

DATA ANALYST WEEK 1 DELIVERABLES

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Understanding Literally about campaign

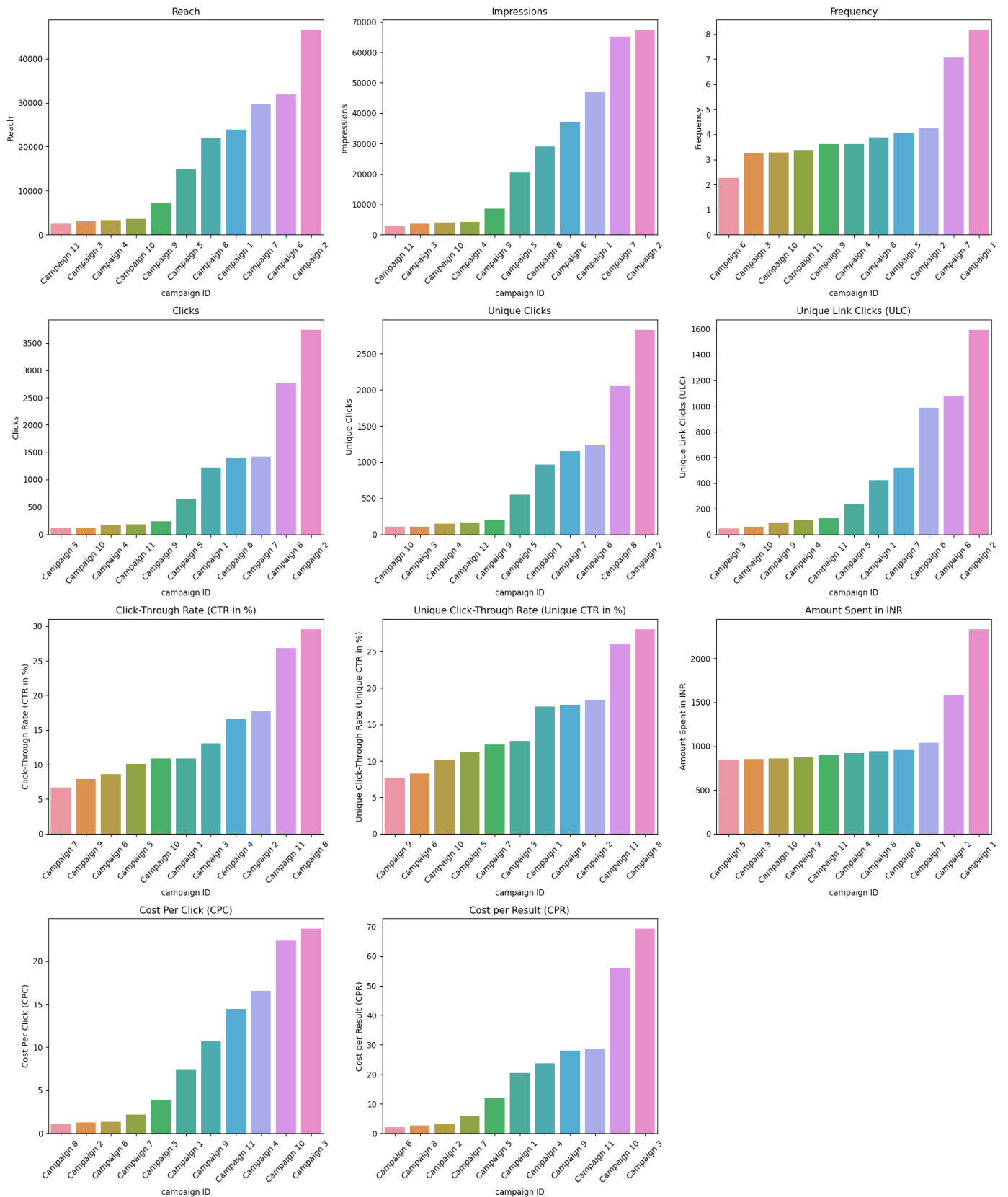
1. **Campaign 1:** indicates SHU_6(Educators and Principals) targeting the educators and principals audience of age group 25-34, 35-44, 45-54, 55-64 of geographical locations Group 1 tier country.
2. **Campaign 2:** indicates SHU3_ (Students apart from India and US) targeting students only of age group 18-24,13-17,25-34 of Group 2 tier countries.
3. **Campaign 3,4, 5, 6, 7,8, 9, 10, 11:** indicates SHU_(Australia, Canada, Ghana, India, Nepal, Nigeria, UAE, UK, USA) targeting students of age group 13-17,18-24,25-34,.

