



## Task 2



# Facebook Ads Performance



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# Outline



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# Introduction

- This presentation analyzes the performance of Facebook ad campaigns in 2017
- To examine key metrics like impressions, clicks, conversions and costs
- The goal is to identify trends and highlight top-performing ads and demographics

# Problem Statement

The company faces a challenge in accurately measuring the performance of its Facebook advertising campaigns. This limitation restricts the ability to optimize current budget allocation, maximize return on investment, and design more effective future marketing strategies based on audience behavior and campaign outcomes.

# Objectives

## Primary Objective

- To analyze the performance of Facebook ad campaigns in 2017 to optimize budget allocation and maximize return on investment

## Secondary Objective

- To examine key metrics such as impressions, clicks, conversions, and costs.
- To identify which demographics are most profitable and have the highest conversion rates.
- To highlight the top-performing and most efficient ads to inform future campaign strategies

# Executive Summary

- The campaigns generated a total of 213 million impressions and 38 thousand clicks
- The male demographic spent 31.57% of their total ad spend on the 30-34 age group, the highest percentage among all gender and age combinations
- The female demographic spent the most on the 45-49 age group at 38.90% of their total ad spend
- The most efficient ad by click cost was 777105, with a cost of \$0.18



# Methodology

## Research Design- Descriptive

- Descriptive research aims to accurately and systematically describe a population, situation or phenomenon. It can answer what, where, when and how questions

### Raw Data Format

- MS Excel

### Data Analysis

- Microsoft Power BI

The analysis was conducted using a dashboard that features various charts and visualizations

# Results Dashboard

Pg no: 01



## Facebook Ads Performance

Cost Per Acquisition

CPA

\$17.99

Cost Per Click

CPC

\$1.54

Cost Per Mille

CPM

\$0.28

Conversion Rate

CR

8.55%

Clear all slicers

Overview

Activity

Top Performing

Click Through Rate

CTR

0.02%

Cost Per Approved Conversion

CPAC

\$54.41

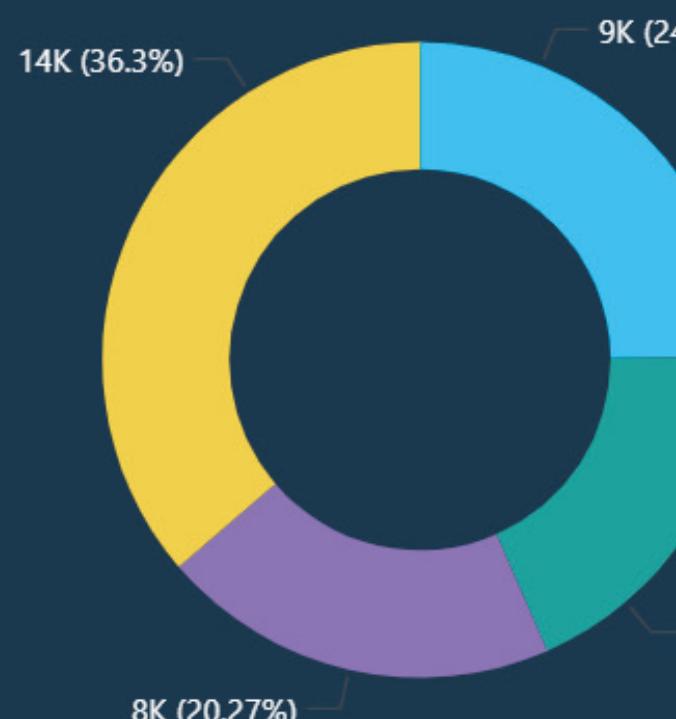
Total clicks

38K

0K

76K

Total clicks by age



Campaign\_id

916

936

1178

Gender

F

M

Total impressions

213M

0M

427M

Total impressions by age

Total impressions

60M

40M

20M

0M

30-34

35-39

40-44

45-49

age

# Results Dashboard

Pg no: 02



## Facebook Ads Performance

[Clear all slicers](#)

[Overview](#)

[Activity](#)

