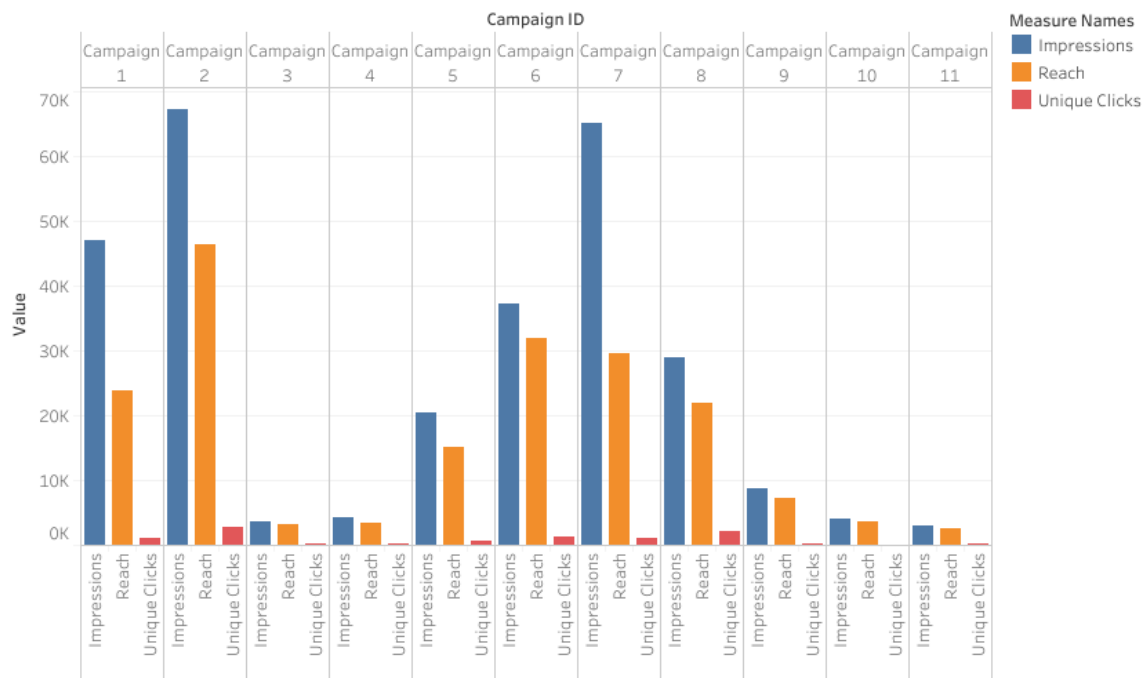


WEEK-1 VIRTUAL INTERNSHIP ASSIGNMENT

Based on the following analysis done, the least favourable/least cost efficient campaigns were chosen to be discontinued.

