

DATA VISUALIZATION INTERNSHIP

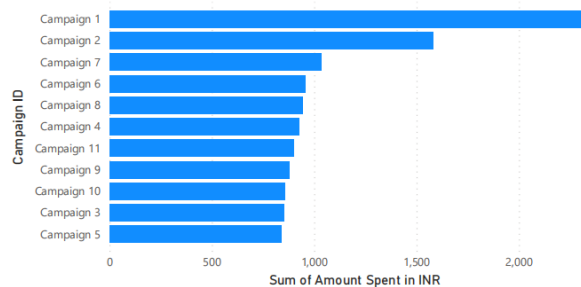
WEEK-I ASSIGNMENT

Cohort: 12th june 2023 - 12th july 2023

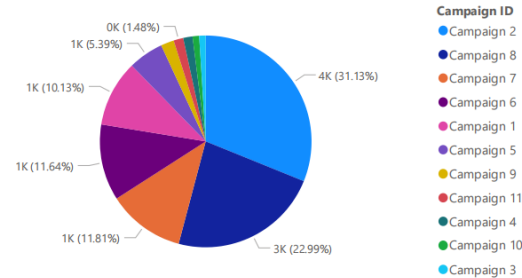
Sub-group: 3

Team Members: Anamika Phogat (Team Lead), Suhas Palani(Project Manager),Panyala Karthik(Project Scribe),Ayush Mishra(Project Lead)

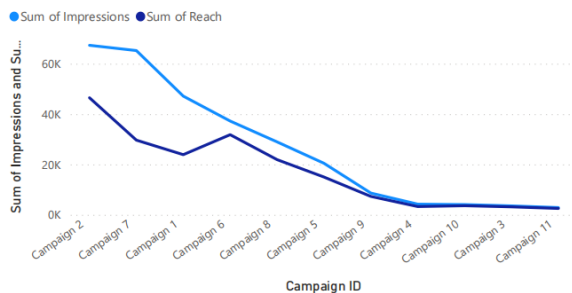
Sum of Amount Spent in INR by Campaign ID



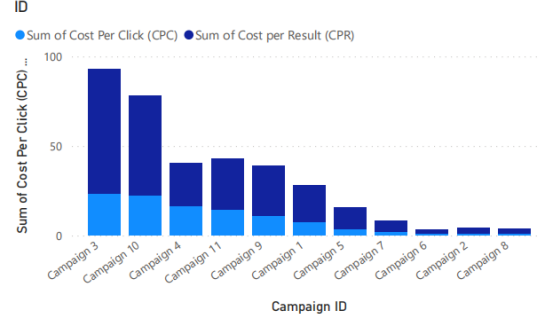
Sum of Clicks by Campaign ID



Sum of Impressions and Sum of Reach by Campaign ID



Sum of Cost Per Click (CPC) and Sum of Cost per Result (CPR) by Campaign ID



Based on the analysis conducted, it is evident that Campaigns 10, 3, and 5 have relatively lower expenditures. However, when comparing them based on the sum of clicks, Campaigns 3 and 10 are found to be underperforming, while Campaign 5 demonstrates superior performance compared to Campaigns 3 and 10.

The plot depicting the sum of impressions and sum of reach by Campaign ID reveals that the difference between Campaigns 3, 10, and 11 is the least, indicating a lack of substantial encouragement for these campaigns. Despite Campaigns 3 and 10 being common, let us delve deeper into the analysis.

The plot illustrating the sum of Cost Per Click (CPC) and the sum of Cost per Result (CPR) by Campaign ID indicates that Campaigns 3 and 10 have higher spending, as the cost per click and

cost per result are elevated for these campaigns. Conversely, Campaign 11 outperforms Campaigns 3 and 10. Consequently, we can omit Campaign 11 and arrive at the conclusion that Campaigns 3 and 10 are underperforming and should be removed.