Meta Ads Performance Analysis – Case Study Report

Project Overview

This case study presents an end-to-end Meta Ads performance analysis built using four datasets (ADs.csv, Campaigns_Detailed.csv, Events_AD.csv, User_Detailing.csv). The purpose of the study was to uncover performance patterns, audience insights, and creative effectiveness using Power BI.

Business Challenge

Marketing teams faced challenges understanding the true drivers of engagement and conversions due to fragmented data across multiple CSV exports and Meta platforms. The lack of unified reporting limited real-time optimization and hindered efficient budget allocation.

Approach

The project applied a structured BI workflow including data cleaning, data modeling, DAX measures, and visual analytics. Key visuals included Engagements by Ad Type, Platform Performance, Audience Insights, and Creative Fatigue Analysis.

Key Insights

- Video ads delivered the highest engagement but showed strong creative fatigue after approximately 20 days.
- Age group 25-34 emerged as the highest-value demographic segment.
- Facebook generated broader impressions, while Instagram performed better on conversions.
- Funnel drop-off patterns highlighted opportunities to strengthen mid-funnel content strategies.

Impact and Recommendations

The analysis enabled actionable insights for optimizing budget, refreshing creatives based on fatigue detection, and refining demographic targeting. Recommendations included running 8-10 day creative refresh cycles and prioritizing high-value demographic clusters.

Tools and Methods Used

Power BI, DAX, Data Modeling, Mapping Visuals, Funnel Optimization, Trend Analysis.