**Workflow of the Task:**

1. Reading the given datasets into the Power BI.
2. Merging the datasets into one dataset using ‘Merge Query as New’ in Power Query Editor.
3. Data Cleaning:
   1. Changing column datatypes into their respective formats
   2. Replacing Unknown values
   3. Removing unnecessary value/ rows/ columns.
   4. Aggregations if needed.
4. Creating new table as ‘adcampaign\_data’ using ‘Groupby’ function and creating new columns/features like ‘ROI’, ‘RoAS’, ‘CPC’, ‘CTR’, ‘CR’
   1. Simple DAX functions like ADD, MULTIPLY, DVIDE, etc are used to create new columns.
5. Creating another table as ‘hourly\_item\_name’ using ‘Groupby’ function and adding new column/ feature ‘Time Bins’ i.e., created bins for time in hours using ‘Conditional Formatting’.
6. Then, building relationship between tables based on common column, using ‘Manage Relationship’ function.
7. Canvas Setting was set to 720 x 1700.
8. Data Visualization:
   1. Charts like Stacked Bar Chart is used to generate data like Highest Revenue, Highest ROI, Highest RoAS based on Campaign ID.
   2. Donut Chart is used to visualize Hourly Sales and Revenue, and Impressions per Product Category.
   3. Line Chart is used to visualize Trend of Sales during and after the Campaign Period. Where, Reference Line and Forecasting is also used in this chart.
   4. Stacked Column Chart is used to generate Top Sales during Campaign, and Sales Performance across Product Categories.
   5. Funnel Chart is used to visualize Top Performing Campaigns.
   6. Line Chart is use to Visualize CPC, CTR, Conversion Rate.
   7. Slicers and Cards are used to give an insight of Total Sales, Revenue, Cost of Ads.
   8. Page Navigation is also present on top of every page, to ease the viewing.
9. A .docx file is used to present the findings and answer the questions given.
10. A .pbix is also attached.