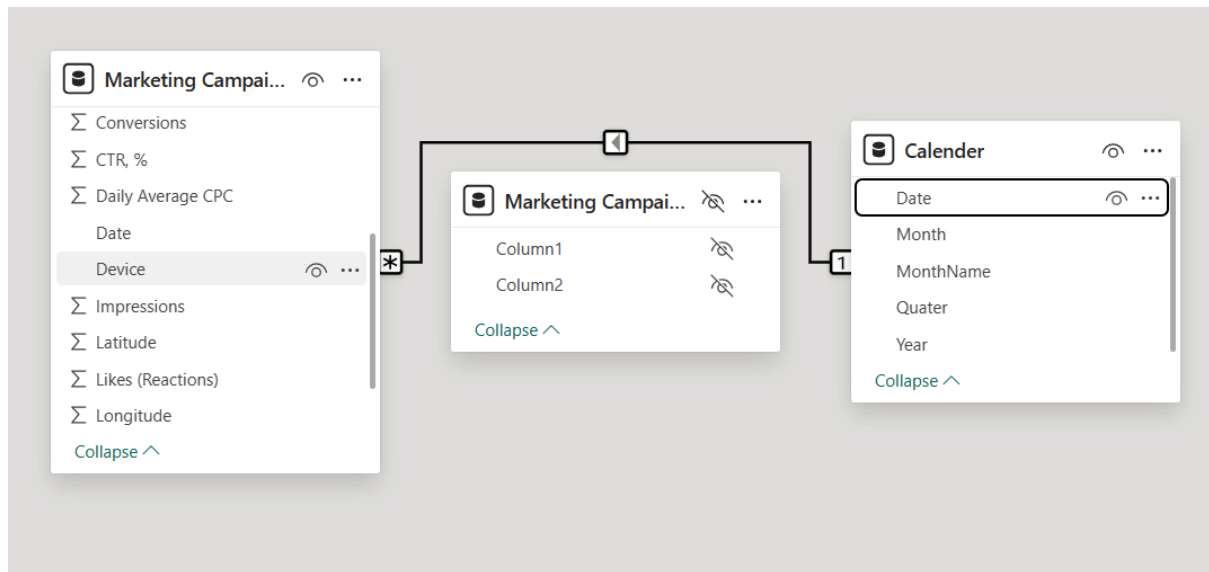


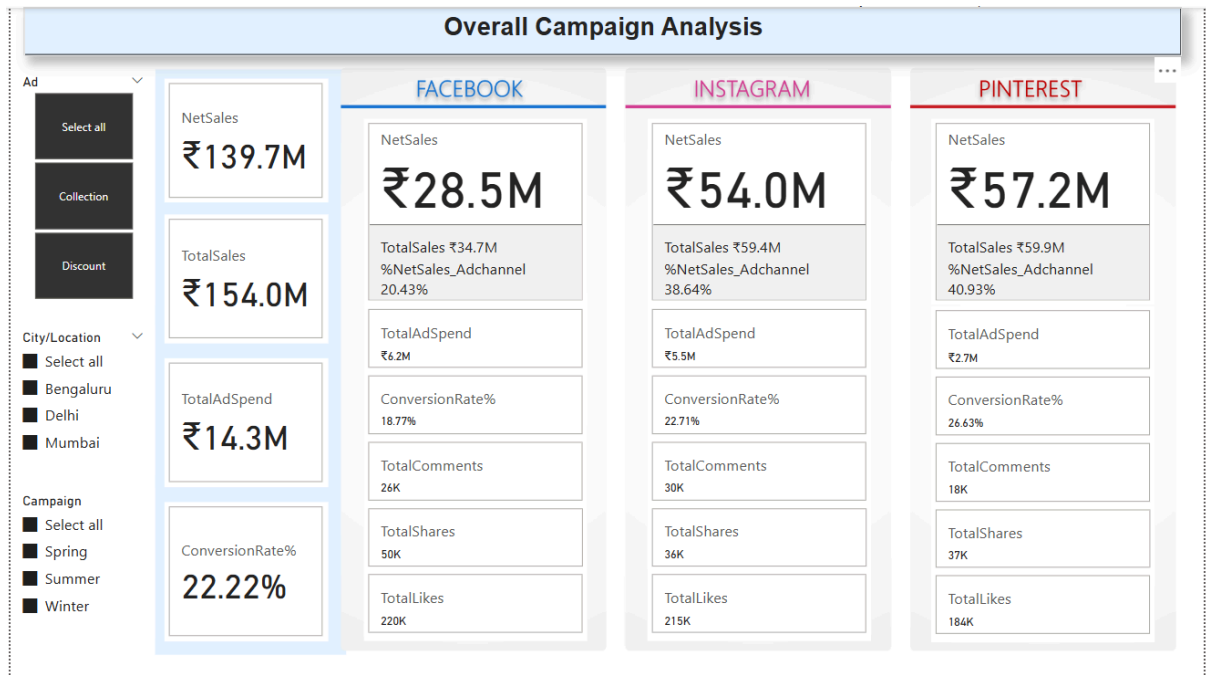
Task1



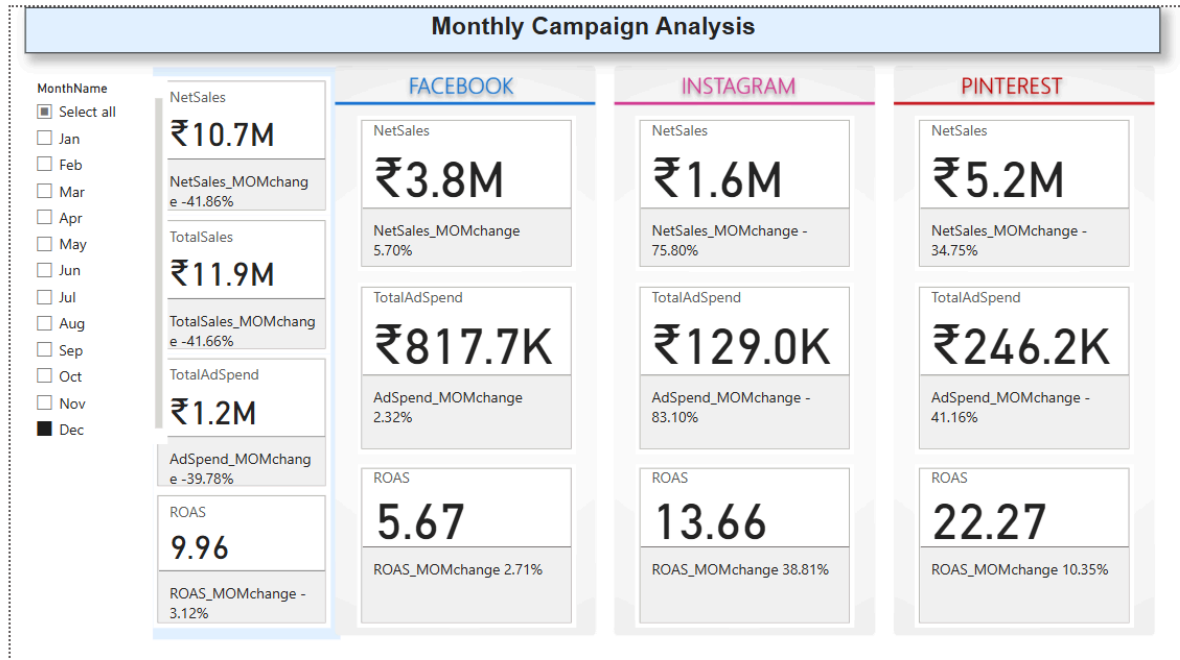
APPLIED STEPS	
Source	⚙
Promoted Headers	⚙
Changed Type	
Split Column by Delimiter	⚙
Changed Type1	
Reordered Columns	
Renamed Columns	
Merged Columns	⚙
✕ Renamed Columns1	

Data	
🔍 Search	
▼ 🗄 Calender	👁 ...
Date	
Month	
MonthName	👁 ...
Quater	
Year	

Task2



Task3



Task4

Detailed Campaign Analysis

Ad
☐ Collection
☒ Discount

TotalAdSpend

₹681.1K

AdSpend_MOMchange 2.74%

TotalSales

₹8.3M

TotalSales_MOMchange -2.06%

ROAS

12.22

ROAS_MOMchange -4.68%

MonthName

- ☐ Jan
☐ Feb
☐ Mar
☒ Apr
☐ May
☐ Jun
☐ Jul
☐ Aug
☐ Sep
☐ Oct
☐ Nov
☐ Dec

Channel	City/Location	TotalSales	TotalAdSpend	NetSales	ROAS	ConversionRate%	TotalComments	TotalConversions	TotalLikes	TotalShares
Facebook	Delhi	₹2,27,073.0	₹48,031.0	₹1,79,042.0	4.73	24.19%	111	105	1949	225