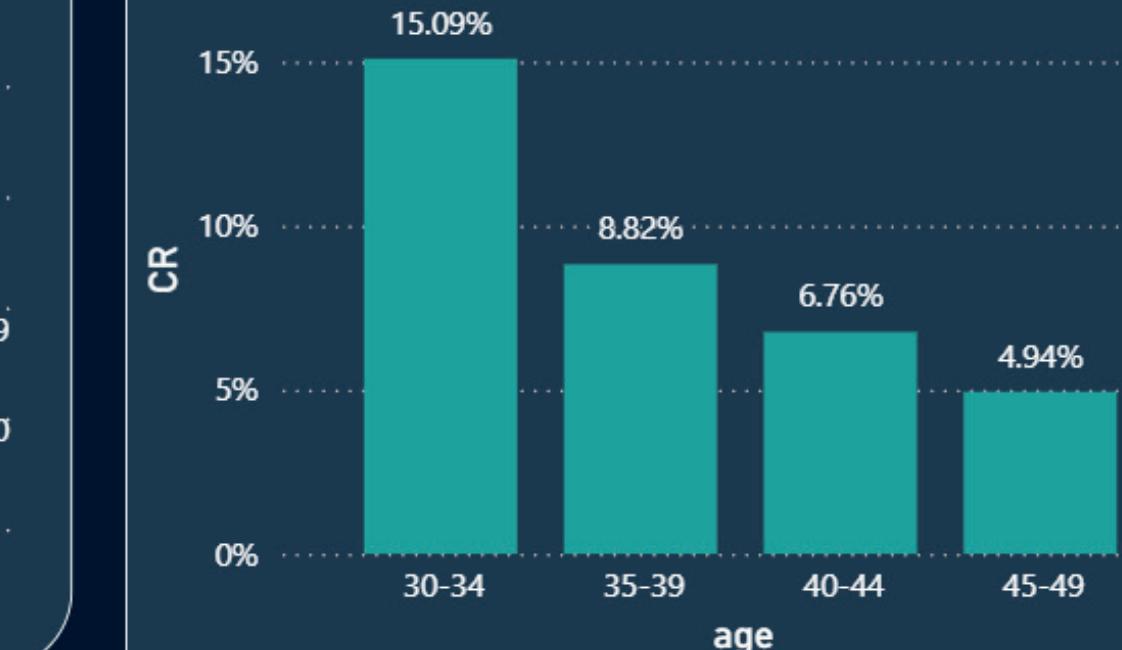
[Top Performing](#)

