

## (Team\_27) Week-1 Deliverable Final Version

### I. Team Collaborators:

1. Edmar Beatingo
2. Peter Ogda
3. Mercy Omini

### II. Objective:

GlobalShala has been running ad campaigns on Facebook for an event called Superhero U and the marketing team needs your help identifying at least one campaign to recommend discontinuing in order to cut costs. At the end of the week, you will select one or more ad campaigns to recommend discontinuing based on your team's analysis.

### III. Data Analysis:

campaign ID	SUM of Reach	SUM of Impressions	SUM of Frequency	SUM of Clicks	SUM of Unique Clicks	SUM of Unique Link Clicks (ULC)	SUM of Click-Through Rate (CTR)	SUM of Amount Spent in INR	SUM of Cost Per Click (CPC)	SUM of Cost per Result (CPR)
	0	0	0	0	0	0	0	0	0	0
Campaign 1	23904	47139	8.152266166	1218	967	420	1092.18%	\$2,333.33	\$7.34	\$20.52
Campaign 10	3636	4091	3.289436861	121	105	57	1087.59%	\$856.67	\$22.36	\$55.95
Campaign 11	2555	2900	3.362125005	178	156	126	2680.12%	\$897.68	\$14.44	\$28.71
Campaign 2	46494	67313	4.24643483	3743	2833	1595	1778.79%	\$1,579.02	\$1.24	\$3.10
Campaign 3	3187	3572	3.241698903	119	109	44	1306.16%	\$850.68	\$23.76	\$69.32
Campaign 4	3307	4267	3.621678735	171	146	112	1654.04%	\$923.96	\$16.51	\$23.79
Campaign 5	15024	20483	4.075169469	648	552	237	1009.11%	\$837.78	\$3.85	\$11.91
Campaign 6	31831	37246	2.263661017	1400	1238	987	860.71%	\$955.21	\$1.35	\$2.11
Campaign 7	29668	65215	7.073235383	1420	1146	518	669.35%	\$1,035.24	\$2.17	\$5.99
Campaign 8	21929	28974	3.872050273	2765	2058	1073	2955.64%	\$942.78	\$1.04	\$2.69
Campaign 9	7333	8660	3.603965714	242	194	88	794.33%	\$876.26	\$10.75	\$28.05
Grand Total	188868	289860	46.80172236	12025	9504	5257	15888.02%	\$12,088.61	\$104.82	\$252.14

**Table 1:** Shows the summarized data for all campaign ad performances.

**Data Source:** [Team 27 \(Week-1 Data Analysis\) - Copy of Marketing Team Data - Google Sheets](#)

**URL:**

[https://docs.google.com/spreadsheets/d/1RcXSP-mbrE0ioMxpS\\_NF6XQftMpYVJgTaBzVoYbknnno/edit?gid=1530489706#gid=1530489706](https://docs.google.com/spreadsheets/d/1RcXSP-mbrE0ioMxpS_NF6XQftMpYVJgTaBzVoYbknnno/edit?gid=1530489706#gid=1530489706)

**Campaign 1 Remarks:** High CTR but relatively high CPC and CPR, suggesting that while the ad generates clicks, the cost per result is relatively high.

**Campaign 10 Remarks:** Low reach and impressions with very high CPC and CPR. This campaign is quite costly for the results it is generating.

**Campaign 11 Remarks:** High CTR, but both CPC and CPR are on the higher side. The campaign is effective in driving clicks but costly.

**Campaign 2 Remarks:** Excellent CTR and low CPC/CPR, making this campaign cost-effective. This campaign is performing well.

**Campaign 3 Remarks:** High CTR, but very high CPC and CPR, making it expensive per click and per result.

**Campaign 4 Remarks:** Decent CTR, but CPC and CPR are moderately high.

**Campaign 5 Remarks:** Lower CTR, but relatively low CPC and CPR, making it more cost-effective.

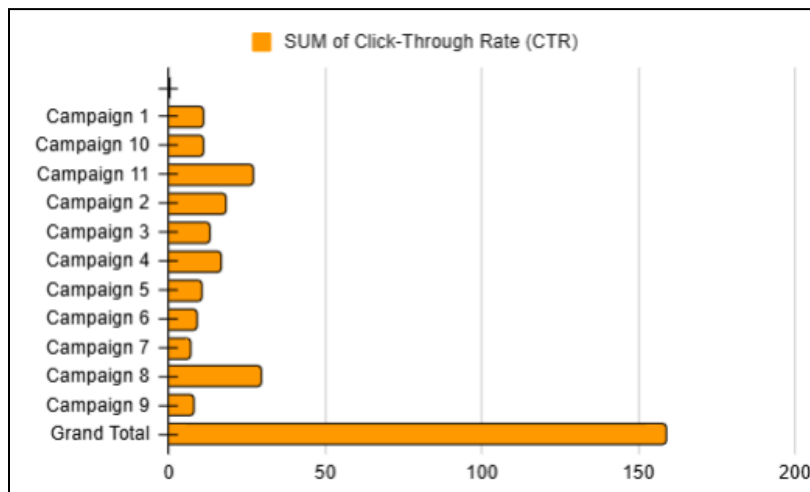
**Campaign 6 Remarks:** Lower CTR compared to others, but very low CPC and CPR, indicating a highly cost-effective campaign.

