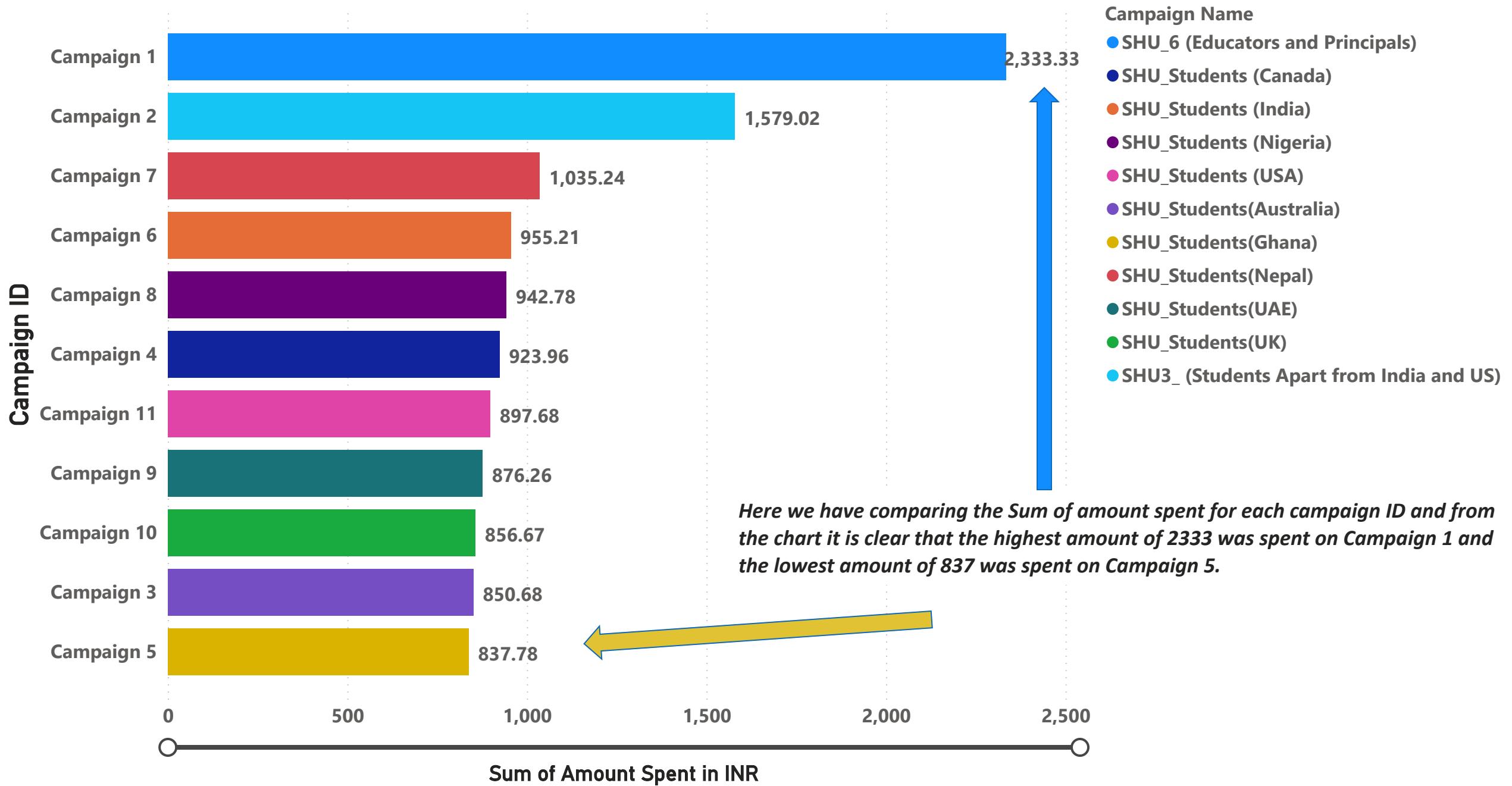


WEEK 2 - TASK

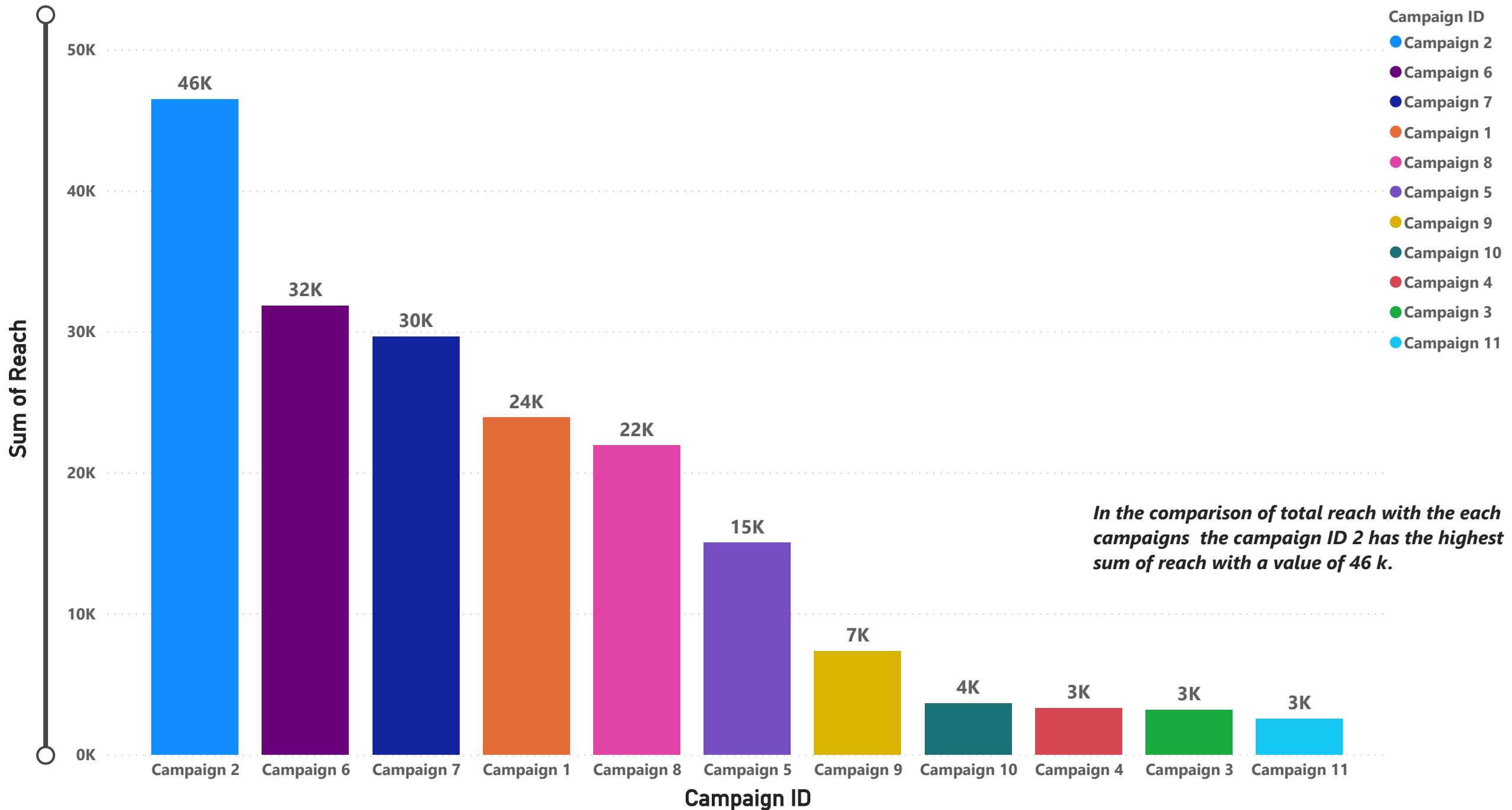
