

TASK 1

1. Data Cleaning & Preparation:

- Clean the provided data sets to ensure there are no missing or inconsistent values.
- Prepare the data for analysis by merging and aligning the date ranges across all campaigns and ad sets.

Steps Taken:

- **Data Cleaning:** Ensured there were no missing or inconsistent values across all the data.
- **Data Transformation:** Standardized metric formats for columns such as Cost, CPC, CPL, and CAC (currency in INR).
- **Adding Important fields:** Added the Benchmark upper and lower value columns for CTR, Traffic to Lead, Lead to Call so that these fields can be compared with the industry benchmarks for analysis.
- **Data merging:** Created a union of the two tables GOOGLE RAW and FACEBOOK RAW in Tableau for simplifying further analysis.

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Google and Facebook Ads Data...

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