



Project Summary: Facebook Campaign Dashboard

1. Introduction

The Facebook Campaign Dashboard was created to analyze and monitor the performance of Facebook ad campaigns. The goal of this project is to provide clear insights into campaign effectiveness, audience engagement, and ROI through interactive visualizations.

2. Objectives

- To analyze campaign performance across different ad sets.
 - To monitor key engagement metrics such as likes, comments, and shares.
 - To evaluate ad spend versus conversions.
 - To support data-driven decision-making in marketing strategies.
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3. Tools & Technologies Used

- Power BI – for data visualization and dashboard creation.
 - Excel – for data cleaning and preprocessing.
 - SQL (if used) – for querying and data transformation.
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4. Workflow

1. Data Collection – Imported campaign performance data from Facebook Ads.
2. Data Cleaning – Removed inconsistencies and formatted data in Excel.

3. **Data Transformation – Organized campaign-wise and date-wise data.**
 4. **Dashboard Creation – Built an interactive dashboard in Power BI.**
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5. Key Features of Dashboard

- **Campaign-wise performance analysis.**
 - **Engagement breakdown (likes, comments, shares, clicks).**
 - **Comparison of ad spend vs. conversions.**
 - **Interactive filters for detailed exploration.**
 - **Easy-to-understand design for decision-makers.**
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6. Insights Gained

- **Identified top-performing campaigns that generated maximum engagement.**
 - **Recognized underperforming ads with low ROI.**
 - **Observed patterns in audience interaction over time.**
 - **Helped in optimizing ad spend by focusing on high-performing campaigns.**
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7. Recommendations

- **Focus on high ROI campaigns – Allocate more budget to ads delivering better results.**
- **Optimize underperforming campaigns – Revise content/target audience for low engagement ads.**
- **Monitor engagement trends – Identify the best posting times and ad formats.**

- **Use A/B testing – Experiment with different creatives to improve performance.**
 - **Regular reporting – Update dashboard with fresh data for real-time decision-making.**
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8. Conclusion

The Facebook Campaign Dashboard has proven to be a valuable tool for analyzing, monitoring, and improving marketing strategies. By leveraging data visualization, businesses can optimize their ad campaigns, maximize ROI, and make informed decisions.