



omnify.

Omnify Analyst

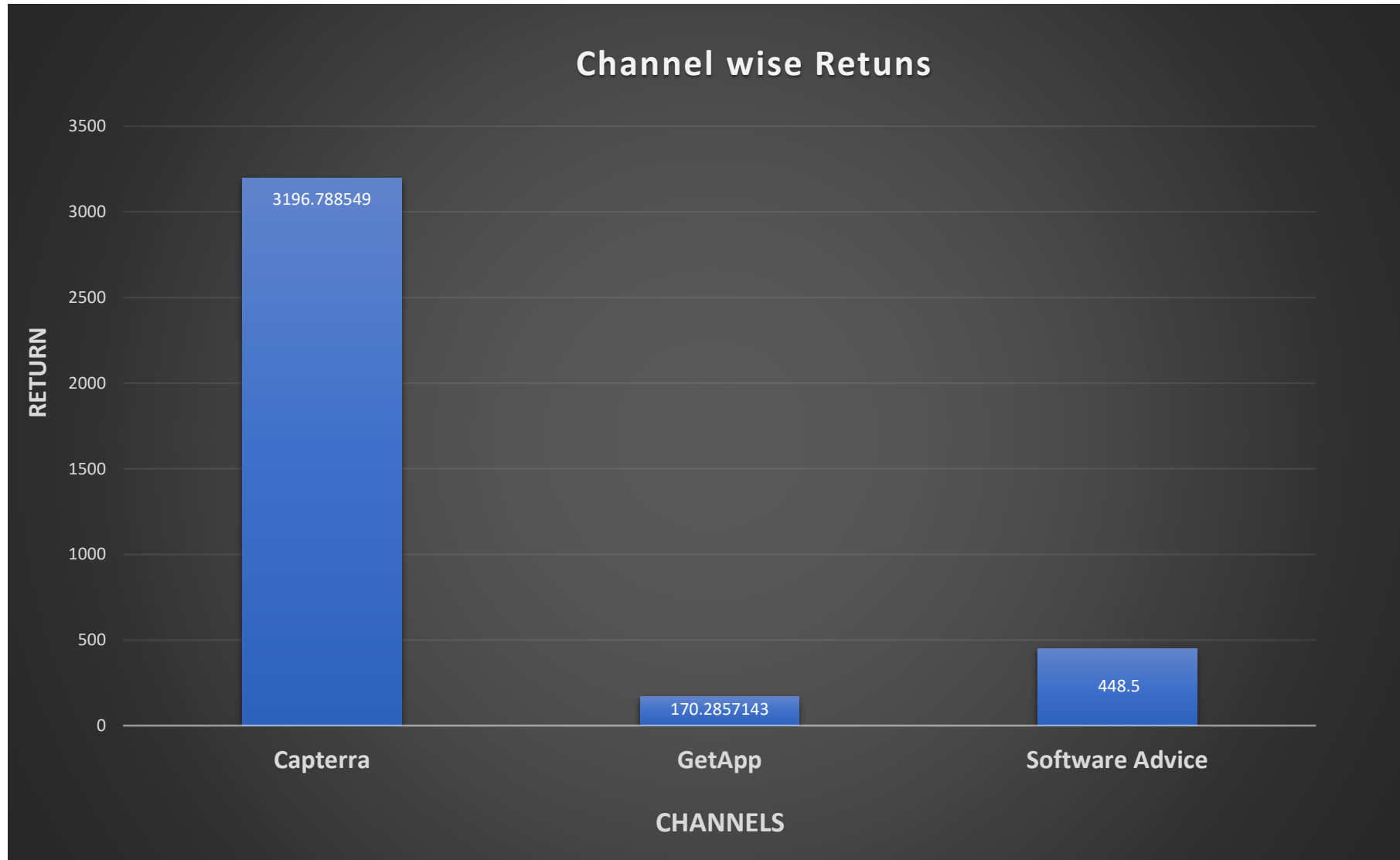
Internship Task

Combined report of “Google Ads Data” (Week & Month)

