Campaign data: Use either R or Python or SQL to answer the questions below.

1. Find out the top 5 months in terms of impressions

2. Which model has maximum impressions?

3. Find out the top 3 campaigns in terms of impressions for every message type

4. Does the campaign with maximum impressions also have maximum clicks?

5. Find out the top 3 campaigns in terms of CPM (CPM stands for cost per mile which means cost per 1000 impressions. CPM = total media cost/total impressions \* 1000)

6. What is the monthly average media cost for different media types?

7. Which media type is more expensive in terms of CPM?

8. When would you use a Pie chart, a Bar chart and a Line Chart? Use the given dataset and provide an example for each type of chart.

Sol:

-When ever u got a file ,first check and analyse the file for

* Null
* Duplicate
* Column
* Sample
* Head
* Tail
* Info
* Describe

After all this ,if need to merge the file merge it according to it…

Convert the date column separate it to date ,month,year …..every time

