

# Facebook Leads and Campaigns Data by Deepika Gupta

campaign\_id

- ☐ 916
- ☐ 936
- ☐ 1178

gender

- ☐ F
- ☐ M

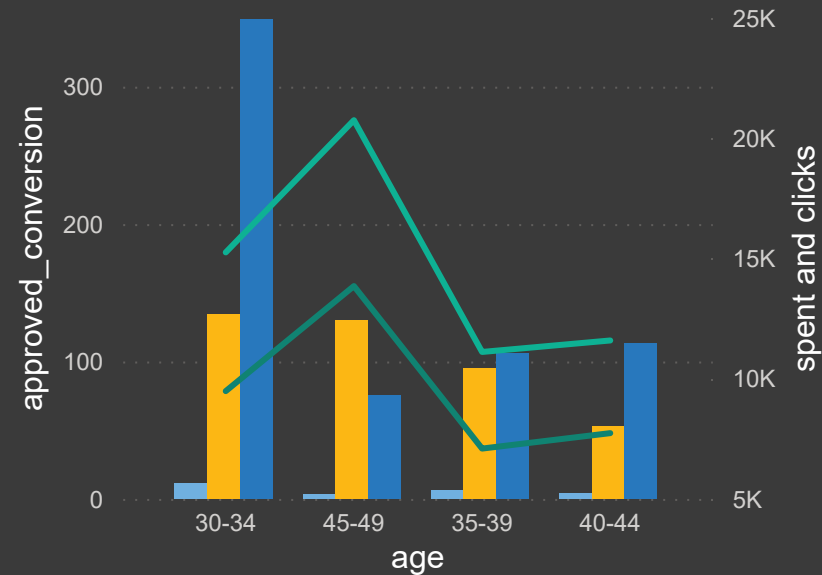
reporting

17-08-2017

30-08-2017

approved\_conversion, spent and clicks by age and campaign\_id

campaign\_id ● 916 ● 936 ● 1178 ● spent ● clicks



Key influencers Top segments

What influences approved\_conversion to  ?

When...

...the average of approved\_conversion increases by

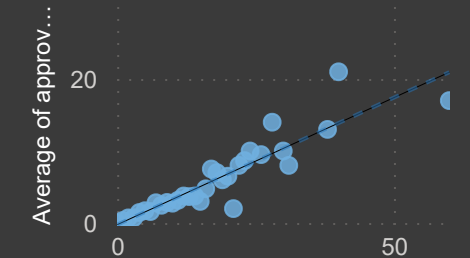
Sum of total\_conversion goes up 4.48

1.51

impressions goes down 312625.34

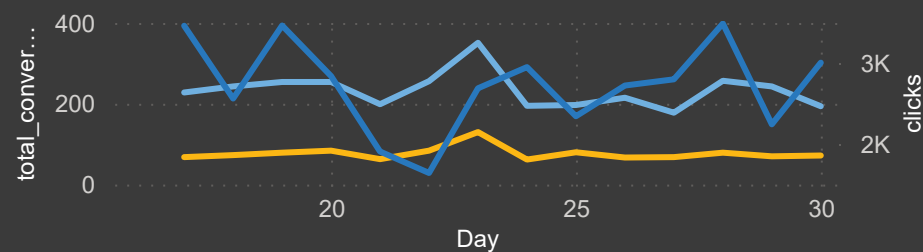
0.05

← On average when Sum of total\_conversion increases, approved\_conversion also increases.



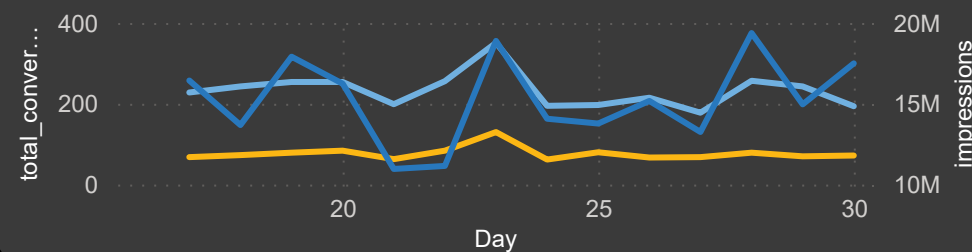
total\_conversion, approved\_conversion and clicks by Day

● total\_conversion ● approved\_conversion ● clicks



total\_conversion, approved\_conversion and impressions by Day

● total\_conversion ● approved\_conversion ● impressions



41K  
interest