TASK

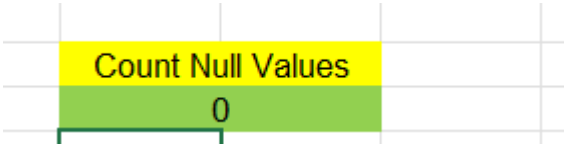
Why we are going to solve this and what was the purpose of this project? In one month April 2024 both the company started a campaign with different strategies and different campaigns and with their set. Google started Campaign A and Campaign B. Facebook also started their own campaign LookalikeAudience, OpenAudience, Retargeting. They started their campaign with different different set. Now we are going to analyze who is the most effective and with in less investment get more growth in Ad.

Dataset link:

https://docs.google.com/spreadsheets/d/1XO4K6EgZJQxpbQbnvhDwDYGXwDucwcU5Te3fqAICa8c/edit?gid=0#gid=0

1. Data Cleaning & Preparation:

- Take a new sheet to merge our two data sets the process will be followed as : First go to the Data tab → Get Data → From File → From Excel Workbook → Then Import the data.
- Then select the data set → click on 'Transform data". → Then go to 'Add Column ' and select 'Custom column' to connect the data as row-wise. Use the formula **"=TableTable.PromoteHeaders([Data])"** to connect both the data sets.
- Then select Close and Load to load the merged dataset.
- Remove Null values from data set.
- Count the null values: "=COUNTBLANK(data_range)" to count the null values in the data set.



2. Descriptive Analysis:

- Key metrics for each channel

Total Impression Google	
Row Labels	**Sum of Impressions**
Ad Set 1	1209432
Ad Set 2	1236201
Ad Set 3	1235032
Grand Total	**3680665**

Total Custom Click	
Row Labels	**Sum of Custom.Clicks (Traffic)**
Facebook Raw	216726
Google Raw	189316
Grand Total	**406042**

Total Impression	
Facebook	
Row Labels	**Sum of Impressions**
Ad Set 5	1437469
Ad Set 6	1444410
Ad Set 7	1448672
Grand Total	**4330551**

COST	
Row Labels	**Sum of Custom.Cost (INR)**
Facebook Raw	470857.45
Google Raw	384456.35
Grand Total	**855313.8**

CTR	
Row Labels	**Sum of Custom.CTR**
Facebook Raw	13.57724724
Google Raw	9.302740246
Grand Total	**22.87998749**

otal Custom Click		
Row Labels	**Sum of Custom.Clicks (Traffic)**	
Facebook Raw	216726	
Google Raw	189316	
Grand Total	**406042**	

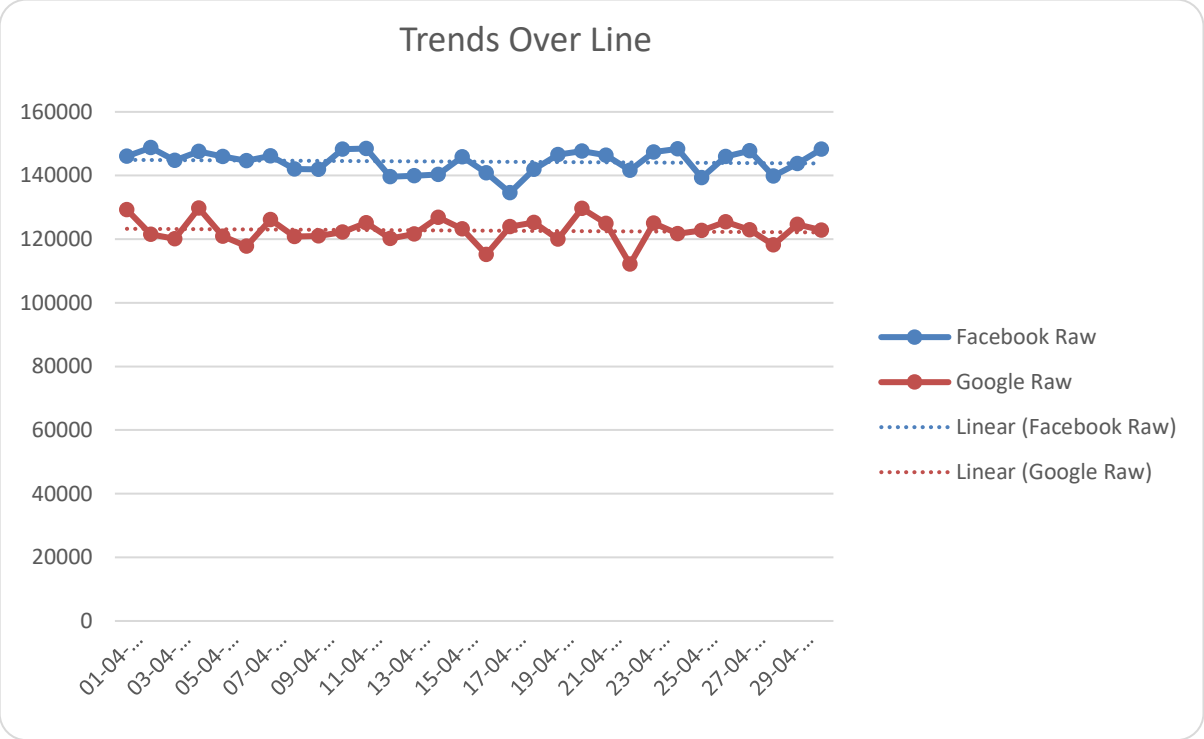
Total Impression	
Google,Facebook	
Row Labels	**Sum of Custom.Impressions**
Facebook Raw	4330551
Google Raw	3680665
Grand Total	**8011216**