### Approved Conversions per gender Segment

gender ● F ● M



### Conversion rate by age



### Campaign\_id

916

936

1178

### Gender

F

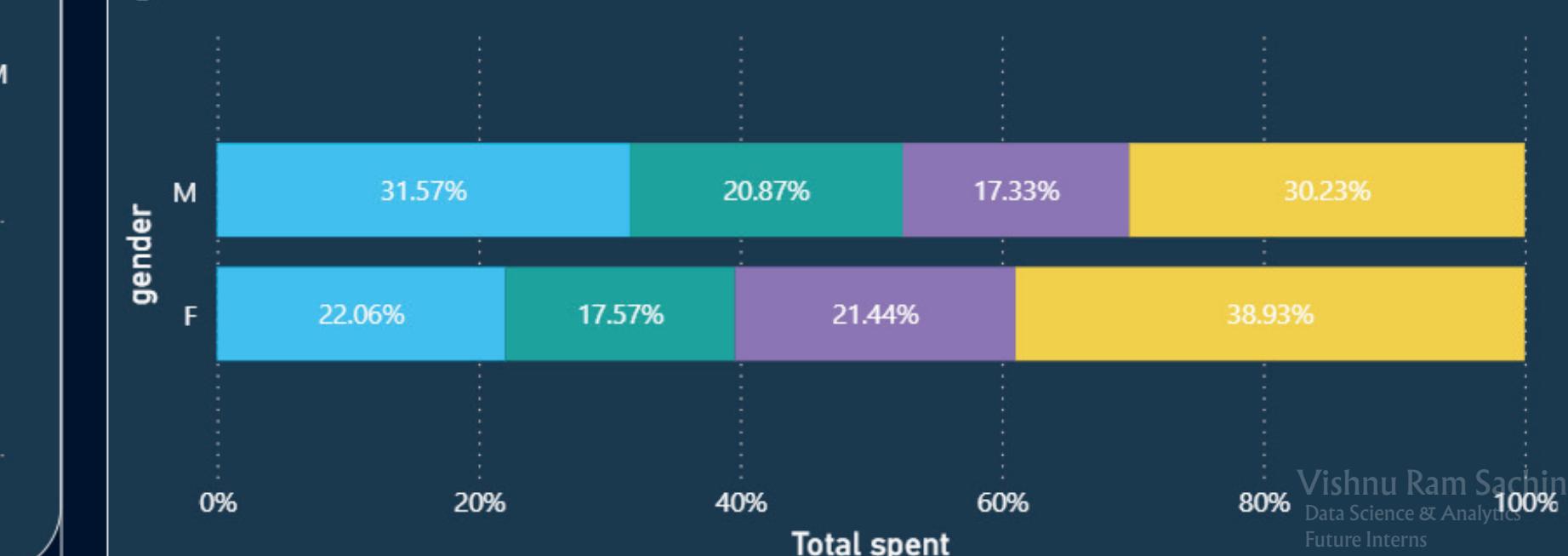
M

### Ads Impression by Month



### Gender and Age-Wise Spending

age ● 30-34 ● 35-39 ● 40-44 ● 45-49



# Results Dashboard

Pg no: 03

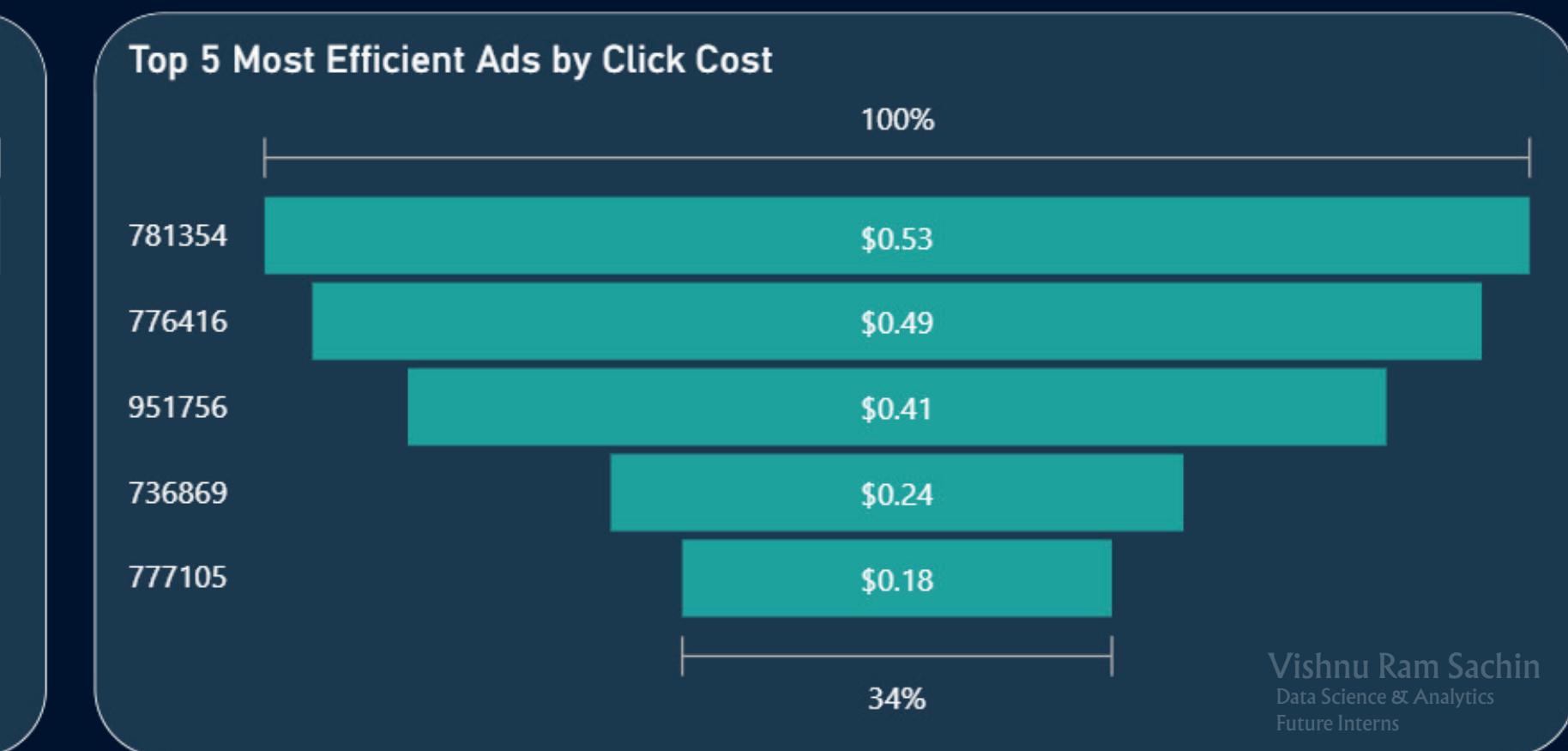
