

Internship Project Report	Details
Intern Name	Anuradha Menon
Date	April 2025
Organization	IIM Skills
Tool Used	Power BI Desktop
Dataset Source	AdWords Keyword Performance Data
Project Duration	6 Weeks
Supervisor	Ms Vanthana
Project Objective	Analyse and visualize competitor keyword performance data using MySQL and Power BI. Uncover insights regarding audience search behaviour, keyword ranking dynamics, ad efficiency, and content trends.
Data Sources and Fields	Keyword & Keyword Code, Traffic, Impressions, Clicks, CTR, CPC, CPM, Traffic Cost, Search Volume, Position, Previous Position, Last Seen
Dashboard Features & Visualizations	KPI Cards, Time Series Visuals, Keyword Performance
KPI Cards	Total Spend: \$64,838, Total Impressions: 937,610, Total Clicks: 18,672, CTR: 1.99%, Average CPC: 3.92, Average CPM: 69.15
Time Series Visuals	Spend Over Time, Impressions and Clicks, Impressions vs CPM, Clicks vs CTR, Traffic vs Clicks
Keyword Performance	Top 10 Keywords by Traffic, Impressions by Keyword Code, CTR, CPM, CPC by Keyword Code, Search Volume vs Traffic Cost
Advanced Analysis	Keyword Movement Classification, Highest Traffic Keyword Code, Position Dynamics
Date Intelligence	Custom date table, Filtering by month/year, YTD and MTD calculations, Timeline visualizations, Seasonality trend analysis
Insights & Recommendations	PMP was the most dominant keyword code. Several keywords from TOGAF and Simplilearn categories showed significant ranking drops. High CTRs observed in Scrum and CSM-related keywords with moderate CPCs. Recommendation: Prioritize high-traffic, low-CPC keywords and review dropped keywords for optimization.
Tools & Skills Applied	Power BI (Desktop): DAX, Power Query, Data Modelling, Visualization Types: Cards, Line Charts, Combo Charts, Bar, Table, Advanced Analytics: Keyword movement logic, top N and date dynamic filters, contextual KPIs
Conclusion	This dashboard enables a data-driven view of keyword ad performance, assisting teams in making informed SEO and SEM decisions. The project strengthened my practical skills in BI development, data storytelling, DAX, and marketing analytics. It also enhanced my understanding of digital advertising effectiveness through real-world data.