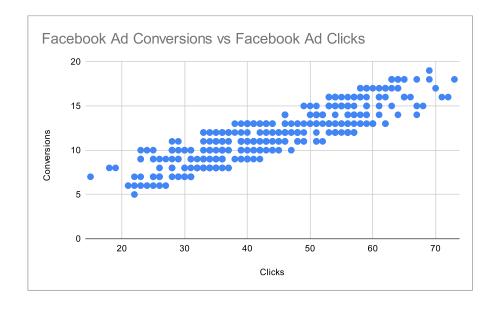
| Date      | Facebook Ad<br>Clicks | Facebook Ad<br>Conversions |
|-----------|-----------------------|----------------------------|
| 1/1/2023  | 18                    | 8                          |
| 1/2/2023  | 36                    | 12                         |
| 1/3/2023  | 26                    | 8                          |
| 1/4/2023  | 27                    | 9                          |
| 1/5/2023  | 15                    | 7                          |
| 1/6/2023  | 37                    | 10                         |
| 1/7/2023  | 49                    | 15                         |
| 1/8/2023  | 49                    | 12                         |
| 1/9/2023  | 36                    | 12                         |
| 1/10/2023 | 41                    | 13                         |
| 1/11/2023 | 51                    | 14                         |
| 1/12/2023 | 56                    | 14                         |
| 1/13/2023 | 48                    | 12                         |
| 1/14/2023 | 42                    | 11                         |
| 1/15/2023 | 56                    | 12                         |
| 1/16/2023 | 31                    | 7                          |
| 1/17/2023 | 28                    | 10                         |
| 1/18/2023 | 40                    | 13                         |
| 1/19/2023 | 30                    | 8                          |
| 1/20/2023 | 50                    | 13                         |
| 1/21/2023 | 33                    | 8                          |
| 1/22/2023 | 46                    | 12                         |
| 1/23/2023 | 28                    | 10                         |
| 1/24/2023 | 43                    | 12                         |
| 1/25/2023 | 52                    | 13                         |
| 1/26/2023 | 24                    | 6                          |
| 1/27/2023 | 45                    | 11                         |
| 1/28/2023 | 55                    | 13                         |
| 1/29/2023 | 43                    | 11                         |
| 1/30/2023 | 28                    | 11                         |
| 1/31/2023 | 31                    | 7                          |
| 2/1/2023  | 25                    | 9                          |
| 2/2/2023  | 26                    | 7                          |
| 2/3/2023  | 25                    | 10                         |
| 2/4/2023  | 56                    | 13                         |
| 2/5/2023  | 41                    | 11                         |
| 2/6/2023  | 34                    | 9                          |
| 2/7/2023  | 31                    | 10                         |
| 2/8/2023  | 41                    | 13                         |
| 2/9/2023  | 41                    | 13                         |
| 2/10/2023 | 35                    | 12                         |
| 2/11/2023 | 29                    | 9                          |
| 2/12/2023 | 54                    | 16                         |

| Mean(Conversions) Median(Conversions) | 11.74<br>12.00 |
|---------------------------------------|----------------|
| Mode(Conversions)                     | 13.00          |
|                                       |                |
| Mean(Clicks)                          | 44.05          |
| Median(Clicks)                        | 43.00          |
| Mode(Clicks)                          | 36.00          |
|                                       |                |
| Standard Deviation(Clicks)            | 12.14          |
| Standard Deviation(Convers            | 2.92           |
|                                       |                |
| Correlation Coefficient               | 0.87           |

|                       | Numbe  | er of FB conversio | ns by Grouping fo | or 2019 |
|-----------------------|--------|--------------------|-------------------|---------|
| Number Of conversions | 1 to 5 | 6 to 10            | 11 to 15          | 16+     |
| Number of Occurences  | 1      | 128                | 189               | 47      |