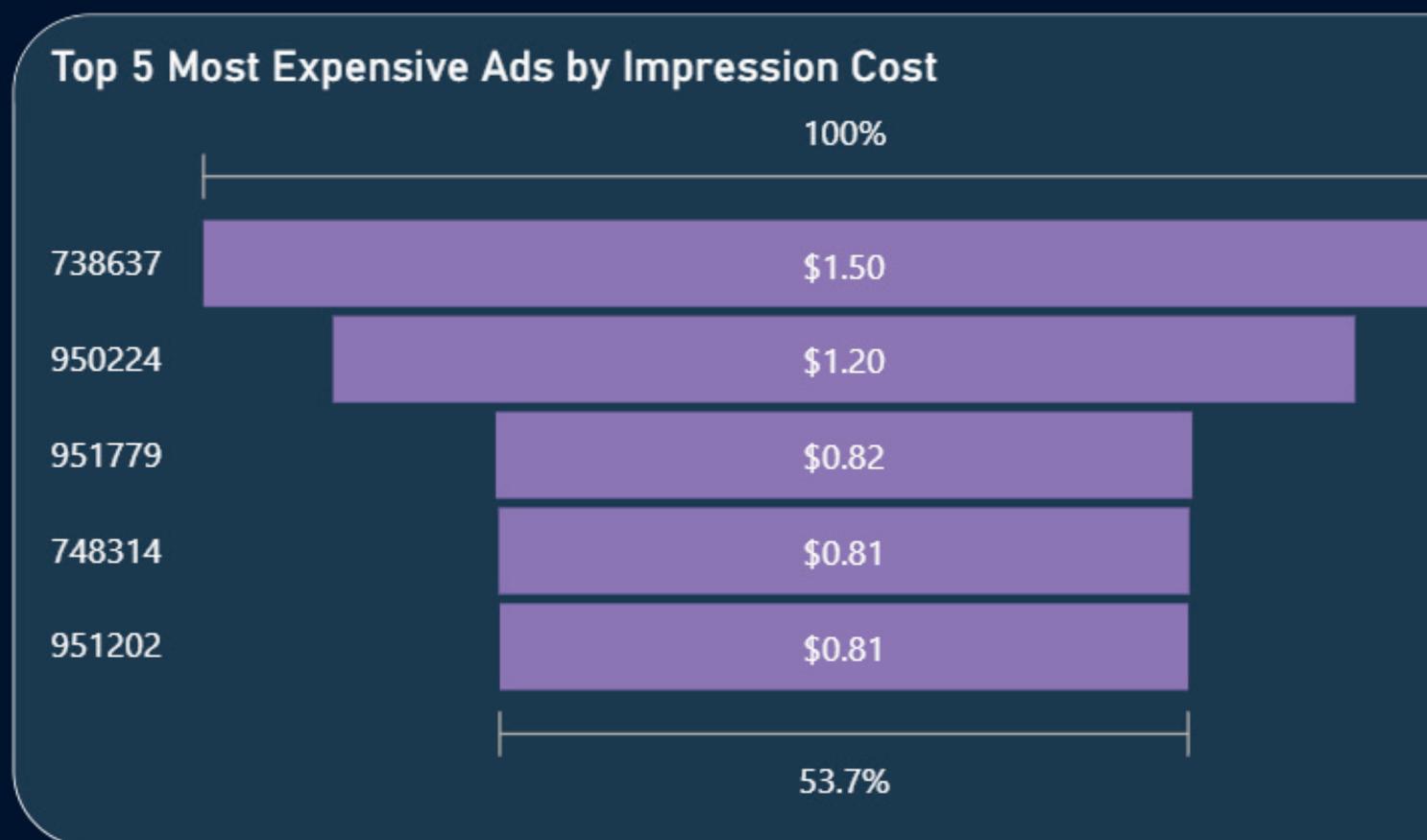
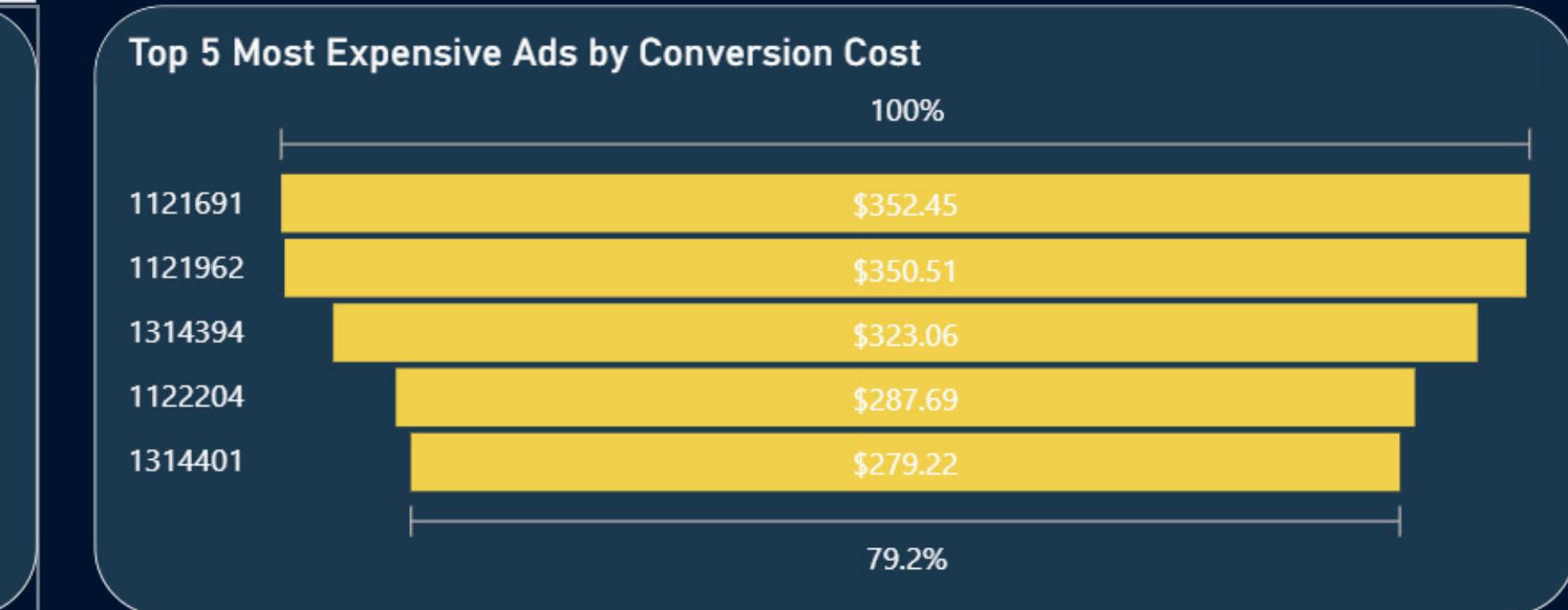
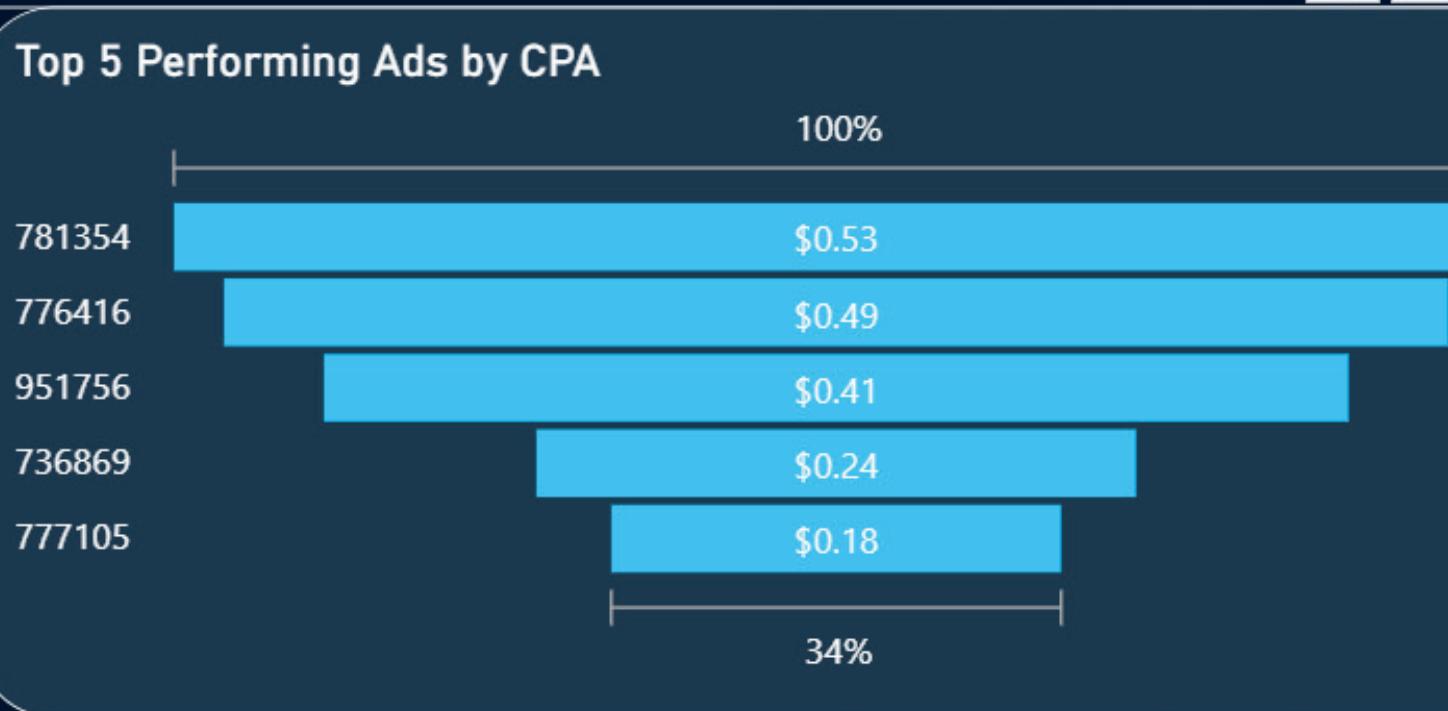


## Facebook Ads Performance

Overview

Activity

Top Performing



# Discussion

## Findings & Implications

- This demographic shows the highest conversion rate, indicating a strong interest in our product or service. Future campaigns should prioritize this audience
- Ads 777105 and 736869 were highly efficient with low costs per click and acquisition. Allocate more budget to these high performing ad creatives
- Since the 35-39 age group generated the most clicks, create tailored content that resonates with this audience to improve conversions

# Conclusion

- The data from 2017 clearly shows which demographics and ad creatives are the most profitable
- By focusing on the 30-34 age group and efficient ads with low CPA and CPC, we can significantly improve our return on investment.
- A data-driven approach is essential for effective campaign management and continued growth.