Data Visualization



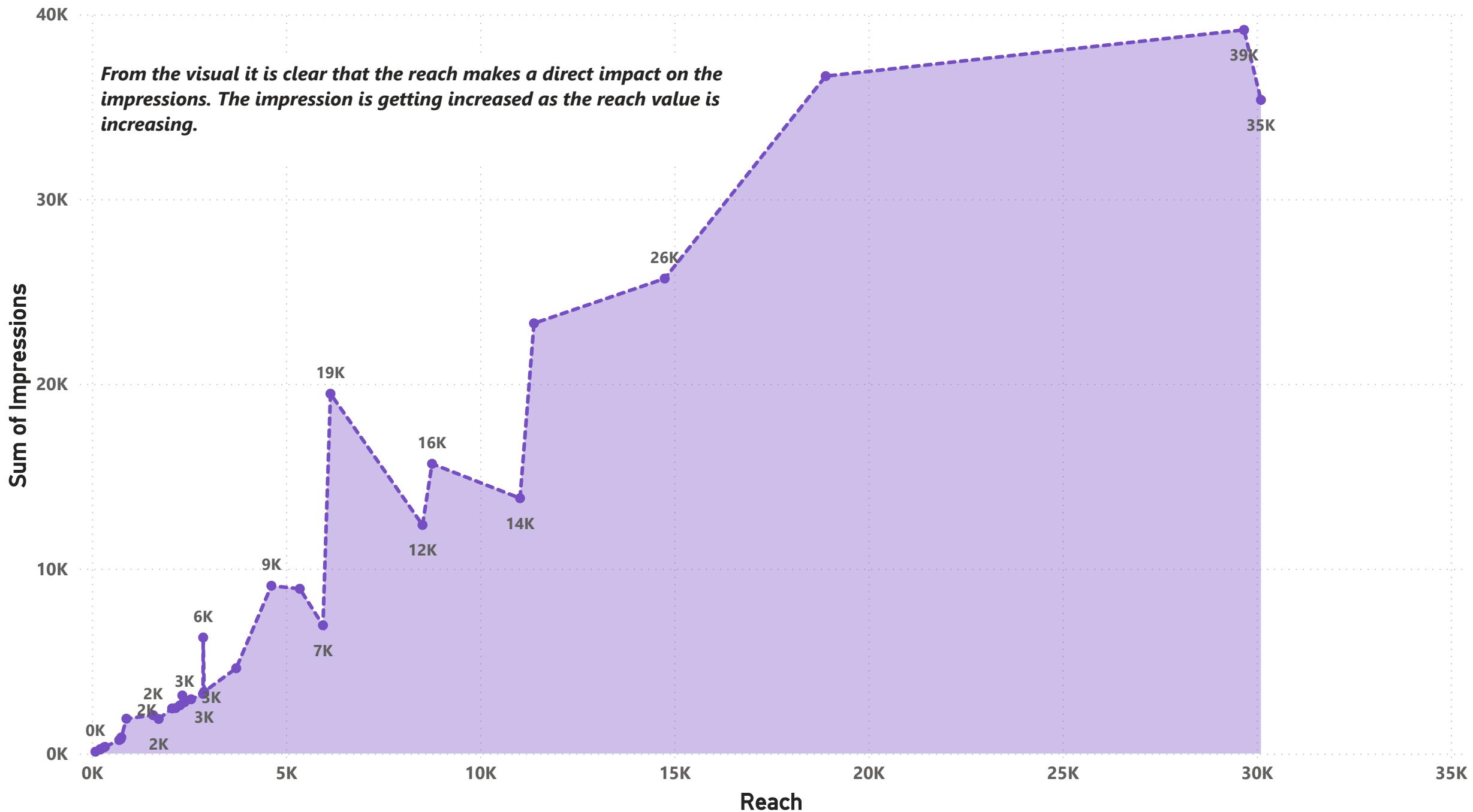
Sum of Amount Spent in INR by Campaign Name