| 2/13/2023       40       10         2/14/2023       31       8         2/15/2023       42       10         2/16/2023       26       7         2/17/2023       31       10         2/18/2023       31       9         2/19/2023       48       11         2/20/2023       34       11         2/21/2023       32       8         2/22/2023       48       11         2/23/2023       28       7         2/24/2023       51       14         2/25/2023       35       12         2/27/2023       55       15         2/28/2023       54       12         3/1/2023       46       12         3/2/2023       57       15         3/3/2023       28       8         3/4/2023       40       11         3/5/2023       43       13         3/6/2023       51       14         3/7/2023       43       13         3/6/2023       51       14         3/7/2023       40       11         3/8/2023       51       14         3/7/2023       29  |           |    |    |
|--|-----------|----|----|
| 2/15/2023     42     10       2/16/2023     26     7       2/17/2023     31     10       2/18/2023     31     9       2/19/2023     48     11       2/20/2023     34     11       2/21/2023     32     8       2/22/2023     48     11       2/23/2023     28     7       2/24/2023     51     14       2/25/2023     35     12       2/27/2023     55     15       2/28/2023     54     12       3/1/2023     46     12       3/2/2023     57     15       3/3/2023     28     8       3/4/2023     40     11       3/5/2023     43     13       3/6/2023     51     14       3/7/2023     43     13       3/8/2023     24     10       3/9/2023     29     9       3/10/2023     22     5       3/11/2023     43     10       3/13/2023     43     10       3/13/2023     43     10       3/15/2023     39     9       3/16/2023     39     9       3/18/2023     39     9       3/18/2023   | 2/13/2023 | 40 | 10 |
| 2/16/2023       26       7         2/17/2023       31       10         2/18/2023       31       9         2/19/2023       48       11         2/20/2023       34       11         2/21/2023       32       8         2/22/2023       48       11         2/23/2023       28       7         2/24/2023       51       14         2/25/2023       34       11         2/26/2023       35       12         2/27/2023       55       15         2/28/2023       54       12         3/1/2023       46       12         3/2/2023       57       15         3/3/2023       28       8         3/4/2023       40       11         3/5/2023       31       14         3/7/2023       43       13         3/8/2023       24       10         3/9/2023       29       9         3/10/2023       22       5         3/11/2023       43       10         3/12/2023       43       10         3/13/2023       59       15         3/16/2023       39 <td>2/14/2023</td> <td>31</td> <td>8</td>        | 2/14/2023 | 31 | 8  |
| 2/16/2023       26       7         2/17/2023       31       10         2/18/2023       31       9         2/19/2023       48       11         2/20/2023       34       11         2/21/2023       32       8         2/22/2023       48       11         2/23/2023       28       7         2/24/2023       51       14         2/25/2023       34       11         2/26/2023       35       12         2/27/2023       55       15         2/28/2023       54       12         3/1/2023       46       12         3/2/2023       57       15         3/3/2023       28       8         3/4/2023       40       11         3/5/2023       31       14         3/7/2023       43       13         3/8/2023       24       10         3/9/2023       29       9         3/11/2023       59       15         3/12/2023       43       10         3/13/2023       41       10         3/15/2023       39       9         3/16/2023       39 <td>2/15/2023</td> <td>42</td> <td>10</td>       | 2/15/2023 | 42 | 10 |
| 2/17/2023       31       10         2/18/2023       31       9         2/19/2023       48       11         2/20/2023       34       11         2/21/2023       32       8         2/22/2023       48       11         2/23/2023       28       7         2/24/2023       51       14         2/25/2023       34       11         2/26/2023       35       12         2/27/2023       55       15         2/28/2023       54       12         3/1/2023       46       12         3/2/2023       57       15         3/3/2023       28       8         3/4/2023       40       11         3/5/2023       31       14         3/7/2023       43       13         3/8/2023       24       10         3/9/2023       29       9         3/10/2023       22       5         3/11/2023       59       15         3/12/2023       43       10         3/15/2023       39       9         3/16/2023       39       9         3/16/2023       39 <td></td> <td>26</td> <td>7</td>                  |           | 26 | 7  |
| 2/18/2023       31       9         2/19/2023       48       11         2/20/2023       34       11         2/21/2023       32       8         2/22/2023       48       11         2/23/2023       28       7         2/24/2023       51       14         2/25/2023       34       11         2/26/2023       35       12         2/27/2023       55       15         2/28/2023       54       12         3/1/2023       46       12         3/2/2023       57       15         3/3/2023       28       8         3/4/2023       40       11         3/5/2023       43       13         3/6/2023       51       14         3/7/2023       44       13         3/8/2023       24       10         3/9/2023       29       9         3/10/2023       29       9         3/11/2023       39       15         3/12/2023       43       10         3/13/2023       54       15         3/15/2023       39       9         3/16/2023       39 <td></td> <td>31</td> <td>10</td>                 |           | 31 | 10 |
| 2/20/2023       34       11         2/21/2023       32       8         2/22/2023       48       11         2/23/2023       28       7         2/24/2023       51       14         2/25/2023       34       11         2/26/2023       35       12         2/27/2023       55       15         2/28/2023       54       12         3/1/2023       46       12         3/2/2023       57       15         3/3/2023       28       8         3/4/2023       40       11         3/5/2023       43       13         3/6/2023       51       14         3/7/2023       44       13         3/8/2023       24       10         3/9/2023       29       9         3/10/2023       29       9         3/11/2023       43       10         3/13/2023       43       10         3/13/2023       43       10         3/13/2023       43       10         3/13/2023       43       10         3/13/2023       43       10         3/15/2023       39 </td <td></td> <td>31</td> <td>9</td>           |           | 31 | 9  |
| 2/20/2023       34       11         2/21/2023       32       8         2/22/2023       48       11         2/23/2023       28       7         2/24/2023       51       14         2/25/2023       34       11         2/26/2023       35       12         2/27/2023       55       15         2/28/2023       54       12         3/1/2023       46       12         3/2/2023       57       15         3/3/2023       28       8         3/4/2023       40       11         3/5/2023       43       13         3/6/2023       51       14         3/7/2023       44       13         3/8/2023       24       10         3/9/2023       29       9         3/10/2023       29       9         3/11/2023       43       10         3/13/2023       43       10         3/13/2023       43       10         3/13/2023       43       10         3/13/2023       43       10         3/13/2023       43       10         3/15/2023       39 </td <td>2/19/2023</td> <td>48</td> <td>11</td> | 2/19/2023 | 48 | 11 |
| 2/21/2023       32       8         2/22/2023       48       11         2/23/2023       28       7         2/24/2023       51       14         2/25/2023       44       11         2/26/2023       35       12         2/27/2023       55       15         2/28/2023       54       12         3/1/2023       46       12         3/2/2023       57       15         3/3/2023       28       8         3/4/2023       40       11         3/5/2023       43       13         3/6/2023       51       14         3/7/2023       44       13         3/8/2023       24       10         3/9/2023       29       9         3/10/2023       29       9         3/11/2023       59       15         3/12/2023       43       10         3/13/2023       59       15         3/14/2023       54       15         3/15/2023       39       9         3/16/2023       39       9         3/18/2023       39       17         3/19/2023       28 <td></td> <td>34</td> <td>11</td>                 |           | 34 | 11 |
| 2/22/2023       48       11         2/23/2023       28       7         2/24/2023       51       14         2/25/2023       34       11         2/26/2023       35       12         2/27/2023       55       15         2/28/2023       54       12         3/1/2023       46       12         3/2/2023       57       15         3/3/2023       28       8         3/4/2023       40       11         3/5/2023       43       13         3/6/2023       51       14         3/7/2023       44       13         3/8/2023       24       10         3/9/2023       29       9         3/10/2023       29       9         3/11/2023       59       15         3/12/2023       43       10         3/13/2023       59       15         3/14/2023       54       15         3/15/2023       39       9         3/16/2023       39       9         3/18/2023       39       9         3/18/2023       39       17         3/21/2023       38 <td></td> <td></td> <td></td>                     |           |    |    |
| 2/23/2023     28     7       2/24/2023     51     14       2/25/2023     44     11       2/26/2023     35     12       2/27/2023     55     15       2/28/2023     54     12       3/1/2023     46     12       3/2/2023     57     15       3/3/2023     28     8       3/4/2023     40     11       3/5/2023     43     13       3/6/2023     51     14       3/7/2023     44     13       3/8/2023     24     10       3/9/2023     29     9       3/10/2023     29     9       3/11/2023     59     15       3/12/2023     43     10       3/13/2023     61     17       3/14/2023     54     15       3/15/2023     39     9       3/16/2023     39     9       3/18/2023     59     17       3/19/2023     28     10       3/20/2023     37     12       3/21/2023     48     11       3/23/2023     36     11       3/23/2023     36     11       3/25/2023     41     10       3/26/2023   | 2/22/2023 | 48 | 11 |
| 2/24/2023     51     14       2/25/2023     44     11       2/26/2023     35     12       2/27/2023     55     15       2/28/2023     54     12       3/1/2023     46     12       3/2/2023     57     15       3/3/2023     28     8       3/4/2023     40     11       3/5/2023     43     13       3/6/2023     51     14       3/7/2023     44     13       3/8/2023     24     10       3/9/2023     29     9       3/10/2023     29     9       3/11/2023     59     15       3/12/2023     43     10       3/13/2023     61     17       3/14/2023     54     15       3/15/2023     39     9       3/16/2023     39     9       3/18/2023     59     17       3/19/2023     28     10       3/20/2023     37     12       3/21/2023     48     11       3/23/2023     36     11       3/23/2023     36     11       3/25/2023     41     10       3/26/2023     40     13       3/28/2023 <td></td> <td>28</td> <td>7</td>   |           | 28 | 7  |
| 2/25/2023     44     11       2/26/2023     35     12       2/27/2023     55     15       2/28/2023     54     12       3/1/2023     46     12       3/2/2023     57     15       3/3/2023     28     8       3/4/2023     40     11       3/5/2023     43     13       3/6/2023     51     14       3/7/2023     44     13       3/8/2023     24     10       3/9/2023     29     9       3/10/2023     22     5       3/11/2023     59     15       3/12/2023     43     10       3/13/2023     61     17       3/14/2023     54     15       3/15/2023     39     9       3/16/2023     32     9       3/18/2023     59     17       3/19/2023     28     10       3/20/2023     37     12       3/21/2023     48     11       3/23/2023     36     11       3/23/2023     36     11       3/25/2023     41     10       3/26/2023     40     13       3/28/2023     39     10  |           |    |    |
| 2/26/2023       35       12         2/27/2023       55       15         2/28/2023       54       12         3/1/2023       46       12         3/2/2023       57       15         3/3/2023       28       8         3/4/2023       40       11         3/5/2023       43       13         3/6/2023       51       14         3/7/2023       44       13         3/8/2023       24       10         3/9/2023       29       9         3/10/2023       22       5         3/11/2023       59       15         3/12/2023       43       10         3/13/2023       59       15         3/14/2023       54       15         3/15/2023       39       9         3/16/2023       39       9         3/18/2023       39       9         3/18/2023       39       17         3/19/2023       28       10         3/20/2023       37       12         3/21/2023       35       11         3/23/2023       36       11         3/24/2023       54 <td></td> <td></td> <td>11</td>                  |           |    | 11 |
| 2/27/2023       55       15         2/28/2023       54       12         3/1/2023       46       12         3/2/2023       57       15         3/3/2023       28       8         3/4/2023       40       11         3/5/2023       43       13         3/6/2023       51       14         3/7/2023       44       13         3/8/2023       24       10         3/9/2023       29       9         3/10/2023       22       5         3/11/2023       59       15         3/12/2023       43       10         3/13/2023       59       15         3/14/2023       54       15         3/15/2023       39       9         3/16/2023       39       9         3/18/2023       39       9         3/18/2023       39       9         3/18/2023       39       17         3/19/2023       28       10         3/20/2023       37       12         3/21/2023       35       11         3/22/2023       35       11         3/23/2023       36 <td></td> <td>35</td> <td>12</td>                 |           | 35 | 12 |
| 2/28/2023     54     12       3/1/2023     46     12       3/2/2023     57     15       3/3/2023     28     8       3/4/2023     40     11       3/5/2023     43     13       3/6/2023     51     14       3/7/2023     44     13       3/8/2023     24     10       3/9/2023     29     9       3/10/2023     22     5       3/11/2023     59     15       3/12/2023     43     10       3/13/2023     61     17       3/14/2023     54     15       3/15/2023     39     9       3/16/2023     39     9       3/18/2023     59     17       3/19/2023     28     10       3/20/2023     37     12       3/21/2023     48     11       3/22/2023     36     11       3/24/2023     54     12       3/25/2023     41     10       3/26/2023     40     13       3/27/2023     36     9       3/28/2023     39     10   |           | 55 | 15 |
| 3/1/2023     46     12       3/2/2023     57     15       3/3/2023     28     8       3/4/2023     40     11       3/5/2023     43     13       3/6/2023     51     14       3/7/2023     44     13       3/8/2023     24     10       3/9/2023     29     9       3/10/2023     22     5       3/11/2023     59     15       3/12/2023     43     10       3/13/2023     61     17       3/14/2023     54     15       3/15/2023     39     9       3/16/2023     39     9       3/18/2023     59     17       3/19/2023     28     10       3/20/2023     37     12       3/21/2023     38     10       3/22/2023     35     11       3/23/2023     36     11       3/25/2023     41     10       3/26/2023     40     13       3/28/2023     39     10  |           |    |    |
| 3/2/2023     57     15       3/3/2023     28     8       3/4/2023     40     11       3/5/2023     43     13       3/6/2023     51     14       3/7/2023     44     13       3/8/2023     24     10       3/9/2023     29     9       3/10/2023     22     5       3/11/2023     59     15       3/12/2023     43     10       3/13/2023     61     17       3/14/2023     54     15       3/15/2023     39     9       3/16/2023     39     9       3/18/2023     39     17       3/19/2023     32     9       3/19/2023     32     9       3/20/2023     37     12       3/21/2023     48     11       3/22/2023     35     11       3/23/2023     36     11       3/25/2023     41     10       3/26/2023     40     13       3/28/2023     39     10   |           | 46 |    |
| 3/3/2023       28       8         3/4/2023       40       11         3/5/2023       43       13         3/6/2023       51       14         3/7/2023       44       13         3/8/2023       24       10         3/9/2023       29       9         3/10/2023       22       5         3/11/2023       59       15         3/12/2023       43       10         3/13/2023       61       17         3/14/2023       54       15         3/15/2023       39       9         3/16/2023       39       9         3/18/2023       39       9         3/18/2023       39       17         3/19/2023       32       9         3/19/2023       32       9         3/21/2023       37       12         3/21/2023       35       11         3/22/2023       35       11         3/24/2023       34       12         3/25/2023       41       10         3/26/2023       40       13         3/28/2023       39       10   |           | 57 |    |
| 3/4/2023       40       11         3/5/2023       43       13         3/6/2023       51       14         3/7/2023       44       13         3/8/2023       24       10         3/9/2023       29       9         3/10/2023       22       5         3/11/2023       59       15         3/12/2023       43       10         3/13/2023       61       17         3/14/2023       54       15         3/15/2023       39       9         3/16/2023       39       9         3/18/2023       59       17         3/19/2023       28       10         3/20/2023       37       12         3/21/2023       48       11         3/22/2023       35       11         3/23/2023       36       11         3/24/2023       54       12         3/25/2023       41       10         3/26/2023       40       13         3/28/2023       39       10  |           |    |    |
| 3/5/2023       43       13         3/6/2023       51       14         3/7/2023       44       13         3/8/2023       24       10         3/9/2023       29       9         3/10/2023       22       5         3/11/2023       59       15         3/12/2023       43       10         3/13/2023       61       17         3/14/2023       54       15         3/15/2023       39       9         3/16/2023       39       9         3/18/2023       59       17         3/19/2023       28       10         3/20/2023       37       12         3/21/2023       48       11         3/22/2023       35       11         3/23/2023       36       11         3/24/2023       54       12         3/25/2023       41       10         3/26/2023       40       13         3/28/2023       39       10   |           | 40 | 11 |
| 3/7/2023     44     13       3/8/2023     24     10       3/9/2023     29     9       3/10/2023     22     5       3/11/2023     59     15       3/12/2023     43     10       3/13/2023     61     17       3/14/2023     54     15       3/15/2023     39     9       3/16/2023     33     8       3/17/2023     32     9       3/18/2023     59     17       3/19/2023     28     10       3/20/2023     37     12       3/21/2023     48     11       3/22/2023     35     11       3/23/2023     36     11       3/24/2023     54     12       3/25/2023     41     10       3/26/2023     40     13       3/27/2023     36     9       3/28/2023     39     10   |           | 43 | 13 |
| 3/8/2023     24     10       3/9/2023     29     9       3/10/2023     22     5       3/11/2023     59     15       3/12/2023     43     10       3/13/2023     61     17       3/14/2023     54     15       3/15/2023     39     9       3/16/2023     33     8       3/17/2023     32     9       3/18/2023     59     17       3/19/2023     28     10       3/20/2023     37     12       3/21/2023     48     11       3/22/2023     35     11       3/23/2023     36     11       3/24/2023     54     12       3/25/2023     41     10       3/26/2023     40     13       3/27/2023     36     9       3/28/2023     39     10  | 3/6/2023  | 51 | 14 |
| 3/9/2023     29     9       3/10/2023     22     5       3/11/2023     59     15       3/12/2023     43     10       3/13/2023     61     17       3/14/2023     54     15       3/15/2023     39     9       3/16/2023     33     8       3/17/2023     32     9       3/18/2023     59     17       3/19/2023     28     10       3/20/2023     37     12       3/21/2023     48     11       3/22/2023     35     11       3/23/2023     36     11       3/24/2023     54     12       3/25/2023     41     10       3/26/2023     40     13       3/27/2023     36     9       3/28/2023     39     10   | 3/7/2023  | 44 | 13 |
| 3/10/2023     22     5       3/11/2023     59     15       3/12/2023     43     10       3/13/2023     61     17       3/14/2023     54     15       3/15/2023     39     9       3/16/2023     33     8       3/17/2023     32     9       3/18/2023     59     17       3/19/2023     28     10       3/20/2023     37     12       3/21/2023     48     11       3/22/2023     35     11       3/23/2023     36     11       3/24/2023     54     12       3/25/2023     41     10       3/26/2023     40     13       3/27/2023     36     9       3/28/2023     39     10   | 3/8/2023  | 24 | 10 |
| 3/11/2023     59     15       3/12/2023     43     10       3/13/2023     61     17       3/14/2023     54     15       3/15/2023     39     9       3/16/2023     33     8       3/17/2023     32     9       3/18/2023     59     17       3/19/2023     28     10       3/20/2023     37     12       3/21/2023     48     11       3/22/2023     35     11       3/23/2023     36     11       3/24/2023     54     12       3/25/2023     41     10       3/26/2023     40     13       3/27/2023     36     9       3/28/2023     39     10  | 3/9/2023  | 29 | 9  |
| 3/12/2023     43     10       3/13/2023     61     17       3/14/2023     54     15       3/15/2023     39     9       3/16/2023     33     8       3/17/2023     32     9       3/18/2023     59     17       3/19/2023     28     10       3/20/2023     37     12       3/21/2023     48     11       3/22/2023     35     11       3/23/2023     36     11       3/24/2023     54     12       3/25/2023     41     10       3/26/2023     40     13       3/27/2023     36     9       3/28/2023     39     10  | 3/10/2023 | 22 | 5  |
| 3/13/2023     61     17       3/14/2023     54     15       3/15/2023     39     9       3/16/2023     33     8       3/17/2023     32     9       3/18/2023     59     17       3/19/2023     28     10       3/20/2023     37     12       3/21/2023     48     11       3/22/2023     35     11       3/23/2023     36     11       3/24/2023     54     12       3/25/2023     41     10       3/26/2023     40     13       3/27/2023     36     9       3/28/2023     39     10  | 3/11/2023 | 59 | 15 |
| 3/14/2023     54     15       3/15/2023     39     9       3/16/2023     33     8       3/17/2023     32     9       3/18/2023     59     17       3/19/2023     28     10       3/20/2023     37     12       3/21/2023     48     11       3/22/2023     35     11       3/23/2023     36     11       3/24/2023     54     12       3/25/2023     41     10       3/26/2023     40     13       3/27/2023     36     9       3/28/2023     39     10  |           | 43 | 10 |
| 3/15/2023     39     9       3/16/2023     33     8       3/17/2023     32     9       3/18/2023     59     17       3/19/2023     28     10       3/20/2023     37     12       3/21/2023     48     11       3/22/2023     35     11       3/23/2023     36     11       3/24/2023     54     12       3/25/2023     41     10       3/26/2023     40     13       3/27/2023     36     9       3/28/2023     39     10  | 3/13/2023 | 61 | 17 |
| 3/16/2023     33     8       3/17/2023     32     9       3/18/2023     59     17       3/19/2023     28     10       3/20/2023     37     12       3/21/2023     48     11       3/22/2023     35     11       3/23/2023     36     11       3/24/2023     54     12       3/25/2023     41     10       3/26/2023     40     13       3/27/2023     36     9       3/28/2023     39     10   | 3/14/2023 | 54 | 15 |
| 3/17/2023     32     9       3/18/2023     59     17       3/19/2023     28     10       3/20/2023     37     12       3/21/2023     48     11       3/22/2023     35     11       3/23/2023     36     11       3/24/2023     54     12       3/25/2023     41     10       3/26/2023     40     13       3/27/2023     36     9       3/28/2023     39     10  |           | 39 | 9  |
| 3/18/2023     59     17       3/19/2023     28     10       3/20/2023     37     12       3/21/2023     48     11       3/22/2023     35     11       3/23/2023     36     11       3/24/2023     54     12       3/25/2023     41     10       3/26/2023     40     13       3/27/2023     36     9       3/28/2023     39     10   | 3/16/2023 | 33 | 8  |
| 3/19/2023     28     10       3/20/2023     37     12       3/21/2023     48     11       3/22/2023     35     11       3/23/2023     36     11       3/24/2023     54     12       3/25/2023     41     10       3/26/2023     40     13       3/27/2023     36     9       3/28/2023     39     10   | 3/17/2023 |    | 9  |
| 3/20/2023     37     12       3/21/2023     48     11       3/22/2023     35     11       3/23/2023     36     11       3/24/2023     54     12       3/25/2023     41     10       3/26/2023     40     13       3/27/2023     36     9       3/28/2023     39     10   |           |    |    |
| 3/21/2023     48     11       3/22/2023     35     11       3/23/2023     36     11       3/24/2023     54     12       3/25/2023     41     10       3/26/2023     40     13       3/27/2023     36     9       3/28/2023     39     10   |           |    |    |
| 3/22/2023     35     11       3/23/2023     36     11       3/24/2023     54     12       3/25/2023     41     10       3/26/2023     40     13       3/27/2023     36     9       3/28/2023     39     10   |           | 37 | 12 |
| 3/23/2023     36     11       3/24/2023     54     12       3/25/2023     41     10       3/26/2023     40     13       3/27/2023     36     9       3/28/2023     39     10   |           |    |    |
| 3/24/2023     54     12       3/25/2023     41     10       3/26/2023     40     13       3/27/2023     36     9       3/28/2023     39     10   |           |    |    |
| 3/25/2023     41     10       3/26/2023     40     13       3/27/2023     36     9       3/28/2023     39     10   |           |    | 11 |
| 3/26/2023     40     13       3/27/2023     36     9       3/28/2023     39     10   |           |    |    |
| 3/27/2023     36     9       3/28/2023     39     10   |           |    |    |
| 3/28/2023 39 10  |           |    |    |
| · · · · · · · · · · · · · · · · · · ·  |           |    |    |
| 3/29/2023 25 6   |           |    |    |
|  | 3/29/2023 | 25 | 6  |

