

Report for Ads Data "Omnify"

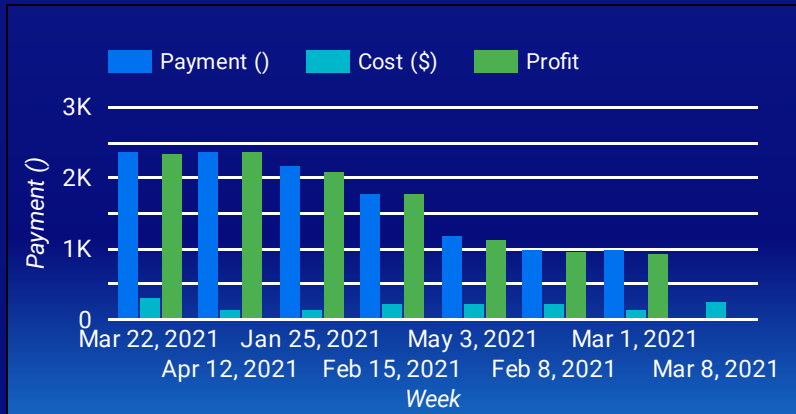
Return = Payment/Cost

Profit = Payment - Cost

1. All The Data Has been Calculated for Week and Month

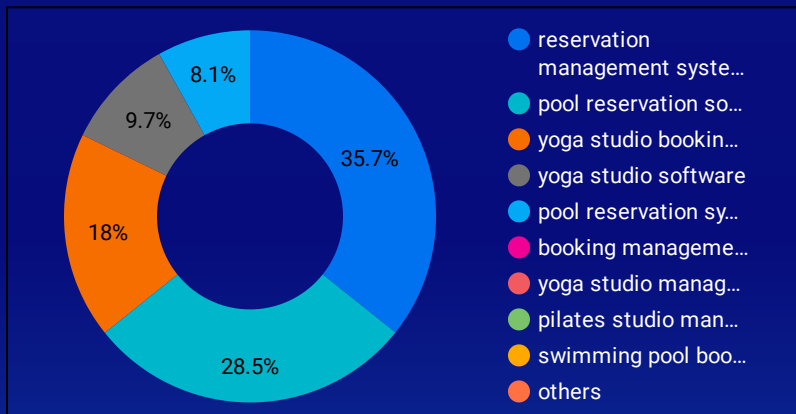
2. The Data used for this is "Omnify-Analyst-Internship-Task.xlsx"

The Graph Shows Payment, Cost and Profit weekly

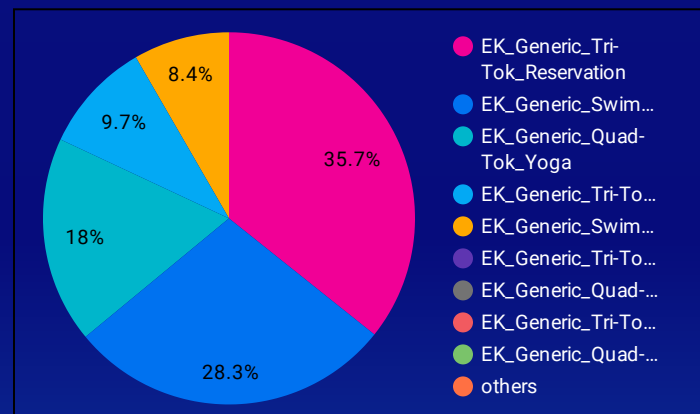


	W...	Campaign	Ad g...	Cos...	Paym...	Search...	Country
1...	Ma...	EK_Generic_Q...	Pilate...	0	null	pilates s...	USA
2...	Ma...	EK_Generic_Q...	Yoga...	4.57	null	yoga stu...	USA
3...	Ma...	EK_Generic_S...	Pool_...	0	null	pool res...	USA
4...	Ma...	EK_Generic_S...	Pool_...	0	null	pool res...	USA
5...	Ma...	EK_Generic_Tr...	Yoga...	23.06	null	yoga stu...	USA
6...	Ma...	EK_Generic_S...	Pool_...	0.93	null	pool boo...	USA
7...	Ma...	EK_Generic_S...	Swim...	0	null	swimmi...	USA
1 - 100 / 418							< >

Pie Chart shows the profit for Search Keyword



Pie Chart shows the Profit Based on the Channels



The Report Shows The Profit and Retrun from the ads from clicks, campaigns and impressions based on Keyword Search, Chnnels.

1. The First Bar Graph shows the Payment, Cost and Profit.

2. Table Shows the Table used for the Report an Data used afer Cleaning of some collumns.

3. Pie Chart Shows the Profit on the basis of the Search Keyword. The Highest Profit is from Reservation and Managemnt System(35.7%)

Chart Shows the Return on the Ads

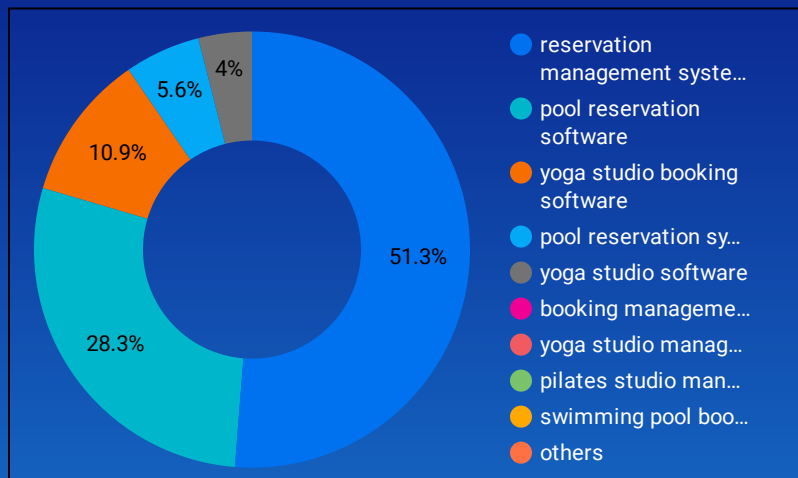
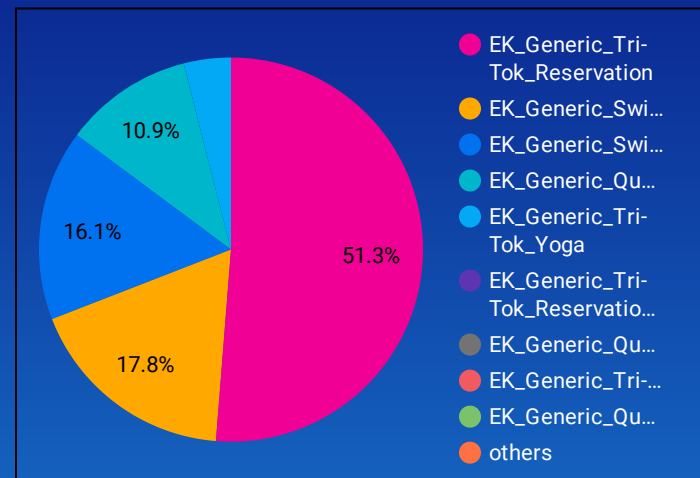


Chart Shows the Return Based on Channeks



4. Pei Chart on the Below the Return on the basis of the Search Keyword. The highest Return is frpom the Researchvation managemne tkeyword.

5. Chart Shows the Profit on the basis of the Campaign. The highest Profitable Campai= is (35.7%).

6. Chart Shows the Return from the ads on the bais of the Campaigns. the highest is " 51.3% ".

7. The highest Searched Keyword is Reservation Managemnt System.