REPORT DOCUMENTATION

1. Month on month Registrations growth for Facebook Google Campaigns per year.

Approach:

- Grouping aggregated registrations obtained from the Account table by month and year
- date_entered broken down into Month and Year for month on month analysis across the 2 years.

2. Which traffic source drove max registrations from Aug 2022 – Oct 2022 amongst the sources recorded in accounts table?

Approach:

- Traffic source and medium extracted from the given URL(come_from_url_c) by means of a Regex.
- Grouping aggregated registrations obtained from the Account table by source and medium.
- Ordering By Totals desc so as to have sources with highest registrations at the top on the visual.

3. Top 5 Facebook Campaign (fb_ads) that drove the highest number of registrations for last quarter (from Aug 2022 – Oct 2022)

Approach:

- Extracting ad_id from come_from_url_c URL in Account table.
- Joining Account and FB_ADS tables to get campaigns with the highest user registrations. Extracted AD_ID used for joining to FB_ADS table
- Where clause used to limit result set to dates between 2022-08-01 AND 2022-10-31
- Registrations grouped by Campaign Name

4. Facebook Campaign (fb_ads) that drove the lowest cost per registration for last quarter (from Aug 2022 – Oct 2022

Approach:

- Extracting ad_id from come_from_url_c URL in Account table.
- Joining Account and FB_ADS tables to get campaigns with the lowest cost per registration using the spend column. Extracted AD_ID used for joining to FB_ADS table
- Where clause used to limit result set to dates between 2022-08-01 AND 2022-10-31
- Calculating average cost per registration for last quarter (round(sum(spend) / count(*),2)) and rounding off the results.
- Grouping results by Campaign Name

5. Show the top 3 campaigns (fb_ads) which drove the highest ROI % (Cost VS Net Deposit). Include their ROI % in your results for each month starting from 2022.

Approach:

- Joining Accounts and Account_Transactions tables whilst adding ad_id(regex) for later use joining to FB_ADS table
- Joining cte and FB_ADS table to establish relationship between campaign costs and deposits
- Calculating Return On Investment : round(((sum(deposits)-sum(spend))/sum(spend))* 100,1)

6. REGISTRATION ATTRIBUTION REPORT

Approach:

- Attribution Tables linked directly to Data Studio and pivoted to obtain number of registrations by date. Results broken down into the responsible departments.
- Report can be filtered by date and department.