|           | -        |          |
|-----------|----------|----------|
| 3/30/2023 | 41       | 11       |
| 3/31/2023 | 42       | 11       |
| 4/1/2023  | 30       | 7        |
| 4/2/2023  | 39       | 10       |
| 4/3/2023  | 34       | 12       |
| 4/4/2023  | 52       | 14       |
| 4/5/2023  | 53       | 13       |
| 4/6/2023  | 35       | 9        |
| 4/7/2023  | 44       | 10       |
| 4/8/2023  | 26       | 6        |
| 4/9/2023  | 40       | 9        |
| 4/10/2023 | 57       | 16       |
| 4/11/2023 | 36       | 10       |
| 4/12/2023 | 22       | 6        |
| 4/13/2023 | 43       | 13       |
| 4/14/2023 | 57       | 12       |
| 4/15/2023 | 39       | 13       |
| 4/16/2023 | 36       | 10       |
| 4/17/2023 | 58       | 16       |
| 4/18/2023 | 36       | 10       |
| 4/19/2023 | 33       | 12       |
| 4/20/2023 | 43       | 12       |
| 4/21/2023 | 62       | 16       |
| 4/22/2023 | 45       | 10       |
| 4/23/2023 | 51       | 14       |
| 4/24/2023 | 19       | 8        |
| 4/25/2023 | 39       | 11       |
| 4/26/2023 | 59       | 15       |
| 4/27/2023 | 53       | 16       |
| 4/28/2023 | 36       | 11       |
| 4/29/2023 | 31       | 7        |
| 4/30/2023 | 21       | 6        |
| 5/1/2023  | 52       | 11       |
| 5/2/2023  | 54       | 15       |
| 5/3/2023  | 35       | 8        |
| 5/4/2023  | 48       | 12       |
| 5/5/2023  | 53       | 16       |
| 5/6/2023  | 25       | 7        |
| 5/7/2023  | 25       |          |
| 5/8/2023  | 25<br>58 | 7<br>17  |
|           |          |          |
| 5/9/2023  | 41       | 9        |
| 5/10/2023 | 47<br>34 | 13<br>10 |
| 5/11/2023 |          | 10       |
| 5/12/2023 | 42       | 13       |
| 5/13/2023 | 33       | 9        |

| _         | _  |    |
|-----------|----|----|
| 5/14/2023 | 54 | 12 |
| 5/15/2023 | 44 | 12 |
| 5/16/2023 | 50 | 15 |
| 5/17/2023 | 59 | 17 |
| 5/18/2023 | 23 | 9  |
| 5/19/2023 | 59 | 13 |
| 5/20/2023 | 36 | 10 |
| 5/21/2023 | 42 | 10 |
| 5/22/2023 | 29 | 7  |
| 5/23/2023 | 26 | 7  |
| 5/24/2023 | 23 | 6  |
| 5/25/2023 | 48 | 13 |
| 5/26/2023 | 46 | 14 |
| 5/27/2023 | 37 | 12 |
| 5/28/2023 | 36 | 9  |
| 5/29/2023 | 37 | 8  |
| 5/30/2023 | 41 | 11 |
| 5/31/2023 | 23 | 9  |
| 6/1/2023  | 40 | 13 |
| 6/2/2023  | 35 | 11 |
| 6/3/2023  | 61 | 16 |
| 6/4/2023  | 36 | 9  |
| 6/5/2023  | 48 | 13 |
| 6/6/2023  | 22 | 7  |
| 6/7/2023  | 46 | 14 |
| 6/8/2023  | 56 | 15 |
| 6/9/2023  | 35 | 8  |
| 6/10/2023 | 29 | 11 |
| 6/11/2023 | 44 | 10 |
| 6/12/2023 | 40 | 13 |
| 6/13/2023 | 50 | 13 |
| 6/14/2023 | 31 | 9  |
| 6/15/2023 | 33 | 9  |
| 6/16/2023 | 39 | 11 |
| 6/17/2023 | 54 | 16 |
| 6/18/2023 | 54 | 14 |
| 6/19/2023 | 30 | 7  |
| 6/20/2023 | 58 | 17 |
| 6/21/2023 | 36 | 10 |
| 6/22/2023 | 34 | 10 |
| 6/23/2023 | 33 | 9  |
| 6/24/2023 | 53 | 12 |
| 6/25/2023 | 48 | 12 |
| 6/26/2023 | 40 | 9  |
| 6/27/2023 | 39 | 9  |
|           |    |    |

| 6/28/2023 | 34 | 12 |
|-----------|----|----|
| 6/29/2023 | 46 | 11 |
| 6/30/2023 | 55 | 13 |
| 7/1/2023  | 42 | 10 |
| 7/2/2023  | 31 | 7  |
| 7/3/2023  | 30 | 7  |
| 7/4/2023  | 47 | 12 |
| 7/5/2023  | 40 | 13 |
| 7/6/2023  | 33 | 10 |
| 7/7/2023  | 46 | 12 |
| 7/8/2023  | 53 | 15 |
| 7/9/2023  | 39 | 11 |
| 7/10/2023 | 56 | 12 |
| 7/11/2023 | 55 | 12 |
| 7/12/2023 | 39 | 11 |
| 7/13/2023 | 50 | 14 |
| 7/14/2023 | 27 | 6  |
| 7/15/2023 | 65 | 18 |
| 7/16/2023 | 54 | 12 |
| 7/17/2023 | 56 | 15 |
| 7/18/2023 | 36 | 10 |
| 7/19/2023 | 30 | 10 |
| 7/20/2023 | 62 | 17 |
| 7/21/2023 | 36 | 10 |
| 7/22/2023 | 54 | 13 |
| 7/23/2023 | 60 | 13 |
| 7/24/2023 | 49 | 11 |
| 7/25/2023 | 64 | 17 |
| 7/26/2023 | 42 | 13 |
| 7/27/2023 | 60 | 13 |
| 7/28/2023 | 40 | 13 |
| 7/29/2023 | 38 | 12 |
| 7/30/2023 | 46 | 12 |
| 7/31/2023 | 51 | 14 |
| 8/1/2023  | 66 | 16 |
| 8/2/2023  | 53 | 13 |
| 8/3/2023  | 35 | 8  |
| 8/4/2023  | 23 | 10 |
| 8/5/2023  | 33 | 8  |
| 8/6/2023  | 55 | 15 |
| 8/7/2023  | 58 | 14 |
| 8/8/2023  | 36 | 11 |
| 8/9/2023  | 42 | 12 |
| 8/10/2023 | 52 | 14 |
| 8/11/2023 | 35 | 10 |
|           |    |    |

