WEEK 3 ASSIGNMENT
PRESENTATION DESIGN

GROUP 1
Aditya Agarwal (adi.ag321@gmail.com)
Akash sheth (shethakash095@gmail.com)
Meghna Raman (megraman1703@gmail.com)
Ambika Chundru (chundru.ambika@gmail.com)
Ritish Alugolu (ritishalugolu@gmail.com)
Tanya Nijhawan (tanyanijhawan74@gmail.com)

TEAM INTRODUCTION

Meghna Raman - Team Lead, represents team to sponsor, via email and on calls, to minimize communication errors.

Aditya Agarwal- Project Manager, provides guidance and draws out insight from other team members, ensures that the project execution remains on track.

Ambika Chundru – Technical Lead, responsible for managing technical aspects of software development and executing technical solutions.

Ritish Alugolu - Project Lead, responsible for holding the group accountable for meeting deadlines and ensures that the project deliverables are being met.

Akash sheth- Project Lead, responsible for holding the group accountable for meeting deadlines and ensures that the project deliverables are being met.

Tanya Nijhawan- Project Lead, responsible for holding the group accountable for meeting deadlines and ensures that the project deliverables are being met.

SUPERHERO U

What?

- Competitive Event

When?

- Deadline to defeat the villains

Who?

- Students
- Team of 4

How?

- Video
- Comic Strip
- Presentation

SUPERHERO U

Motive
Innovation
Inventiveness
creativity
Themes
5 P's
Inspirations
UN Global Compact
UN Women
UN Sustainable Development
"Superhero"
Defeat real world problems

SUPERHERO U

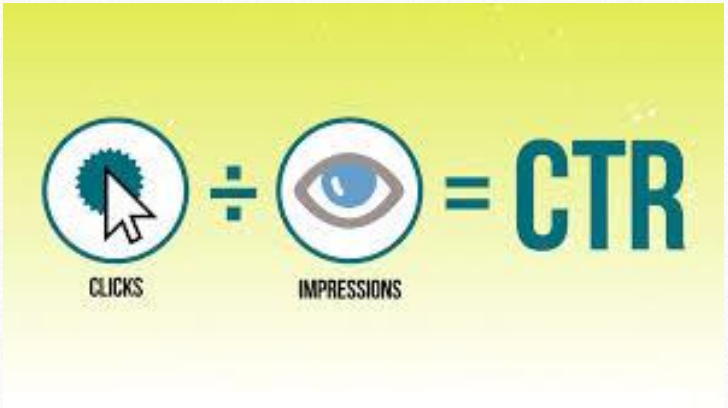
facebook
Ads
GlobalShala
14 Sep 2020 •
Your creativity is your boarding pass for the Superhero U competition !
It's the right place to showcase your talent toward your creativity.
Participate and get ready to fly! Trip to United Nations Head Quarters in New York, ... See More
ENTER THE CONTEST
WIN A TRIP TO NEW YORK
21
4 comments • 7 shares
Like
Comment
Share
1
2
3
4