Row Labels	Sum of Cost (\$)	Sum of Returns	Sum of Clicks	Sum of Impressions	Sum of Leads	Sum of Prospects
Jan						
5	154.79	51.89139367	15	319	1	2
Jan Total	154.79	51.89139367	15	319	1	2
Feb						
6	192.58	0	19	373	0	1
7	216.13	81.32780083	21	364	0	1
8	235.3	111.9599249	35	671	0	2
9	190.9	0	22	478	0	1
Feb Total	834.91	193.2877257	97	1886	0	5
Mar						
10	141.4	23.18977757	14	407	0	1
11	258.2	0	34	503	3	1
12	184.36	0	22	468	1	0
13	308.73	47.61714855	46	659	1	4
14	172.11	0	39	586	0	0
Mar Total	1064.8	70.80692612	155	2623	5	6
Apr						
15	176.96	0	29	461	2	0
16	137.21	121.5885947	24	324	1	4
17	87.38	0	19	328	1	1
18	103.26	0	17	487	1	0
Apr Total	504.81	121.5885947	89	1600	5	5
May						
19	229.37	18.09320743	31	537	1	3
May Total	229.37	18.09320743	31	537	1	3
Grand Total	2788.68	455.6678476	387	6965	12	21

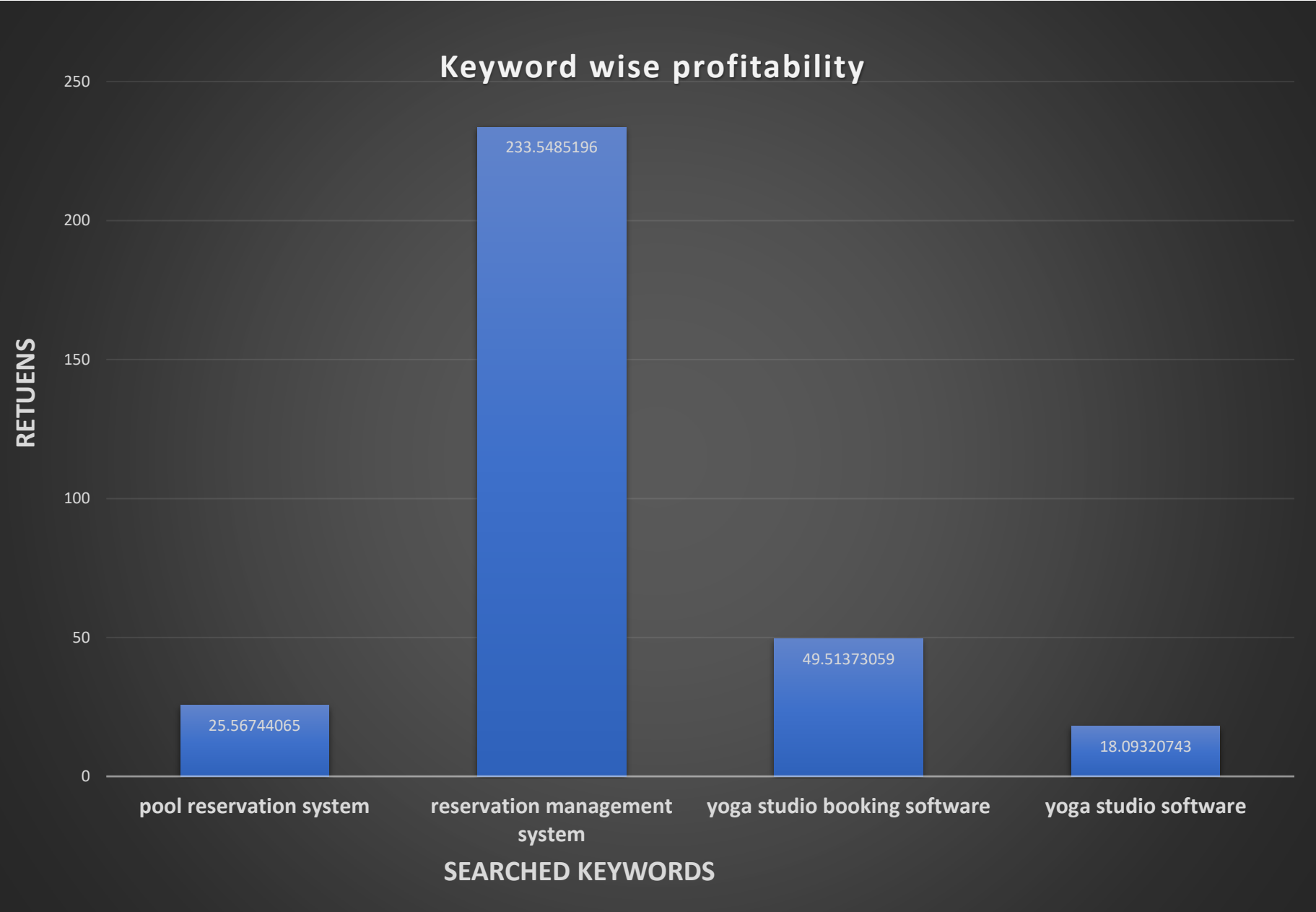
Combined report of “Listing Site Data” (Week & Month)					
Row Labels	Sum of Money Spent (\$)	Sum of Returns	Sum of Clicks	Sum of Leads	Sum of Prospects
Jan					
1	195.5	0	27		
2	1158	0	157	3	
3	1503	0	199	14	7
4	1496	0	198	14	3
5	392	0	83	4	2
6	56.25	0	7	1	
Jan Total	4800.75	0	671	36	12
Feb					