| 8/12/2023       34       8         8/13/2023       45       12         8/14/2023       26       9         8/15/2023       23       7         8/16/2023       56       16         8/17/2023       47       10         8/18/2023       51       13         8/19/2023       34       8         8/20/2023       59       14         8/21/2023       41       11         8/22/2023       40       9         8/23/2023       35       11         8/24/2023       40       12         8/25/2023       29       10         8/26/2023       28       9         8/27/2023       51       15         8/28/2023       41       10         8/29/2023       32       8         8/30/2023       39       11         8/31/2023       63       15         9/1/2023       42       10         9/2/2023       51       13         9/5/2023       33       11         9/6/2023       56       15         9/7/2023       54       16         9/8/2023       37<   |           |    |    |
|--|-----------|----|----|
| 8/14/2023       26       9         8/15/2023       23       7         8/16/2023       56       16         8/17/2023       47       10         8/18/2023       51       13         8/19/2023       34       8         8/20/2023       59       14         8/21/2023       41       11         8/22/2023       40       9         8/23/2023       35       11         8/24/2023       40       12         8/25/2023       29       10         8/26/2023       28       9         8/27/2023       51       15         8/28/2023       41       10         8/29/2023       32       8         8/30/2023       39       11         8/31/2023       63       15         9/1/2023       42       10         9/2/2023       51       13         9/3/2023       29       7         9/4/2023       63       18         9/5/2023       33       11         9/6/2023       56       15         9/7/2023       54       16         9/8/2023       37 <td>8/12/2023</td> <td>34</td> <td>8</td>        | 8/12/2023 | 34 | 8  |
| 8/15/2023       23       7         8/16/2023       56       16         8/17/2023       47       10         8/18/2023       51       13         8/19/2023       34       8         8/20/2023       59       14         8/21/2023       41       11         8/22/2023       40       9         8/23/2023       35       11         8/24/2023       40       12         8/25/2023       29       10         8/26/2023       28       9         8/27/2023       51       15         8/28/2023       41       10         8/29/2023       32       8         8/30/2023       39       11         8/31/2023       63       15         9/1/2023       42       10         9/2/2023       51       13         9/3/2023       29       7         9/4/2023       63       18         9/5/2023       33       11         9/6/2023       56       15         9/7/2023       54       16         9/8/2023       37       11         9/9/2023       60 <td>8/13/2023</td> <td>45</td> <td>12</td>       | 8/13/2023 | 45 | 12 |
| 8/16/2023       56       16         8/17/2023       47       10         8/18/2023       51       13         8/19/2023       34       8         8/20/2023       59       14         8/21/2023       41       11         8/22/2023       40       9         8/23/2023       35       11         8/24/2023       40       12         8/25/2023       29       10         8/26/2023       28       9         8/27/2023       51       15         8/28/2023       41       10         8/29/2023       32       8         8/30/2023       39       11         8/31/2023       63       15         9/1/2023       42       10         9/2/2023       51       13         9/3/2023       29       7         9/4/2023       63       18         9/5/2023       33       11         9/6/2023       56       15         9/7/2023       54       16         9/8/2023       37       11         9/9/2023       60       13         9/10/2023       56 </td <td>8/14/2023</td> <td>26</td> <td>9</td>  | 8/14/2023 | 26 | 9  |
| 8/17/2023       47       10         8/18/2023       51       13         8/19/2023       34       8         8/20/2023       59       14         8/21/2023       41       11         8/22/2023       40       9         8/23/2023       35       11         8/24/2023       40       12         8/25/2023       29       10         8/26/2023       28       9         8/27/2023       51       15         8/28/2023       41       10         8/29/2023       32       8         8/30/2023       39       11         8/31/2023       63       15         9/1/2023       42       10         9/2/2023       51       13         9/3/2023       29       7         9/4/2023       63       18         9/5/2023       33       11         9/6/2023       56       15         9/7/2023       54       16         9/8/2023       37       11         9/9/2023       60       13         9/10/2023       56       15         9/11/2023       65 </td <td>8/15/2023</td> <td>23</td> <td>7</td>  | 8/15/2023 | 23 | 7  |
| 8/17/2023       47       10         8/18/2023       51       13         8/19/2023       34       8         8/20/2023       59       14         8/21/2023       41       11         8/22/2023       40       9         8/23/2023       35       11         8/24/2023       40       12         8/25/2023       29       10         8/26/2023       28       9         8/27/2023       51       15         8/28/2023       41       10         8/29/2023       32       8         8/30/2023       39       11         8/31/2023       63       15         9/1/2023       42       10         9/2/2023       51       13         9/3/2023       29       7         9/4/2023       63       18         9/5/2023       33       11         9/6/2023       56       15         9/7/2023       54       16         9/8/2023       37       11         9/9/2023       60       13         9/10/2023       56       15         9/11/2023       65 </td <td>8/16/2023</td> <td>56</td> <td>16</td> | 8/16/2023 | 56 | 16 |
| 8/18/2023       51       13         8/19/2023       34       8         8/20/2023       59       14         8/21/2023       41       11         8/22/2023       40       9         8/23/2023       35       11         8/24/2023       40       12         8/25/2023       29       10         8/26/2023       28       9         8/27/2023       51       15         8/28/2023       41       10         8/29/2023       32       8         8/30/2023       39       11         8/31/2023       63       15         9/1/2023       42       10         9/2/2023       51       13         9/3/2023       29       7         9/4/2023       63       18         9/5/2023       33       11         9/6/2023       56       15         9/7/2023       54       16         9/8/2023       37       11         9/9/2023       60       13         9/10/2023       56       15         9/11/2023       65       18         9/12/2023       33 </td <td></td> <td>47</td> <td>10</td>          |           | 47 | 10 |
| 8/20/2023     59     14       8/21/2023     41     11       8/22/2023     40     9       8/23/2023     35     11       8/24/2023     40     12       8/25/2023     29     10       8/26/2023     28     9       8/27/2023     51     15       8/28/2023     41     10       8/29/2023     32     8       8/30/2023     39     11       8/31/2023     63     15       9/1/2023     42     10       9/2/2023     51     13       9/3/2023     29     7       9/4/2023     63     18       9/5/2023     33     11       9/6/2023     56     15       9/7/2023     54     16       9/8/2023     37     11       9/9/2023     60     13       9/10/2023     56     15       9/11/2023     56     15       9/11/2023     33     9       9/13/2023     40     9       9/14/2023     44     12       9/15/2023     30     10   | 8/18/2023 |    | 13 |
| 8/20/2023       59       14         8/21/2023       41       11         8/22/2023       40       9         8/23/2023       35       11         8/24/2023       40       12         8/25/2023       29       10         8/26/2023       28       9         8/27/2023       51       15         8/28/2023       41       10         8/29/2023       32       8         8/30/2023       39       11         8/31/2023       63       15         9/1/2023       42       10         9/2/2023       51       13         9/3/2023       29       7         9/4/2023       63       18         9/5/2023       33       11         9/6/2023       56       15         9/7/2023       54       16         9/8/2023       37       11         9/9/2023       60       13         9/10/2023       56       15         9/11/2023       65       18         9/12/2023       33       9         9/13/2023       40       9         9/14/2023       44 <td>8/19/2023</td> <td>34</td> <td>8</td>        | 8/19/2023 | 34 | 8  |
| 8/22/2023     40     9       8/23/2023     35     11       8/24/2023     40     12       8/25/2023     29     10       8/26/2023     28     9       8/27/2023     51     15       8/28/2023     41     10       8/29/2023     32     8       8/30/2023     39     11       8/31/2023     63     15       9/1/2023     42     10       9/2/2023     51     13       9/3/2023     29     7       9/4/2023     63     18       9/5/2023     33     11       9/6/2023     56     15       9/7/2023     54     16       9/8/2023     37     11       9/9/2023     60     13       9/10/2023     56     15       9/11/2023     65     18       9/12/2023     33     9       9/13/2023     40     9       9/14/2023     44     12       9/15/2023     30     10   |           | 59 | 14 |
| 8/22/2023     40     9       8/23/2023     35     11       8/24/2023     40     12       8/25/2023     29     10       8/26/2023     28     9       8/27/2023     51     15       8/28/2023     41     10       8/29/2023     32     8       8/30/2023     39     11       8/31/2023     63     15       9/1/2023     42     10       9/2/2023     51     13       9/3/2023     29     7       9/4/2023     63     18       9/5/2023     33     11       9/6/2023     56     15       9/7/2023     54     16       9/8/2023     37     11       9/9/2023     60     13       9/10/2023     56     15       9/11/2023     65     18       9/12/2023     33     9       9/13/2023     40     9       9/14/2023     44     12       9/15/2023     30     10   | 8/21/2023 | 41 | 11 |
| 8/24/2023     40     12       8/25/2023     29     10       8/26/2023     28     9       8/27/2023     51     15       8/28/2023     41     10       8/29/2023     32     8       8/30/2023     39     11       8/31/2023     63     15       9/1/2023     42     10       9/2/2023     51     13       9/3/2023     29     7       9/4/2023     63     18       9/5/2023     33     11       9/6/2023     56     15       9/7/2023     54     16       9/8/2023     37     11       9/9/2023     60     13       9/10/2023     56     15       9/11/2023     65     18       9/12/2023     33     9       9/13/2023     40     9       9/14/2023     44     12       9/15/2023     30     10  |           | 40 | 9  |
| 8/25/2023       29       10         8/26/2023       28       9         8/27/2023       51       15         8/28/2023       41       10         8/29/2023       32       8         8/30/2023       39       11         8/31/2023       63       15         9/1/2023       42       10         9/2/2023       51       13         9/3/2023       29       7         9/4/2023       63       18         9/5/2023       33       11         9/6/2023       56       15         9/7/2023       54       16         9/8/2023       37       11         9/9/2023       60       13         9/10/2023       56       15         9/11/2023       65       18         9/12/2023       33       9         9/13/2023       40       9         9/14/2023       44       12         9/15/2023       30       10  | 8/23/2023 | 35 | 11 |
| 8/25/2023     29     10       8/26/2023     28     9       8/27/2023     51     15       8/28/2023     41     10       8/29/2023     32     8       8/30/2023     39     11       8/31/2023     63     15       9/1/2023     42     10       9/2/2023     51     13       9/3/2023     29     7       9/4/2023     63     18       9/5/2023     33     11       9/6/2023     56     15       9/7/2023     54     16       9/8/2023     37     11       9/9/2023     60     13       9/10/2023     56     15       9/11/2023     65     18       9/12/2023     33     9       9/13/2023     40     9       9/14/2023     44     12       9/15/2023     30     10  | 8/24/2023 | 40 | 12 |
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| 8/30/2023     39     11       8/31/2023     63     15       9/1/2023     42     10       9/2/2023     51     13       9/3/2023     29     7       9/4/2023     63     18       9/5/2023     33     11       9/6/2023     56     15       9/7/2023     54     16       9/8/2023     37     11       9/9/2023     60     13       9/10/2023     56     15       9/11/2023     56     15       9/12/2023     33     9       9/12/2023     33     9       9/13/2023     40     9       9/14/2023     44     12       9/15/2023     30     10   | 8/28/2023 | 41 | 10 |
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| 9/2/2023     51     13       9/3/2023     29     7       9/4/2023     63     18       9/5/2023     33     11       9/6/2023     56     15       9/7/2023     54     16       9/8/2023     37     11       9/9/2023     60     13       9/10/2023     56     15       9/11/2023     65     18       9/12/2023     33     9       9/13/2023     40     9       9/14/2023     44     12       9/15/2023     30     10   | 8/31/2023 | 63 | 15 |
| 9/3/2023     29     7       9/4/2023     63     18       9/5/2023     33     11       9/6/2023     56     15       9/7/2023     54     16       9/8/2023     37     11       9/9/2023     60     13       9/10/2023     56     15       9/11/2023     65     18       9/12/2023     33     9       9/13/2023     40     9       9/14/2023     44     12       9/15/2023     30     10  | 9/1/2023  | 42 | 10 |
| 9/4/2023     63     18       9/5/2023     33     11       9/6/2023     56     15       9/7/2023     54     16       9/8/2023     37     11       9/9/2023     60     13       9/10/2023     56     15       9/11/2023     65     18       9/12/2023     33     9       9/13/2023     40     9       9/14/2023     44     12       9/15/2023     30     10  | 9/2/2023  | 51 | 13 |
| 9/5/2023     33     11       9/6/2023     56     15       9/7/2023     54     16       9/8/2023     37     11       9/9/2023     60     13       9/10/2023     56     15       9/11/2023     65     18       9/12/2023     33     9       9/13/2023     40     9       9/14/2023     44     12       9/15/2023     30     10   | 9/3/2023  | 29 | 7  |
| 9/6/2023     56     15       9/7/2023     54     16       9/8/2023     37     11       9/9/2023     60     13       9/10/2023     56     15       9/11/2023     65     18       9/12/2023     33     9       9/13/2023     40     9       9/14/2023     44     12       9/15/2023     30     10  | 9/4/2023  | 63 | 18 |
| 9/7/2023     54     16       9/8/2023     37     11       9/9/2023     60     13       9/10/2023     56     15       9/11/2023     65     18       9/12/2023     33     9       9/13/2023     40     9       9/14/2023     44     12       9/15/2023     30     10   | 9/5/2023  | 33 | 11 |
| 9/8/2023     37     11       9/9/2023     60     13       9/10/2023     56     15       9/11/2023     65     18       9/12/2023     33     9       9/13/2023     40     9       9/14/2023     44     12       9/15/2023     30     10  | 9/6/2023  | 56 | 15 |
| 9/9/2023     60     13       9/10/2023     56     15       9/11/2023     65     18       9/12/2023     33     9       9/13/2023     40     9       9/14/2023     44     12       9/15/2023     30     10   | 9/7/2023  | 54 | 16 |
| 9/10/2023     56     15       9/11/2023     65     18       9/12/2023     33     9       9/13/2023     40     9       9/14/2023     44     12       9/15/2023     30     10  | 9/8/2023  | 37 | 11 |
| 9/11/2023     65     18       9/12/2023     33     9       9/13/2023     40     9       9/14/2023     44     12       9/15/2023     30     10  | 9/9/2023  | 60 | 13 |
| 9/12/2023     33     9       9/13/2023     40     9       9/14/2023     44     12       9/15/2023     30     10  | 9/10/2023 | 56 | 15 |
| 9/13/2023     40     9       9/14/2023     44     12       9/15/2023     30     10   | 9/11/2023 | 65 | 18 |
| 9/14/2023     44     12       9/15/2023     30     10  | 9/12/2023 | 33 | 9  |
| 9/15/2023 30 10  | 9/13/2023 | 40 | 9  |
| ······   | 9/14/2023 | 44 | 12 |
| - / - /  | 9/15/2023 | 30 | 10 |
| 9/16/2023 43 13  | 9/16/2023 | 43 | 13 |
| 9/17/2023 56 14  | 9/17/2023 | 56 | 14 |
| 9/18/2023 53 15  | 9/18/2023 | 53 |    |
| 9/19/2023 57 14  |           |    |    |
| 9/20/2023 57 14  |           |    |    |
| 9/21/2023 38 9   |           |    |    |
| 9/22/2023 36 8   |           |    |    |
| 9/23/2023 34 8   |           |    |    |
| 9/24/2023 36 12  |           |    |    |
| 9/25/2023 47 12  | 9/25/2023 | 47 | 12 |