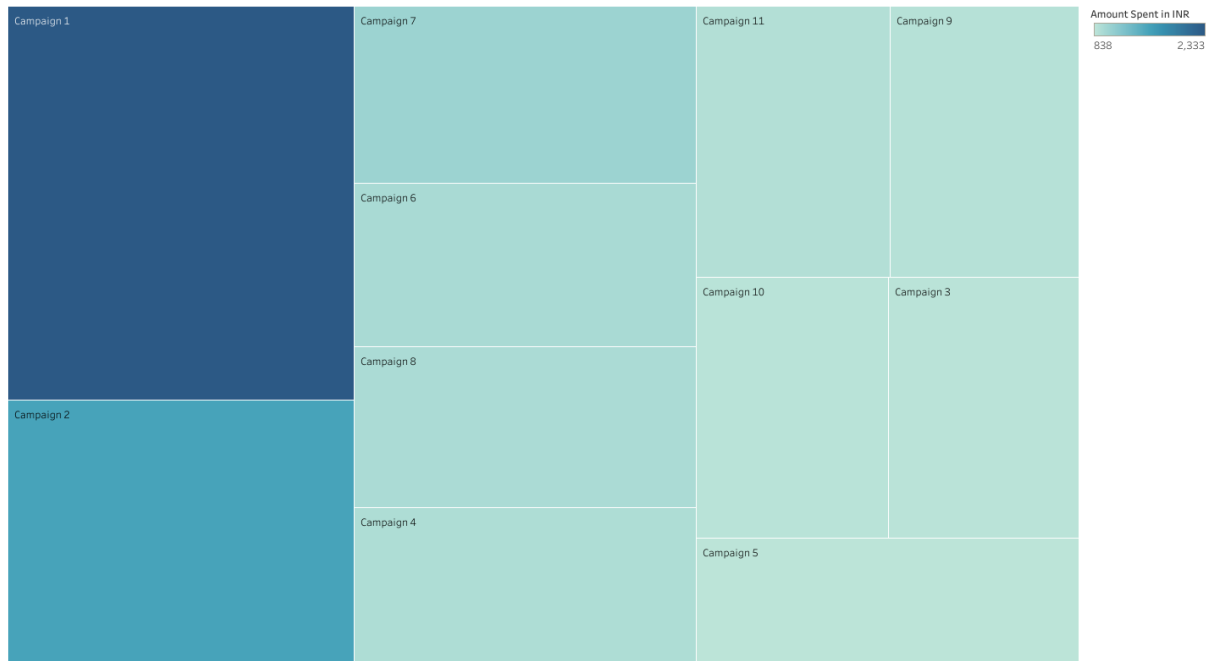
1.Comparison of reach, Impressions, And Unique Clicks:



3,4,10 and 11 have low reaches and impressions.3 and 11 have extremely low unique clicks while 10 has close to none.

2. Analysing Number of Clicks for each Campaign

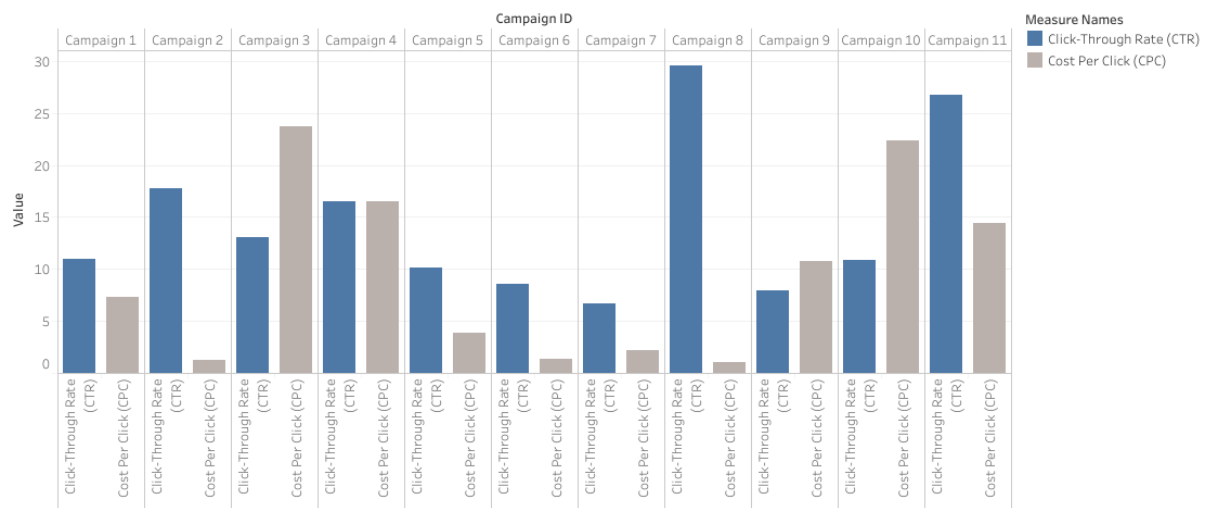
Campaign VS No of Clicks



Campaigns 3,10,4 and 11 have the least number of clicks and hence are the least popular.

