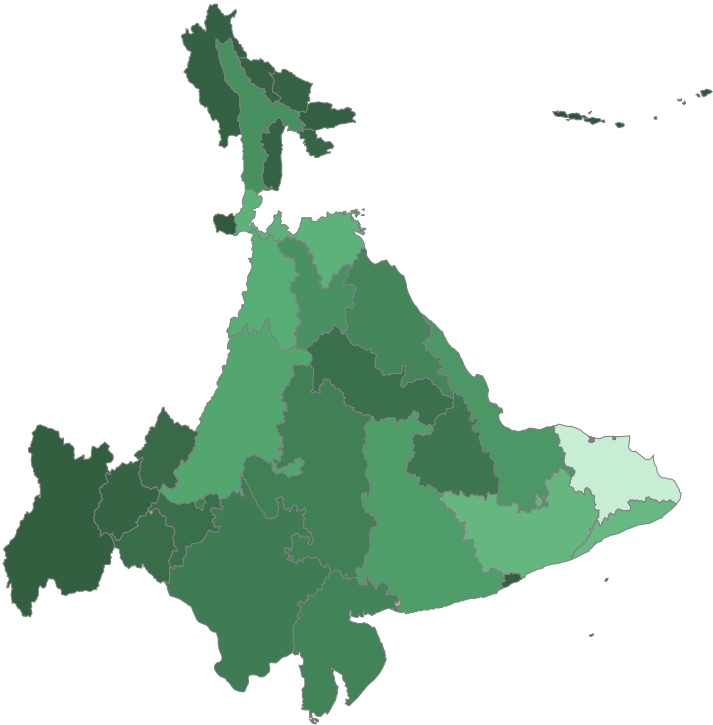


Analysis of 2024 Election Ads Using Facebook Ad Library Data with Power BI

Major Themes	Amount Spend lower bound	Amount spend Upper bound	Total no of Ads	Publisher	Gender	Audiences Size
18	184M	177M	4904M	<div><div></div> facebook</div> <div><div></div> facebook,instagram</div> <div><div></div> instagram</div>	female male unknown Total	1733.5 M 1732.7 M 1437.5 M 4903.6 M

Distribution of audience Size by Region



Amount Spend and Audience Size by Theme

Major Theme	Amount Spend Upper	Amount Spend Lower	Audiences Size
Education	0.0 M	0.0 M	10.0 M
Sports	0.0 M	0.0 M	1.0 M
Startup India	0.0 M	0.0 M	30.7 M
Youth	0.0 M	0.0 M	6.5 M
Self-Reliant India	0.9 M	0.8 M	56.2 M
Digital India	16.4 M	13.6 M	459.7 M
Vishwa Guru	16.7 M	14.4 M	269.9 M
Infrastructure	16.9 M	14.0 M	258.9 M
Women Empowerment	2.5 M	2.1 M	120.2 M
Social Upliftment Scheme	27.1 M	23.1 M	627.6 M
Space Mission	3.1 M	2.7 M	205.5 M
Cultural Belief	4.1 M	3.4 M	96.5 M
Tourism	4.6 M	3.8 M	113.8 M
First Time Voters	4.7 M	39.1 M	378.0 M
Home Affairs	4.7 M	4.0 M	141.3 M
Agriculture	5.5 M	4.4 M	214.4 M
Total	177.2 M	183.8 M	4903.6 M



Quick measure

Demographics by Audiences Size in gender and age

age ▲	female	male	unknown	Total
18-24	521.7 M	524.1 M	493.6 M	1539.4
25-34	501.2 M	497.0 M	473.2 M	1471.4
35-44	489.4 M	485.9 M	434.3 M	1409.5
45-54	478.8 M	480.0 M	401.6 M	1360.4
55-64	478.0 M	480.5 M	305.0 M	1263.4
65+	494.0 M	485.4 M	374.5 M	1353.8
Total	2963.1 M	2952.7 M	2482.0 M	8397.8