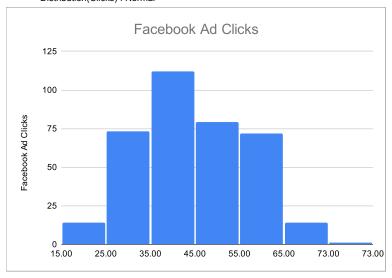
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|------------|----|----|
| 9/26/2023  | 57 | 16 |
| 9/27/2023  | 62 | 17 |
| 9/28/2023  | 30 | 8  |
| 9/29/2023  | 61 | 16 |
| 9/30/2023  | 52 | 14 |
| 10/1/2023  | 62 | 17 |
| 10/2/2023  | 56 | 12 |
| 10/3/2023  | 58 | 16 |
| 10/4/2023  | 69 | 19 |
| 10/5/2023  | 57 | 13 |
| 10/6/2023  | 25 | 9  |
| 10/7/2023  | 35 | 9  |
| 10/8/2023  | 42 | 9  |
| 10/9/2023  | 55 | 15 |
| 10/10/2023 | 36 | 11 |
| 10/11/2023 | 28 | 8  |
| 10/12/2023 | 39 | 10 |
| 10/13/2023 | 36 | 8  |
| 10/14/2023 | 58 | 13 |
| 10/15/2023 | 44 | 11 |
| 10/16/2023 | 51 | 12 |
| 10/17/2023 | 46 | 14 |
| 10/18/2023 | 51 | 11 |
| 10/19/2023 | 53 | 13 |
| 10/20/2023 | 49 | 13 |
| 10/21/2023 | 65 | 16 |
| 10/22/2023 | 63 | 18 |
| 10/23/2023 | 70 | 17 |
| 10/24/2023 | 43 | 11 |
| 10/25/2023 | 46 | 13 |
| 10/26/2023 | 62 | 13 |
| 10/27/2023 | 56 | 12 |
| 10/28/2023 | 54 | 16 |
| 10/29/2023 | 34 | 10 |
| 10/30/2023 | 64 | 18 |
| 10/31/2023 | 64 | 18 |
| 11/1/2023  | 71 | 16 |
| 11/2/2023  | 28 | 10 |
| 11/3/2023  | 39 | 11 |
| 11/4/2023  | 53 | 13 |
| 11/5/2023  | 35 | 9  |
| 11/6/2023  | 46 | 11 |
| 11/7/2023  | 33 | 8  |
| 11/8/2023  | 40 | 11 |
| 11/9/2023  | 38 | 13 |
|            |    |    |