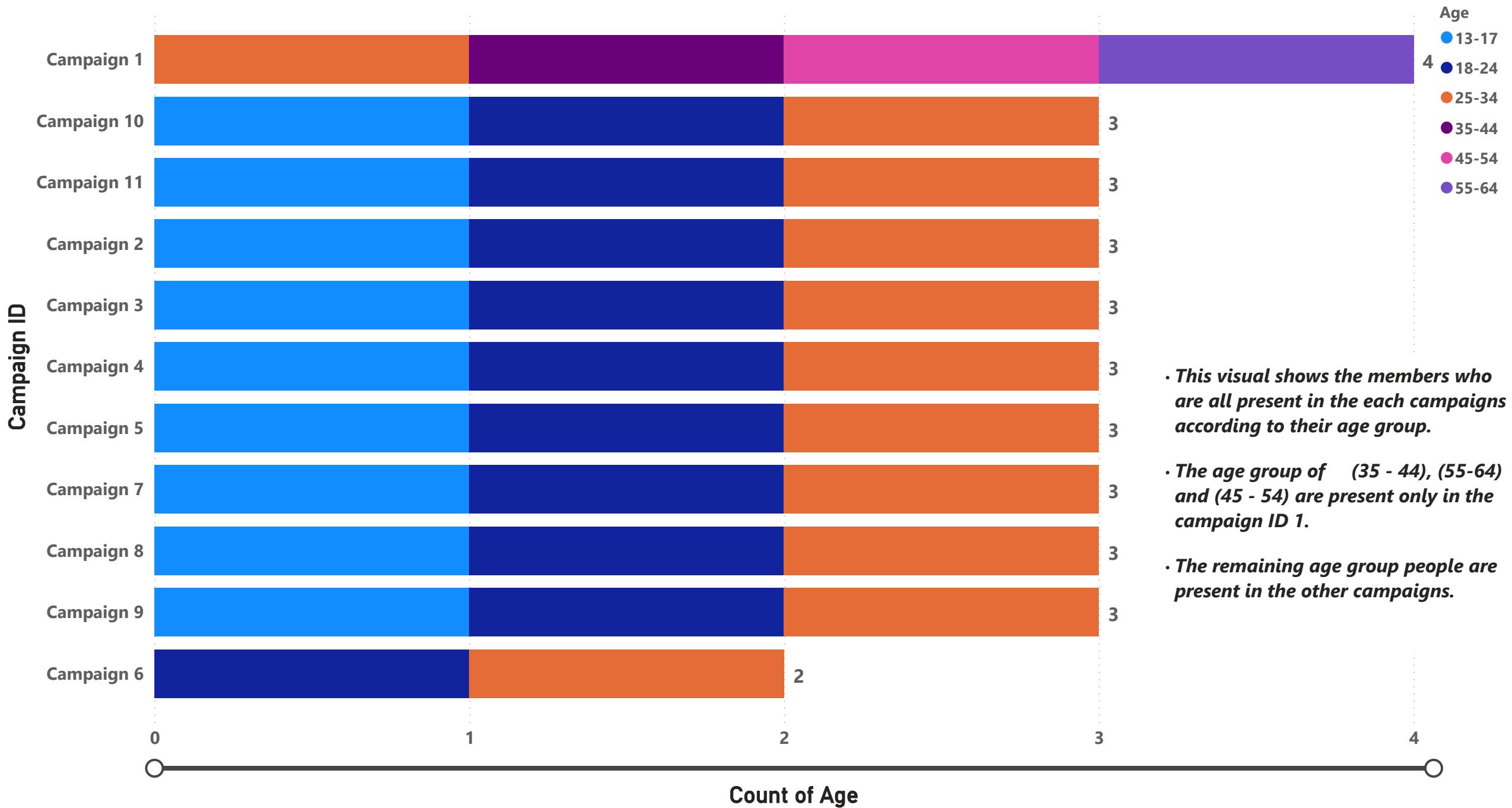
Campaign ID vs Reach



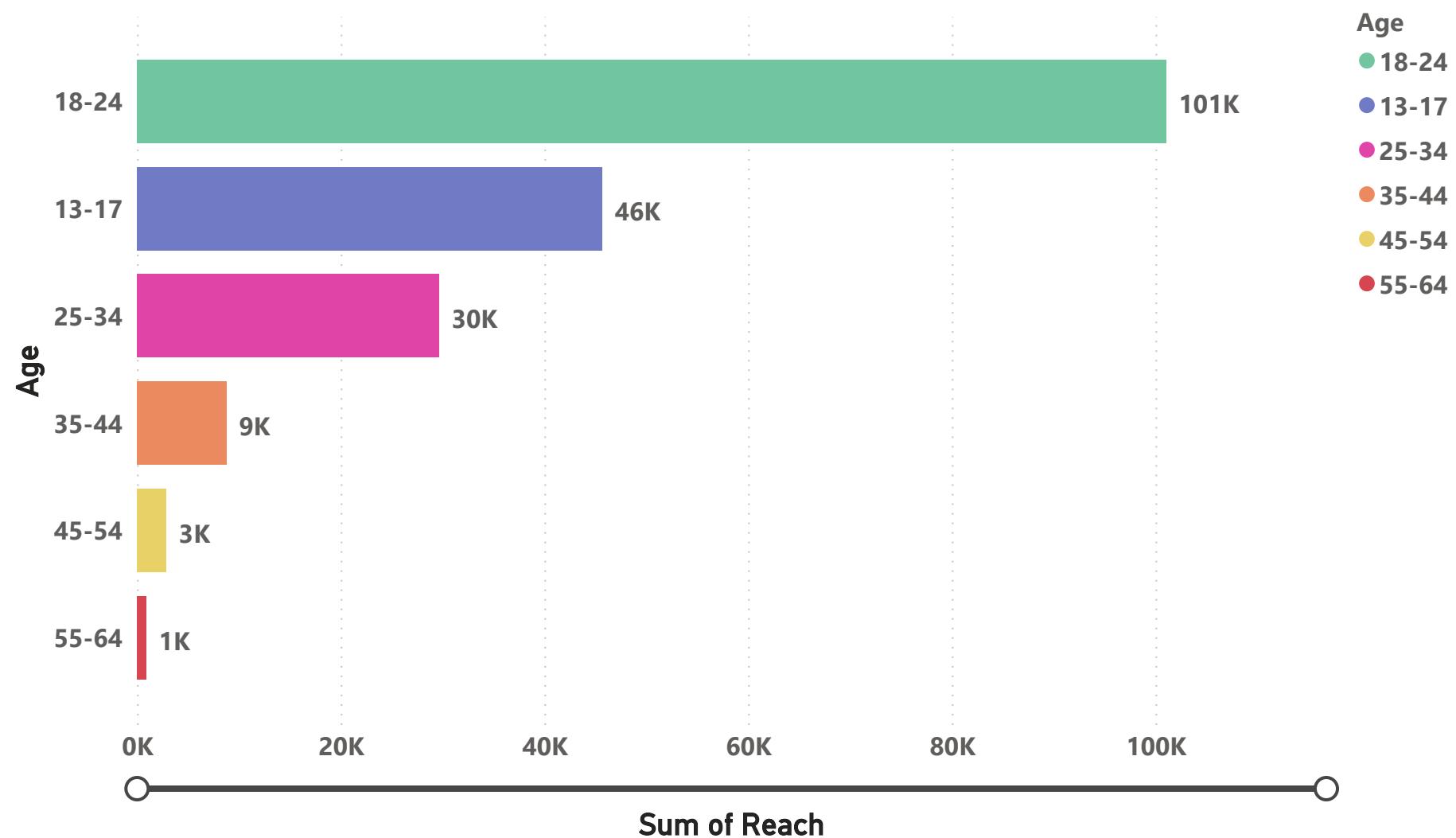
Sum of Impressions by Reach



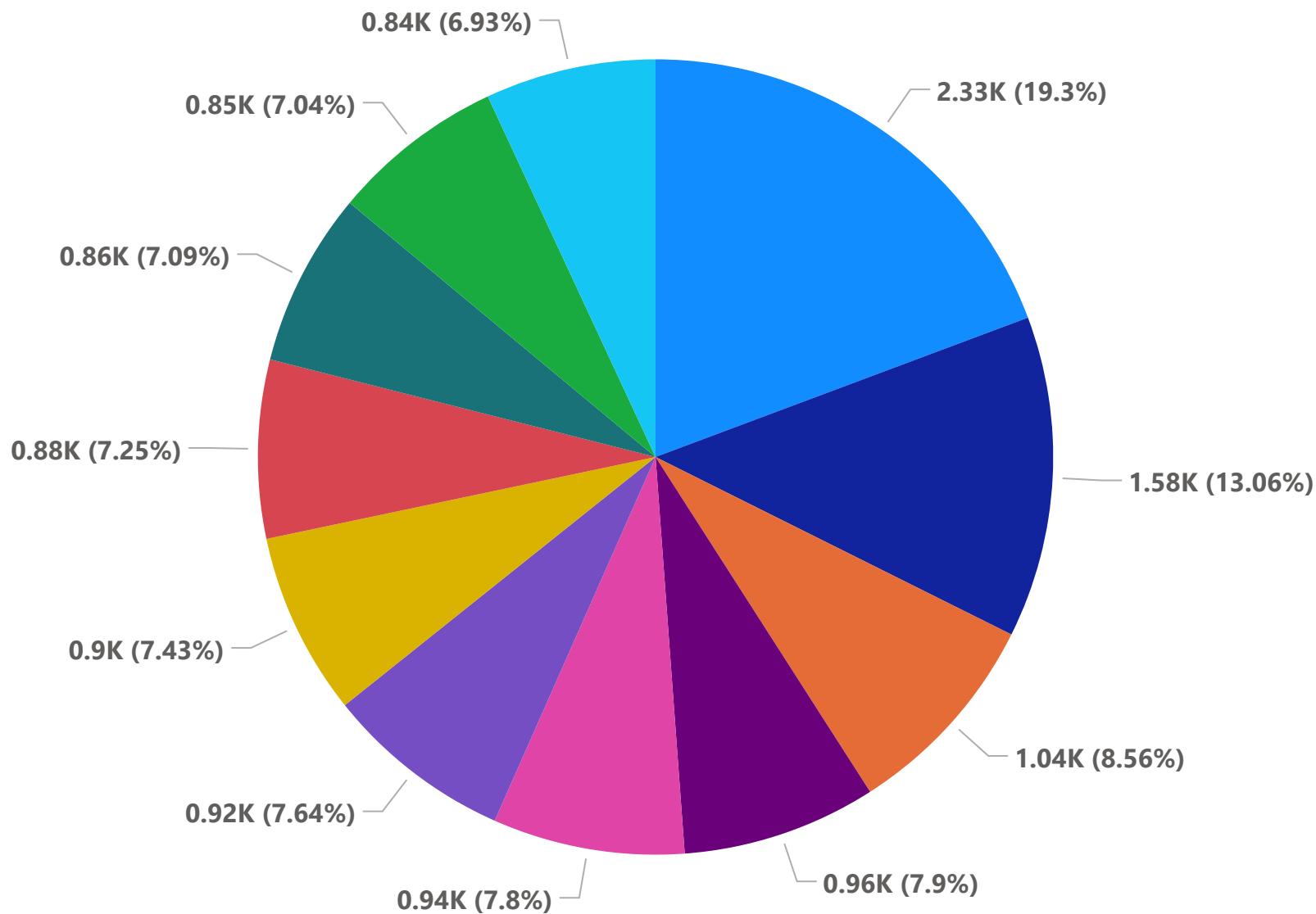
Campaign ID by Age



Sum of Reach by Age



Sum of Amount Spent in INR by Geography

