Project Development Phase

Code-Layout ,Readability And Reusability

DATE	3 November 2023
TEAM ID	NM2023TMID02695
Team Leader	CB7A348BEAF902287834DFBABF93FC80
Team Member 1	6BDDB91C0C813379826425CBE31585E9
Team Member 2	E23643843824107875C49353797276D0
Team Member 3	FD8B7C58B9ED24FABB74D8F7B32B9E58
Team Member 4	CD9EF7C3E7F7077A248423F77C03FEBE
Project Title	Creating A Social Media Ad Campaign In Facebook

Code layout:

- Use consistent indentation to make your code easy to read and follow.
- Break up your code into functions and classes to make it more modular and reusable.
- Use descriptive variable and function names to make your code self-documenting.
- Add comments to your code to explain complex sections or provide additional context.

Readability:

- Use simple language and avoid jargon.
- Write short, concise statements.
- Avoid nesting statements too deeply.
- Use white space to make your code more readable.

Reusability:

- Write code that is general-purpose and can be reused for different campaigns.
- Use parameters to allow your code to be customized for different campaigns.
- Avoid hardcoding values in your code.

Here is an example of a reusable function for creating a social media ad campaign in Facebook:

```python
def create_social_media_ad_campaign(campaign_name, budget, target_audience, ad_creative):
  """Creates a social media ad campaign.

  Args:
    campaign_name: The name of the campaign.
    budget: The budget for the campaign.
    target_audience: The target audience for the campaign.
    ad_creative: The ad creative for the campaign.

  Returns:
    A dictionary containing the campaign information.
  """

  campaign = {
    "campaign_name": campaign_name,
    "budget": budget,
    "target_audience": target_audience,
    "ad_creative": ad_creative,
  }

  return campaign
```