

# Google

As a Data Analyst on the Google Ads Performance Analytics team, you are tasked with evaluating the performance of recent ad campaigns to identify trends in conversions and revenue generation....

Question 1: What are the top 5 ad campaign IDs with the highest number of conversions, that started in April 2024?

```
SELECT campaign_id, conversions  
FROM ad_campaigns  
WHERE start_date BETWEEN '2024-04-01' AND '2024-04-30'  
ORDER BY conversions DESC  
LIMIT 5
```



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**Question 2:** Identify the distinct ad types with more than 100 conversions that started in May 2024.

```
SELECT DISTINCT ad_type, conversions  
FROM ad_campaigns  
WHERE conversions > '100' AND start_date BETWEEN '2024-05-01'  
AND '2024-05-31'
```



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Question 3: Of the campaigns that started in June 2024, find the ones that did not generate any revenue. Please list the campaign names and start dates.

```
SELECT campaign_name, start_date  
FROM ad_campaigns  
WHERE revenue == '0' AND start_date BETWEEN '2024-06-01' AND  
'2024-06-30'
```