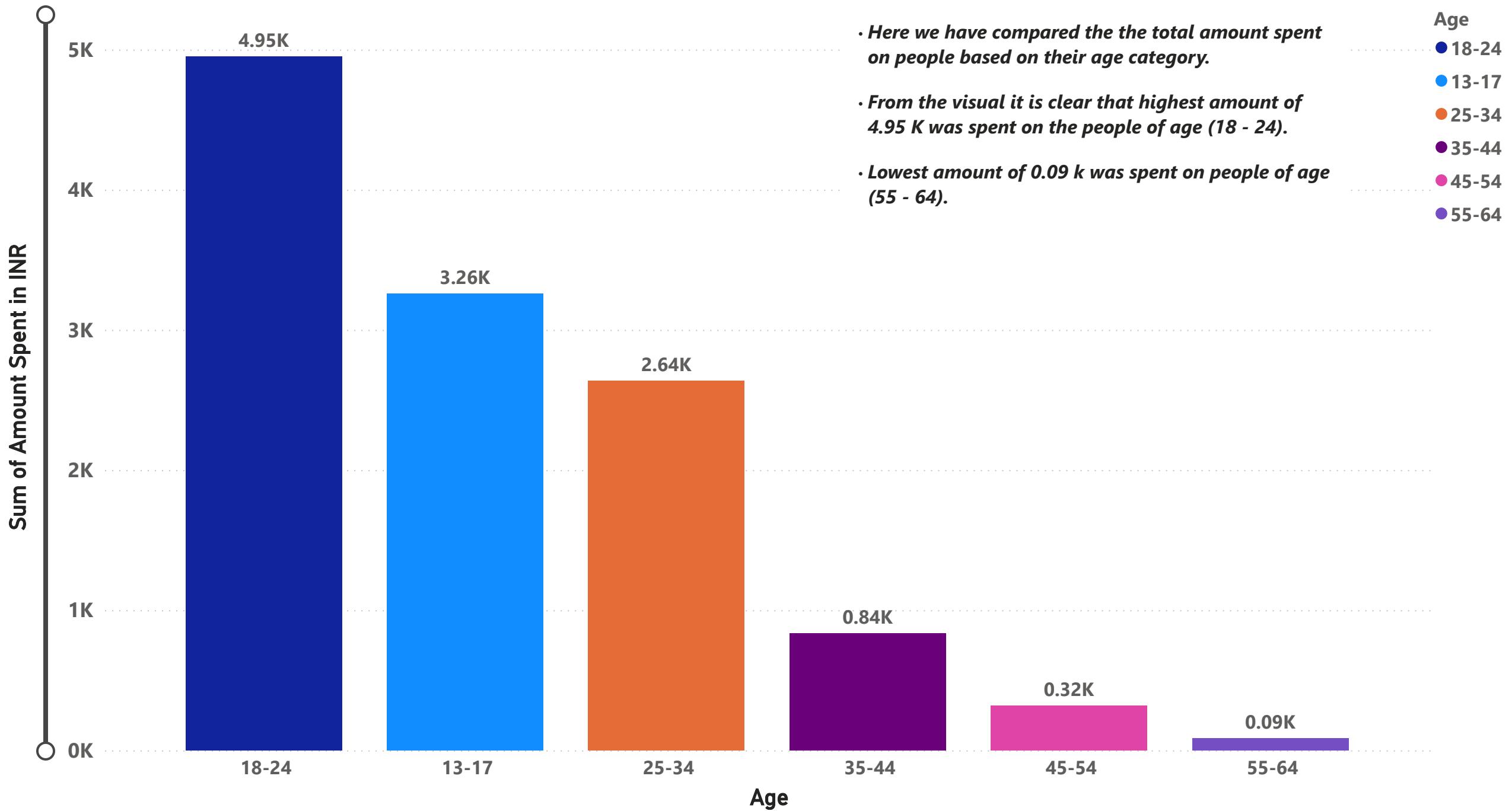


Geography

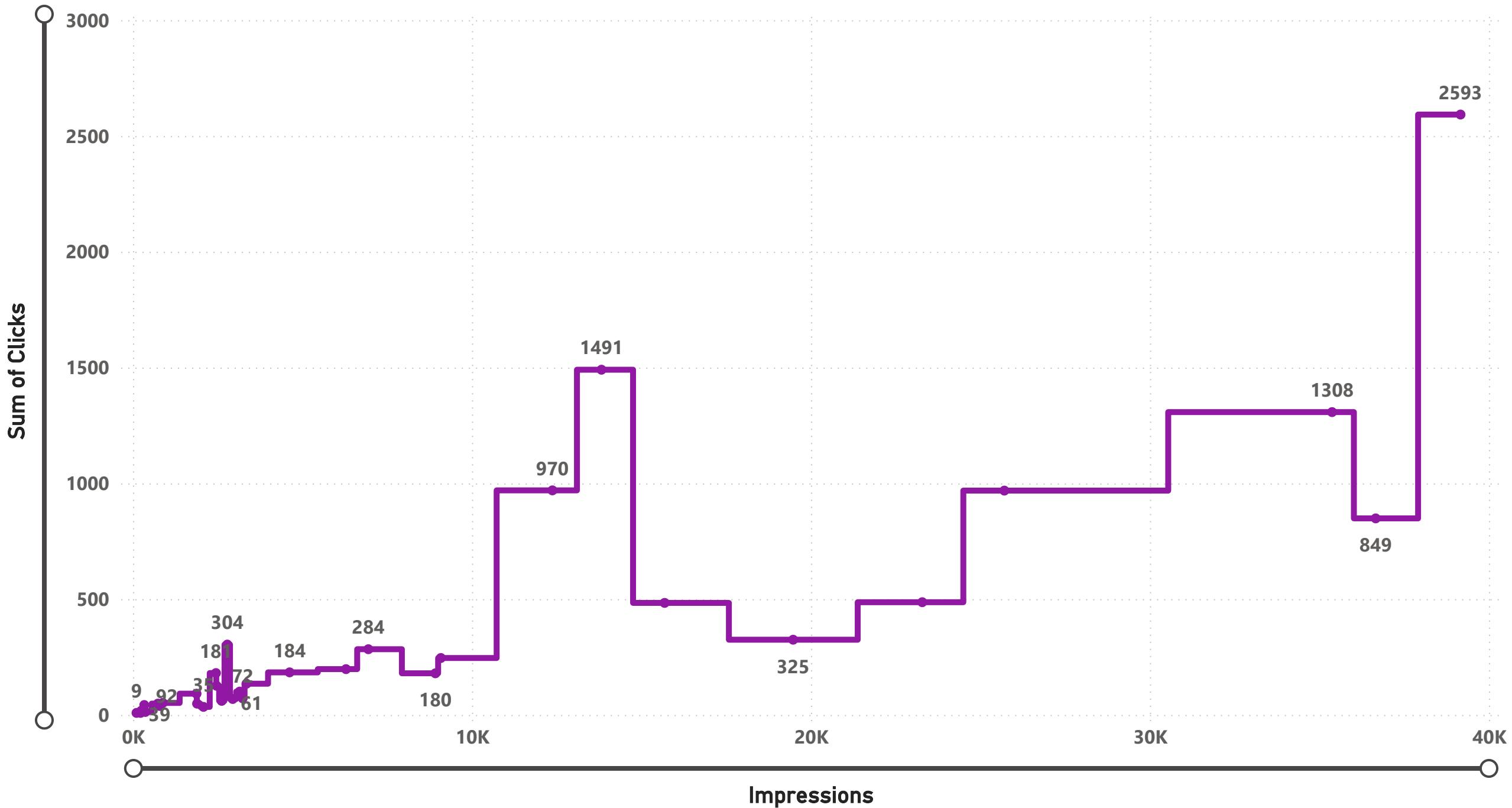
- Group 1 (Australia, Canada, United Kingdom, USA, UAE, UK)
- Group 2 (Australia, Canada, United Kingdom, USA, UAE, UK)
- Nepal
- India
- Nigeria
- Canada
- USA
- UAE
- UK
- Australia
- Ghana

- Here we have visualized the total amount spent on each locations.
- It is clear that in the Group 1 Countries highest amount of amount spent.
- Lowest amount is spent on the country Ghana.