	Bengaluru	₹4,33,019.0	₹70,610.0	₹3,62,409.0	6.13	23.01%	138	153	3312	676
	Mumbai	₹4,95,118.0	₹1,22,684.0	₹3,72,434.0	4.04	21.02%	478	252	4582	490
	Total	₹11,55,210.0	₹2,41,325.0	₹9,13,885.0	4.79	22.19%	727	510	9843	1391
Pinterest	Mumbai	₹8,26,802.0	₹36,989.0	₹7,89,813.0	22.35	26.84%	311	212	3087	717
	Delhi	₹11,25,413.0	₹19,809.0	₹11,05,604.0	56.81	63.03%	197	254	2041	304
	Bengaluru	₹11,59,488.0	₹35,138.0	₹11,24,350.0	33.00	44.32%	211	269	2525	415
	Total	₹31,11,703.0	₹91,936.0	₹30,19,767.0	33.85	40.83%	719	735	7653	1436
Instagram	Mumbai	₹12,23,865.0	₹1,49,627.0	₹10,74,238.0	8.18	17.84%	552	226	5448	909
	Bengaluru	₹13,89,400.0	₹1,24,043.0	₹12,65,357.0	11.20	25.89%	361	269	4920	478
	Delhi	₹14,45,350.0	₹74,120.0	₹13,71,230.0	19.50	43.34%	292	283	4207	333
	Total	₹40,58,615.0	₹3,47,790.0	₹37,10,825.0	11.67	26.29%	1205	778	14575	1720
Total		₹83,25,528.0	₹6,81,051.0	₹76,44,477.0	12.22	28.67%	2651	2023	32071	4547