

# Portfolio Project Page – Meta Ads Performance Dashboard

## Project Title

Meta Ads Campaign Performance Dashboard

## Summary

This portfolio project showcases a BI solution for analyzing Meta advertising performance. It includes data preparation, modeling, and visual storytelling to reveal insights on audiences, creative types, and funnel efficiency.

## Key Features

- KPI Cards: Impressions, CTR, Engagement Rate, Conversion Rate
- Engagements by Ad Type and Platform
- Creative Fatigue Analysis
- Audience Insights by Age, Gender, Country
- Funnel Efficiency Indicators

## Datasets Used

- ADs.csv - Ad-level creative performance
- Campaigns\_Detailed.csv - Campaign metadata
- Events\_AD.csv - User interaction logs
- User\_Detailing.csv - Demographic attributes

## Live Dashboard Link

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

## Skills Demonstrated

Power BI, DAX, Data Modeling, Relationship Management, UX for BI, Data Storytelling.