

WEEK ONE: VIRTUAL INTERNSHIP ASSIGNMENT

The data that is given by the marketing team at globalshala from the Superhero U event, the campaigns that are running in that event are given from campaign 1 to campaign 11. In that data, they have included reach, impressions, cost etc of all those campaign ads.

By analyzing those campaign's we have chosen **campaign 3** for discontinuing from that data.

Reasons: i). CPR of campaign 3 is highest among all the campaign.

ii). CPC of campaign 3 is also high which shows people do not show interest in the campaign.