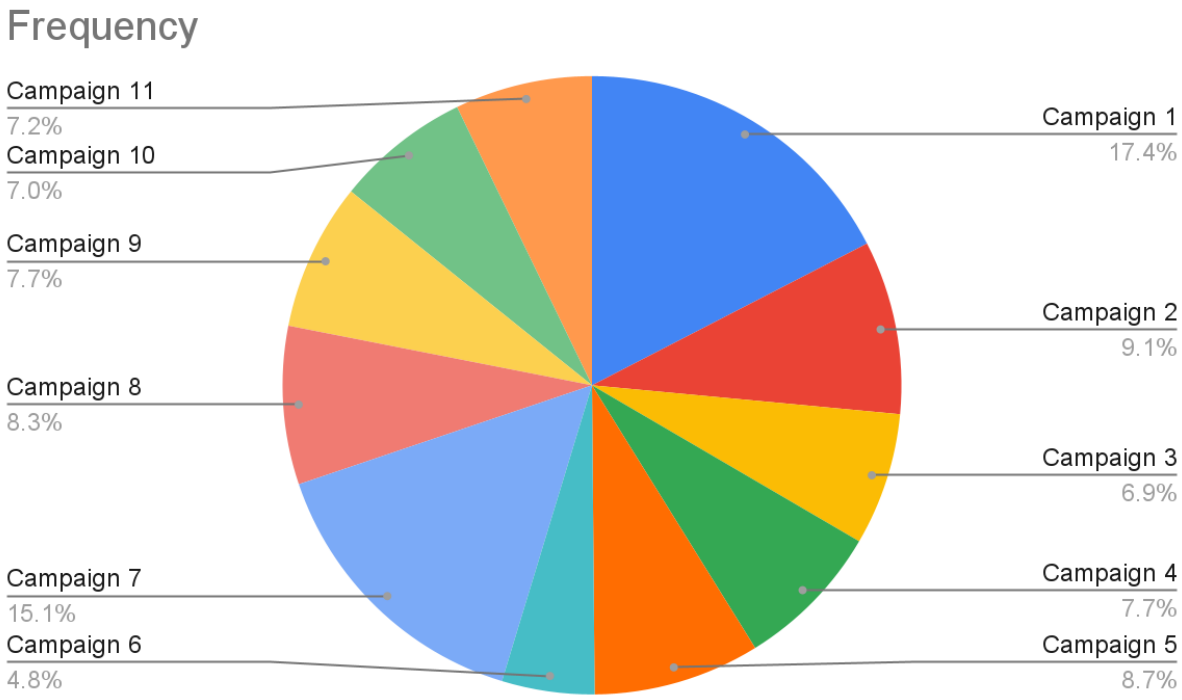
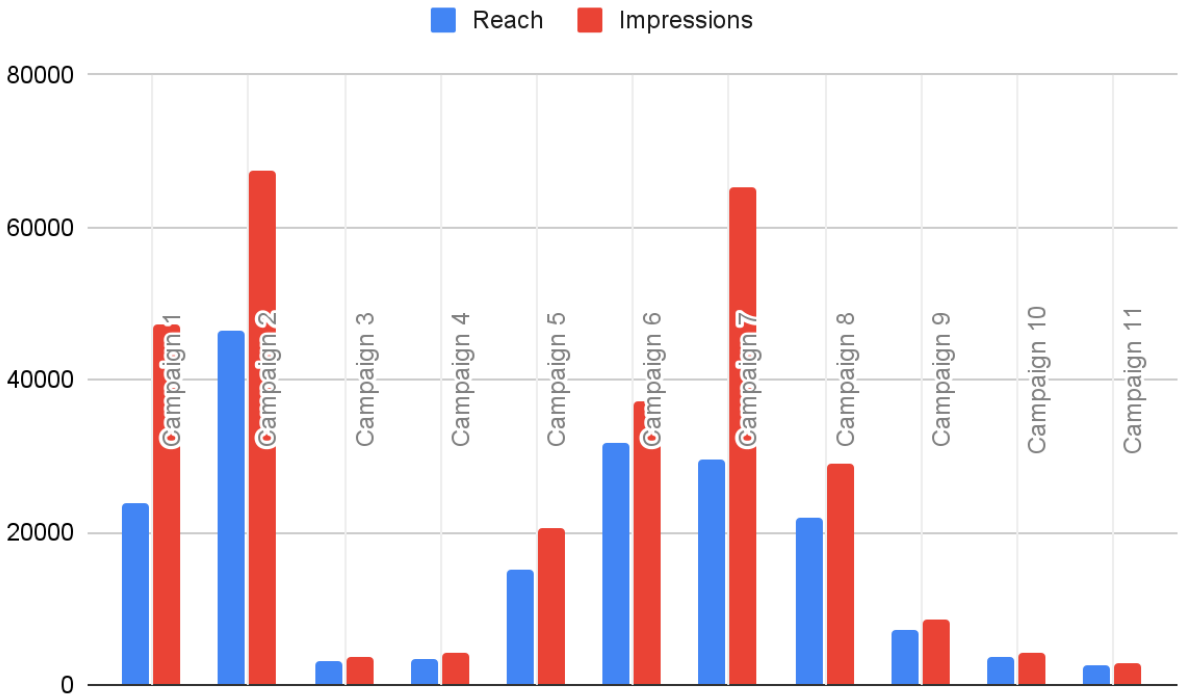