Conversions

Row Labels	**Sum of Custom.Call**	**Sum of Custom.Lead To Call**	**Sum of Custom.Traffic to Lead**
Facebook Raw	5181	105.1412191	16.72131763
Google Raw	5252	89.04067959	10.25798257
Grand Total	**10433**	**194.1818987**	**26.9793002**

- **Visualize the data using appropriate charts (e.g., line graphs for trends over time, bar charts for comparison of metrics).**

Sum of Custom.Impressions	Column Labels	
Row Labels	Facebook Raw	Google Raw
01-04-2024	146038	129207
02-04-2024	148743	121493
03-04-2024	144772	120120
04-04-2024	147593	129733
05-04-2024	146001	120888
06-04-2024	144677	117794
07-04-2024	146110	126115
08-04-2024	142083	120822
09-04-2024	141913	120986
10-04-2024	148268	122173
11-04-2024	148497	125106
12-04-2024	139658	120163
13-04-2024	139874	121589
14-04-2024	140337	126839
15-04-2024	145837	123233
16-04-2024	140835	115204
17-04-2024	134608	123942
18-04-2024	141923	125181
19-04-2024	146567	120041
20-04-2024	147692	129635
21-04-2024	146358	124976
22-04-2024	141606	112133
23-04-2024	147381	125036
24-04-2024	148384	121704
25-04-2024	139268	122669
26-04-2024	145944	125404
27-04-2024	147757	122912
28-04-2024	139771	118140
29-04-2024	143753	124633
30-04-2024	148303	122794
Grand Total	**4330551**	**3680665**



Based on the line graph titled “TRENDS OVER LINE” and the accompanying data table, here’s an interpretation:

