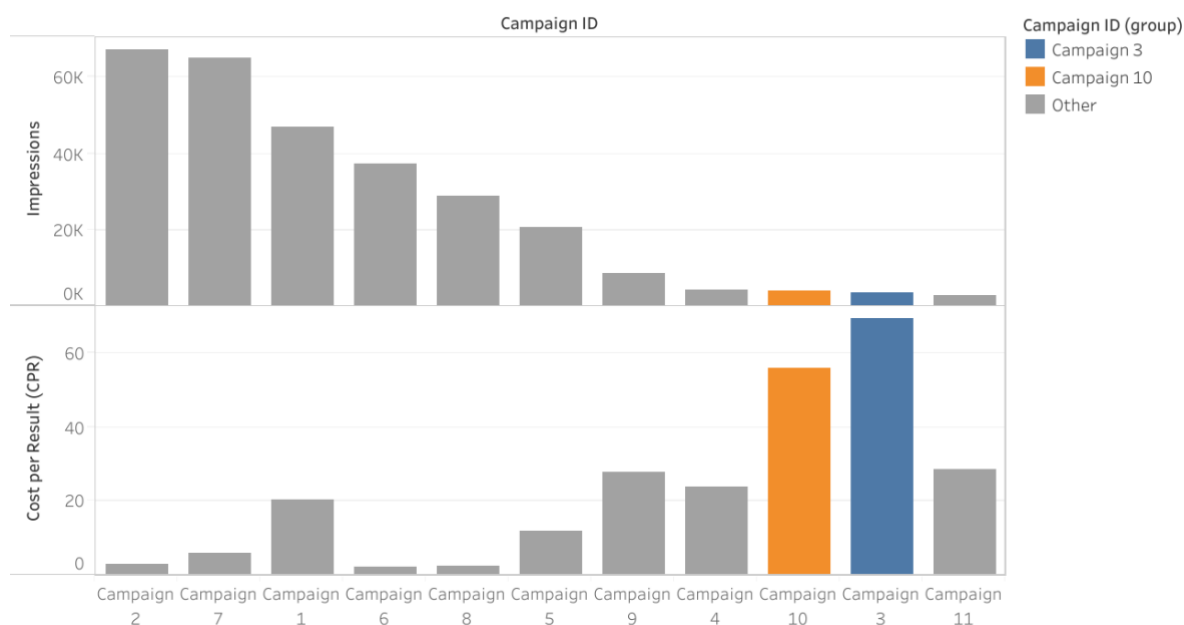


## WEEK -2 VIRTUAL INTERNSHIP ASSIGNMENT

Detailed analysis of data with further creation of charts in order to determine least favorable/least cost-efficient campaigns

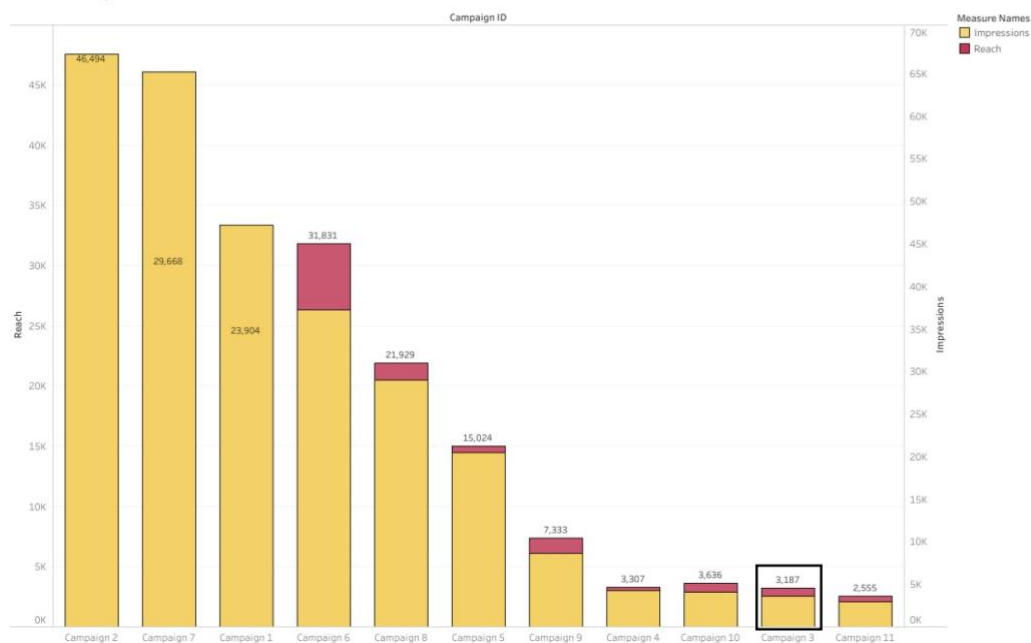
1.

