

META AD PERFORMANCE

1. Project Overview

The Meta Ad Performance Dashboard is designed to analyze and monitor advertising performance across Meta platforms (Facebook & Instagram).

The dashboard provides insights into impressions, engagement, conversions, audience demographics, ad types, time trends, and geographic reach using interactive visualizations.

Objective:

- Evaluate campaign effectiveness
- Understand audience behavior
- Optimize ad strategy using data-driven insights

2. Problem Statement – Meta Ad Performance Dashboard

Businesses running advertisements on Meta platforms (Facebook and Instagram) generate large volumes of campaign data, including impressions, clicks, engagements, conversions, and audience information. However, this data is often scattered across multiple sources and lacks a unified, easy-to-understand view for decision-making.

Marketing teams face challenges in:

- Tracking overall ad performance efficiently
- Understanding which ad formats, audiences, locations, and time periods perform best
- Measuring ROI, engagement, and conversion effectiveness
- Identifying opportunities to optimize budget allocation and campaign strategy

3. Data Sources

The analysis is based on CSV files containing:

- Campaign data
- Ads data
- User demographics
- Ad events (impressions, clicks, purchases, engagement)

These datasets were cleaned, transformed, and modeled to build relationships for reporting.

4. Key Performance Metrics (KPIs)

Overall Performance (Top Cards)

Metric	Value (High-performing campaign)
impressions	71.6K
Clicks	8.1K
CTR	11.35%
Engagements	9.4K
Engagement Rate	13.13%
Purchases	442
Conversion Rate	5.44%
Purchase Rate	0.62%
Total Budget	\$2.5M
Avg. Budget per Campaign	\$51K

5. Audience Analysis

- **Impression by Gender**
 - **Female users** contribute the highest impressions (~44%)
 - **Male users** contribute ~21%
 - Remaining impressions come from unspecified/other categories
- **Impression by Age**
 - Highest engagement from **18–35 age group**
 - Gradual decline after **40+**
 - Minimal interaction above **55 years**

6. Time-Based Performance

- **Weekly Impression Trend**
 - Peak impressions observed on **mid-week (Wed–Fri)**
 - Lower activity on weekends
- **Hourly Impression Trend**
 - Best performance during:
 - **Morning: 9 AM – 11 AM**
 - **Evening: 6 PM – 9 PM**

7. Geographic Analysis

- **Impressions by Country**

Top-performing regions:

- **North America**
- **Europe**
- **India & Southeast Asia**

8. Ad Type Performance Analysis

Ad Type	Impressions	CTR	Engagement Rate	Conversion Rate
Carousel	Moderate	11.08%	12.76%	5.24%
Image	High	11.23%	12.96%	5.23%
Stories	Highest	11.35%	13.16%	5.53%
Video	Lower Impressions	11.78%	13.67%	5.56%

9. Platform Comparison

- **Facebook:** Higher impressions & reach
- **Instagram:** Higher engagement rate & conversions
- ✓ *Recommendation:*
Use **Facebook** for awareness and **Instagram** for conversions.

10. Business Insights & Recommendations

❖ Key Insights

- High CTR indicates **strong ad relevance**
- Engagement rate above **13%** shows good creative quality
- Conversion rate (~5%) is strong for Meta ads
- Young audiences & females respond better
- Stories and Video ads outperform others

✓ Recommendations

- Increase budget for **Stories & Video ads**
- Focus targeting on **18–35 age group**
- Run ads during **peak hours**
- Allocate more budget to **high-performing regions**
- Use **Instagram** for conversion-focused campaigns

11. Tools & Technologies Used

- **Power BI Desktop** – Dashboard creation & DAX

- **CSV Data Sources** – Campaign & ad data
- **Data Modeling & ETL**
- **Data Visualization & Business Analysis**

12. Conclusion

The **Meta Ad Performance Dashboard** successfully transforms raw advertising data into actionable insights.

It helps marketers:

- Track performance efficiently
- Understand customer behavior
- Improve ROI through optimization

This dashboard demonstrates strong skills in data analysis, visualization, and business understanding.