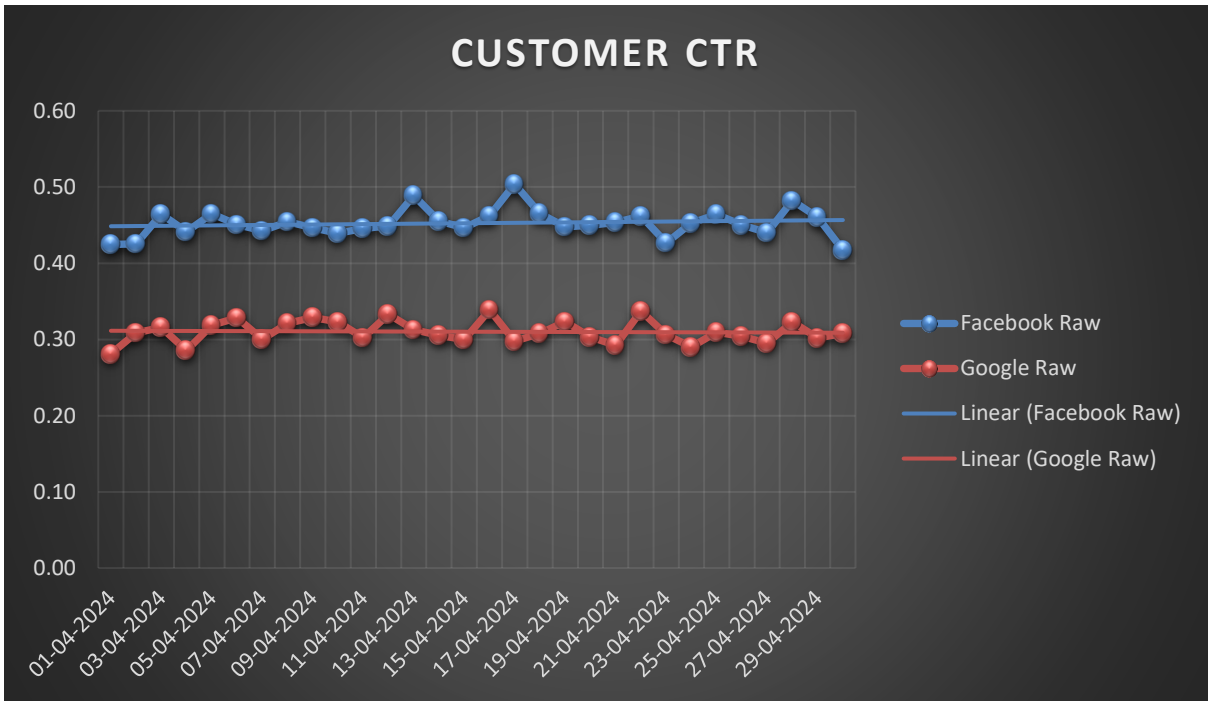
Overall Trend: The following graph shows variation in the values of 'Facebook Raw' and 'Google Raw' from 03–02–2021 to 14-02–2021. Facebook has greater values in comparison with Google every time.

Comparing Data: When looking at the grand totals, Facebook's raw value (3.272254) is substantially lower than Google's total (4.393051), which implies a more robust performance on this platform or availability to inquire information from it in the period analyzed.

Daily observations: Facebook has some prominent peaks on certain dates such as 02–04–2024, 10–04-2024, etc. We may infer that these days have important events or a campaign running because of which there is too much engagement happening over Facebook all things considered.

Interpretation Space: This analysis helps to understand the effectiveness of marketing strategies i.e. followed by Facebook and Google.

CTR trend analysis :



Data Comparison: The graph shows a summary of custom clicks for both Facebook and Google over a range of dates in April 2024.

Trends: Fluctuations can be seen for both Facebook and Google numbers, but no any obvious trend implies regular increase or decrease over the studied period.

Key Observations:

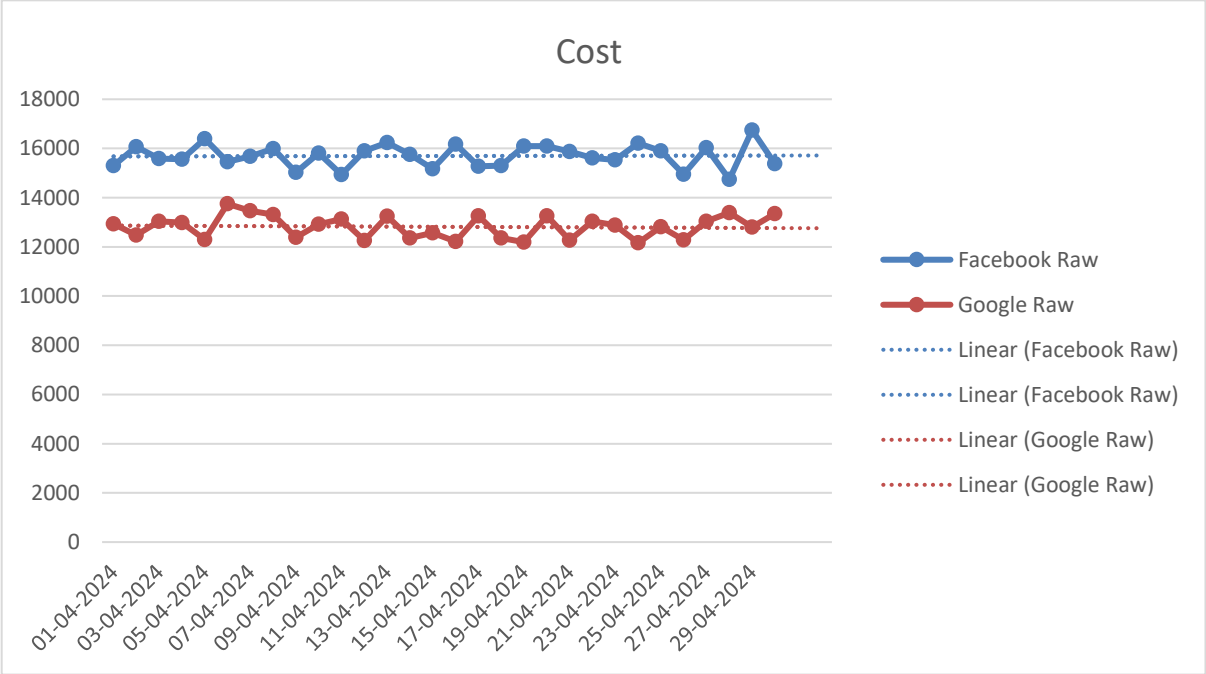
- Facebook's highest recorded value was 7,568 on 13-04-2024.
- Google had its highest figure at 6,667 on 09-04-2024.

