Week 2 Deliverable

Team - 20

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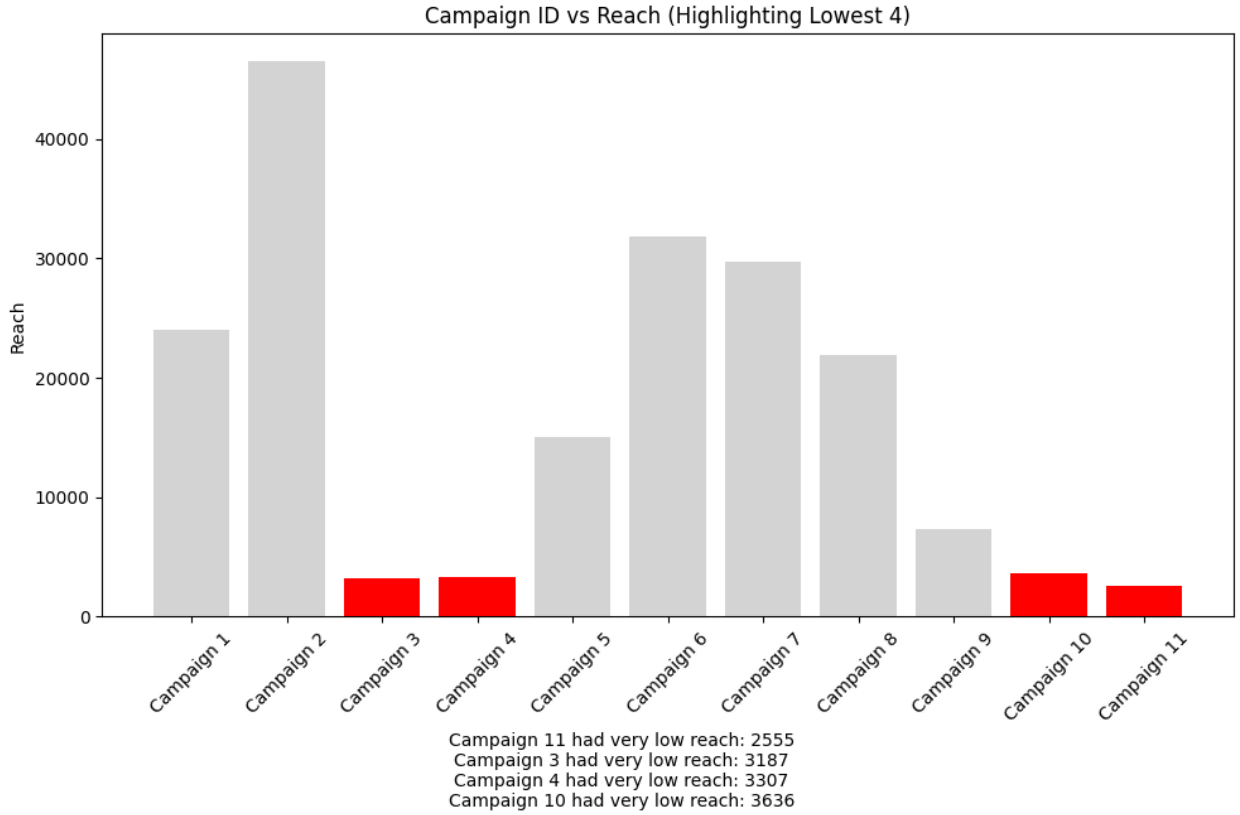
Date : 21-July -2025

1)



Insight:

This chart shows how many unique users each campaign was able to reach.