From this, we have certain points to consider:

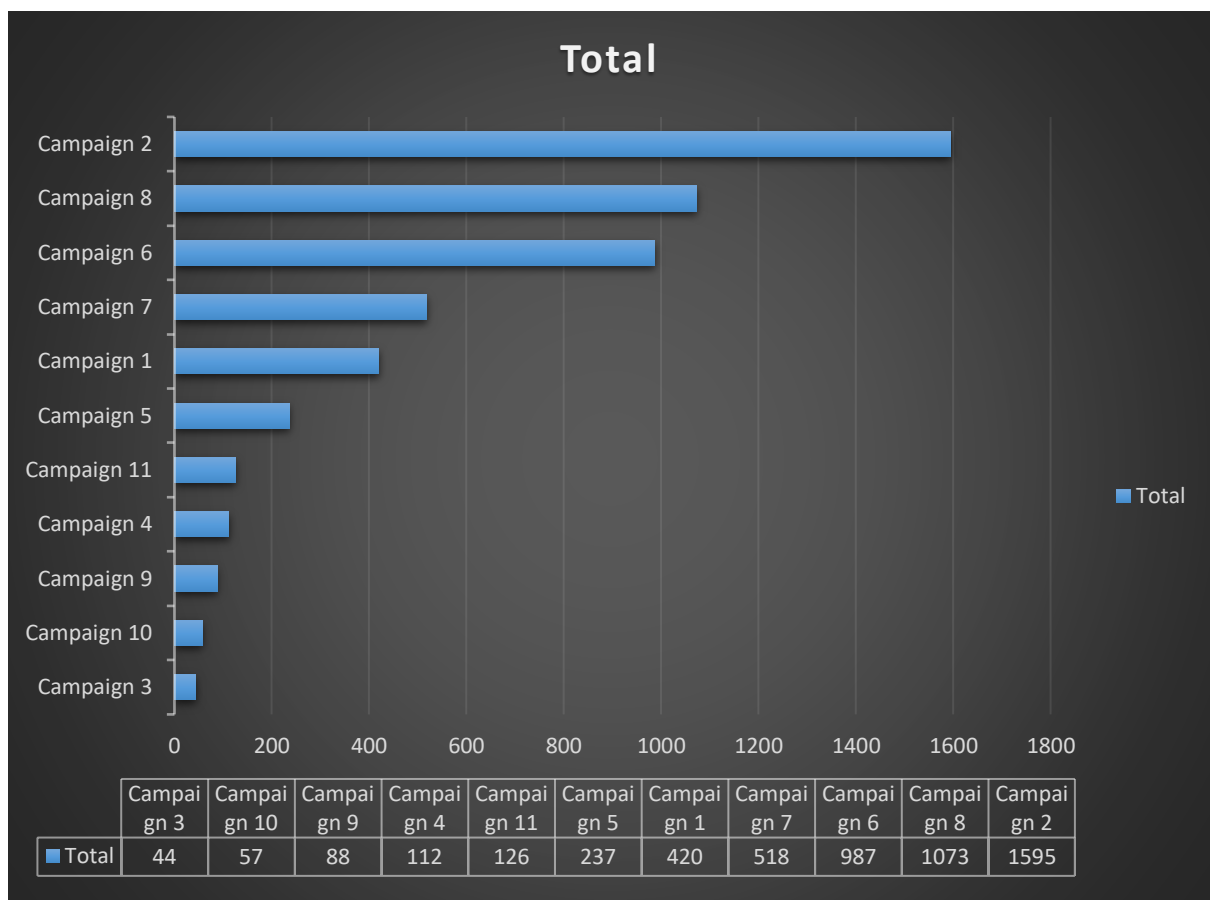
1. **Best Ad:** High CTR, Low CPR, Low CPC<2, Frequency<=2
2. **Worst Ad:** High CPC and High CPR. (Low ULC, CTR<1, CPC>5, CPR>5, Frequency >3).

So, Based on this we will going to remove at least one Ad to discontinue from our project. Also, High spending is also major part to discontinue if the ad do not perform well.

