Sales conversion optimization

Content:

The data used in this project is from an organisation's social media ad campaign.

Format:

1.) ad_id: an unique ID for each ad.

2.) xyz_campaign_id: an ID associated with each ad campaign of XYZ company.

3.) fb_campaign_id: an ID associated with how Facebook tracks each campaign.

4.) age: age of the person to whom the ad is shown.

5.) gender: gender of the person to whom the add is shown

6.) interest: a code specifying the category to which the person's interest belongs (interests are as mentioned in the person's Facebook public profile).

7.) Impressions: the number of times the ad was shown.

8.) Clicks: number of clicks on for that ad.

9.) Spent: Amount paid by company xyz to Facebook, to show that ad.

10.) Total conversion: Total number of people who enquired about the product after seeing the ad.

11.) Approved conversion: Total number of people who bought the product after seeing the ad.

Task:

Tools Recommended: R, Python.

1. Create a model and find the conversion will be approved or not?
2. Make Cluster Analysis for Ad conversions