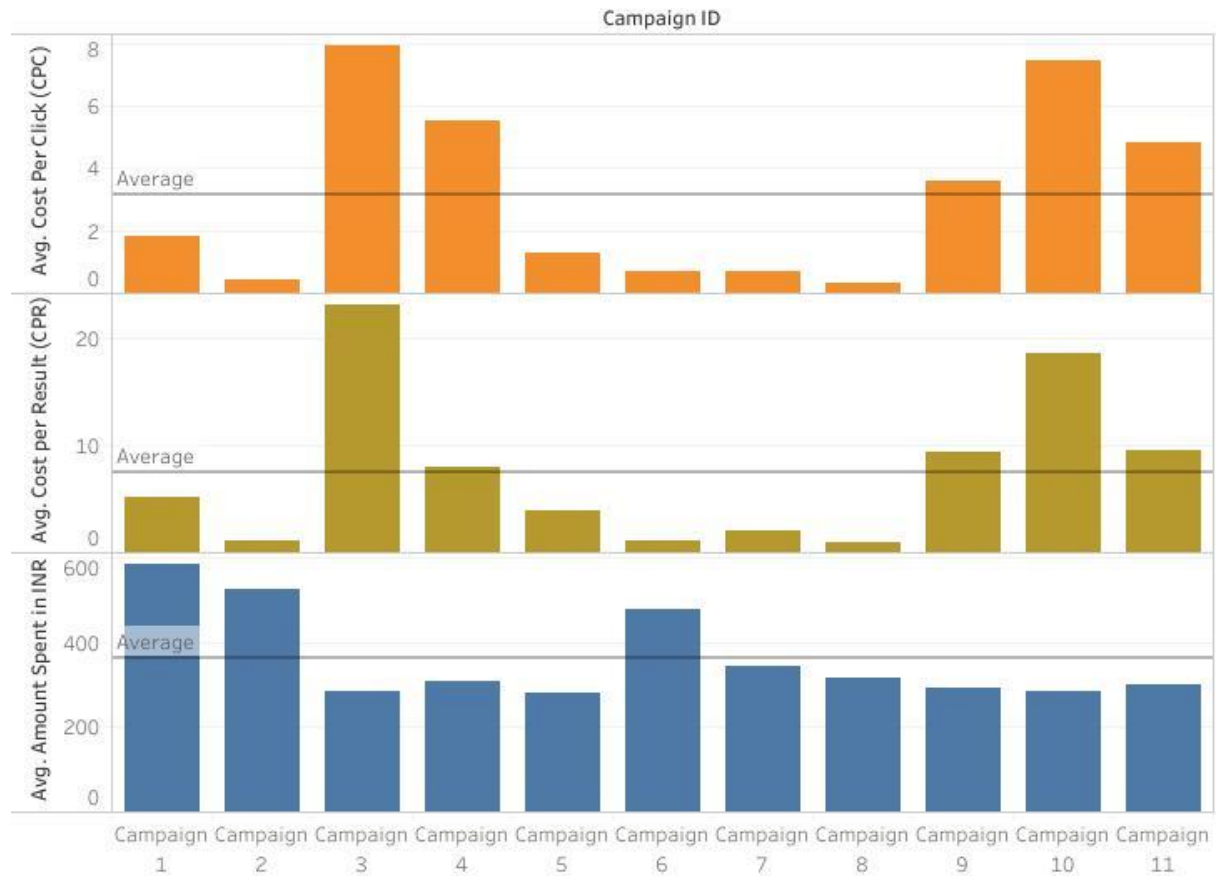
3. Comparing Click through Rate and Cost Per Click