Comparison of campaign id with different parameters

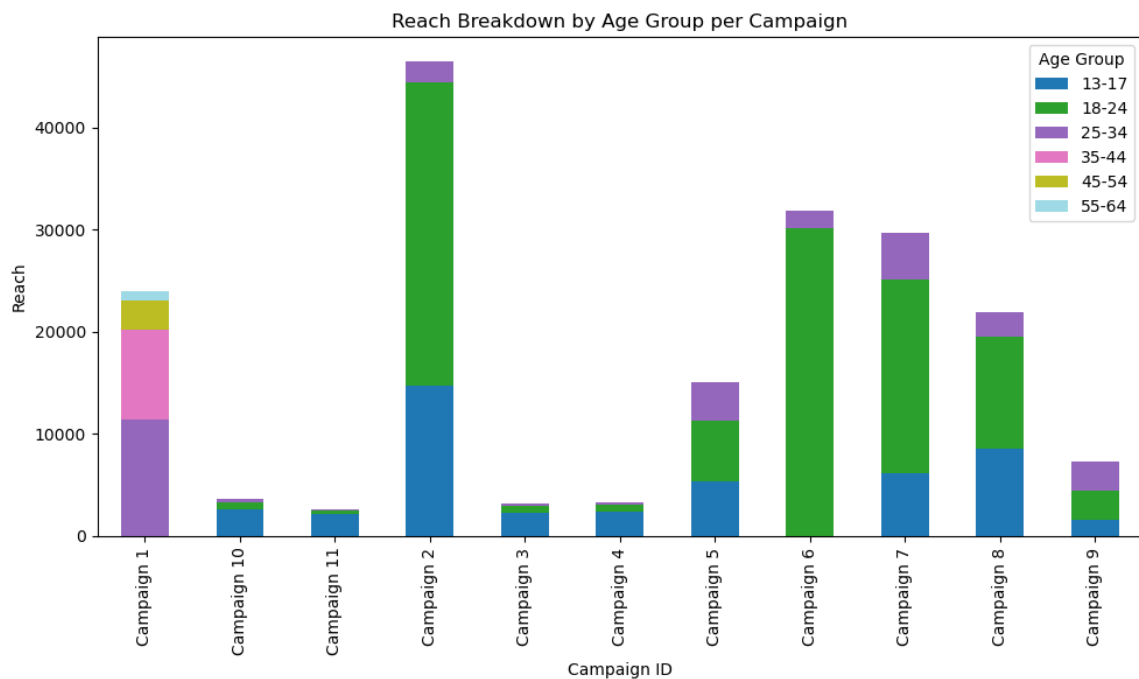
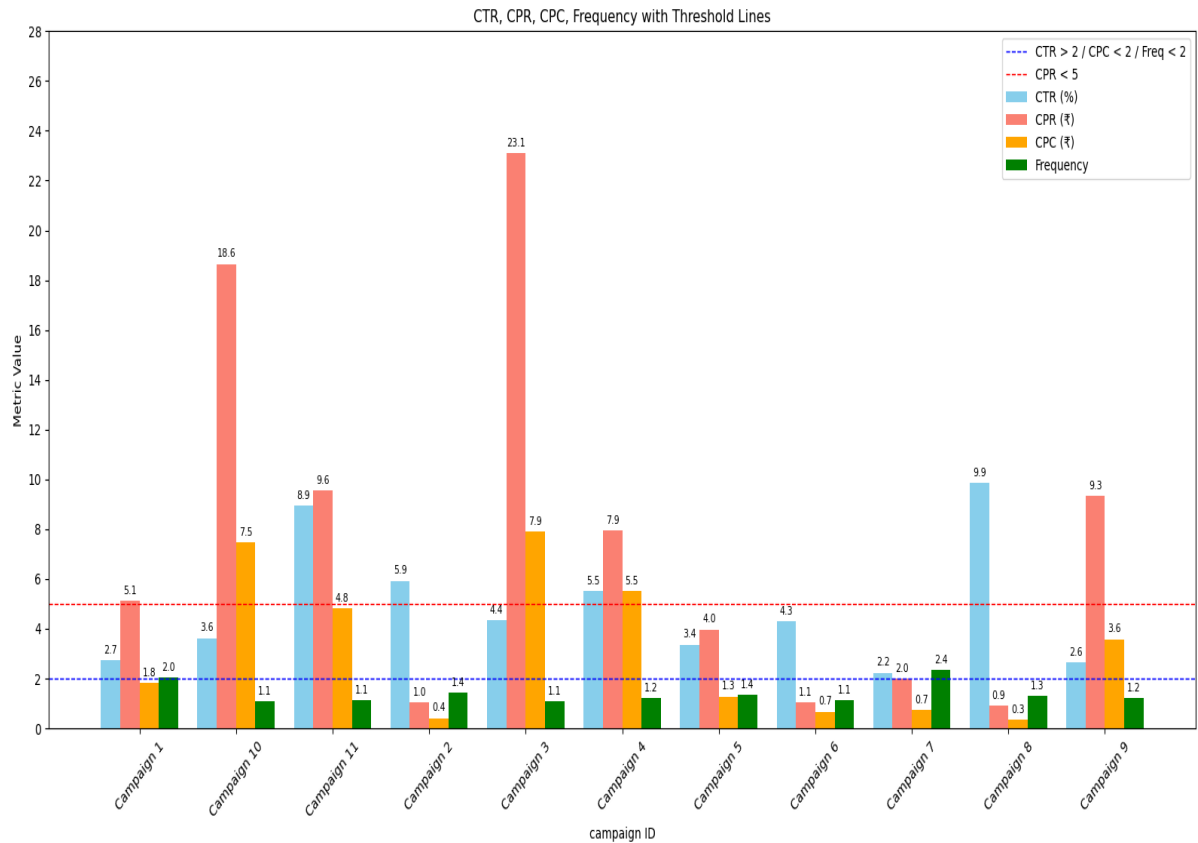