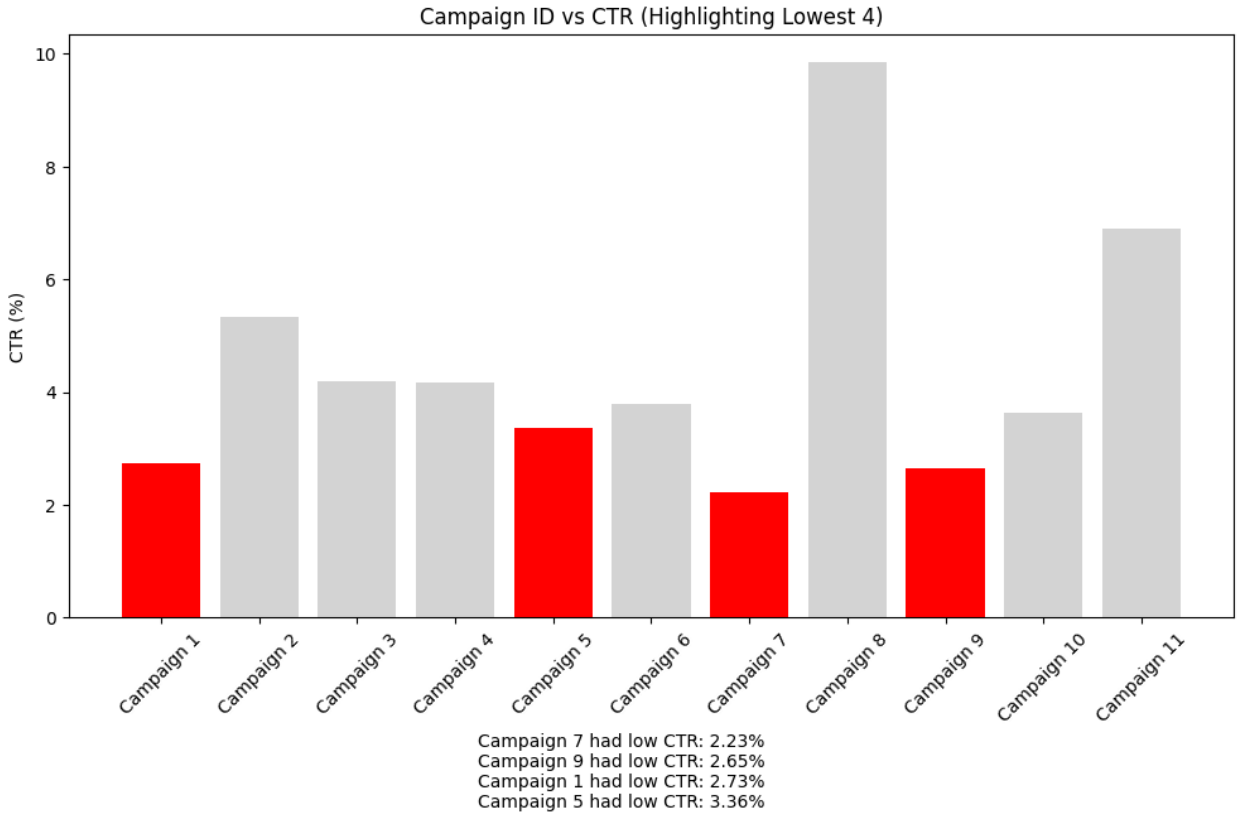
Again, red bars highlight the 4 campaigns with the lowest reach.

A low reach means the ad failed to get in front of a wide audience, limiting its overall potential.

 Lowest Reach Campaigns:

- Campaign 11 — 2,555 people
- Campaign 3 — 3,187 people
- Campaign 4 — 3,307 people
- Campaign 10 — 3,636 people

2)



Insight:

This chart visualizes the engagement performance of each campaign based on how often viewers clicked the ads.

Red bars highlight the 4 lowest-performing campaigns in terms of CTR.