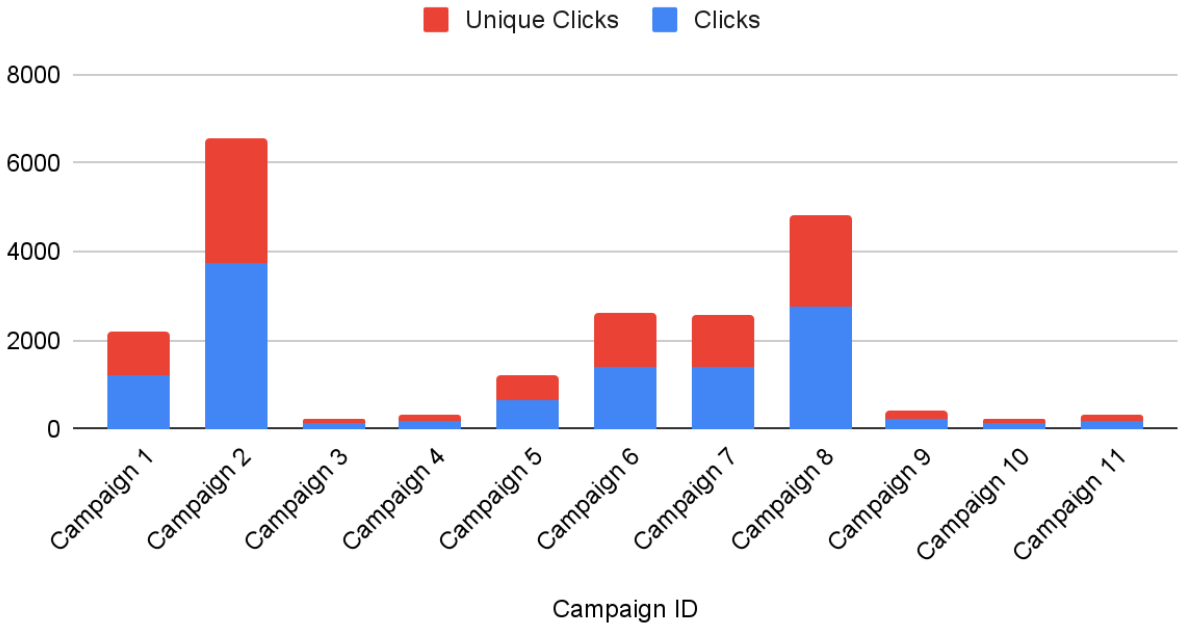
Data Visualizations:

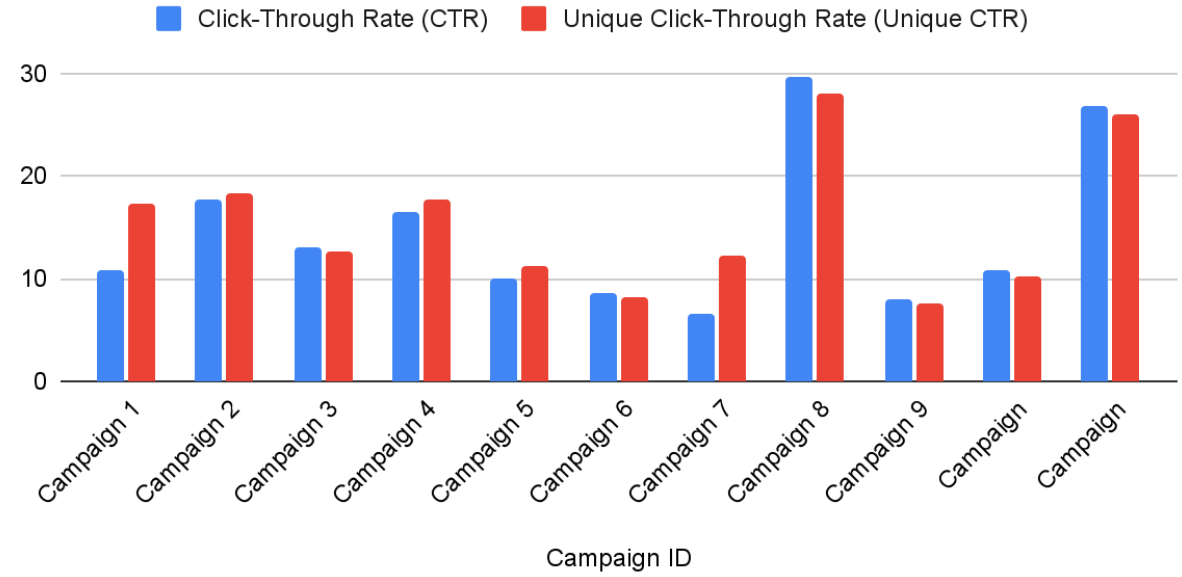


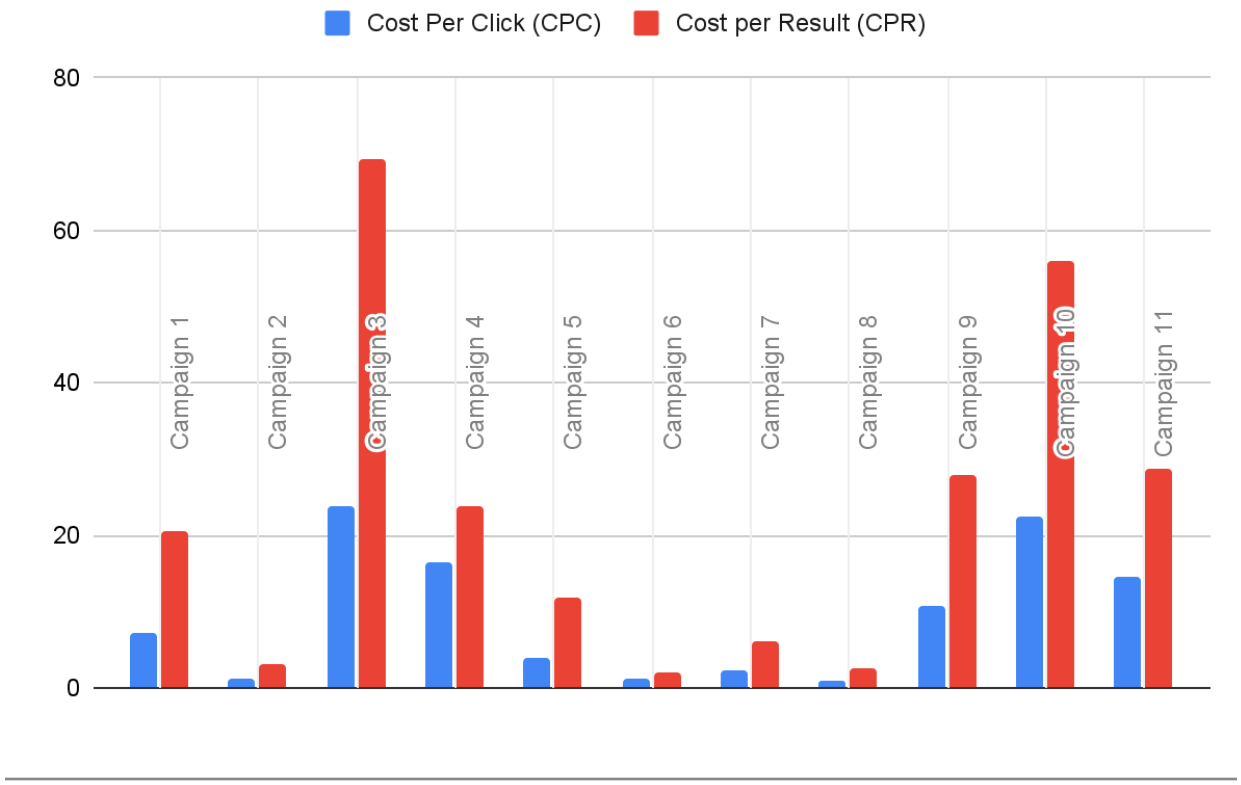


Clicks and Unique Clicks



Click-Through Rate (CTR) and Unique Click-Through Rate (Unique CTR)





Analysis:

Rankings Below Where Campaign IDs At The Top Are ‘Good’ While Those At The Bottom Are ‘Bad’

Frequency	Reach + Impressions	Clicks + Unique Clicks	CTR + Unique CTR	CPC + CTR
1	2	2	8	6
7	7	8	11	2
2	6	7	2	8
5	8	6	4	7
8	1	1	1	5
9	5	5	3	1
4	9	9	5	4
11	10	4	10	9

10	4	11	7	11
3	3	3	6	10
6	11	10	9	3

Final Conclusion:

Compressing the raw data and looking at the respective data for each campaign, you can develop various charts that can be used for analysis. These include charts that focus on frequency, a campaign's reach and impressions, clicks and unique clicks, CTR and unique CTR, and CPC and CPR. All of these datasets are important in analyzing an advertisement campaign's effectiveness and potential to produce solid results. The more the frequency, reach, impressions, clicks, and unique clicks, the higher the likelihood of audience engagement and 'success' in various forms, including expanding site traffic, for example. CTC and unique CTR are valuable in understanding the effectiveness of an advertisement and how it induces members of the audience into clicking on the link or the ad. CPC and CPR are essential to then understanding the value of a specific advertisement as it contains the potential to compare the investment to the product. The lower the cost per result or click means the more the profit generally.

For discontinuation, Campaign #3 would be the best choice. If you were to analyze the charts and visualizations that help to depict the compressed data, Campaign #3 holds the highest CPC + CPR and almost the lowest frequency, clicks + unique clicks, and reach + impressions. As a result, it is not the best choice to continue as it takes in a high cost/investment for smaller products.