Campaign Id with Unique Link Clicks

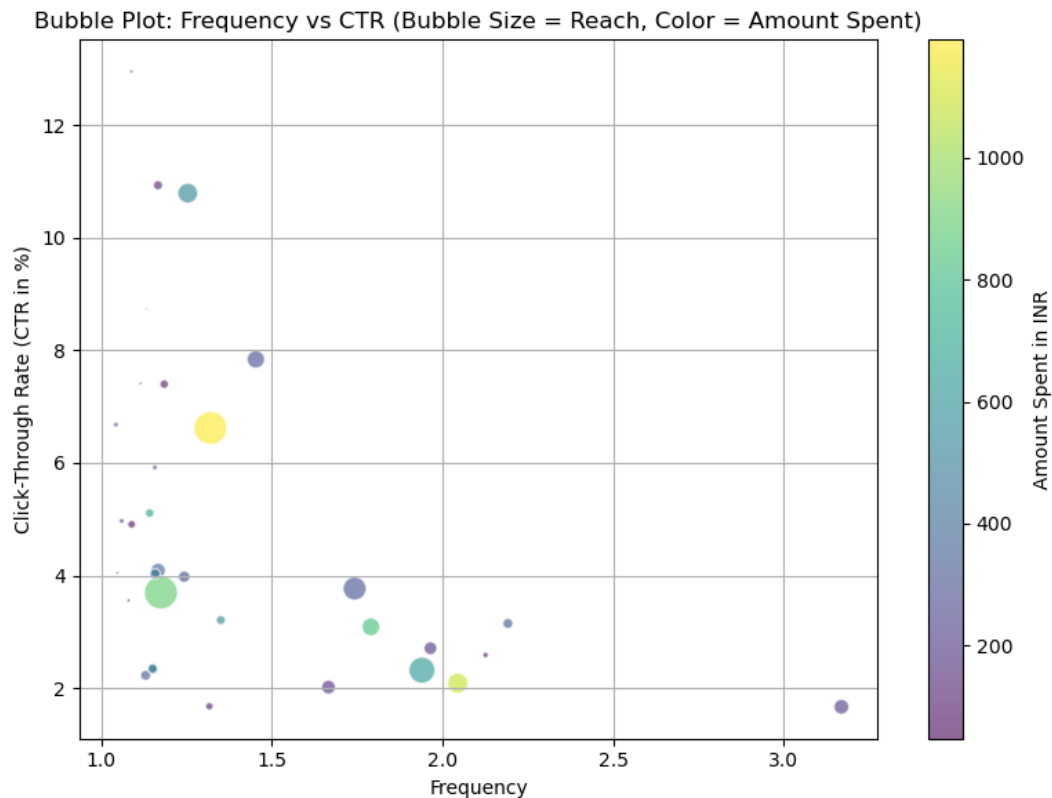


Here, from the bar graph campaign 3 has got the lowest unique clicks, followed by 10, 9, 4, 11, 5, 1, 7, 6, 8, and 2.

