

FashionElite's ad campaign

Analysis

Objective

- To Analyze the performance data of FashionElite's ad campaign and provide actionable insights.

Data Collection :

Source :

<https://www.kaggle.com/code/mansimeena/facebook-ad-campaigns-analysis-sales-prediction>

Format : CSV

Tools Used :MS Excel

About Data

The data used in this project is from an anonymous organisation's social media ad campaign.

- 1.) ad_id: an unique ID for each ad.
- 2.) xyzcampaignid: an ID associated with each ad campaign of XYZ company.
- 3.) fbcampaignid: an ID associated with how Facebook tracks each campaign.
- 4.) age: age of the person to whom the ad is shown.
- 5.) gender: gender of the person to whom the ad is shown
- 6.) interest: a code specifying the category to which the person's interest belongs (interests are as mentioned in the person's Facebook public profile).
- 7.) Impressions: the number of times the ad was shown.
- 8.) Clicks: number of clicks on for that ad.
- 9.) Spent: Amount paid by company xyz to Facebook, to show that ad.
- 10.) Total conversion: Total number of people who enquired about the product after seeing the ad.
- 11.) Approved conversion: Total number of people who bought the product after seeing the ad

DATA CLEANING

- Data Found in the data set is cleaned and ready to Analyze
- No missing values found
- No duplicates Found

Exploring the data

- Descriptive Statistics of each column is noted for further process .

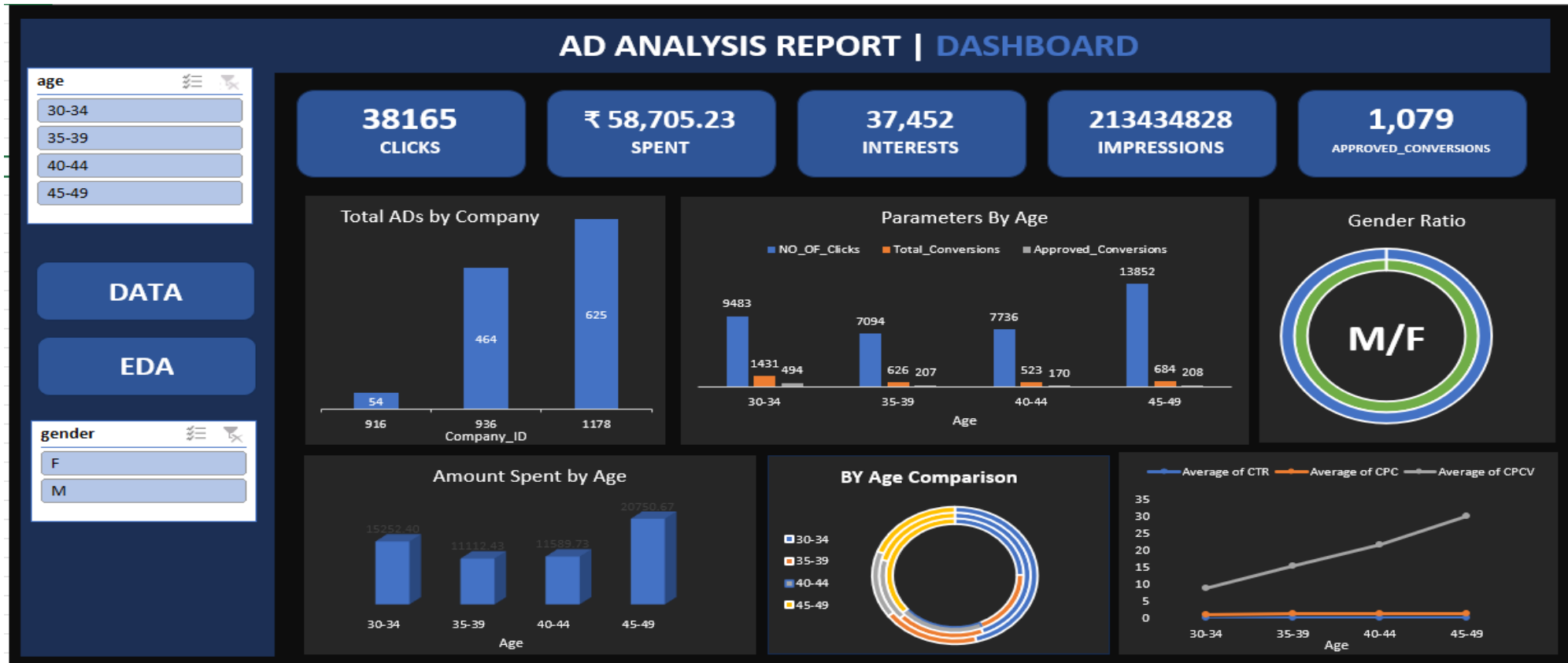
Pivot Tables

- Pivot tables are used to identify and summarise the dataset
- Pivot tables are also used to visualize the data

BY AGE			
AGE	NO_OF_Clicks	Total_Conversions	Approved_Conversions
30-34	9483	1431	494
35-39	7094	626	207
40-44	7736	523	170
45-49	13852	684	208
Grand Total	38165	3264	1079

Comparative Report:

- A Complete Dynamic Dashboard is constructed to identify the patterns



Analysis And Outcomes

- As Age is increasing the clicks are high but conversion is less.
- On The Younger and Older aged user company has spent more.
- Company has spent more on females than Males.

Recommendations

- Increase amount of spend on middle aged users also.
- Try to increase the CTR(Click through rate) of users of younger age so that maximum goal can be reached.
- Gain the attention by using the different types of pricing techniques.
- Try to gain more visits from older age Men where the count is less by improving product Quality.