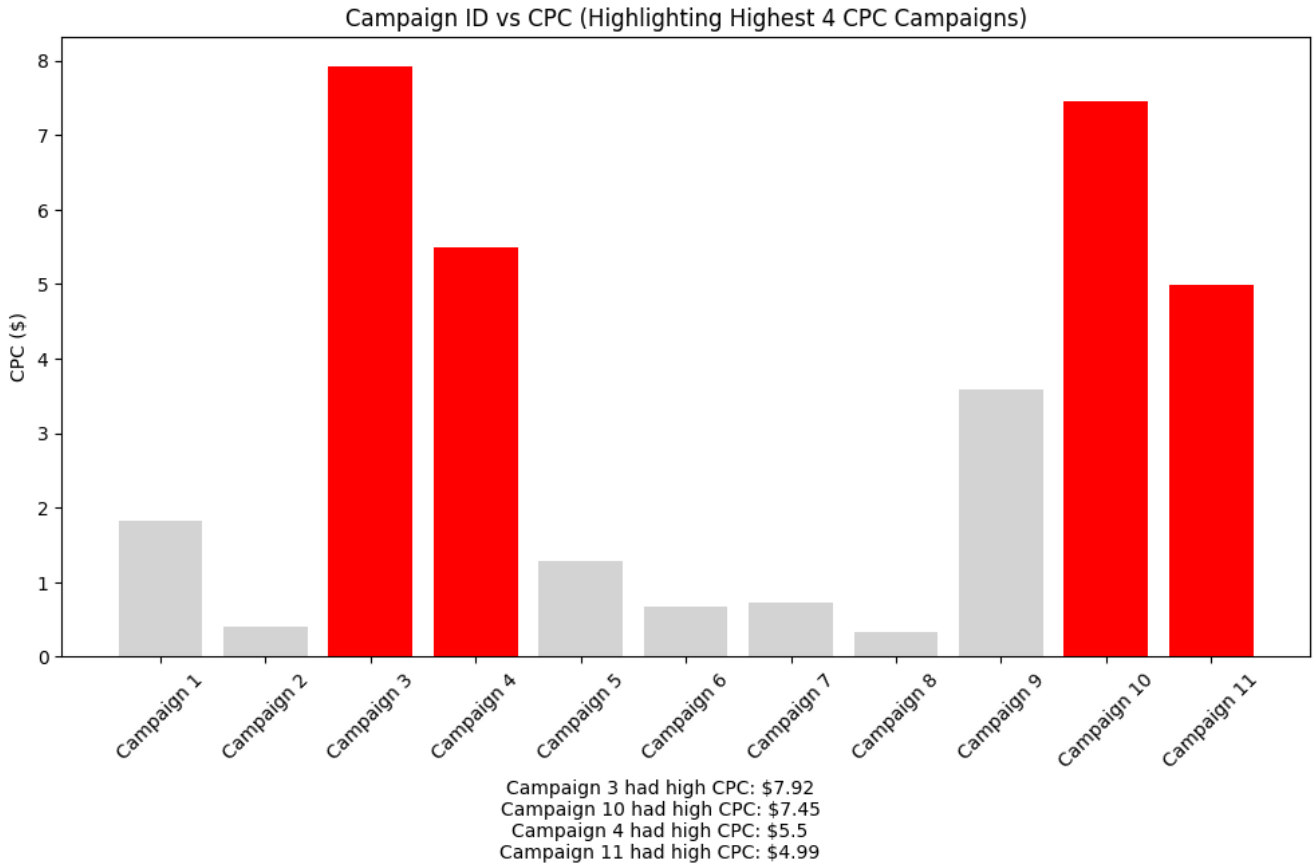
These low CTR values suggest weak ad engagement or poor targeting.

 Worst CTR Performers:

- Campaign 7 — 2.23%
- Campaign 9 — 2.65%
- Campaign 1 — 2.73%
- Campaign 5 — 3.36%

 Interpretation: These campaigns struggled to attract attention, even when shown to users, indicating poor content effectiveness or audience mismatch.

3)



Insight:

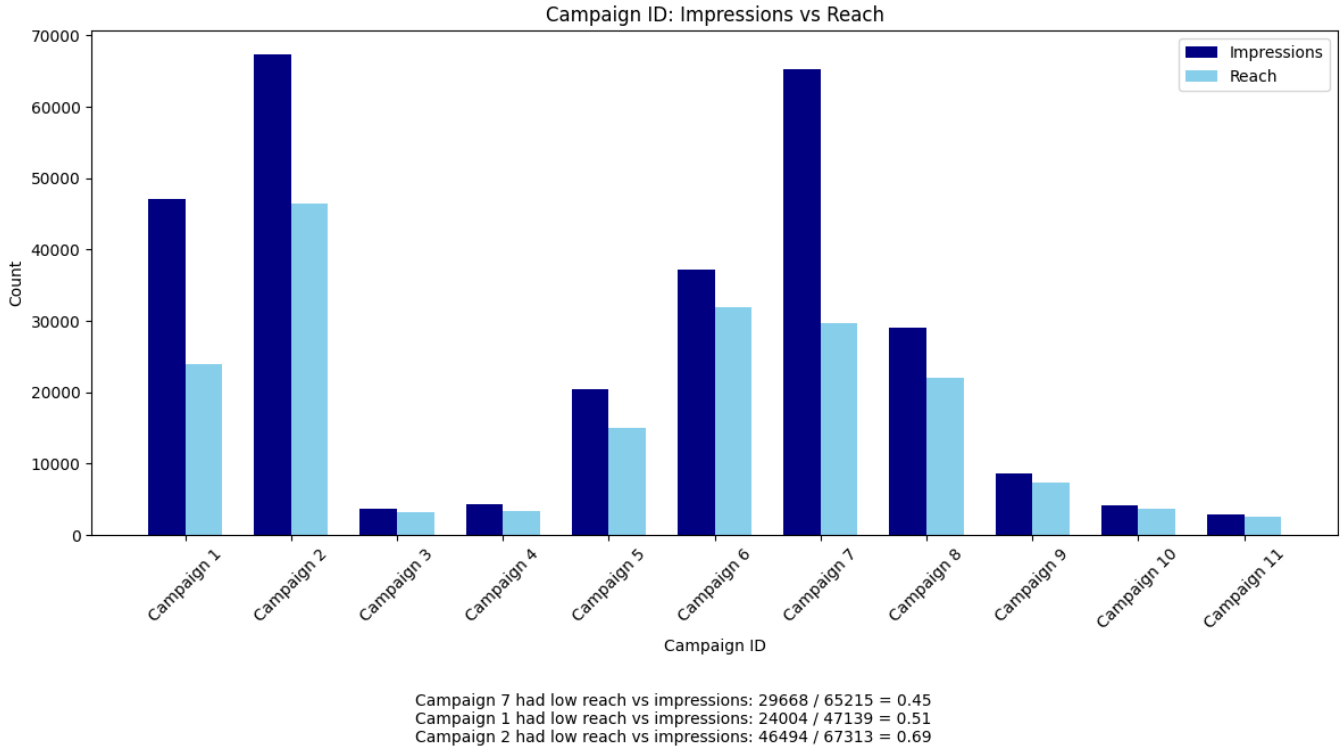
This chart shows the average cost paid per click for each campaign. It's a key indicator of how efficient each campaign is at driving traffic.A higher CPC suggests the campaign is less efficient.

 High CPC campaigns :

- Campaign 3
- Campaign 4
- Campaign 10
- Campaign 11

Interpretation : Campaign 3,4,10 and 11 have the highest CPCs meaning we are paying more than $5-$10 per clicks, which in far above average.

4)



Campaign 7 had low reach vs impressions: 29668 / 65215 = 0.45
Campaign 1 had low reach vs impressions: 24004 / 47139 = 0.51
Campaign 2 had low reach vs impressions: 46494 / 67313 = 0.69

Insight:

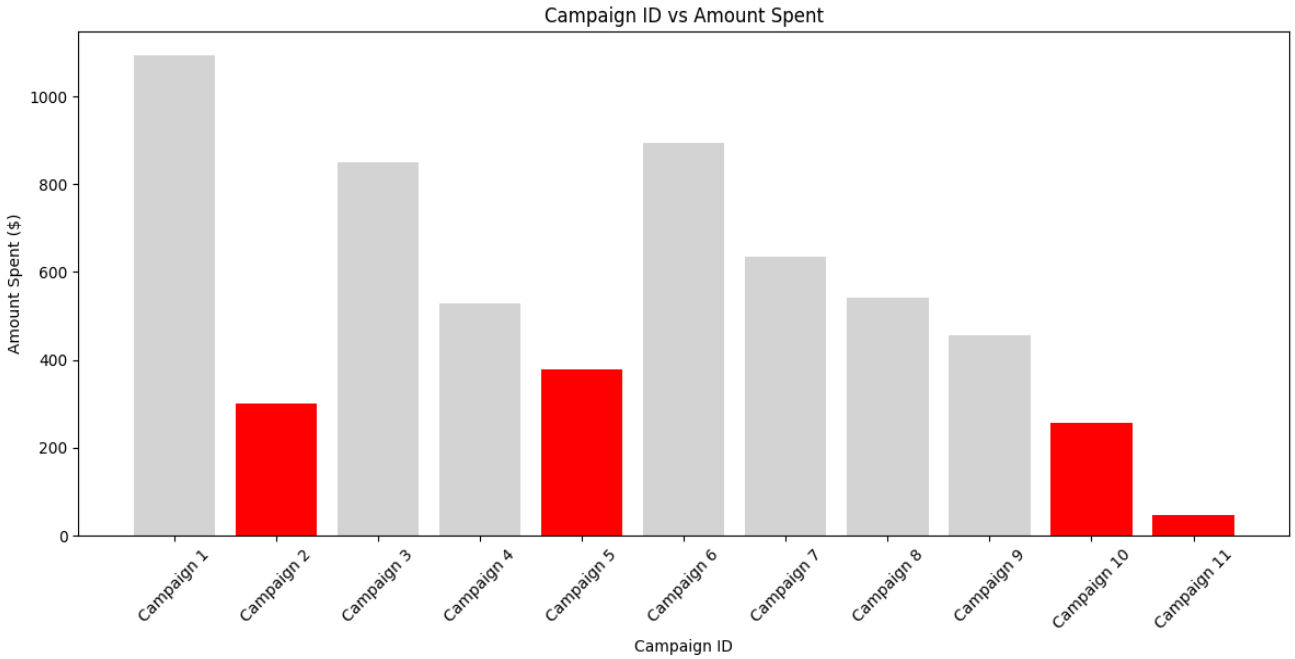
This chart compares how many people saw the adds (Reach) vs. How many total times the adds were shown (Impression).