Least cost efficiency

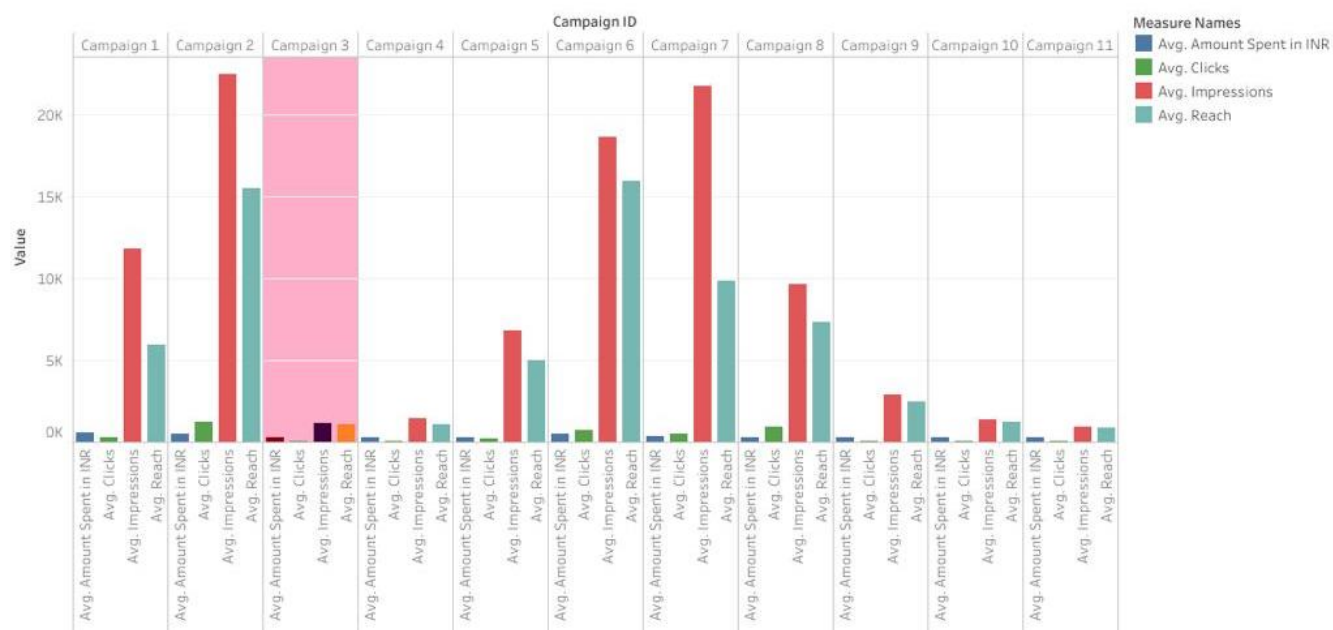


2.

