

# Data Strategy & Requirements Document: Meta Ads Performance Analysis

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**Client/Sponsor:** Hypothetical Digital Marketing Analytics Team

## Purpose:

Convert stakeholder needs into data requirements for building a Power BI dashboard that analyzes the full Meta advertising performance lifecycle—from impressions to clicks, engagements, and conversions—using datasets such as ADs.csv, Campaigns\_Detailed.csv, Events\_AD.csv, and User\_Detailing.csv.

## Data Sources:

- ADs.csv – Creative-level information: ad type, media details, impressions, clicks.
- Campaigns\_Detailed.csv – Campaign metadata: objective, start/end dates, targeting attributes.
- Events\_AD.csv – User interactions: clicks, comments, likes, shares, purchases.
- User\_Detailing.csv – Age, gender, country details for audience segmentation.
- External: Meta Ads Manager exports or Google Sheets storage.

## Required Data Fields:

- Ad-level: ad\_id, ad\_type, impressions, clicks, spend, media\_format.
- Campaign-level: campaign\_id, objective, budget, frequency, platform.
- Event-level: event\_type, event\_timestamp, user\_id, ad\_id.
- User: age\_group, gender, location, device\_type.

## Data Cleaning & Transformation Rules:

- Standardize event\_type values across Events\_AD.
- Convert timestamps into Date, Day, Month for trend analysis.
- Derive calculated metrics: CTR, Engagement Rate, Conversion Rate.
- Ensure one-to-many relationships: Campaign → Ads → Events.
- Handle missing demographic details through fallback categories.

## Metric Definitions:

- CTR = Clicks / Impressions
- Engagement Rate = Engagements / Impressions
- Conversion Rate = Purchases / Clicks
- Ad Effectiveness Index = Composite score of CTR, Engagement, Conversion
- Funnel Drop-off % = Stage N / Stage N-1

## **Success Criteria:**

- Dashboard refreshes smoothly with accurate KPIs.
- Interactive filtering by age, gender, country, and ad type.
- Consistent definitions across datasets to avoid broken relationships.
- Clear visual storytelling for non-technical marketing stakeholders.
- Actionable insights for budget optimization and audience targeting.