**Campaign 7 Remarks:** Low CTR and moderate CPC/CPR, which suggests this campaign may not be as effective in driving cost-efficient results.

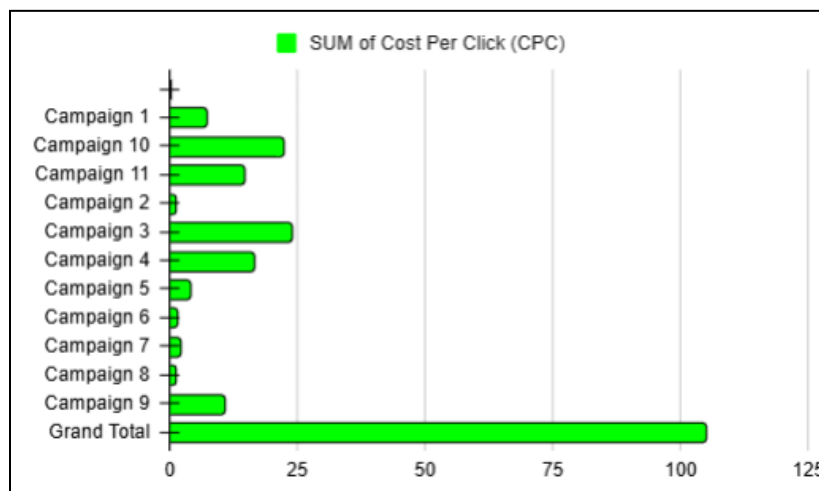
**Campaign 8 Remarks:** Extremely high CTR with very low CPC and CPR, indicating a highly successful and cost-efficient campaign.

**Campaign 9 Remarks:** Lower CTR with high CPC and CPR, making it less cost-effective.

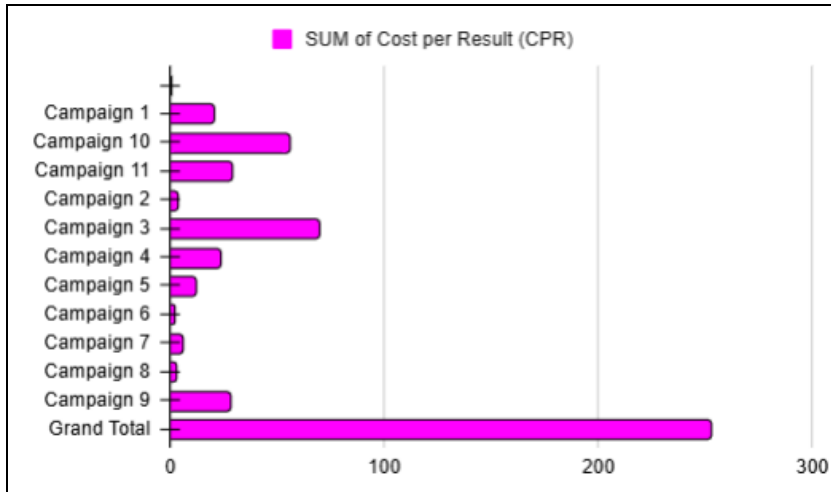
#### IV. Data Visualization:



**Chart 1:** Shows the cost difference between all campaigns as to click-through rate (CTR).



**Chart 2:** Shows the cost difference between all campaigns as to cost per click (CPC).



**Chart 3:** Shows the cost difference between all campaigns as to cost per result (CPR).

#### V. Recommendations:

Campaign ID	Click Through Rate (CTR)	Cost per Click (CPC)	Cost per Result (CPR)
Campaign 1	6	6	6
Campaign 10	7	2	2
Campaign 11	2	4	3
Campaign 2	3	10	9
Campaign 3	5	1	1
Campaign 4	4	3	5
Campaign 5	8	7	7
Campaign 6	9	9	11
Campaign 7	11	8	8
Campaign 8	1	11	10
Campaign 9	10	5	4

**Table 2:** Shows the ranking of each campaign as to its associated cost per metric.

Campaign 3 and Campaign 10 stand out with the highest value for the specified metrics and are the most likely candidates for discontinuation.

1. Campaign 3 has a high CPC (\$23.76) and an even higher CPR (\$69.32), making it costly for the results it achieves.
2. Campaign 10 has a very high CPC (\$22.36) and CPR (\$55.95), making it one of the most expensive campaigns per result.