Grand Total: For this duration, there were as many as 406,042 custom clicks altogether. Of these ones, Facebook accounted for 216726 whereas Google registered 189316.

This graph could be used to analyze how effective marketing campaigns or user engagements are on both platforms during this time frame. However, it is important to note that without more context such as particular campaign details or strategy changes; these graphs alone do not show what reasons led to those fluctuations.

Cost Analysis:
Costs for Facebook and Google over April 2024.

Sum of Custom.Cost (INR)	Column Labels	
Row Labels	Facebook Raw	Google Raw
01-04-2024	15301.91	12929.7
02-04-2024	16072.79	12477.42
03-04-2024	15584.85	13037.6
04-04-2024	15558.26	12979.68
05-04-2024	16398.76	12300.41
06-04-2024	15463.9	13747.56
07-04-2024	15683.31	13470.33
08-04-2024	15994.82	13304.76
09-04-2024	15027.72	12384.84
10-04-2024	15813.69	12922.39
11-04-2024	14941.83	13124.61
12-04-2024	15902.72	12257.65
13-04-2024	16236.83	13249.56
14-04-2024	15754.32	12366.91
15-04-2024	15176.45	12574.62
16-04-2024	16179.04	12222.3
17-04-2024	15277.67	13253.83
18-04-2024	15301.37	12357.24
19-04-2024	16093.56	12195.59
20-04-2024	16089.92	13262.59
21-04-2024	15870.77	12272.69
22-04-2024	15616.34	13041.2
23-04-2024	15539.81	12882.79
24-04-2024	16216.03	12159.57
25-04-2024	15901.14	12815.81
26-04-2024	14955.91	12282.84
27-04-2024	16033.14	13043.53
28-04-2024	14742.5	13393.52
29-04-2024	16745.95	12800.46
30-04-2024	15382.14	13344.35
Grand Total	470857.45	384456.35



Graph Analysis: Here we can see that there were daily fluctuations for Google and Facebook data. Lines show the variability in the advertising for both of the platforms.

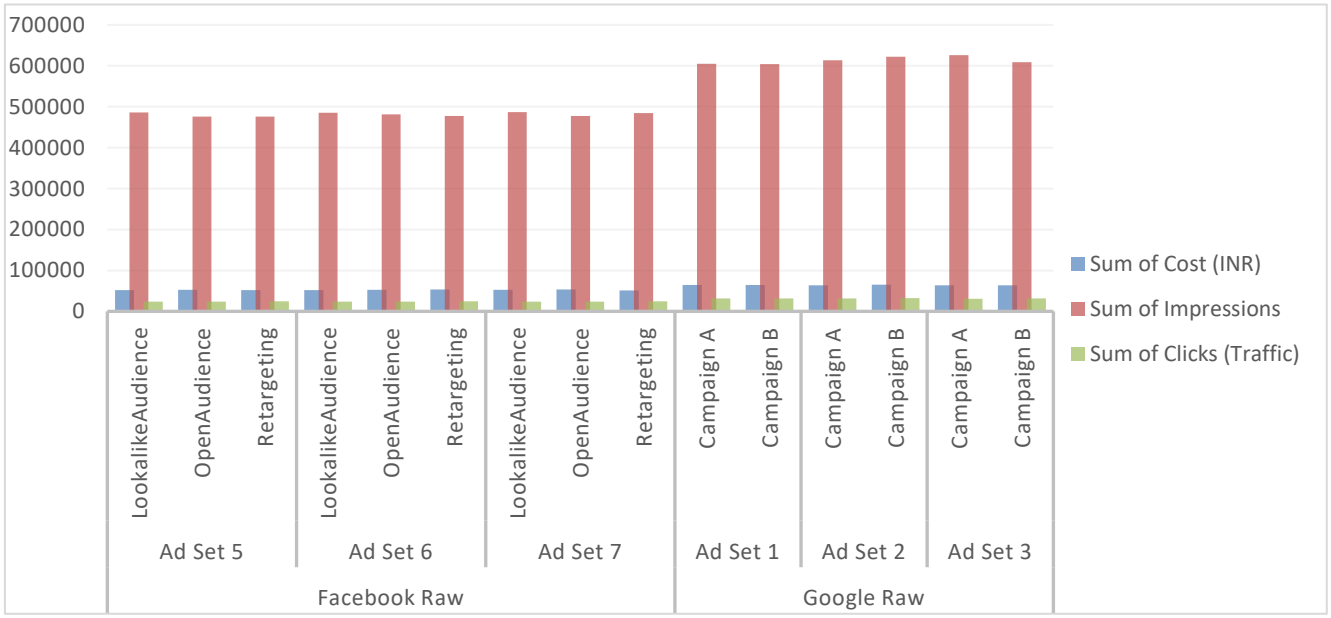
Table Insights: The table lists specific daily costs for both Facebook and Google.