6	1081.5	0	157	10	4
7	1660	0	209	18	1
8	1193.75	2061.025641	171	9	5
9	656.75	162.5454545	125	7	1
10	57.4	0	7		
Feb Total	4649.4	2223.571096	669	44	11
Mar					
10	602.5	25.53488372	101	9	6
11	759.75	170.2857143	119	13	5
12	738.3	65.11627907	109	8	4
13	658.2	0	89	8	1
14	486.8	0	58	1	1
Mar Total	3245.55	260.9368771	476	39	17
Apr					
15	61.25	0	8		
16	561.5	0	81	7	3
17	607.75	22.4	95	4	1
18	972	0	109	8	2
Apr Total	2202.5	22.4	293	19	6
May					
19	113	105.6	11	1	1
May Total	113	105.6	11	1	1
Jun					
23	199.75	0	22	2	
Jun Total	199.75	0	22	2	
Jul					
28	133.25	0	16	1	
Jul Total	133.25	0	16	1	
Aug					
32	139.25	51.06976744	19	4	4
Aug Total	139.25	51.06976744	19	4	4
Sep					
36	120.5	0	13	1	
Sep Total	120.5	0	13	1	
Oct					
41	94.75	0	13	4	1
43	60	0	30		
44	351.5	0	104		
Oct Total	506.25	0	147	4	1
Nov					
45	754.75	0	103	3	3
46	2664.5	0	242	5	1
47	403	0	108	2	
48	503	448.5	77	1	1
49	234.5	0	29	1	
Nov Total	4559.75	448.5	559	12	5
Dec					
49	664.75	0	85	4	
50	970.85	115.2941176	122	6	3
51	886.05	183.3846154	113	4	3
52	1218	6.817790531	151	4	2
53	813.65	398	110	5	3
Dec Total	4553.3	703.4965236	581	23	11
Grand Total	25223.25	3815.574264	3477	186	68

