**Facebook ad Campaign Analysis**

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Summary

In this project Facebook ad data analyzed . Metrics generally use in ad analysis are implemented and investigated. It is assumed business performance is driven by absolute return on advertising spend and as such the ROAS metric is targeted. This preliminary analysis suggests further campaigns should focus on the 30-34 age group, particularly males. The advertising spend is least effectively targeted on the 45-49 age group. However, the number of clicks associated with these conclusions is in some cases low and it is therefore suggested that further work aim to show the statistical significance of targeting these groups.

**Tools used** : Tableau

Goal of Analysis

Create a Dashboard using Facebook leads and campaigns analyze campaigns with best recommended changes to improve conversion rates across products.

Conclusions

This project has been an exploratory data analysis using facebook ad data. It has assumed business performance is determined by absolute return and as such the ROAS metric has been used to try and identify how to generate better performance had a similar campaign been run. Sum of clicks for each group identified was also used as an approximate indicator of the validity of the mean ROAS measured.

**Findings :**

The findings indicate a similar campaign should:

* Target 30-34 age group.
* Focus on males.
* Focus on groups with interests 36,31 and 101 for campaign ID 1178.

The campaign is least effective when focusing on:

* the 45-49 age group.
* females in this age group.

The findings shows higher the spent more the clicks but not much change in ROAS.