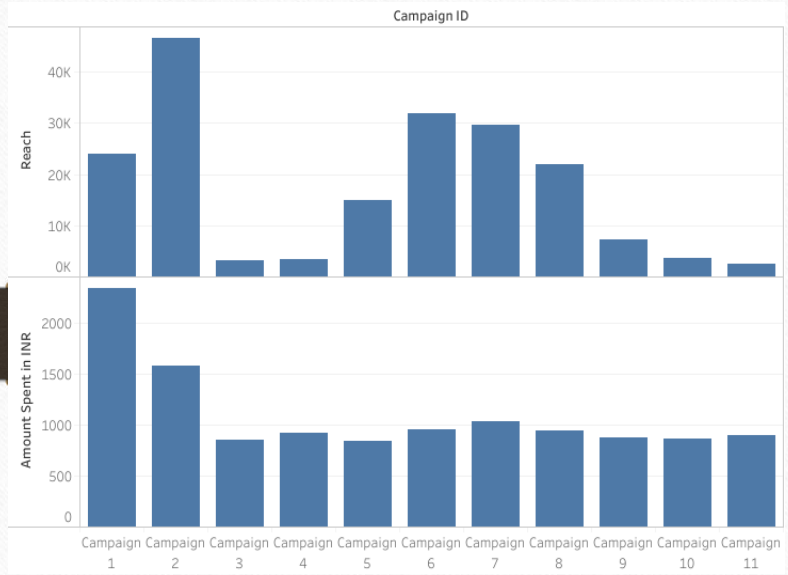
OVERVIEW OF SUPERHERO U CAMPAIGNS

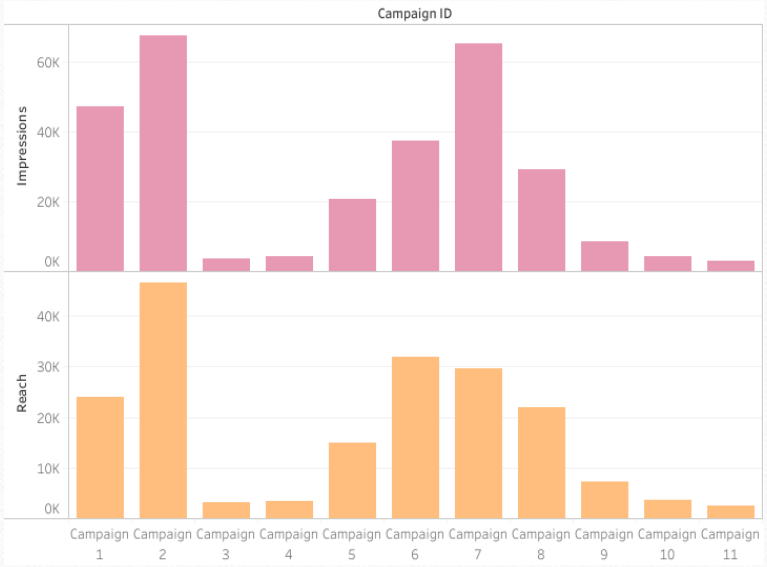
Number of Campaigns Analyzed: 11
Each Campaign was analyzed on the basis of the following parameters:

- Campaign ID and Name
- Target audience for the ad. Can be either “students “ or “educators”
- Age
- Geography the ad was served in
- Reach-no. of people who saw the ad atleast once
- Impressions- no. of times the ad was on a screen
- Frequency- average number of times a person saw an ad