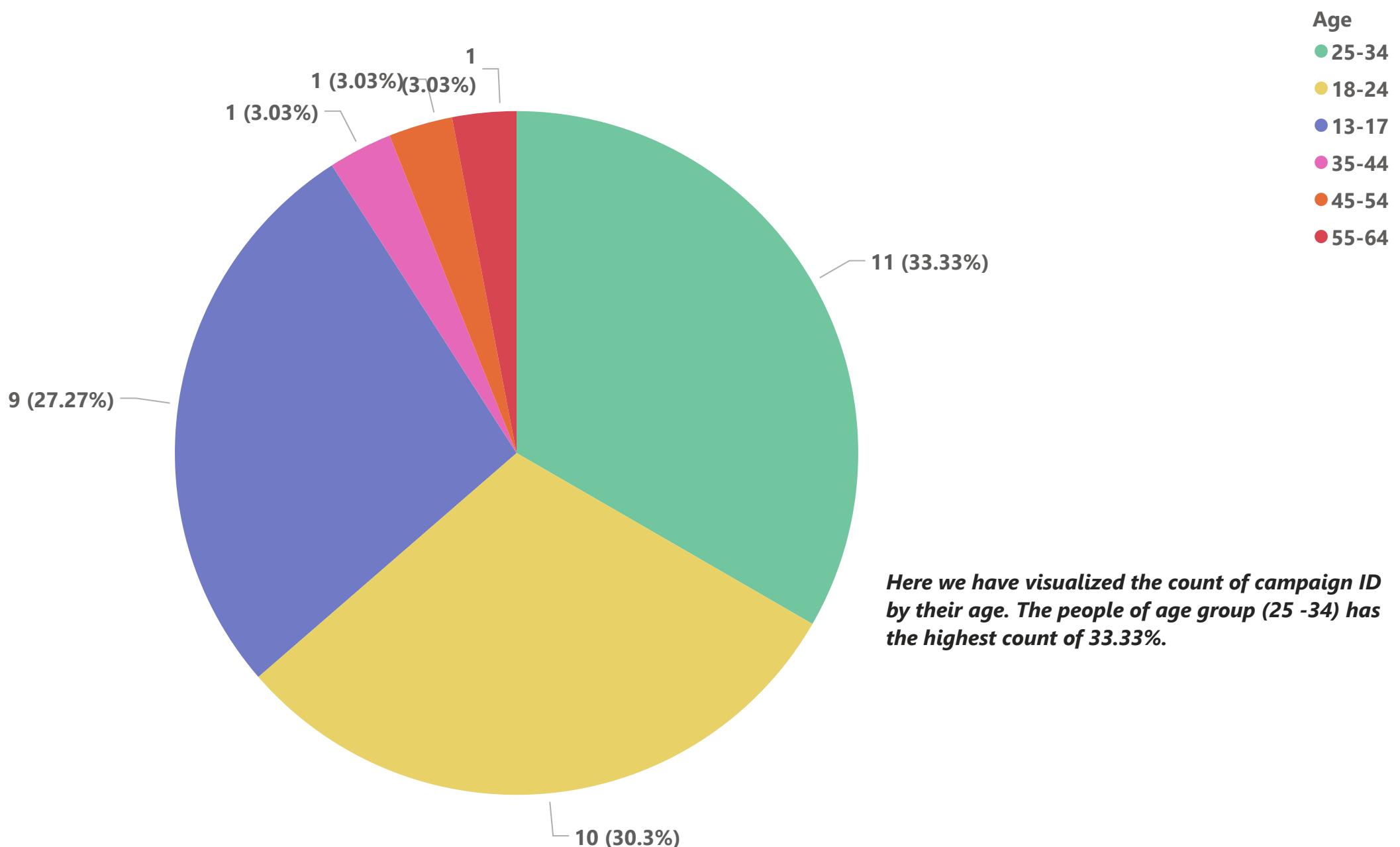
Sum of Amount Spent in INR by Age



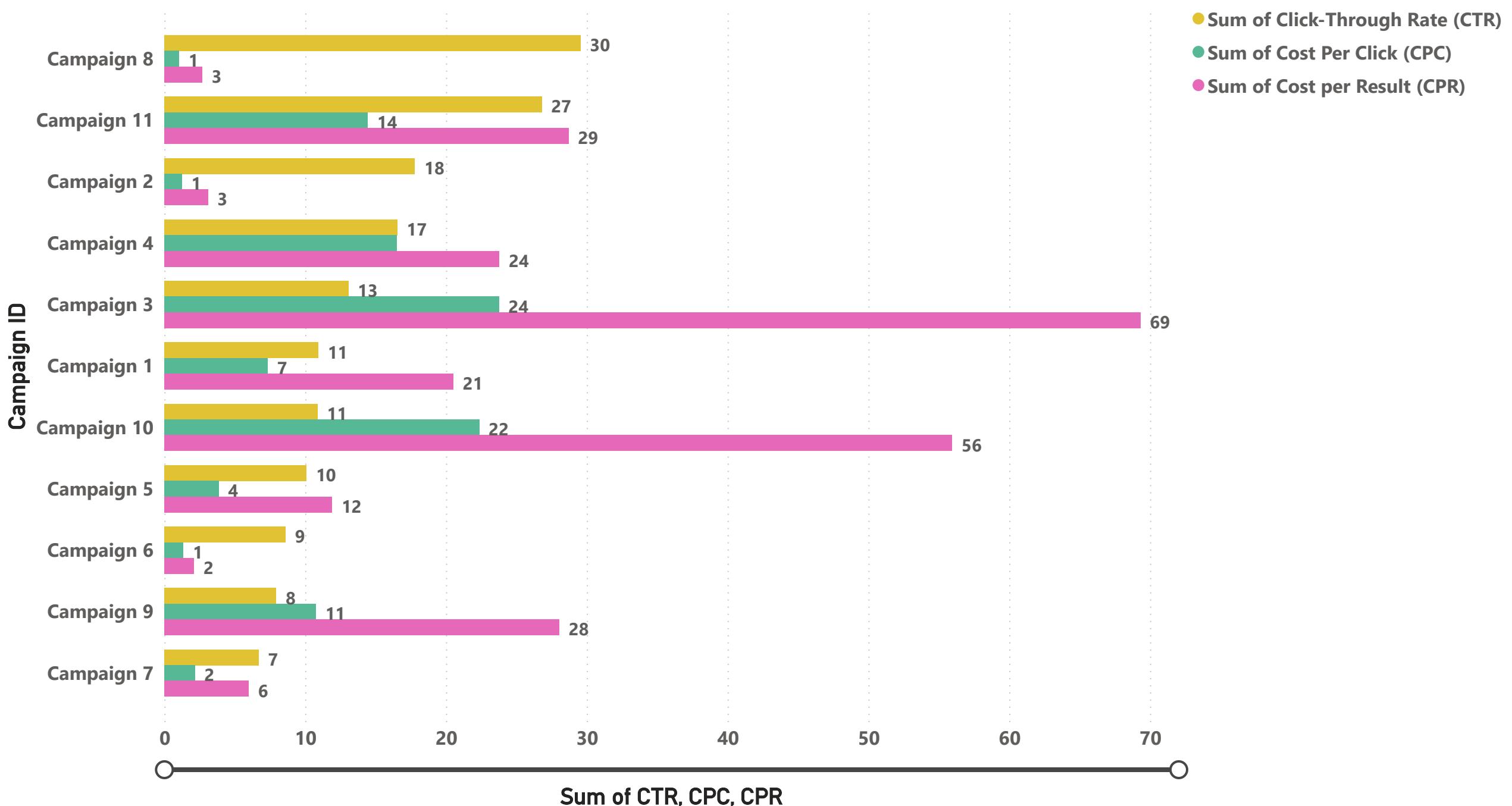
Sum of Clicks by Impressions



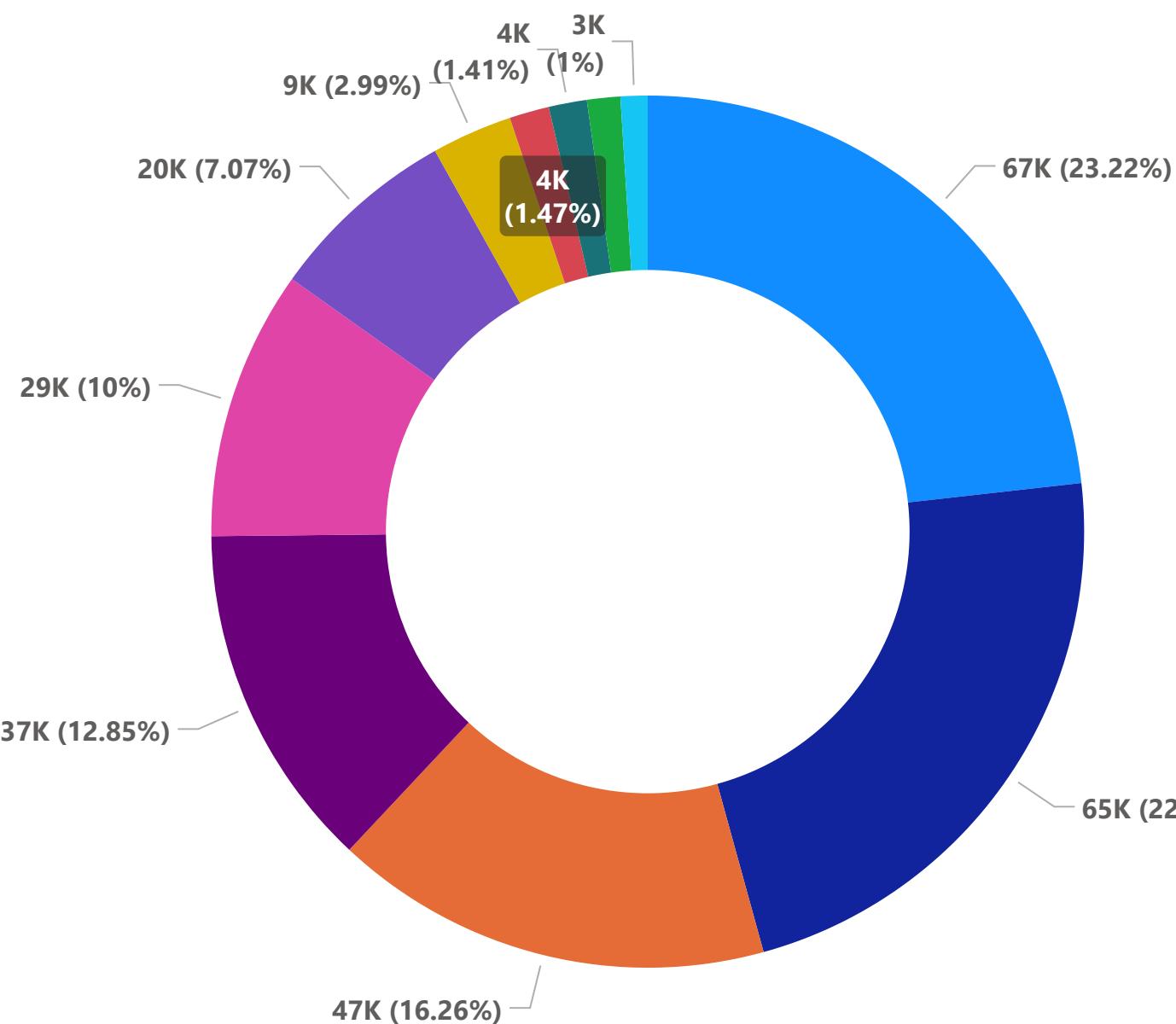
Count of Campaign ID by Age



