**The Brand – Assessment**

You’re provided with a data extract for a campaign run by a multinational technology company called The Brand. The campaign objective is to get more users to see the difference from their existing phone model to the new model with a better and sharper display.

**Part 1: Data Crunching**

Digital KPI metrics are in place across campaigns representing user journey touchpoints. The tables below show the different metrics of interest to the company across the user journey and depending on the platform.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Website | | | | | |
| Awareness | | Consideration | | Performance | |
| Touchpoint | Views an Ad | Clicks Through | Visits to .com | Engaged Visit | Adds to Cart | Checks Out |
| Volume | Views | Clicks | Visits | Qualified Visits | Potential Buyer | Orders Revenue |
| Efficiency | Completion Rate\*  CR 75% | Click Through Rate  CTR% | Bounce Rate  BR% | Qualified Visit Rate  QVR% | Potential Buyer Rate  PBR% | Average Order Value  $AOV |
| Cost | Cost per View  $CPCV | Cost per Click  $CPC | Cost per Visit  $CPVT | Cost per Qualified Visit  $CPQV | Cost per Potential Buyer  $CPPB | Cost per Sale  $COS |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | App | | | |
| Awareness | | Consideration | Performance |
| Touchpoint | Views an Ad | Clicks Through | Opens App | Converts |
| Volume | Views | Clicks | App Opens | Subscriptions Transactions\* |
| Efficiency | Completion Rate\*  CR 75% | Click Through Rate  CTR% | App Open Rate  AOR% | Subscription Rate  SR% |
| Cost | Cost per View  $CPCV | Cost per Click  $CPC | Cost per App Open  $CPVT | Cost per Sub  $CPS |

Based on the data extract provided, perform the following analysis:

* A detailed EDA of the data. The EDA should be able to kickstart initial analysis such as (but not limited to):
  + Any unique combinations of creatives / platform / market
  + Any pattern in missingness
  + Any trend in the data
  + Any anomaly in the data

**Part 2: Insight generation**

Prepare a report (PPT) with the following layout and key topics:

1. Overview of the Media Tactics (Including the campaign run time, markets, channels, and other important strategies applied for this campaign)
2. Executive summary
3. KPIs and Trends (Worldwide vs Excluding US)
4. Appendix (Any calculations you feel might be relevant to reference to)