



## GOOGLE ADSENSE DATA FOR FY 20

This report was published in July 2020

## Quarterly Earnings FY

Year	Clicks	Estimated earnings (INR)
2018	49	272.46
2019	27	272.66
2020	7	18.93
<b>Total</b>	<b>83</b>	<b>564.05</b>

## KPI Goals

Clicks and Estimated earnings (INR) by  
Page views

5!

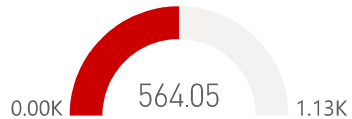
Goal: 15.20 (-67.11%)

## Key Performance Indicator

83 17K 848.51

Clicks Impressions Impression RPM (INR)

## Total Estimated Earnings



## RECOMMENDED SOLUTIONS

Optimizing the adsense program on the website while still following all Google adsense policies.

The website is getting low traffic. Using better SEO/PPC strategies can improve the number of users which would potentially increase the number of ad clicks.

Decomposition tree displays the relationship between page views and the clicks being made to the ads on the website.

When ad clicks increase, earnings will also increase as they are correlated to each other.

## DATE RANGE