Campaign ID vs Performance metrics

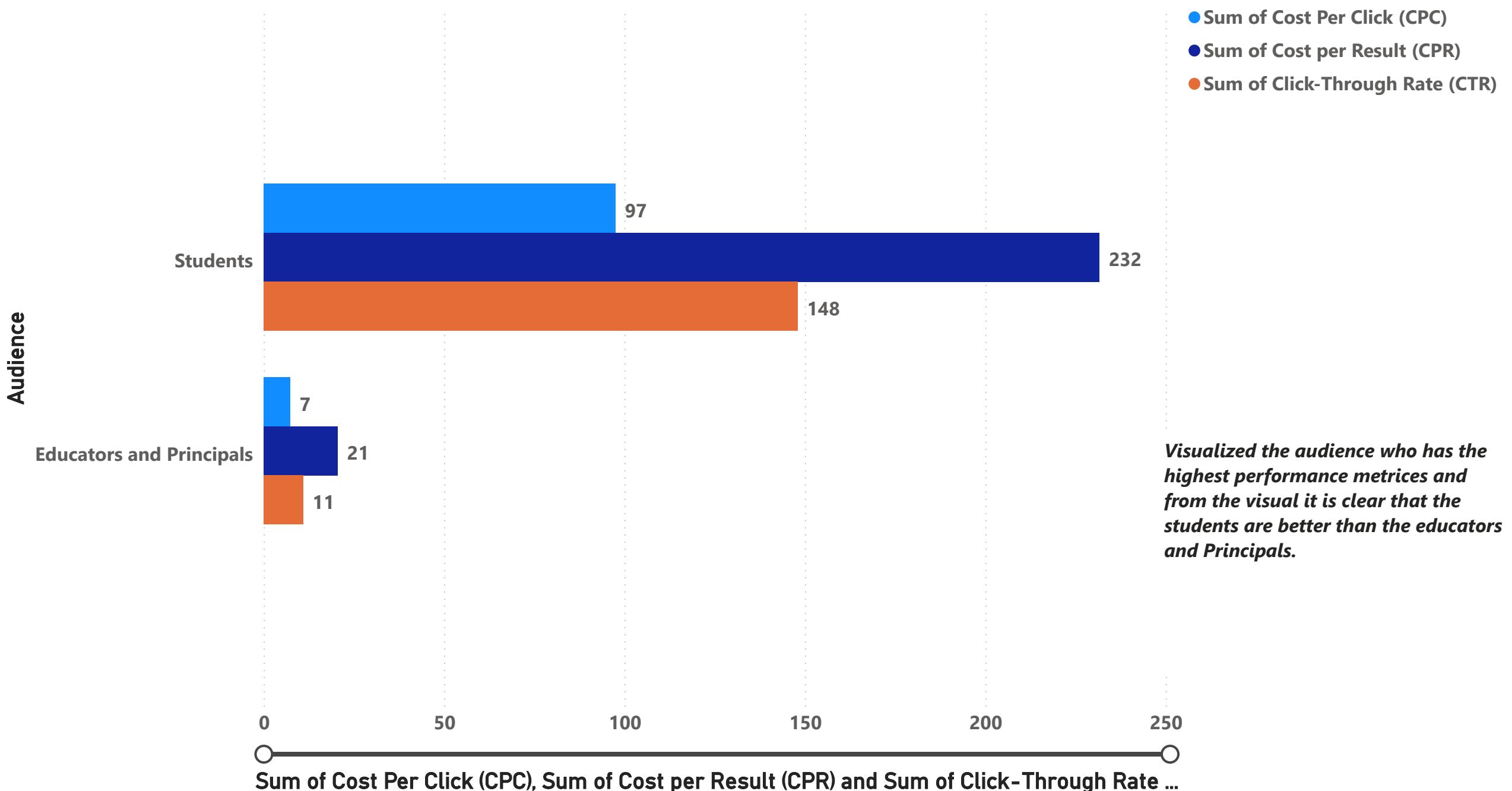


Sum of Impressions by Campaign ID

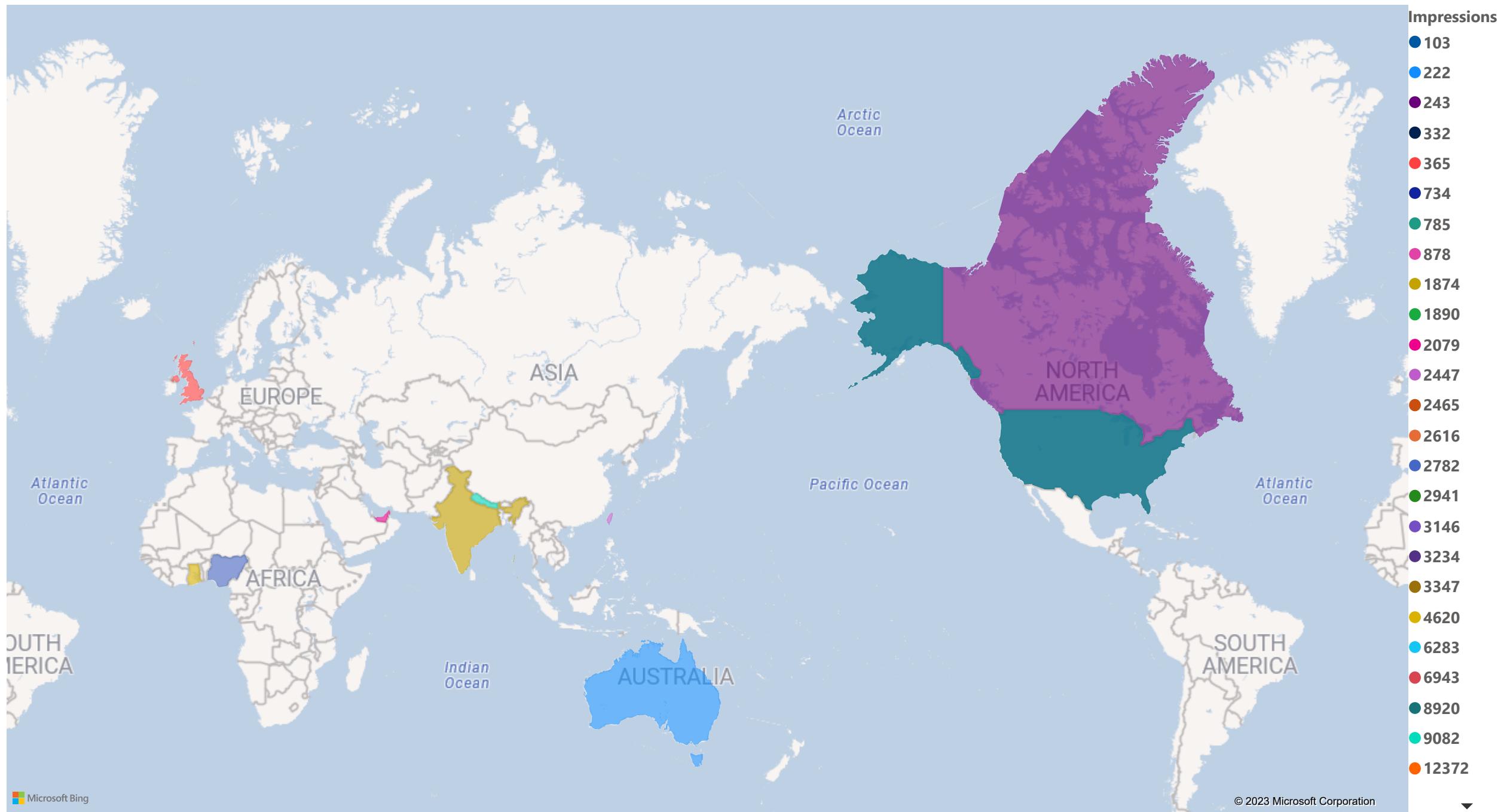


- Here we visualized the sum of Impressions on each Campaign ID's.
- The campaign ID 2 has the highest impressions of 23.22%.
