**Facebook AD campaign report**

This Facebook Ad Campaign Analysis dashboard contains various metrics and graphs that provide insights into the performance of an advertising campaign on Facebook.

* **Conversion Rate:** 33.53% is highlighted, indicating the percentage of users who took a desired action after clicking on the ad.
* **Cost Per Mille (CPM):** $0.291, showing the cost per thousand impressions.
* **Cost Per Click (CPC):** $1.495, representing the average cost for each click on the ad.
* **Click Through Rate (CTR):** 0.020%, indicating the percentage of clicks per impression.
* **Click Per Action (CPA):** $25.221, showing the average cost for each action completed by users.

The dashboard also includes several graphs that provide additional insights into the performance of the ad campaign. These include:

* A bar graph labeled "Total Sales" with two bars:
  + One bar shows total sales of 1003 units.
  + Another longer bar indicates total sales in terms of money amounting to 38K.
* A graph displaying counts of gender-wise engagement divided into age groups:
  + Age groups are categorized as "30-34", "35-39", "40-44", and "45-49".
  + Two bars for each age group represent gender as ‘F’ or ‘M’.
* A graph representing sales numbers divided by both age and gender:
  + Similar age categories as above with separate bars for each gender within those categories.
* A graph indicating amounts spent on ads targeting different age and gender groups:
  + The amounts are represented in different shades with labels such as "$7.4K" for females aged “45-49” and "$13.4K" for males in the same age group.
* The Target Customers table shows the conversion rate percentages for males and females in two age ranges (35-39 and 40-44).
* The Top 5 Target Categories table displays the interest number, sum of clicks, and average conversion rate percentages for the top 5 categories.
* The Impression Distribution by Age and Gender pie chart displays the distribution of impressions among different age groups.
* Finally, the Top Selling Ad table lists ad IDs with a 100% average conversion rate. Each ad ID is associated with an amount spent ranging from $3,060 to $36,010.

The dashboard provides a comprehensive view of key performance indicators related to a Facebook ad campaign including conversion rates, costs associated with impressions/clicks/actions, total sales figures, and detailed breakdowns by both age and gender demographics regarding engagement, sales, and spending.