Low reach vs impression campaigns

- Campaign 7
- Campaign 1
- Campaign 2

Interpretation : These campaigns delivered a high number of impressions, but the ads were repeatedly shown to the same people. That means they lacked broad exposure, which can negatively affect performance.

5)



Worst 4 campaigns by spend: Campaign 11, Campaign 10, Campaign 2, Campaign 5

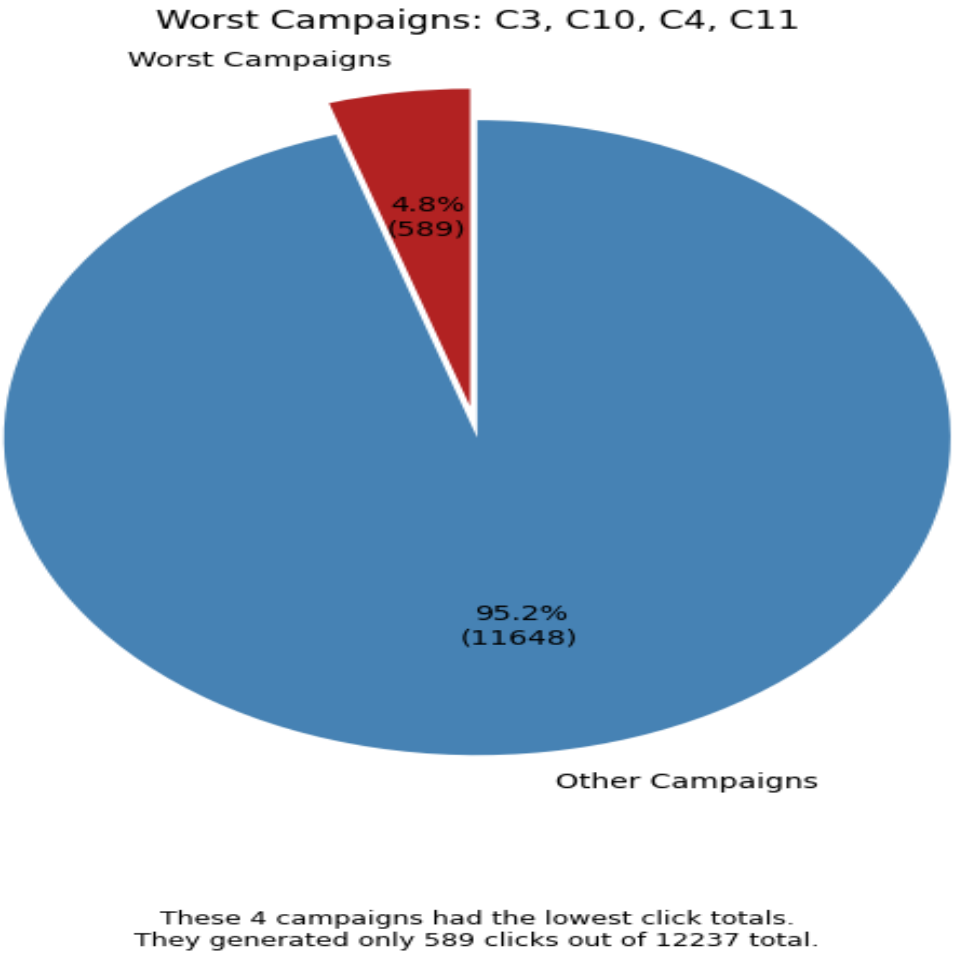
Insight:

This bar chart shows the total amount spent on 11 marketing campaigns. Each bar represents one campaign, with the four lowest-spending campaigns highlighted in red (Campaign 11, Campaign 10, Campaign 2, and Campaign 5), and all others shown in light gray for contrast.