- The campaign ID 11 has the lowest impression of 1%.

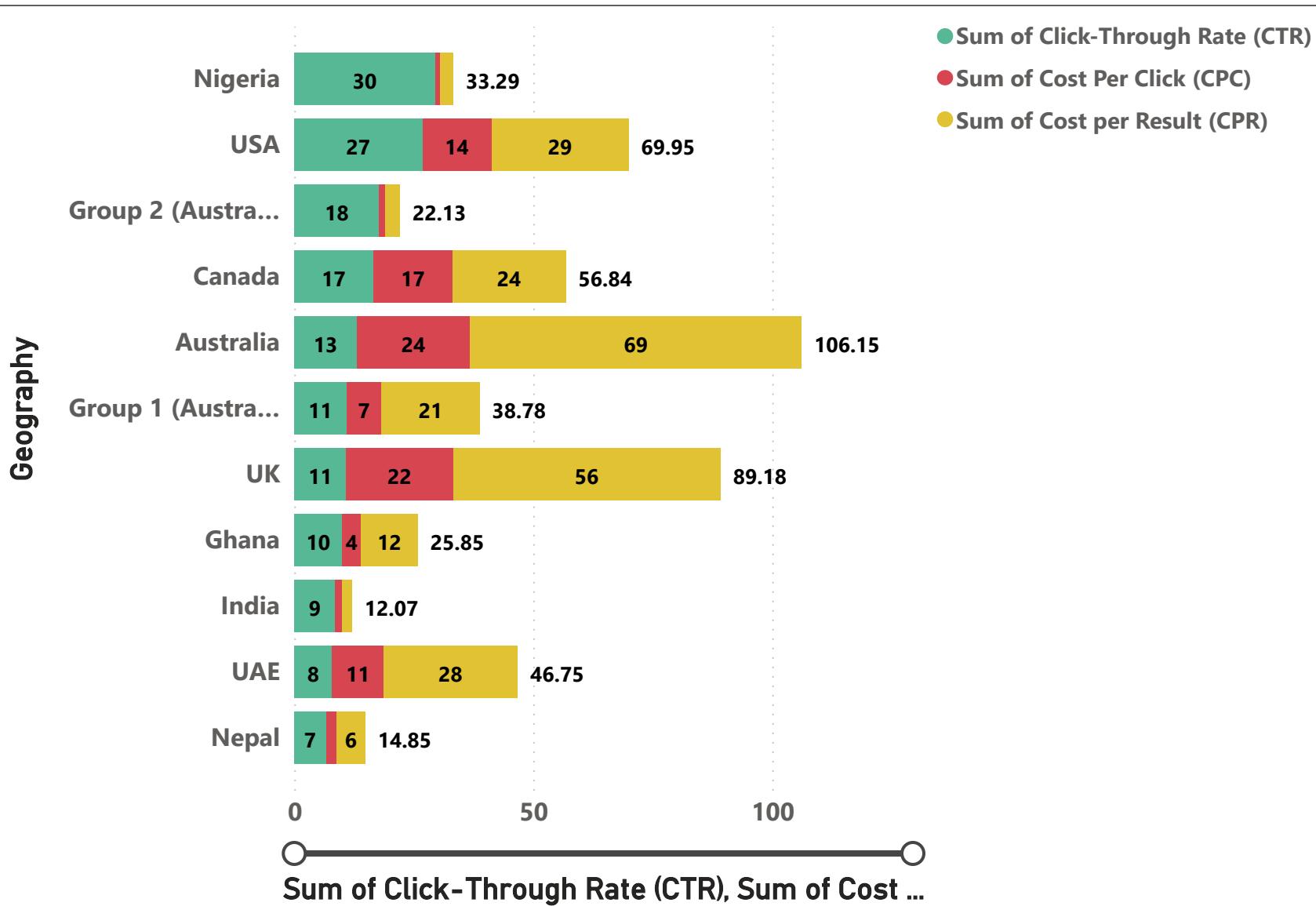
Audience vs CPC, CPR, CTR



Geography by Impressions



Geography by CTR, CPC, CPR



Reach based on Amount Spent

