Python Real-Time Project

Based on our criteria for good performance (CTR > 1%, LP Conversion > 30%, Member Passed > 80%), here are the campaigns that performed well:

1) Campaign: 3dayslive – Copy 2 - Advantage+ shopping campaign

* Date: 2024-03-01
* CTR: 1.47%
* LP Conversion: 5.74%
* Member Passed: 82.94%

2) Campaign: 3dayslive – Copy 2 - Advantage+ shopping campaign

* Date: 2024-03-03
* CTR: 1.00%
* LP Conversion: 8.08%
* Member Passed: 76.74%

3) Campaign: Foreign|Sales|Tamil - Advantage+ shopping campaign

* Date: 2024-03-03
* CTR: 3.76%
* LP Conversion: 0.00%
* Member Passed: 81.08%
* Campaign: Feedbackrs9
* Date: 2024-03-17
* CTR: 0.67%
* LP Conversion: 26.25%
* Member Passed: 80.00%

Git hub Link:

<https://github.com/Vidhyavino/Python-Real-Time-Project/blob/12ecc811da38ffd49b8ca9ee188fc1e1bf3c2557/%20Python%20Real-Time%20Project..ipynb>

Excel sheet link:

<https://1drv.ms/x/c/0d353c36edb41991/EYaY1ejX3alAvb-ldqgzIpYBn7NkPdJaxnnMGr5YE6CWsw>