

# Data Science & Analytics Task 2

By Future Interns

## Social Media Campaign Performance Tracker



### Track & Visualize Ad Performance Like a Pro

👉 Whether you're a marketing enthusiast, data lover, or beginner in analytics — this internship task will give you **real-world exposure** to how businesses evaluate their **ad campaign success** using performance data.

### 🔍 About the Task

In this task, you'll work with simulated or exported CSV data from Instagram or Facebook Ads Manager. Your goal is to **analyze campaign performance metrics** and build an **interactive dashboard** that helps businesses answer questions like:

- How well did the ad campaign perform?
- Which posts or ads had the highest engagement?
- What was the **Click-Through Rate (CTR)** and **Return on Investment (ROI)**?

 Need help?



- What can we improve for the next campaign?

## ✔ What You'll Learn

- **Marketing Analytics Fundamentals**

Understand how digital ads are measured and optimized.

- **Key Metrics Demystified**

Learn what **Impressions, Reach, CTR, CPC, and ROI** mean and how to use them.

- **Data Visualization & Storytelling**

Create dashboards that marketing teams use to make smart decisions.

- **Hands-on with Tools**

Explore both **Power BI** and **Google Looker Studio** (formerly Data Studio) to compare reporting styles.

## Tools You'll Use

Tool	Purpose
<b>Power BI</b>	To build professional dashboards
<b>Excel or Google Sheets</b>	For quick data cleaning and analysis
<b>Google Looker Studio</b> <i>(Optional)</i>	Alternative dashboarding tool with easy drag & drop
<b>Canva</b> <i>(Optional)</i>	For creatives to design mock ads to track

## Sample Datasets to Practice

You can use any of the datasets below for practice. These are safe, public, and beginner-friendly:

1. [🔗 Facebook Ads Performance Dataset – Kaggle](#)
2. [🔗 Social Media Ads – Kaggle \(Click Prediction\)](#)
3. [🔗 Marketing Campaign Data – Kaggle](#)

## Deliverable

You'll submit a **polished Power BI dashboard** (or Google Looker Studio report) that includes:




- Overview of campaign KPIs

 Need help?



- Insights into top-performing posts
- ROI summary
- Interactive filters (by age, region, device, etc.)
- Actionable recommendations

## Best YouTube Tutorials to Follow

1.  [Create a Facebook Ads Dashboard in Power BI – 20 min Tutorial](#)  
(Easy to follow for beginners, no coding needed)
2.  [Digital Marketing Dashboard in Looker Studio \(Free & Fast\)](#)
3.  [Social Media Analytics with Excel for Beginners](#)

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