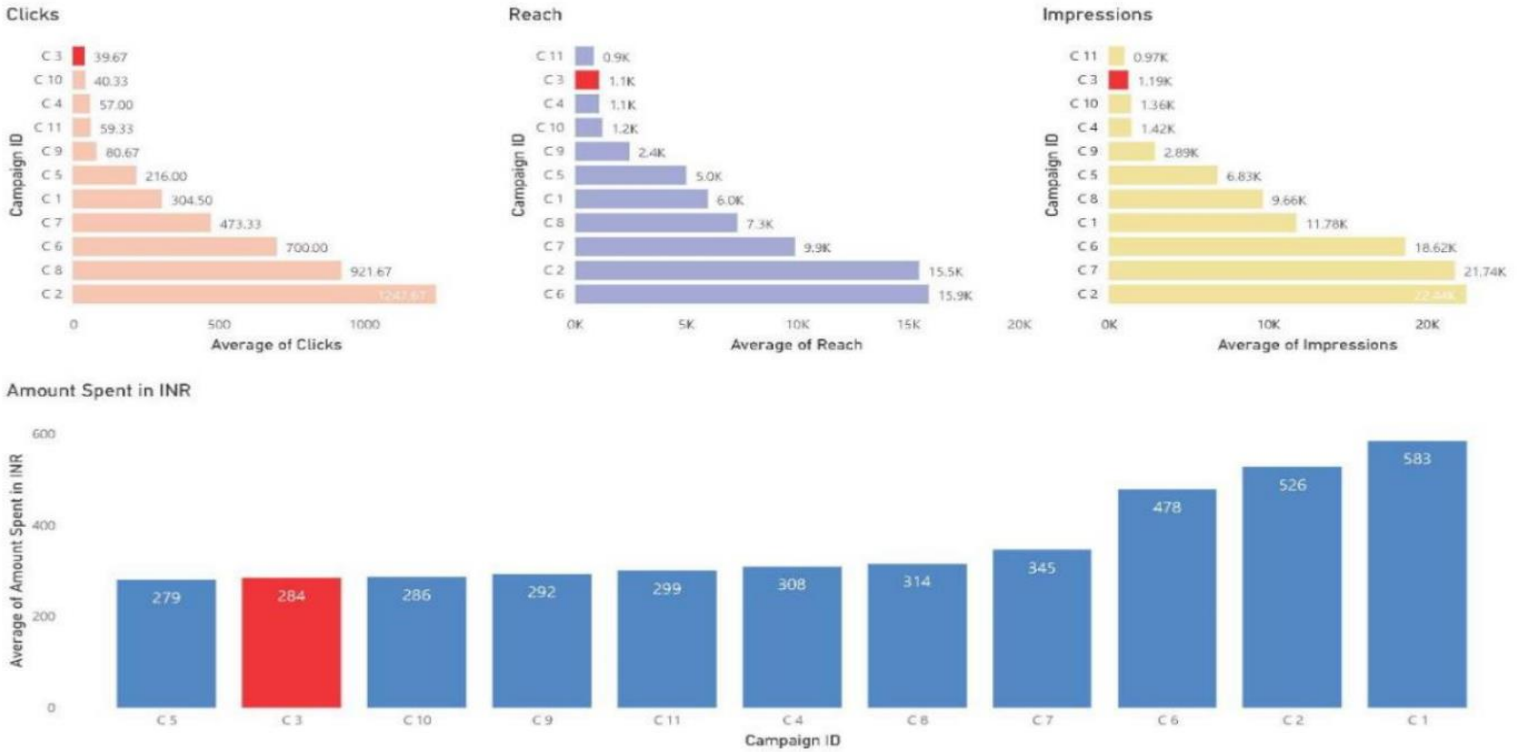
- Clicks
- Total number of unique clicks
- Click Through Rate –number of people who saw the add and clicked the link
- Amount spent in INR
- Cost spent per Click (CPC)
- Cost per Result(CPR)-total amount spent/total result or unique link clicks