Interpretation:

The visualization highlights a noticeable gap in budget allocation among campaigns. The four lowest spenders may indicate campaigns that were deprioritized, underperforming, or possibly overlooked. To ensure optimal marketing impact, these campaigns should be reviewed to determine whether they deserve increased investment or strategic adjustments.

6)



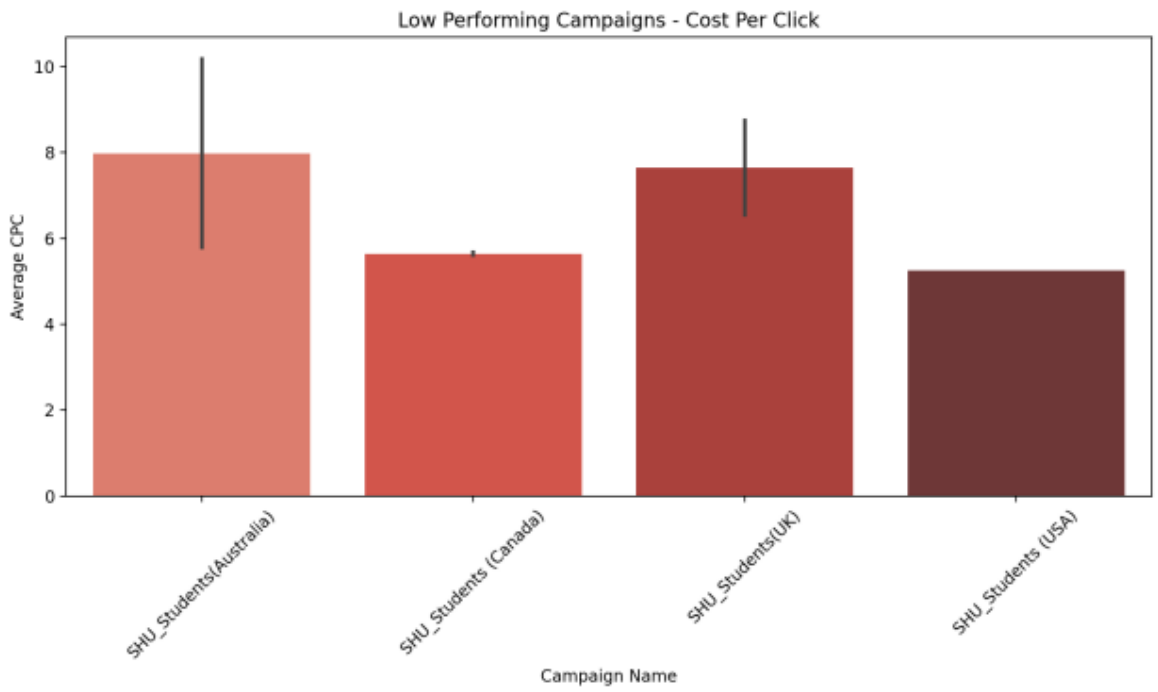
Insight:

The pie chart shows total clicks by campaign. C3, C10, C4, and C11 are the lowest performers, generating only 589 clicks (4.8%) out of 12,237 total clicks.

Interpretation:

These four campaigns had very low engagement. They may need review or adjustment to improve performance or justify future investment.

7)



Insight:

Data visualizations that support our recommendations

Here is a visualization highlighting the low-performing ad campaigns based on low Click-Through Rate (CTR) or high spend. Campaigns with CTR below 2% or high spending with poor engagement are included, helping identify which audiences or campaign types might need optimization.

The visualization we generated is a bar chart that highlights the low-performing ad campaigns based on our previous analysis criteria. It shows the campaigns with the highest average Cost Per Click (CPC), combined with low reach and impressions, which are indicators of inefficiency.

The chart helps us quickly identify which campaigns are not delivering cost-effective results, so we can consider optimizing or pausing them. The color bars represent the CPC for each of these campaigns, making it easy to compare their relative performance.