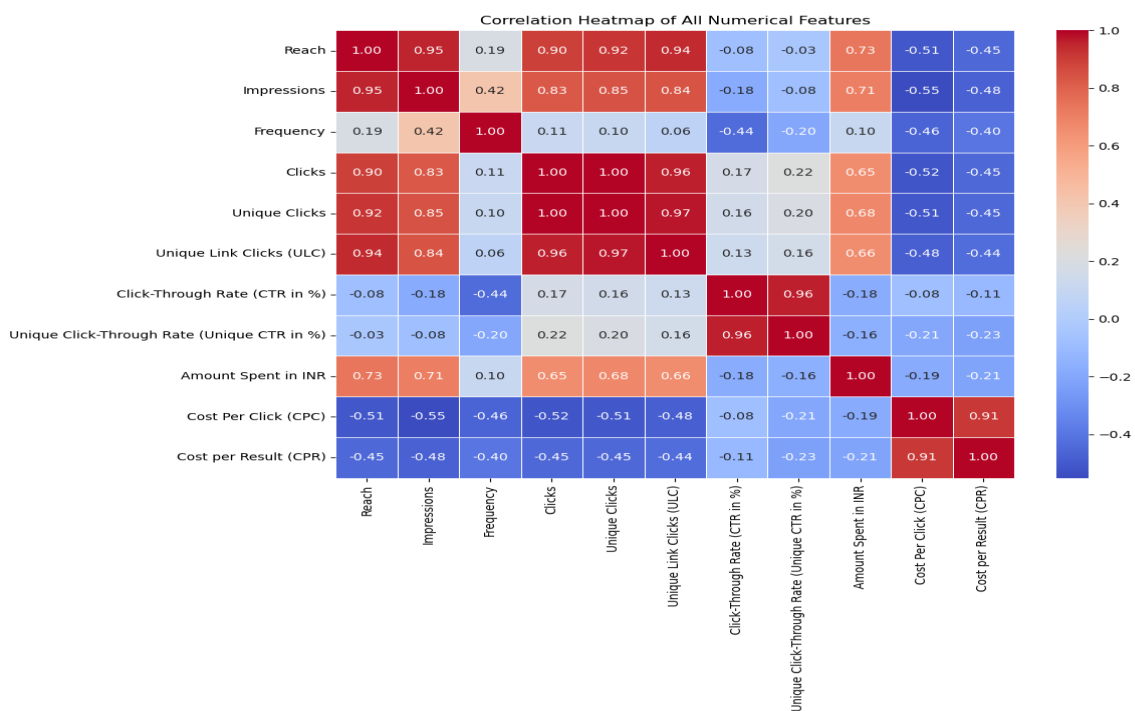
Lowest unique link clicks determines Poor Link Engagement. It might be due to ad quality was not good. Mostly the target poorly engaged is for SHU_STUDENTS (Australia, UAE, UK USA).