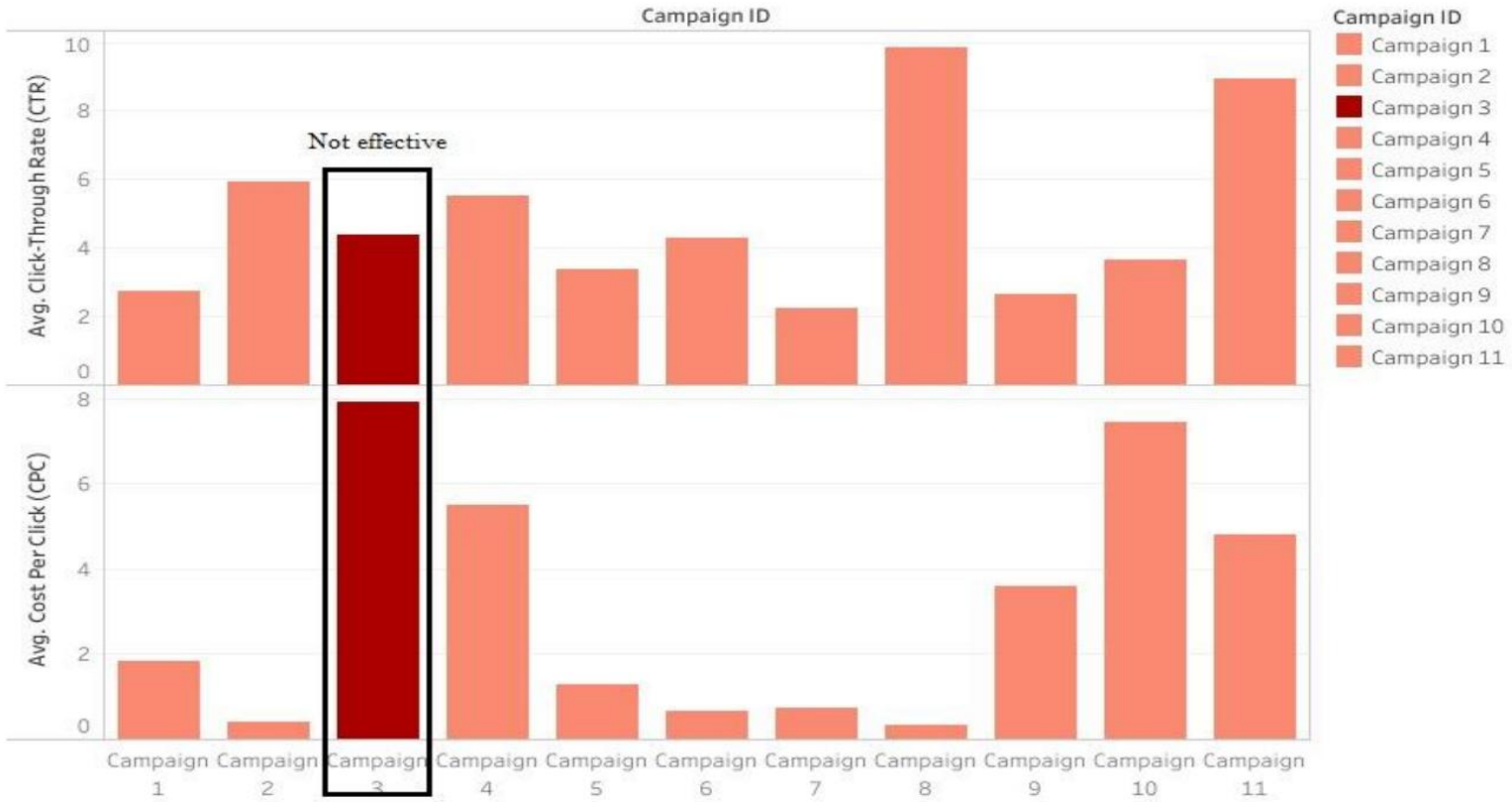

Campaign ID
Reach
40K
30K
20K
10K
0K
Amount Spent in INR
2000
1500
1000
500
0
Campaign 1
Campaign 2
Campaign 3
Campaign 4
Campaign 5
Campaign 6
Campaign 7
Campaign 8
Campaign 9
Campaign 10
Campaign 11