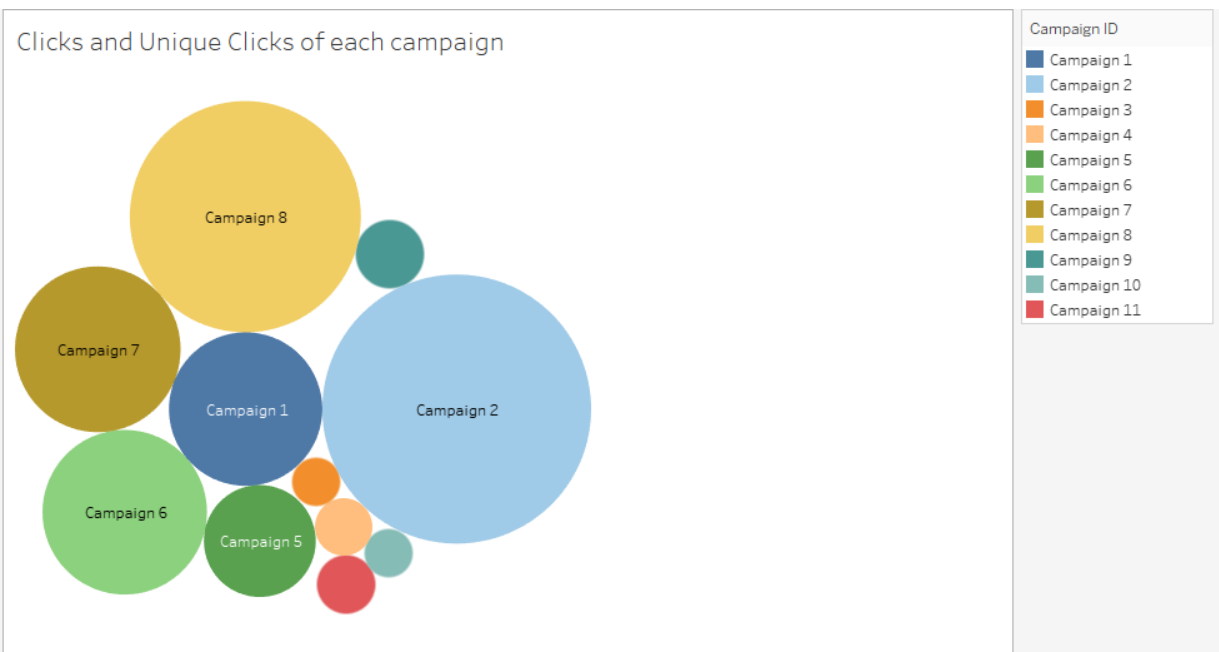
Reach Vs Impression



3.

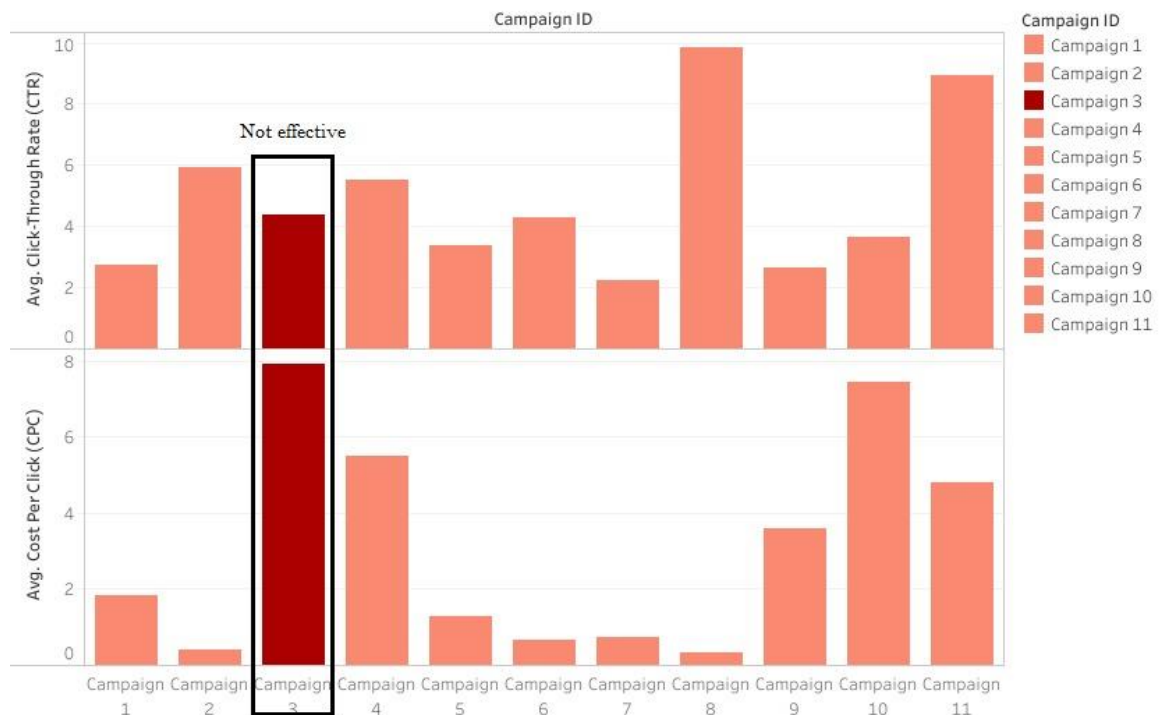


4.



5.

## CTR VS CPC



6.

## Clicks, Reach & Impressions vs Amount Spent

