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| **PROJECT OVERVIEW** | **Project Name :**  **Analyses of Meta Ad Revenue** | **Project Manager :**  **Soham Ghorpade** |

**STATEMENT (POS)**

**Problem/Opportunity/Research Question(s):**

How much a company will spend in advertising for the next financial year? What platform will the company use to reach out to potential customers? How to set the target audience based on age, region, sex? And Ad revenue generation prediction for Meta from next year.

**Dataset:**

**Meta Ad Library report**

Description of the dataset:

Dataset has been acquired from the Facebook Ad Library report from the Meta website.

The initial dataset includes 5 columns:

Page Id

Page name: Owner of the page.

Disclaimer: Brief description about the owner of the page.

Amount Spent (USD): Total amount spent on advertisement on meta.

Number of Ads in Library: Overall number of ads displayed on the platform.

Some more parameters will be added like Categories, Ad start data, platforms, sex ratio, region ratio, impressions, etc.

**Goal:**

The main goal of the project is to predict the advertisement expenditure of any particular company and the ad revenue for the meta for next year.   
  
The dataset of the Meta ad revenue is available on the Facebook Ad Library website and more data can be accessed using the API or web scraping and store in excel sheets.

Measurable indicators will be first gathering all the required data, second would be to clean the data as per requirements and make it ready for analysis and creating dashboard.

Dashboards can be generated from the available resources and insights can be noted.

All the mentioned measurable indicators can be accomplished within the time frame.

**Objectives:**

* + Analyze the data and provide the customer with insights which help in decision making for advertisement budget allocation and to choose right audiences and platform.
  + A brief idea for the Meta for the advertisement revenue and more information for next year

**Success Criteria:**

Dashboard and information should allow us to get the insights from the dataset to take actions. Company will be able to decide if Meta platform good for their product advertisement.

**Assumptions, Risks, Obstacles:**

The quality of dataset is not good enough, need to add more parameters to dataset.

More data needs to be acquired using API and web scrapping.

Data needs to be cleaned example, so page names are in other language than English like Arabic.

All the available and generated data sets need to be combined properly within new excel sheet template.

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| **Prepared By :** | **Date :** | **Approved By :** | **Date :** |
| Soham Ghorpade | 02/14/2023 |  |  |