Total Spend: One month's spend is ₹470,857.45 for Facebook and ₹384,456.35 for Google, showing a significant investment in advertising on these platforms.

Strategic Implications: This data can be useful for budget planning and evaluating the investment for advertising campaigns. Using this can see the cost-effectiveness of advertising on the two different platforms.

- **Comparison Matrix:**

Row Labels	Sum of Cost (INR)	Sum of Impressions	Sum of Clicks (Traffic)
Facebook Raw			
Ad Set 5	**156530.97**	**1437469**	**72814**
LookalikeAudience	51883.12	485802	23842
OpenAudience	52545.06	476008	24155
Retargeting	52102.79	475659	24817
Ad Set 6	**157401.66**	**1444410**	**71601**
LookalikeAudience	51726.46	485649	23628
OpenAudience	52441.08	481457	23798
Retargeting	53234.12	477304	24175
Ad Set 7	**156924.82**	**1448672**	**72311**
LookalikeAudience	52663.04	486623	23498
OpenAudience	53407.06	477304	23932
Retargeting	50854.72	484745	24881
Google Raw			
Ad Set 1	**128974.13**	**1209432**	**62793**
Campaign A	64659.48	604974	31208
Campaign B	64314.65	604458	31585
Ad Set 2	**128863.82**	**1236201**	**63392**
Campaign A	63755.39	613957	31262
Campaign B	65108.43	622244	32130
Ad Set 3	**126618.4**	**1235032**	**63131**
Campaign A	63291.58	625744	31184
Campaign B	63326.82	609288	31947
Grand Total	**855313.8**	**8011216**	**406042**



3. Benchmark Comparison:

Condition for Google Ads

- **CTR: 8-10%**
- **Traffic to Lead: 7-8%**
- **Lead to Call: 25-30%**

I have compared these conditions with the data set help of conditional formatting.

In dataset

i. Pink colour highlighted cells in the CTR column are below 8%.
ii. DeepYellow colour highlighted cells in the Traffic to Lead column are below 7% and Yellow highlighted are within the benchmark.
iii. Purple highlighted cells in the lead-to-call column are above 30 %.

Interpretation

Click-Through Rate (CTR):
CTR falls below the industry benchmark range of 8-10%. This means that ads are not performing well in terms of attracting clicks relative to impressions.
Interpretation: Falls of Benchmark

Traffic to Lead Conversion Rate:
Traffic-to-lead conversion rate is below the benchmark of 7-8%. This suggests that there might be room for improvement in converting website visitors into leads.

Interpretation: Falls Short of Benchmark

Lead to Call Conversion Rate:
Lead-to-call conversion rate is above the benchmark of 25-30%. This indicates that your leads are converting well into phone calls.
Interpretation: Exceeds Benchmark

Campaigns are performing well in terms of lead-to-call conversion. However, there's an opportunity to improve the traffic-to-lead conversion rate and CTR. Consider optimizing the landing pages, ad copy, and targeting to enhance lead generation.