| 11/10/2023         57         12           11/11/2023         65         16           11/12/2023         61         14           11/13/2023         43         11           11/14/2023         48         12           11/15/2023         64         17           11/16/2023         37         12           11/17/2023         51         11           11/18/2023         59         14           11/19/2023         59         16           11/20/2023         34         9           11/21/2023         57         12           11/22/2023         36         10           11/23/2023         57         16           11/24/2023         55         16           11/24/2023         55         16           11/25/2023         32         8           11/26/2023         56         12           11/27/2023         68         15           11/28/2023         49         11           11/29/2023         49         11           11/29/2023         49         11           11/29/2023         56         13           12/1/2023         <   | _          | _  |    |
|--|------------|----|----|
| 11/12/2023         61         14           11/13/2023         43         11           11/14/2023         48         12           11/15/2023         64         17           11/16/2023         37         12           11/17/2023         51         11           11/18/2023         59         14           11/19/2023         59         16           11/20/2023         34         9           11/21/2023         57         12           11/22/2023         36         10           11/23/2023         57         16           11/24/2023         55         16           11/25/2023         32         8           11/26/2023         56         12           11/27/2023         68         15           11/28/2023         49         11           11/29/2023         49         11           11/29/2023         49         11           11/29/2023         49         11           11/29/2023         56         13           12/12/2023         37         11           12/3/2023         37         11           12/5/2023 <t< td=""><td>11/10/2023</td><td>57</td><td>12</td></t<> | 11/10/2023 | 57 | 12 |
| 11/13/2023         43         11           11/14/2023         48         12           11/15/2023         64         17           11/16/2023         37         12           11/17/2023         51         11           11/18/2023         59         14           11/19/2023         59         16           11/20/2023         34         9           11/21/2023         57         12           11/22/2023         36         10           11/23/2023         57         16           11/24/2023         55         16           11/25/2023         32         8           11/26/2023         56         12           11/27/2023         68         15           11/28/2023         49         11           11/29/2023         49         11           11/29/2023         56         13           12/1/2023         59         17           12/2/2023         37         11           12/3/2023         67         18           12/4/2023         36         9           12/5/2023         37         10           12/7/2023         45<   | 11/11/2023 | 65 | 16 |
| 11/14/2023       48       12         11/15/2023       64       17         11/16/2023       37       12         11/17/2023       51       11         11/18/2023       59       14         11/19/2023       59       16         11/19/2023       59       16         11/20/2023       34       9         11/21/2023       57       12         11/22/2023       36       10         11/23/2023       57       16         11/24/2023       55       16         11/25/2023       32       8         11/26/2023       56       12         11/27/2023       68       15         11/28/2023       49       11         11/29/2023       40       11         11/30/2023       56       13         12/1/2023       59       17         12/2/2023       37       11         12/3/2023       67       18         12/4/2023       36       9         12/5/2023       37       10         12/7/2023       45       12         12/8/2023       67       15   | 11/12/2023 | 61 | 14 |
| 11/14/2023       48       12         11/15/2023       64       17         11/16/2023       37       12         11/17/2023       51       11         11/18/2023       59       14         11/19/2023       59       16         11/19/2023       59       16         11/20/2023       34       9         11/21/2023       57       12         11/22/2023       36       10         11/23/2023       57       16         11/24/2023       55       16         11/25/2023       32       8         11/26/2023       56       12         11/27/2023       68       15         11/28/2023       49       11         11/29/2023       40       11         11/30/2023       56       13         12/1/2023       59       17         12/2/2023       37       11         12/3/2023       67       18         12/4/2023       36       9         12/5/2023       37       10         12/7/2023       45       12         12/8/2023       67       15   | 11/13/2023 | 43 | 11 |
| 11/15/2023       64       17         11/16/2023       37       12         11/17/2023       51       11         11/18/2023       59       14         11/19/2023       59       16         11/20/2023       34       9         11/21/2023       57       12         11/22/2023       36       10         11/23/2023       57       16         11/24/2023       55       16         11/25/2023       32       8         11/26/2023       56       12         11/27/2023       68       15         11/28/2023       49       11         11/29/2023       40       11         11/29/2023       40       11         11/30/2023       56       13         12/1/2023       59       17         12/3/2023       67       18         12/4/2023       36       9         12/4/2023       36       9         12/5/2023       37       10         12/7/2023       45       12         12/8/2023       67       15         12/9/2023       36       9         12/  |            | 48 | 12 |
| 11/16/2023       37       12         11/17/2023       51       11         11/18/2023       59       14         11/19/2023       59       16         11/20/2023       34       9         11/21/2023       57       12         11/22/2023       36       10         11/23/2023       57       16         11/24/2023       55       16         11/25/2023       32       8         11/26/2023       56       12         11/27/2023       68       15         11/28/2023       49       11         11/29/2023       40       11         11/30/2023       56       13         12/1/2023       59       17         12/2/2023       37       11         12/3/2023       67       18         12/4/2023       36       9         12/5/2023       37       10         12/7/2023       45       12         12/8/2023       67       15         12/9/2023       36       9         12/19/2023       36       9         12/10/2023       61       15         12/  |            | 64 | 17 |
| 11/17/2023         51         11           11/18/2023         59         14           11/19/2023         59         16           11/20/2023         34         9           11/21/2023         57         12           11/22/2023         36         10           11/23/2023         57         16           11/24/2023         55         16           11/25/2023         32         8           11/26/2023         56         12           11/27/2023         68         15           11/28/2023         49         11           11/29/2023         40         11           11/30/2023         56         13           12/1/2023         59         17           12/2/2023         37         11           12/3/2023         67         18           12/4/2023         36         9           12/5/2023         37         10           12/7/2023         45         12           12/8/2023         67         15           12/9/2023         36         9           12/10/2023         67         15           12/19/2023         53 <td>11/16/2023</td> <td>37</td> <td></td>             | 11/16/2023 | 37 |    |
| 11/18/2023       59       14         11/29/2023       59       16         11/20/2023       34       9         11/21/2023       57       12         11/22/2023       36       10         11/23/2023       57       16         11/24/2023       55       16         11/25/2023       32       8         11/26/2023       56       12         11/27/2023       68       15         11/28/2023       49       11         11/29/2023       40       11         11/30/2023       56       13         12/1/2023       59       17         12/2/2023       37       11         12/3/2023       67       18         12/4/2023       36       9         12/5/2023       37       10         12/7/2023       45       12         12/8/2023       67       15         12/9/2023       36       9         12/10/2023       67       15         12/19/2023       67       15         12/12/2023       53       13         12/13/2023       64       14         12  | 11/17/2023 | 51 | 11 |
| 11/20/2023       34       9         11/21/2023       57       12         11/22/2023       36       10         11/23/2023       57       16         11/24/2023       55       16         11/25/2023       32       8         11/26/2023       56       12         11/27/2023       68       15         11/28/2023       49       11         11/29/2023       40       11         11/30/2023       56       13         12/1/2023       59       17         12/2/2023       37       11         12/3/2023       67       18         12/4/2023       36       9         12/5/2023       37       10         12/7/2023       45       12         12/8/2023       67       15         12/9/2023       36       9         12/10/2023       67       14         12/11/2023       61       15         12/12/2023       53       13         12/13/2023       64       14         12/14/2023       46       13         12/15/2023       72       16         12  |            |    |    |
| 11/20/2023       34       9         11/21/2023       57       12         11/22/2023       36       10         11/23/2023       57       16         11/24/2023       55       16         11/25/2023       32       8         11/26/2023       56       12         11/27/2023       68       15         11/28/2023       49       11         11/29/2023       40       11         11/30/2023       56       13         12/1/2023       59       17         12/2/2023       37       11         12/3/2023       67       18         12/4/2023       36       9         12/5/2023       37       10         12/7/2023       45       12         12/8/2023       67       15         12/9/2023       36       9         12/10/2023       67       14         12/11/2023       61       15         12/12/2023       53       13         12/13/2023       64       14         12/14/2023       46       13         12/15/2023       72       16         12  | 11/19/2023 | 59 | 16 |
| 11/21/2023     57     12       11/22/2023     36     10       11/23/2023     57     16       11/24/2023     55     16       11/25/2023     32     8       11/26/2023     56     12       11/27/2023     68     15       11/28/2023     49     11       11/29/2023     40     11       11/30/2023     56     13       12/1/2023     59     17       12/2/2023     37     11       12/3/2023     67     18       12/4/2023     36     9       12/5/2023     33     8       12/6/2023     37     10       12/7/2023     45     12       12/8/2023     67     15       12/9/2023     36     9       12/10/2023     67     14       12/11/2023     61     15       12/12/2023     53     13       12/13/2023     64     14       12/14/2023     46     13       12/15/2023     72     16       12/17/2023     40     11       12/18/2023     54     13       12/19/2023     58     13       12/19/2023     58     13 <td></td> <td></td> <td>9</td>   |            |    | 9  |
| 11/22/2023       36       10         11/23/2023       57       16         11/24/2023       55       16         11/25/2023       32       8         11/26/2023       56       12         11/27/2023       68       15         11/28/2023       49       11         11/29/2023       40       11         11/30/2023       56       13         12/1/2023       59       17         12/2/2023       37       11         12/3/2023       67       18         12/4/2023       36       9         12/5/2023       37       10         12/7/2023       45       12         12/8/2023       67       15         12/9/2023       36       9         12/10/2023       67       14         12/11/2023       67       14         12/11/2023       61       15         12/12/2023       53       13         12/15/2023       46       13         12/15/2023       45       11         12/16/2023       72       16         12/17/2023       40       11         1  |            |    |    |
| 11/23/2023     57     16       11/24/2023     55     16       11/25/2023     32     8       11/26/2023     56     12       11/27/2023     68     15       11/28/2023     49     11       11/29/2023     40     11       11/30/2023     56     13       12/1/2023     59     17       12/2/2023     37     11       12/3/2023     67     18       12/4/2023     36     9       12/5/2023     33     8       12/6/2023     37     10       12/7/2023     45     12       12/8/2023     67     15       12/9/2023     36     9       12/10/2023     67     14       12/11/2023     61     15       12/12/2023     53     13       12/13/2023     64     14       12/14/2023     46     13       12/15/2023     72     16       12/17/2023     40     11       12/18/2023     54     13       12/19/2023     58     13       12/19/2023     58     13       12/19/2023     58     13       12/21/2023     62     13 <td></td> <td></td> <td>10</td>  |            |    | 10 |
| 11/24/2023         55         16           11/25/2023         32         8           11/26/2023         56         12           11/27/2023         68         15           11/28/2023         49         11           11/29/2023         40         11           11/30/2023         56         13           12/1/2023         59         17           12/2/2023         67         18           12/3/2023         67         18           12/4/2023         36         9           12/5/2023         37         10           12/7/2023         45         12           12/8/2023         67         15           12/9/2023         36         9           12/10/2023         67         14           12/11/2023         61         15           12/12/2023         53         13           12/13/2023         64         14           12/14/2023         46         13           12/15/2023         45         11           12/16/2023         72         16           12/17/2023         40         11           12/18/2023         54 <td></td> <td></td> <td></td>                        |            |    |    |
| 11/25/2023     32     8       11/26/2023     56     12       11/27/2023     68     15       11/28/2023     49     11       11/29/2023     40     11       11/30/2023     56     13       12/1/2023     59     17       12/2/2023     37     11       12/3/2023     67     18       12/4/2023     36     9       12/5/2023     33     8       12/6/2023     37     10       12/7/2023     45     12       12/8/2023     67     15       12/9/2023     36     9       12/10/2023     67     14       12/11/2023     61     15       12/12/2023     53     13       12/13/2023     64     14       12/14/2023     46     13       12/15/2023     45     11       12/16/2023     72     16       12/17/2023     40     11       12/18/2023     54     13       12/19/2023     58     13       12/21/2023     58     13       12/21/2023     62     13       12/21/2023     62     13       12/22/2023     73     18 <td></td> <td></td> <td></td>  |            |    |    |
| 11/26/2023         56         12           11/27/2023         68         15           11/28/2023         49         11           11/29/2023         40         11           11/30/2023         56         13           12/1/2023         59         17           12/2/2023         37         11           12/3/2023         67         18           12/4/2023         36         9           12/5/2023         33         8           12/6/2023         37         10           12/7/2023         45         12           12/8/2023         67         15           12/9/2023         36         9           12/10/2023         67         14           12/11/2023         61         15           12/12/2023         53         13           12/13/2023         64         14           12/15/2023         45         11           12/16/2023         72         16           12/17/2023         40         11           12/18/2023         54         13           12/19/2023         58         13           12/19/2023         58 <td></td> <td></td> <td></td>                         |            |    |    |
| 11/27/2023         68         15           11/28/2023         49         11           11/29/2023         40         11           11/30/2023         56         13           12/1/2023         59         17           12/2/2023         37         11           12/3/2023         67         18           12/4/2023         36         9           12/5/2023         33         8           12/6/2023         37         10           12/7/2023         45         12           12/8/2023         67         15           12/9/2023         36         9           12/10/2023         67         14           12/11/2023         61         15           12/12/2023         53         13           12/13/2023         64         14           12/14/2023         46         13           12/15/2023         45         11           12/16/2023         72         16           12/17/2023         40         11           12/18/2023         54         13           12/19/2023         58         13           12/21/2023         58 <td></td> <td></td> <td></td>                         |            |    |    |
| 11/28/2023         49         11           11/29/2023         40         11           11/30/2023         56         13           12/1/2023         59         17           12/2/2023         37         11           12/3/2023         67         18           12/4/2023         36         9           12/5/2023         33         8           12/6/2023         37         10           12/7/2023         45         12           12/8/2023         67         15           12/9/2023         36         9           12/10/2023         67         14           12/11/2023         61         15           12/12/2023         53         13           12/13/2023         64         14           12/14/2023         46         13           12/15/2023         45         11           12/16/2023         72         16           12/17/2023         40         11           12/18/2023         54         13           12/19/2023         58         13           12/19/2023         58         13           12/21/2023         62 <td></td> <td></td> <td></td>                         |            |    |    |
| 11/29/2023       40       11         11/30/2023       56       13         12/1/2023       59       17         12/2/2023       37       11         12/3/2023       67       18         12/4/2023       36       9         12/5/2023       33       8         12/6/2023       37       10         12/7/2023       45       12         12/8/2023       67       15         12/9/2023       36       9         12/10/2023       67       14         12/11/2023       61       15         12/12/2023       53       13         12/13/2023       64       14         12/14/2023       46       13         12/15/2023       45       11         12/16/2023       72       16         12/17/2023       40       11         12/18/2023       54       13         12/19/2023       58       13         12/20/2023       39       12         12/21/2023       62       13         12/22/2023       73       18         12/22/2023       48       12   |            |    |    |
| 11/30/2023         56         13           12/1/2023         59         17           12/2/2023         37         11           12/3/2023         67         18           12/4/2023         36         9           12/5/2023         33         8           12/6/2023         37         10           12/7/2023         45         12           12/8/2023         67         15           12/9/2023         36         9           12/10/2023         67         14           12/11/2023         61         15           12/12/2023         53         13           12/13/2023         64         14           12/14/2023         46         13           12/15/2023         45         11           12/16/2023         72         16           12/17/2023         40         11           12/18/2023         54         13           12/19/2023         58         13           12/20/2023         39         12           12/21/2023         62         13           12/22/2023         73         18           12/22/2023         48 <td></td> <td>40</td> <td>11</td>                     |            | 40 | 11 |
| 12/1/2023     59     17       12/2/2023     37     11       12/3/2023     67     18       12/4/2023     36     9       12/5/2023     33     8       12/6/2023     37     10       12/7/2023     45     12       12/8/2023     67     15       12/9/2023     36     9       12/10/2023     67     14       12/11/2023     61     15       12/12/2023     53     13       12/13/2023     64     14       12/14/2023     46     13       12/15/2023     45     11       12/16/2023     72     16       12/17/2023     40     11       12/18/2023     54     13       12/19/2023     58     13       12/20/2023     39     12       12/21/2023     62     13       12/22/2023     73     18       12/23/2023     48     12   |            | 56 | 13 |
| 12/3/2023     67     18       12/4/2023     36     9       12/5/2023     33     8       12/6/2023     37     10       12/7/2023     45     12       12/8/2023     67     15       12/9/2023     36     9       12/10/2023     67     14       12/11/2023     61     15       12/12/2023     53     13       12/13/2023     64     14       12/14/2023     46     13       12/15/2023     45     11       12/16/2023     72     16       12/17/2023     40     11       12/18/2023     54     13       12/19/2023     58     13       12/20/2023     39     12       12/21/2023     62     13       12/22/2023     73     18       12/23/2023     48     12   |            |    |    |
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| 12/9/2023     36     9       12/10/2023     67     14       12/11/2023     61     15       12/12/2023     53     13       12/13/2023     64     14       12/14/2023     46     13       12/15/2023     45     11       12/16/2023     72     16       12/17/2023     40     11       12/18/2023     54     13       12/19/2023     58     13       12/20/2023     39     12       12/21/2023     62     13       12/22/2023     73     18       12/23/2023     48     12   | 12/7/2023  | 45 | 12 |
| 12/10/2023     67     14       12/11/2023     61     15       12/12/2023     53     13       12/13/2023     64     14       12/14/2023     46     13       12/15/2023     45     11       12/16/2023     72     16       12/17/2023     40     11       12/18/2023     54     13       12/19/2023     58     13       12/20/2023     39     12       12/21/2023     62     13       12/22/2023     73     18       12/23/2023     48     12  | 12/8/2023  | 67 | 15 |
| 12/11/2023     61     15       12/12/2023     53     13       12/13/2023     64     14       12/14/2023     46     13       12/15/2023     45     11       12/16/2023     72     16       12/17/2023     40     11       12/18/2023     54     13       12/19/2023     58     13       12/20/2023     39     12       12/21/2023     62     13       12/22/2023     73     18       12/23/2023     48     12   | 12/9/2023  | 36 | 9  |
| 12/12/2023     53     13       12/13/2023     64     14       12/14/2023     46     13       12/15/2023     45     11       12/16/2023     72     16       12/17/2023     40     11       12/18/2023     54     13       12/19/2023     58     13       12/20/2023     39     12       12/21/2023     62     13       12/22/2023     73     18       12/23/2023     48     12  | 12/10/2023 | 67 | 14 |
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| 12/14/2023     46     13       12/15/2023     45     11       12/16/2023     72     16       12/17/2023     40     11       12/18/2023     54     13       12/19/2023     58     13       12/20/2023     39     12       12/21/2023     62     13       12/22/2023     73     18       12/23/2023     48     12  | 12/12/2023 | 53 | 13 |
| 12/15/2023     45     11       12/16/2023     72     16       12/17/2023     40     11       12/18/2023     54     13       12/19/2023     58     13       12/20/2023     39     12       12/21/2023     62     13       12/22/2023     73     18       12/23/2023     48     12   | 12/13/2023 | 64 | 14 |
| 12/16/2023     72     16       12/17/2023     40     11       12/18/2023     54     13       12/19/2023     58     13       12/20/2023     39     12       12/21/2023     62     13       12/22/2023     73     18       12/23/2023     48     12  | 12/14/2023 | 46 | 13 |
| 12/17/2023     40     11       12/18/2023     54     13       12/19/2023     58     13       12/20/2023     39     12       12/21/2023     62     13       12/22/2023     73     18       12/23/2023     48     12   |            | 45 | 11 |
| 12/18/2023     54     13       12/19/2023     58     13       12/20/2023     39     12       12/21/2023     62     13       12/22/2023     73     18       12/23/2023     48     12  | 12/16/2023 | 72 | 16 |
| 12/19/2023     58     13       12/20/2023     39     12       12/21/2023     62     13       12/22/2023     73     18       12/23/2023     48     12   | 12/17/2023 |    | 11 |
| 12/20/2023     39     12       12/21/2023     62     13       12/22/2023     73     18       12/23/2023     48     12  | 12/18/2023 |    | 13 |
| 12/21/2023     62     13       12/22/2023     73     18       12/23/2023     48     12   |            |    |    |
| 12/22/2023     73     18       12/23/2023     48     12  |            |    |    |
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|  | 12/24/2023 | 63 | 17 |