Most profitable channel



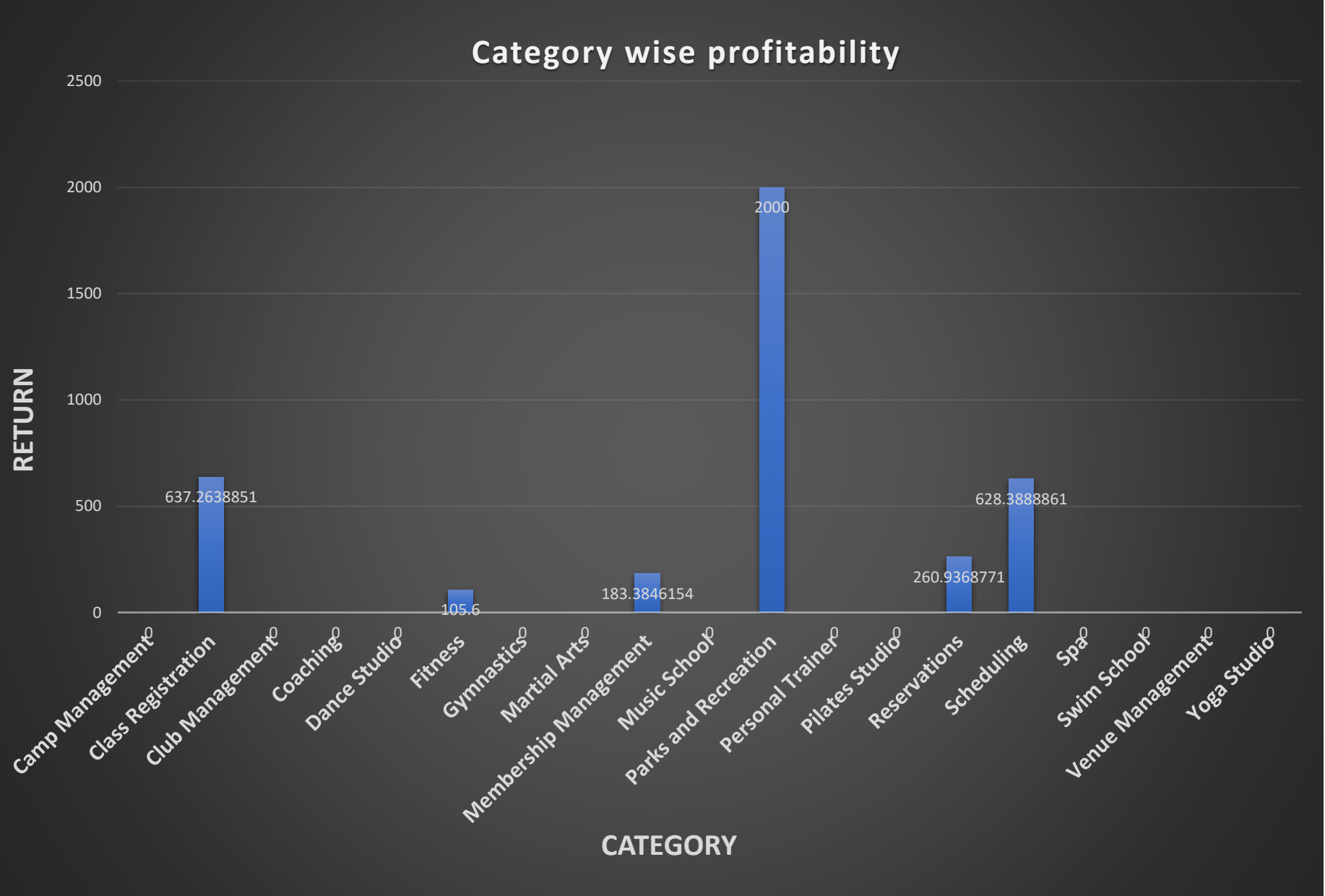
As per the chart we can see that the channel named **"Capterra"** is most profitable as compare to other channels

