

# Meta Ad Campaign Performance Dashboard – Executive Summary

**Prepared by:** Tanzil Ali Rizvi

Date: November 2025

## I. Business Objective

This Power BI project analyzes Meta advertising performance across platforms, demographics, and ad formats. The primary business objective was to uncover the drivers of engagement, identify optimal audience segments, and highlight opportunities to improve ROI through data-backed creative and targeting decisions. The analysis integrates four datasets to provide a unified real-time view of campaign performance.

## II. Key Insights

### 1. Video Ads Drive the Highest Engagement

Video creatives generated significantly greater engagement volume compared to static images and carousel formats (Page 1 dashboard). However, engagement decayed sharply after ~20 days, indicating strong creative fatigue.

### 2. Platform Behavior Differs by Demographic

Facebook captured the majority of engagement volume (over 11K engagements), while Instagram showed stronger performance among younger audiences (ages 18–24).

### 3. Age Group 25–34 is the Highest-Value Segment

The Audience Insights chart (Page 1) reveals that users aged 25–34 consistently delivered 2–3x more engagement than other age groups, making them the most profitable segment for targeted spend.

### 4. Country-Level Engagement Highlights Regional Strengths

India, Indonesia, and parts of the Middle East showed the strongest engagement clusters, suggesting strong marketing potential in emerging markets.

### 5. Creative Fatigue Impacts Conversion Funnel

Funnel efficiency charts (Page 1 & 2) indicate a clear decline in conversion performance for older ads. Fresh creative rotation schedules are required to maintain funnel efficiency.

### **III. Strategic Recommendations**

#### ***1. Implement a 10-Day Creative Refresh Cycle***

Based on fatigue analysis, rotate new video and image creatives every 8–10 days to sustain click-through and engagement rates.

#### ***2. Reallocate Budget to High-Value Age Segments***

Shift 35–40% of spending toward audiences aged 25–34 to maximize engagement ROI.

#### ***3. Optimize Platform-Specific Campaigns***

Use Facebook for broad reach and Instagram for conversion-optimized campaigns targeting younger users.

#### ***4. Develop Regional Campaign Variations***

Invest in localized ad strategies for India, Indonesia, and LATAM regions due to demonstrated high engagement density.

#### ***5. Expand BI Monitoring for Funnel Health***

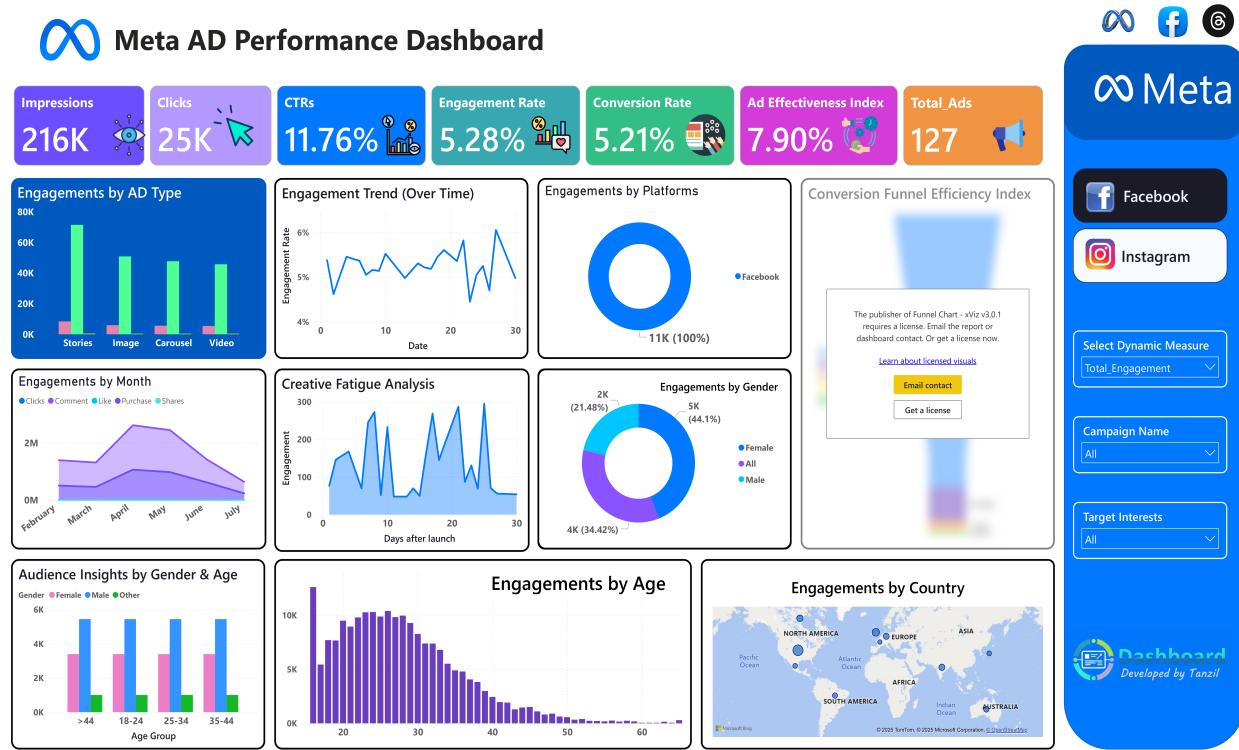
Set automated alerts in Power BI for declining CTR, CPC increase, or fatigue onset to trigger real-time creative replacement.

## **IV. Technical Workflow**

The project involved integrating raw CSV datasets from Google Drive, cleaning and transforming the data, building a star-schema model in Power BI, and creating dynamic DAX-driven KPIs. A blend of visual storytelling, cross-filtering, geo-mapping, and funnel analytics was applied to highlight performance patterns and actionable opportunities.

***[Click here to view the Live Power BI Dashboard](#)***

## V. Dashboard View – Page 1



## VI. Dashboard View – Page 2