CTR VS CPC



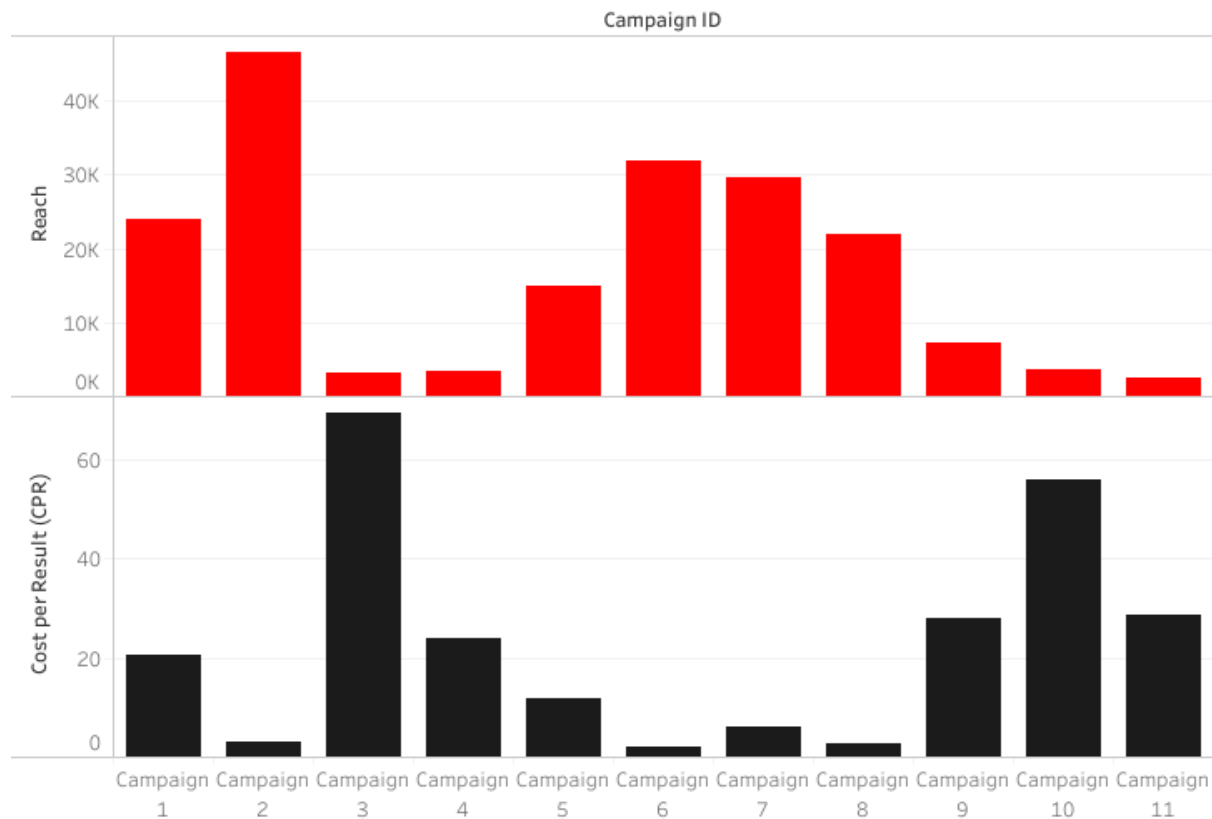
It can be seen that Campaigns 3 and 10 have lower click through rates ,but their costs per click are higher. Hence, in comparison with the rest of the campaigns, 3 and 10 are the least cost efficient.

4. Comparing Average Amount Spent to Cost per Result and Cost per Click for each Campaign.



Though the average amounts spent are least for campaigns 3 and 10, their cost per result and cost per click are quite high compared to the other campaigns. Hence, they are the least favourable.

5. Comparing Cost per Result to overall reach of each Campaign.



Costs per result, is the most for Campaigns 3 and 10. Correspondingly, the reach for each of these campaigns is the least as seen from the graph. Hence they are the least cost efficient.

Comparing these results, it can be seen that campaign 3 and campaign 10 have lowest reaches and impressions, while also having a higher cost. They can be considered for removal due to their low result and cost efficiency. Campaign 11 is not ideal as well.