Keyword wise profitability



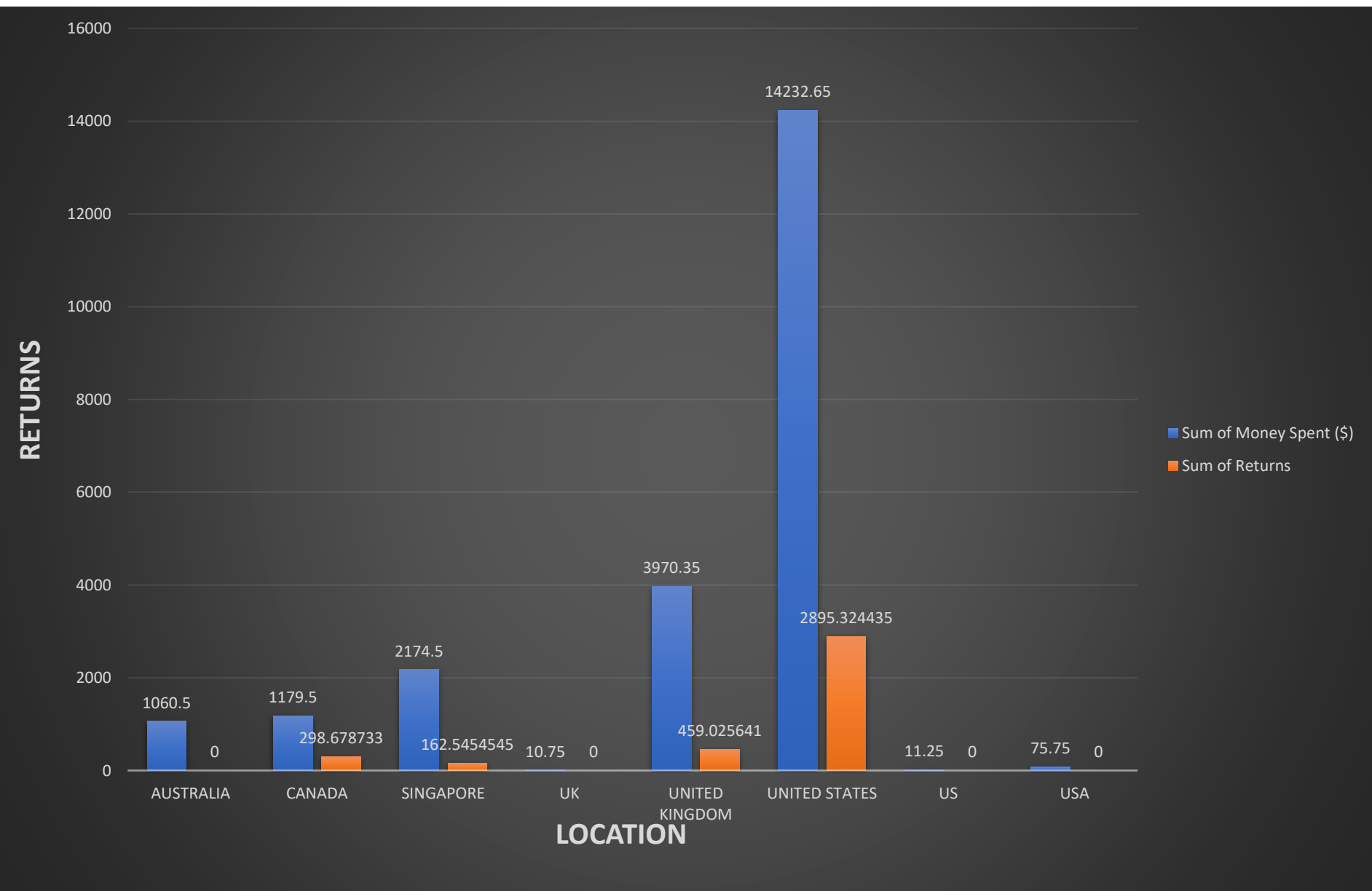
On the basis of this chart we can conclude that keyword **“reservation management system”** is most profitable

Category wise profitability



On the basis of this chart we can conclude that category **“Parks and Recreation”** is most profitable