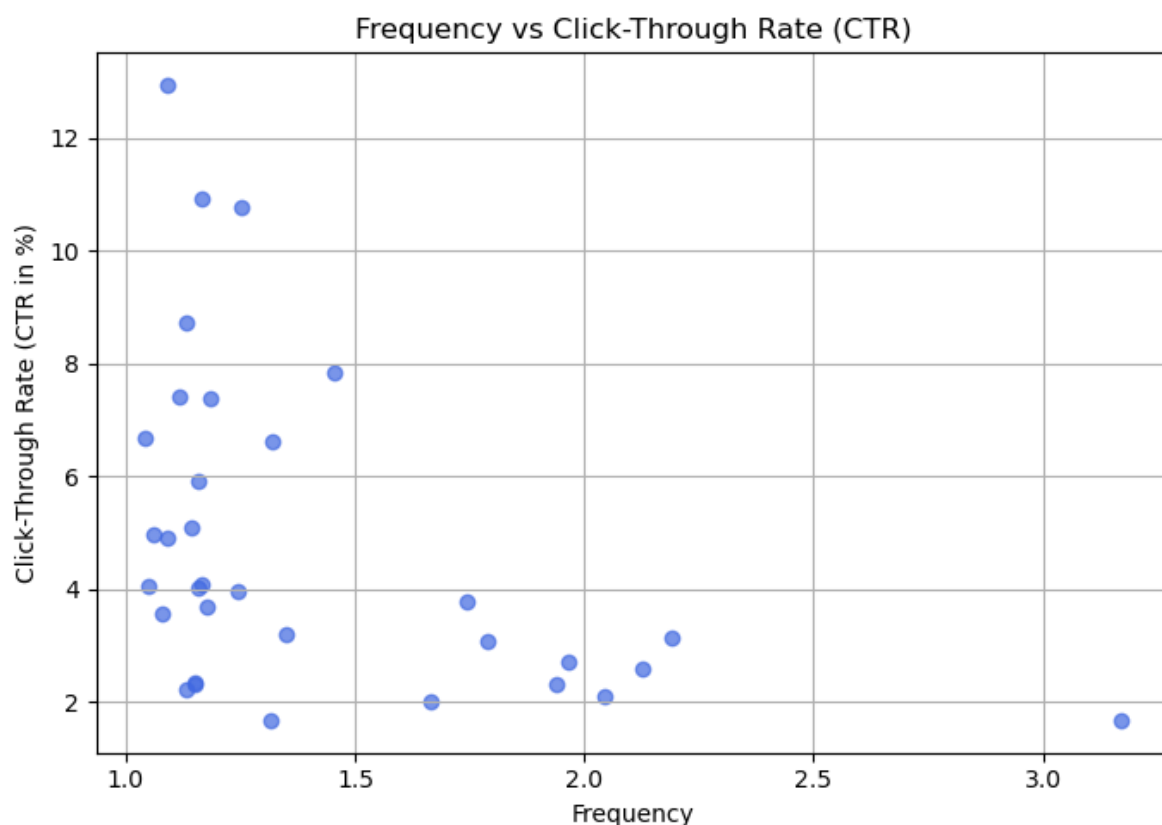
Campaign 2 leads with over 40,000 reach, peaking in 18-24 (over 30,000); Campaign 1 targets 25-34 with 20,000-25,000 reach. Campaigns 5 and 6 focus on 18-24 with 20,000-30,000 reach. Campaigns 3, 4, 10 and 11, show low reach. Older groups (35-64) have minimal reach, indicating a youth (18-24) focus.



The color gradient (Amount Spent in INR) shows that higher spending (yellow, 800-1000 INR) corresponds to moderate CTRs and Reach, while lower spending (purple, 200-400 INR) is associated with lower CTRs and Reach.



The correlation heatmap reveals strong positive relationships between Reach, Impressions, Clicks, Unique Clicks, and Unique Link Clicks, all of which also moderately correlate with Amount Spent in INR, indicating that higher spending drives engagement. Frequency shows a moderate link with Impressions and Clicks, while CPC and CPR are moderately correlated with each other. Conversely, CTR and Unique CTR negatively correlate with CPC, CPR, and Amount Spent, suggesting that higher efficiency in click-through rates reduces costs. Weak or no correlations exist between CTR/Unique CTR and engagement metrics, implying that efficiency may depend on factors beyond engagement levels.



The scatter plot shows a weak negative correlation between Frequency and CTR, with CTR decreasing as Frequency increases.

This suggests that campaigns with lower frequency and higher investment may achieve better engagement, though optimal Reach and spending levels vary.



The heatmap shows that Campaigns 1, 2, 5, 7, and 8 have the highest reach, particularly targeting age groups 13-34, with Campaign 2 (29675) and Campaign 7 (18900) excelling in the 18-24 range. Older age groups (35-64) have minimal reach across all campaigns, indicating a focus on younger demographics.

Increase budget to boost engagement (Reach, Impressions, Clicks, Unique Clicks, ULC) and manage Frequency for better click performance. Improve CTR to lower CPC and CPR, as they negatively correlate with efficiency metrics. Optimize separately for engagement and cost-effectiveness due to weak CTR-engagement links.

CONCLUSION

Campaign 3 contributes only little exposure of the total reach, yet consumes significant budget (₹850+ total) in comparison to other campaigns. **Though spending is fine, it might be underfunded and thus under-exposed. Despite** this, it yields low Unique Link Clicks and has the **highest CPC and CPR values**. Given its **low efficiency, limited audience**, and **high cost per engagement**, this campaign is a strong candidate for discontinuation or redesign. Along with that other campaigns are also 9, 10 and 11 are also failed to pass in our test. So, they can also be placed in the list of discontinuation of ads as they are not performing best.