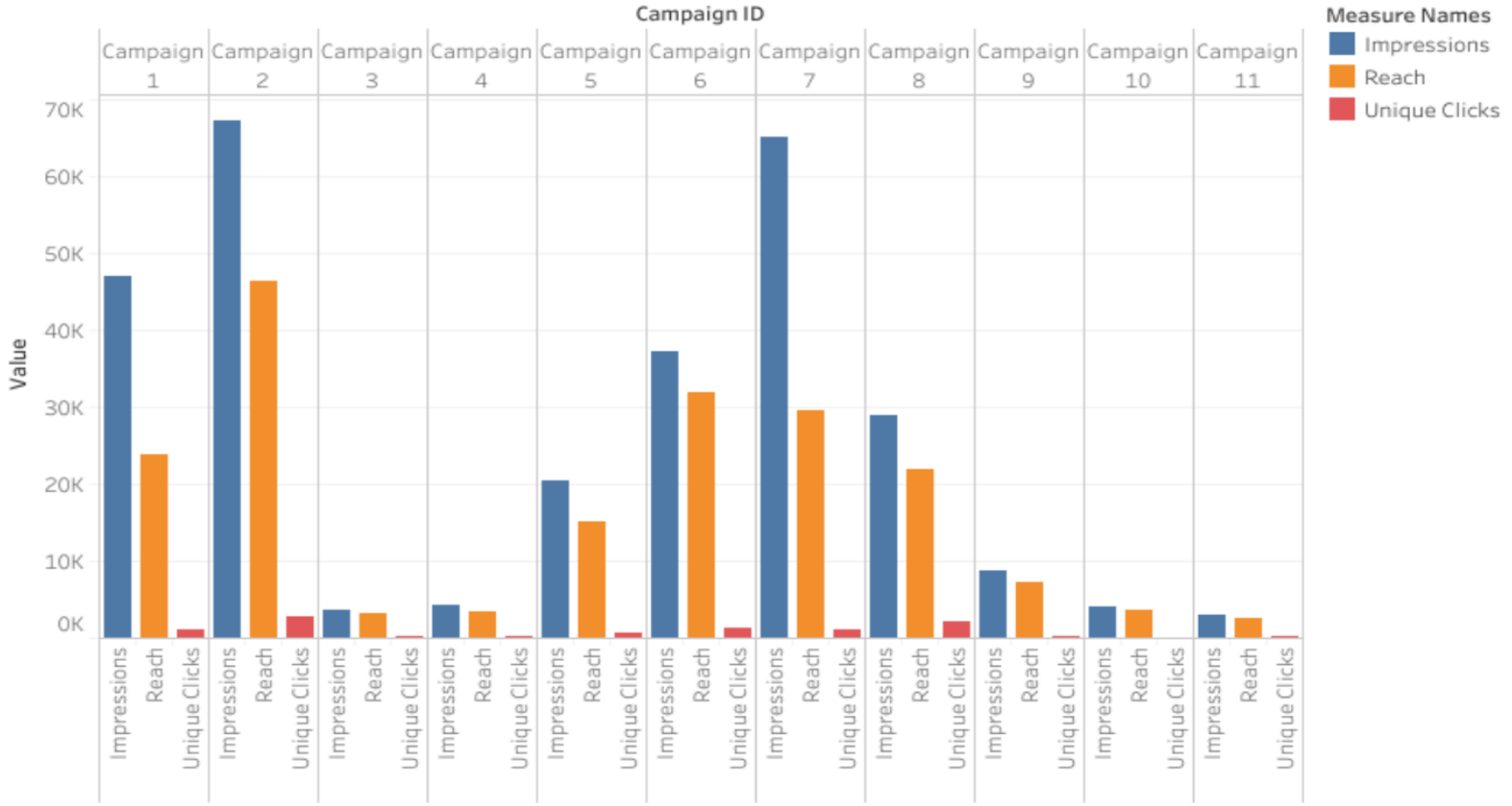

Campaign ID
Impressions
60K
40K
20K
0K
Reach
40K
30K
20K
10K
0K
Campaign 1
Campaign 2
Campaign 3
Campaign 4
Campaign 5
Campaign 6
Campaign 7
Campaign 8
Campaign 9
Campaign 10
Campaign 11

Clicks, Reach & Impressions vs Amount Spent



CTR VS CPC


Campaign ID
Avg. Click-Through Rate (CTR)
Not effective
Avg. Cost Per Click (CPC)
Campaign 1
Campaign 2
Campaign 3
Campaign 4
Campaign 5
Campaign 6
Campaign 7
Campaign 8
Campaign 9
Campaign 10
Campaign 11


Campaign ID
Campaign 1
Campaign 2
Campaign 3
Campaign 4
Campaign 5
Campaign 6
Campaign 7
Campaign 8
Campaign 9
Campaign 10
Campaign 11
Measure Names
Impressions
Reach
Unique Clicks
Value
70K
60K
50K
40K
30K
20K
10K
0K
Impressions
Reach
Unique Clicks

CONCLUSION

- After analyzing the dataset given to us, we can comprehend that there are several factors which we can be considered to decide whether to continue a particular campaign or not.

- After a brief discussion we have decided that the most important factors to be considered for discontinuing a campaign are Reach, Clicks, Impressions, Amount spent in INR, and Unique Clicks.

- After visualizing and comparing the results, we came to a conclusion that Campaign 3 is having the lowest number of reaches and impressions, while also having a higher amount spent. Therefore, Campaign 3 can be considered for removal due to their low result and cost efficiency.