Impact of geography

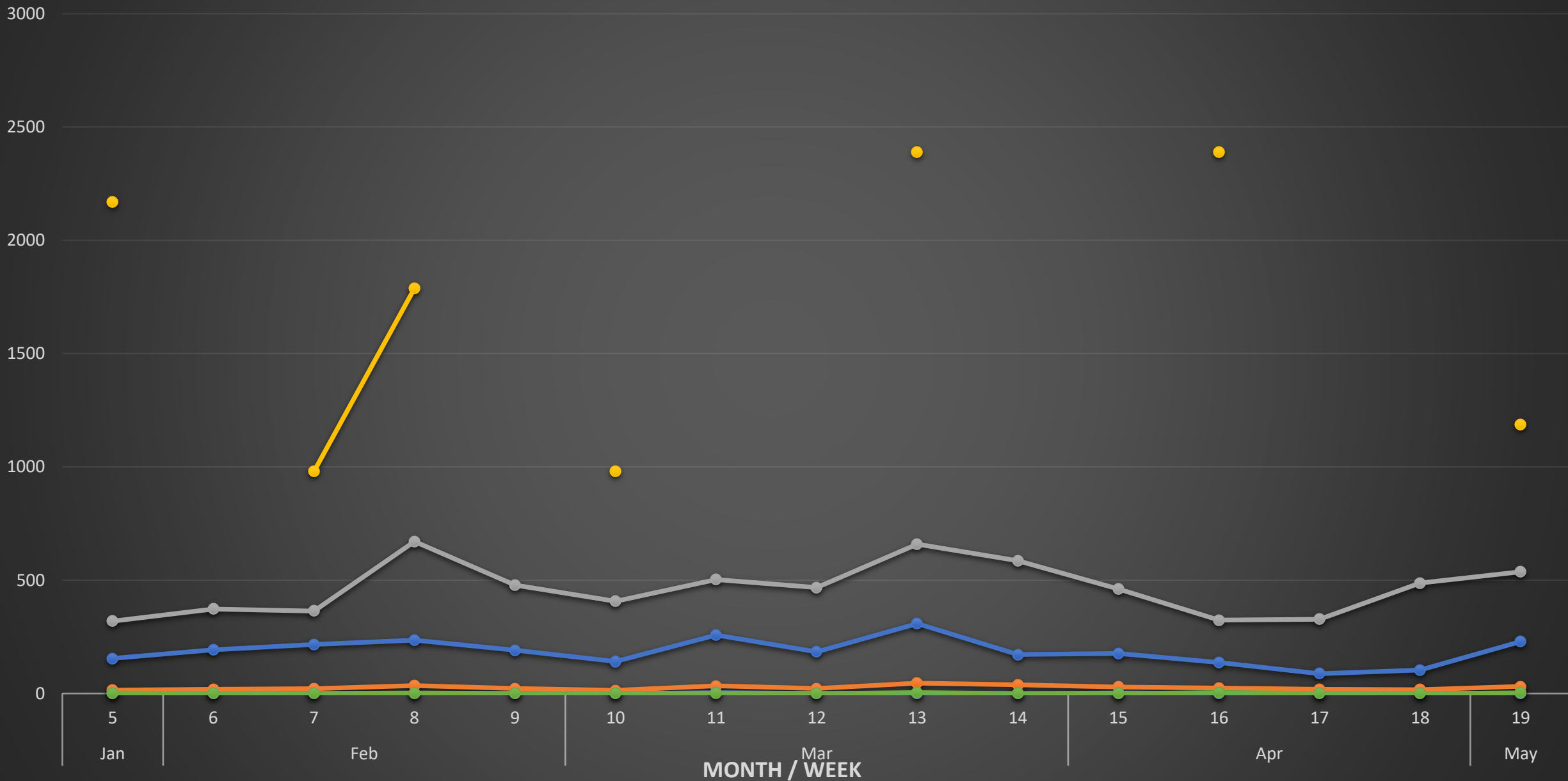


We can observe & conclude that here location wise **United States** is highly profitable region

Month / Week wise Time Series Analysis Google

Sum of Cost (\$) Sum of Clicks Sum of Impressions Sum of Payment (\$) Sum of Leads Sum of Prospects

COST / CLICK / IMPRESSION / PAYMENT / LEADS / PROSPECTUS



Month / Week wise Time Series Analysis Listing site

