INSIGHTS DRAWN:

* Majority of the ad formats used are Banner type making around 98% of the overall ad units .
* Highest number of ad units can be observed on 27th January
* Highest ad revenue was captured on 29th January i.e. 969.10 pounds
* Highest ad Exchange clicks captured on 30th January
* **SEVERAL OTHER INVENTORY FORMATS CAN BE TRIED IN ORDER TO TRY AND INCREASE REVENUE AS OTHER INVENTORY FORMATS HAVE BENEFITS AS WELL**