget allocation
- Understand audience engagement behaviour across demographics & time

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## Project Scope

### In Scope

- Paid advertising campaigns on **Facebook & Instagram**

### Out of Scope

- Other Meta properties (e.g., **Messenger, Audience Network**)
- Organic social media activity (non-paid engagement)

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## Key Performance Indicators (KPIs)

KPI	Definition	Purpose
<b>Impressions</b>	Number of times ads were displayed	Measure audience reach

KPI	Definition	Purpose
<b>Clicks</b>	Number of user clicks on ads	Analyze engagement intent
<b>Shares</b>	Count of ad shares	Track viral amplification
<b>Comments</b>	Number of user comments on ads	Understand engagement & sentiment
<b>Purchases</b>	Purchases generated from ads	Track conversions
<b>Engagements</b>	Total interactions (Clicks + Shares + Comments)	Measure engagement volume
<b>CTR (Click-Through Rate)</b>	$(\text{Clicks} \div \text{Impressions}) \times 100$	Assess click efficiency
<b>Engagement Rate</b>	$(\text{Engagements} \div \text{Impressions}) \times 100$	Evaluate ad appeal
<b>Conversion Rate</b>	$(\text{Purchases} \div \text{Clicks}) \times 100$	Measure funnel efficiency
<b>Purchase Rate</b>	$(\text{Purchases} \div \text{Impressions}) \times 100$	Conversion from reach
<b>Total Budget</b>	Total campaign spend	Budget assessment
<b>Avg. Budget per Campaign</b>	Total budget $\div$ campaign count	Budget utilization overview

## Dashboard Visualization Requirements

Visualization	Description	Purpose
<b>Donut Chart – Gender</b>	Performance split by gender (dynamic metric selection)	Identify gender-wise contribution
<b>Bar Chart – Age Groups</b>	Performance across age brackets	Recognize highest-engaging age groups
<b>Geo Map – Country</b>	Engagement & performance by country	Analyze geographic performance
<b>Calendar Heatmap – Monthly</b>	Monthly performance based on timestamps	Identify seasonal patterns & activity peaks
<b>Weekly Stacked Column – Ad Type</b>	Weekly metric trend by ad category	Compare ad types across weeks
<b>Hourly Area Chart</b>	Activity trend by hour of day (0–23)	Understand time-based engagement behaviour

Visualization	Description	Purpose
<b>Matrix – Ad Type vs Platform</b>	Metrics by ad type across Facebook & Instagram	Compare formats and platforms side-by-side

## Outcome

The dashboard will offer a unified and interactive analytical view, enabling data-driven decisions to enhance advertising performance and budget efficiency.