Condition for Facebook Ads:

- **CTR: 2-3%**

- **Traffic to Lead: 12-15%**
- **Lead to Call: 12-15%**

In dataset

1. Green colour highlighted cells in the CTR column are above 3%.
2. Yellow colour highlighted cells in the Traffic to Lead column are below 12% and red highlighted are within the benchmark.
3. Brown highlighted cells in the lead-to-call column are above 15 %.

Interpretation

Click-Through Rate (CTR):
CTR is above the industry benchmark range of 2-3%. This suggests that ads are attracting as many clicks relative to impressions as expected.
Interpretation: Exceeded Benchmark

Traffic to Lead Conversion Rate:
Traffic-to-lead conversion rate is below the benchmark of 12-15%. This indicates that website visitors are not converting well into leads.
Interpretation: Fall Short of Benchmark

Lead to Call Conversion Rate:
Lead-to-call conversion rate is above the benchmark range of 12-15%. This means that leads are converting into phone calls at an expected rate.
Interpretation: Exceeded Benchmark

Lead-to-call conversion rate is on par with the benchmark, and CTR is also very good. Consider optimizing your ad copy, targeting, and keywords to increase Traffic to Lead. Additionally, continue leveraging a strong traffic-to-lead conversion rate.

4. Insight Generation:

- Based on your analysis, identify:
  - Opportunities for scaling:
  - **In the case of Facebook** its Ad 5 campaign is more effective rather than Ad 6 and Ad 7.

Ad Set 5	**(Cost) 156530.97**	**(Impression) 1437469**	**(Click) 72814**
Ad Set 6	**157401.66**	**1444410**	**71601**
Ad Set 7	**156924.82**	**1448672**	**72311**

i. For Ad-5 there was more traffic than Ad 6 & 7
ii. In Ad 5 there was less cost than the other two.
iii. Ad-5 has more traffic and more impressions.

In the case of Google :

Ad 3 was more effective than Ad 1 & 2. If we look in the graph

Ad Set 1	**(Cost)128974.13**	**(Impression)1209432**	**(Click)62793**
Ad Set 2	**128863.82**	**1236201**	**63392**
Ad Set 3	**126618.4**	**1235032**	**63131**

Here we can see that for Ad set 3 there was less cost but the effectiveness of the campaign under set 3 is more effective than the other sets. Here the traffic is also greater if we compare it with other sets' costs. Click also more or more than the average of others so for Google Set 3 performance is good.

- Issues to solve:
  - **i.** Not proper audience engagement.
  - **ii.** Not properly utilize the resources.
  - **iii.** ROI is less if the utilization of resources is not proper.
  - **iv.** Low budget allocations.

- Strategies to rationalise: In the case of Facebook there is a set-6 costs from the company and if we say the investing of

money is more but the traffic and impression is less this can be reduced and discontinued.

- **Predictability:** For Google, Set-3 is good with their low budget and performing well. If we compare that Facebook run 3 campaigns but Google runs only 2 campaigns there is only a slide difference, so rather than increasing campaigns we can increase the quality and market research.

5. Recommendations:

Marketing strategy.

Audience Segmentation: Before come with new advertising Company needs to focus on the customer needs according to this after segmenting the customer with the age group and preferred group come with different advertising
Content Strategy: Have to improve the content because it's the foremost thing that mainly attracts the customer so as a trend basis have to follow to attract more customers.
Conversion Rate Optimization (CRO): After launching a new product or say new Ad have to focus on consumer behaviour to get to know about the thing they liked or not or where we were lacking from our side.

To improve performance after analyzing the data we can go for that campaign where traffic is more and the ad impression is there to engage with more audience and have to reinvest of amount from the other set or campaign where investment is more but traffic and impression are less.

Additional insights and observations

I. Competitor Analysis
II. Customer Journey Mapping
III. Feedback and Surveys
IV. User experience
V. Content personalization

Bonus Step 1:
For Google and Facebook Ad

i. Use Different Headlines and Descriptions; like zomato and swiggy did.
ii. Use clear and engaging Ads to connect with the customer.
iii. Highlight Key features and make it a more clear and understandable approach.
iv. We can use A/B testing.
v. High quality Image and Video for both.
vi. Use keywords to get more traffic for google.
vii. For facebook interactive content.
viii. Quick load times for Facebook.

Day Wise pattern:

i. High engagement at weekends and more traffic to the site.
ii. We can schedule our advertisement according to time and personal choice whatever people like to see. And search more on-site.
iii. Fresh or come up with new Ads or new ideas per week on 1st day.