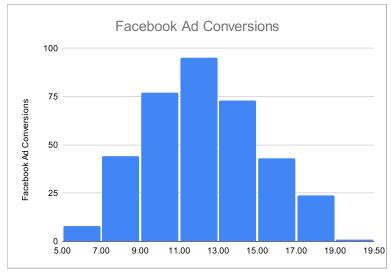
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| 45          | 11           |
| 55          | 13           |
| 43          | 11           |
|             | :            |
| 28          | 11           |
| 31          | 7            |
| 25          | 9            |
| 26          | 7            |
| 25          | 10           |
|             |              |
| 56          | 13           |
| 41          | 11           |
| 34          | 9            |
| 31          | 10           |
| 41          | 13           |
|             | :            |
| 41          | 13           |
| 35          | 12           |
| 29          | 9            |
| 54          | 16           |
| 40          | 10           |
|             | <del>.</del> |
| 31          | 8            |
|             |              |

Histogram Bucket Size(Clicks) : 10 Distribution(Clicks) : Normal



Histogram Bucket Size(Conversions) : 10 Distribution(Conversions) : Normal



Variables Types
Quantitative-Continuous
Quantitative-Discrete
Qualitative-Nominal
Qualitative-Ordinal

Facebook Variables(by type)

Cost per AdWords Ad, AdWords Click-Through Rate, AdWords Conversion Rate, AdWords Cost per Click

AdWords Ad Views, AdWords Ad Clicks, AdWords Ad Conversions

AdWords Cost per Click

None

| _  |    |
|----|----|
| 42 | 10 |
| 26 | 7  |
| 31 | 10 |
| 31 | 9  |
| 48 | 11 |
| 34 | 11 |
| 32 | 8  |
| 48 | 11 |
| 28 | 7  |
| 51 | 14 |
| 44 | 11 |
| 35 | 12 |
| 55 | 15 |
| 54 | 12 |
| 46 | 12 |
| 57 | 15 |
| 28 | 8  |
| 40 | 11 |
| 43 | 13 |
| 51 | 14 |
| 44 | 13 |
| 24 | 10 |
| 29 | 9  |
| 22 | 5  |
| 59 | 15 |
| 43 | 10 |
| 61 | 17 |
| 54 | 15 |
| 39 | 9  |
| 33 | 8  |
| 32 | 9  |
| 59 | 17 |
| 28 | 10 |
| 37 | 12 |
| 48 | 11 |
| 35 | 11 |
| 36 | 11 |
| 54 | 12 |
| 41 | 10 |
| 40 | 13 |
| 36 | 9  |
| 39 | 10 |
| 25 | 6  |
| 41 | 11 |
| 42 | 11 |
| 30 | 7  |
| 39 | 10 |
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|----|----|
| 34 | 12 |
| 52 | 14 |
| 53 | 13 |
| 35 | 9  |
| 44 | 10 |
| 26 | 6  |
| 40 | 9  |
| 57 | 16 |
| 36 | 10 |
| 22 | 6  |
| 43 | 13 |
| 57 | 12 |
| 39 | 13 |
| 36 | 10 |
| 58 | 16 |
| 36 | 10 |
| 33 | 12 |
| 43 | 12 |
| 62 | 16 |
| 45 | 10 |
| 51 | 14 |
| 19 | 8  |
| 39 | 11 |
| 59 | 15 |
| 53 | 16 |
| 36 | 11 |
| 31 | 7  |
| 21 | 6  |
| 52 | 11 |
| 54 | 15 |
| 35 | 8  |
| 48 | 12 |
| 53 | 16 |
| 25 | 7  |
| 25 | 7  |
| 58 | 17 |
| 41 | 9  |
| 47 | 13 |
| 34 | 10 |
| 42 | 13 |
| 33 | 9  |
| 54 | 12 |
| 44 | 12 |
| 50 | 15 |
| 59 | 17 |
| 23 | 9  |
| 59 | 13 |
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|    | _       |
|----|---------|
| 36 | 10      |
| 42 | 10      |
| 29 | 7       |
| 26 | 7       |
| 23 | 6       |
| 48 | 13      |
| 46 | 14      |
| 37 | 12      |
| 36 | 9       |
|    | :       |
| 37 | 8       |
| 41 | 11      |
| 23 | 9       |
| 40 | 13      |
| 35 | 11      |
| 61 | 16      |
| 36 | 9       |
| 48 | 13      |
| 22 | 7       |
| 46 | 14      |
| 56 | 15      |
| 35 | 8       |
| 29 | 11      |
| 44 | 10      |
| 40 | 13      |
| 50 | 13      |
| 31 | 9       |
| 33 | 9       |
| 39 | 11      |
| 54 | 16      |
| 54 | 14      |
| 30 | 7       |
| 58 | ,<br>17 |
| 36 | :       |
| 34 | 10      |
|    | 10      |
| 33 | 9       |
| 53 | 12      |
| 48 | 12      |
| 40 | 9       |
| 39 | 9       |
| 34 | 12      |
| 46 | 11      |
| 55 | 13      |
| 42 | 10      |
| 31 | 7       |
| 30 | 7       |
| 47 | 12      |
| 40 | 13      |
|    |         |

| 33 | 10 |
|----|----|
| 46 | 12 |
| 53 | 15 |
| 39 | 11 |
| 56 | 12 |
| 55 | 12 |
| 39 | 11 |
| 50 | 14 |
| 27 | 6  |
| 65 | 18 |
| 54 | 12 |
| 56 | 15 |
| 36 | 10 |
| 30 | 10 |
| 62 | 17 |
| 36 | 10 |
| 54 | 13 |
| 60 | 13 |
| 49 | 11 |
| 64 | 17 |
| 42 | 13 |
| 60 | 13 |
| 40 | 13 |
| 38 | 12 |
| 46 | 12 |
| 51 | 14 |
| 66 | 16 |
| 53 | 13 |
| 35 | 8  |
| 23 | 10 |
| 33 | 8  |
| 55 | 15 |
| 58 | 14 |
| 36 | 11 |
| 42 | 12 |
| 52 | 14 |
| 35 | 10 |
| 34 | 8  |
| 45 | 12 |
| 26 | 9  |
| 23 | 7  |
| 56 | 16 |
| 47 | 10 |
| 51 | 13 |
| 34 | 8  |
| 59 | 14 |
| 41 | 11 |
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|----------|----------|
| 40       | 9        |
| 35       | 11       |
| 40       | 12       |
| 29       | 10       |
| 28       | 9        |
| 51       | 15       |
| 41       | 10       |
| 32       | 8        |
| 39       | 11       |
| 63       | 15       |
| 42       | 10       |
| 51       | 13       |
| 29       | 7        |
| 63       | 18       |
| 33       | 11       |
| 56       | 15       |
| 54       | 16       |
| 37       | 11       |
| 60       | 13       |
| 56       | 15       |
|          |          |
| 65<br>33 | 18<br>9  |
|          |          |
| 40       | 9        |
| 44       | 12<br>10 |
| 30       | 10       |
| 43       | 13       |
| 56       | 14<br>15 |
| 53       | 15       |
| 57       | 14       |
| 57       | 14       |
| 38       | 9        |
| 36       | 8        |
| 34       | 8        |
| 36       | 12       |
| 47       | 12       |
| 57       | 16       |
| 62       | 17<br>-  |
| 30       | 8        |
| 61       | 16       |
| 52       | 14       |
| 62       | 17       |
| 56<br>   | 12       |
| 58       | 16       |
| 69       | 19       |
| 57       | 13       |
| 25       | 9        |
| 35       | 9        |

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|----|----|
| 42 | 9  |
| 55 | 15 |
| 36 | 11 |
| 28 | 8  |
| 39 | 10 |
| 36 | 8  |
| 58 | 13 |
| 44 | 11 |
| 51 | 12 |
| 46 | 14 |
| 51 | 11 |
| 53 | 13 |
| 49 | 13 |
| 65 | 16 |
| 63 | 18 |
| 70 | 17 |
| 43 | 11 |
| 46 | 13 |
| 62 | 13 |
| 56 | 12 |
| 54 | 16 |
| 34 | 10 |
| 64 | 18 |
| 64 | 18 |
| 71 | 16 |
| 28 | 10 |
| 39 | 11 |
| 53 | 13 |
| 35 | 9  |
| 46 | 11 |
| 33 | 8  |
| 40 | 11 |
| 38 | 13 |
| 57 | 12 |
| 65 | 16 |
| 61 | 14 |
| 43 | 11 |
| 48 | 12 |
| 64 | 17 |
| 37 | 12 |
| 51 | 11 |
| 59 | 14 |
| 59 | 16 |
| 34 | 9  |
| 57 | 12 |
| 36 | 10 |
| 57 | 16 |

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|----|----|
| 55 | 16 |
| 32 | 8  |
| 56 | 12 |
| 68 | 15 |
| 49 | 11 |
| 40 | 11 |
| 56 | 13 |
| 59 | 17 |
| 37 | 11 |
| 67 | 18 |
| 36 | 9  |
| 33 | 8  |
| 37 | 10 |
| 45 | 12 |
| 67 | 15 |
| 36 | 9  |
| 67 | 14 |
| 61 | 15 |
| 53 | 13 |
| 64 | 14 |
| 46 | 13 |
| 45 | 11 |
| 72 | 16 |
| 40 | 11 |
| 54 | 13 |
| 58 | 13 |
| 39 | 12 |
| 62 | 13 |
| 73 | 18 |
| 48 | 12 |
| 63 | 17 |
| 63 | 18 |
| 33 | 12 |
| 51 | 13 |
| 69 | 18 |
| 44 | 13 |
| 37 | 8  |
| 60 | 17 |
|    |    |

| Facebook Ad | AdWords Ad  |                                      |   |
|-------------|-------------|--------------------------------------|---|
| Conversions | Conversions |                                      | Comparing the Facebook and Award Platform   |
| 8           | 5           | Evaluation Quest                     | ion : Is there a difference between no.of conversions on the Facebook platform vs award p[latform                         |
| 12          | 6           |                                      |   |
| 8           | 4           | Hypothesis                           | No.of ad conversions may change, and can find increase in them. So as the no.of clicks changes no.of conversions changes. |
| 9           | 5           |                                      |   |
| 7           | 7           | Independent Variable                 | No.of Awards  |
| 10          | 4           | Dependent Variable                   | No.of ad conversions  |
| 15          | 7           |                                      |   |
| 12          | 4           | Mean of Facebook Ad Conversions      | 11.74   |
| 12          | 9           | Mean of Award Conversions            | 5.98  |
| 13          | 5           |                                      |   |
| 14          | 7           |                                      | Alpha=0.05  |
| 14          | 8           |                                      |   |
| 12          | 7           |                                      |   |
| 11          | 9           | P-Value                              | 0   |
| 12          | 3           |                                      |   |
| 7           | 6           | Based on the p-value null hypothesis | ss H0 can be rejected and H1 alternative hypothesis can be accepted.  |
| 10          | 5           |                                      |   |
| 13          | 6           | Conclusion                           | The relationship between Adwords Ad conversions and Facebook Ad conversations are positive.                               |
| 8           | 4           |                                      |   |
| 13          | 7           |                                      |   |
| 8           | 3           |                                      |   |
| 12          | 4           |                                      |   |
| 10          | 7           |                                      |   |
| 12          | 6           |                                      |   |
| 13          | 7           |                                      |   |
| 6           | 4           |                                      |   |
| 11          | 6           |                                      |   |
| 13          | 7           |                                      |   |
| 11          | 8           |                                      |   |
| 11          | 5           |                                      |   |
| 7           | 4           |                                      |   |
| 9           | 6           |                                      |   |
| 7           | 6           |                                      |   |
| 10          | 5           |                                      |   |
| 13          | 5           |                                      |   |
| 11          | 9           |                                      |   |
| 0           | . 7         |                                      |   |

| 13             | 4           |
|----------------|-------------|
| 13             | 4           |
| 12             | 5           |
| 12<br>9        |             |
| 16             | 8<br>5      |
| 10             | 5           |
| 8              | 8           |
| 10             | 3           |
| 7<br>10        |             |
| 10             | 8<br>7      |
| 9<br>11        | 7           |
| 11             | 4           |
| 11             | 7           |
| 8              | 7           |
| 11             | 8           |
| 11<br>7        | 5           |
| 14             | 9           |
| 11             | 4           |
| 12             | 7           |
| 15             |             |
| 12             | 7<br>3<br>4 |
| 15<br>12<br>12 | 4           |
| 15             | 6           |
| 8              | 6           |
| 11             | 4           |
| 13             | 8           |
| 14             | 6           |
| 14<br>13       | 5           |
| 10             | 9           |
| 9              | 7           |
|                | 5           |
| 5<br>15<br>10  | 5<br>5<br>7 |
| 10             |             |
| 17             | 4           |
| 15             | 5           |
| 9              | 8           |
| 8              | 4           |
| 9              | 4           |
| 17             | 4<br>7      |
| 10             | 4           |
| •              |             |

| 12      | 4                |
|---------|------------------|
| 11      | :                |
| 4.4     | 6<br>4           |
|         | 8                |
| 4.0     | 9                |
|         | 3                |
| 13      | 5                |
|         |                  |
| 9<br>10 | 5                |
| 6       | 7<br>5<br>5<br>5 |
| 11      | 5                |
| 11      | 9                |
| 7       | 5                |
| 10      |                  |
| 12      | 7                |
| 14      | 9<br>7<br>5      |
| 13      | 5                |
| 9       | 6                |
| 10      | 5                |
|         |                  |
| 6<br>9  | 4<br>7<br>9<br>5 |
| 16      | 9                |
| 10      | 5                |
| 6       | 3                |
| 13      | 5                |
| 12      | 7                |
| 13      | 7                |
| 10      | 8                |
| 16      | 7                |
| 10      | 4                |
| 12      | 8                |
| 12      | 8                |
| 16      | 4                |
| 10      | 8                |
| 14      | 9                |
| 8       | 7                |
| 11      | 6                |
| 15      | 5                |
| 16      | 3                |
| 11      | 8                |
|         |                  |

| 7                       | 7  |
|-------------------------|--|
| 6                       | 8  |
| 11                      | 5  |
| 15                      | 5  |
| 8                       | 5  |
| 12                      | 4  |
|                         | 4  |
| 7                       | 9  |
| 7                       | 5  |
| 17                      | 5  |
| 9                       | 5  |
| 16<br>7<br>7<br>17<br>9 | 7  |
| 10                      | 8<br>5<br>5<br>4<br>4<br>9<br>5<br>5<br>5<br>7 |
| 13                      | 7  |
| 9                       | 7<br>8   |
| 9<br>12<br>12           | 6  |
| 12                      | 7  |
| 15                      | 7<br>5   |
| 17                      | 6  |
| 9                       | 4  |
| 9<br>13<br>10           | 6<br>4<br>5<br>5<br>6<br>8                     |
| 10                      | 5  |
| 10                      | 6  |
| 10<br>7                 | 8  |
| 7                       | 8  |
|                         | 6  |
| 13                      | 6  |
| 6<br>13<br>14           | 5  |
| 12                      | 5  |
| 9                       | 6<br>5<br>5<br>4                               |
|                         |  |
| 11                      | 7<br>8   |
| 8<br>11<br>9            | 4  |
| 13                      | 6  |
| 11                      | 5  |
| 16                      |  |
| 9                       | 7<br>5<br>7<br>5                               |
| 9<br>13<br>7<br>14      | 7  |
| 7                       | 5  |
| 14                      | 5  |
|                         |  |

| 15             | 5           |
|----------------|-------------|
| 8              |             |
| 11             | 7<br>5<br>7 |
| 10             | 7           |
| 13             | 6           |
| 13             | 8           |
| 9              | 4           |
| 9              | 4           |
| 11             | 9           |
| 16             | 8           |
| 16<br>14       | 9<br>8<br>7 |
| 7              | 9           |
| 17             | 6           |
| 10             | 8           |
| 10             | 6           |
| 9              | 6<br>5<br>7 |
| 12             | 7           |
| 12             | 5           |
| 9              | 4           |
|                |             |
| 12             | 9<br>5<br>7 |
| 9<br>12<br>11  | 7           |
| 13             | 6<br>7      |
| 10             |             |
| 7              | 8           |
| 7              | 6           |
| 7<br>12        | 6<br>7      |
| 13             |             |
| 10             | 6           |
| 12             | 8           |
| 15             | 5           |
| 11             | 7<br>4      |
| 12             | 4           |
| 11<br>12<br>12 | 8           |
| 11             | 7           |
| 14             | 3           |
| 6              | 5           |
| 18             | 5<br>4<br>7 |
| 12             | 7           |
| 15             | 6           |
|                |             |

| 10             | 9           |
|----------------|-------------|
| 10             | 7           |
| 17             | 4           |
| 10             | 5           |
| 13             | 5<br>5      |
| 13             | 6           |
| 11             | 8           |
| 17             | 6           |
| 13             | 7           |
| 13             | 7<br>7      |
| 13<br>13<br>13 | 9           |
| 12             | 3           |
| 12             | 8           |
| 14             | 8           |
| 16             | 6           |
| 13             | 8           |
| 8              | 6           |
| 10             | 5           |
| 8              | 3           |
| 15             |             |
| 14             | 7           |
| 14<br>11       | 9<br>7<br>7 |
| 12             | 3           |
| 14             | 5           |
| 10             | 3           |
|                | 6           |
| 8<br>12        | 8           |
| 9              | 5           |
| 7              | 3           |
| 16             | 9           |
| 10             | 7           |
| 13             | 6           |
| 8              | 5           |
| 14             | 4           |
| 11             | 4           |
| 9              | 7           |
| 11             | 6           |
| 12             |             |
| 10             | 7<br>7      |
| 9              | 7           |
|                | <u> </u>    |

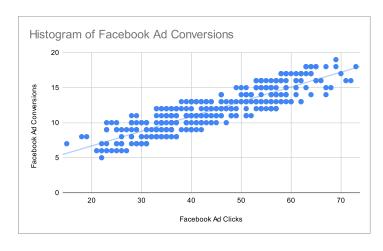
| 15             | 7                |
|----------------|------------------|
| 10             | 8                |
| 8              | 6                |
| 11             | 6<br>3<br>6      |
| 15             | 6                |
| 10             | 9                |
| 13             | 7                |
| 7              |                  |
| 18             | 7                |
| 11             | 5                |
| 18<br>11<br>15 | 8 7 5 7          |
| 16             | 4                |
| 11             | 3                |
| 13             | 9                |
| 15             | 7                |
| 18             | 8                |
| 9              | 6                |
| 9              | 4                |
| 12             | 5                |
|                |                  |
| 10<br>13<br>14 | 4<br>8<br>5<br>7 |
| 14             | 5                |
| 15             | 7                |
| 14             | 6                |
| 14             | 5                |
| 9              | 7                |
| 8              | 8                |
| 8              | 6                |
| 12             | 9                |
| 12             | 5                |
| 16             | 8                |
| 17             | 4                |
| 8              | 6                |
| 16             | 4                |
| 14             | 6                |
| 17             | 6                |
| 12             |                  |
| 16             | 7<br>7           |
| 19             | 5                |
| 13             | 5                |
|                |                  |

| 9              | 5      |
|----------------|--------|
| 9              | 6      |
| 9              |        |
| 15             | 7<br>5 |
| 11             | 6      |
| 8              | 6      |
| 10             | 4      |
| 8              | 6      |
| 13             | 8      |
| 11             | 4      |
| 11<br>12       | 8      |
| 14             | 7      |
| 11             | 3      |
| 13             | 5      |
| 13             | 5      |
| 16             | 7      |
| 18             | 5      |
| 17             | 6      |
| 11             | 6      |
|                | 8      |
| 13<br>13<br>12 | 8<br>7 |
|                |        |
| 16             | 4      |
| 10             | 7      |
| 18             | 6      |
| 18             | 5      |
| 16             | 8      |
| 10             | 6      |
| 11             | 4      |
| 13             | 6      |
| 9              | 3      |
| 11             | 8      |
| 8              | 9      |
| 11             | 5      |
| 13             | 4      |
| 12             | 4      |
| 16             | 4      |
| 14             | 4      |
| 11             | 5      |
| 12             | 6      |
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| 17       | 7                     |
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| 12       | 6                     |
| 11       | 8                     |
| 14       | 8                     |
| 16       | 8                     |
| 9        | 5                     |
| 12       | 5                     |
| 10       | 6                     |
| 16       |                       |
| 16       | 8<br>7                |
| 8        | 5                     |
| 12       | 5                     |
| 15       | 8                     |
| 11       | 3                     |
| 11       |                       |
| 13       | 7<br>5                |
| 17       | 5                     |
| 11       | 3                     |
| 18       |                       |
| 9        | 5                     |
| 8        | 6<br>5<br>9<br>6<br>5 |
| 10       | 6                     |
| 12       | 5                     |
| 15       | 3                     |
| 9        | 7                     |
| 14       | 4                     |
| 15       | 5                     |
| 15<br>13 | 5<br>4                |
| 14       | 7                     |
| 13       | 5                     |
| 11       |                       |
| 16       | 5                     |
| 11       | 5<br>5<br>6<br>5      |
| 13       | 5                     |
| 13       | 7                     |
| 12       | 7                     |
| 13       | 3                     |
| 18       | 8                     |
| 12       | 3                     |
| 17       | 6                     |
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| 18 | 5 |
|----|---|
| 12 | 7 |
| 13 | 9 |
| 18 | 6 |
| 13 | 6 |
| 8  | 6 |
| 17 | 6 |

| Facebook Ad | Facebook Ad |
|-------------|-------------|
| Clicks      | Conversions |
| 18          | 8           |
| 36          | 12          |
| 26          | 8           |
| 27          | 9           |
| 15          | 7           |
| 37          | 10          |
| 49          | 15          |
| 49          | 12          |
| 36          | 12          |
| 41          | 13          |
| 51          | 14          |
| 56          | 14          |
| 48          | 12          |
| 42          | 11          |
| 56          | 12          |
| 31          | 7           |
| 28          | 10          |
| 40          | 13          |
| 30          | 8           |
|             | <u> </u>    |
| 50          | 13          |
| 33          | 8           |
| 46          | 12          |
| 28          | 10          |
| 43          | 12          |
| 52          | 13          |
| 24          | 6           |
| 45          | 11          |
| 55          | 13          |
| 43          | 11          |
| 28          | 11          |
| 31          | 7           |
| 25          | 9           |
| 26          | 7           |
| 25          | 10          |
| 56          | 13          |
| 41          | 11          |
| 34          | 9           |
| 31          | 10          |
| 41          | 13          |
| 41          | 13          |
| 35          | 12          |
| 29          | 9           |
| 54          | 16          |
| 40          | 10          |
| 31          | 8           |
| 42          | 10          |
| 26          | 7           |
| 31          | 10          |
| 31          | 9           |
| 48          | 11          |
| 34          | 11          |
| 32          | 8           |
| 48          | 11          |
| 28          | 7           |



Facebook Ad clicks are acting as the independent variable and coming to Facebook Ad Conversions it is the dependent. To Predict Facebook Ad Conversions based on the Faced Ad clicks. To make this prediction Simple linear regression is the used.

| 44       | 11       |
|----------|----------|
| 35       | 12       |
| 55       | 15       |
| 54       | 12       |
| 46       | 12       |
| 57       | 15       |
| 28       | 8        |
| 40       | 11       |
| 43       | 13       |
| 51       | 14       |
| 44       | 13       |
| 24       | 10       |
| 29       | 9        |
| 22       | 5        |
| 59       | 15       |
| 43       | 10       |
| 61       | 17       |
| 54       | 15       |
| 39       | 9        |
|          |          |
| 33       | 8        |
| 32       | 9        |
| 59       | 17       |
| 28       | 10       |
| 37       | 12       |
| 48       | 11       |
| 35       | 11       |
| 36       | 11       |
| 54       | 12       |
| 41       | 10       |
| 40       | 13       |
| 36       | 9        |
| 39       | 10       |
| 25       | 6        |
| 41       | 11       |
| 42       | 11       |
| 30       | 7        |
| 39       | 10       |
| 34       | 12       |
| 52       | 14       |
| 53       | 13       |
| 35       | 9        |
| 44       | 10       |
| 26       | 6        |
| 40       | 9        |
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| 26<br>23<br>48<br>46<br>37<br>36<br>37<br>41<br>23<br>40<br>35<br>61<br>36<br>48             | 7 7 6 13 14 12 9 8 11 9 13 11 16 9 13                              |
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