

Date	Facebook Ad Clicks	Facebook Ad 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)
11.74

Median(Conversions)
12.00

Mode(Conversions)
13.00

Mean(Clicks)
44.05

Median(Clicks)
43.00

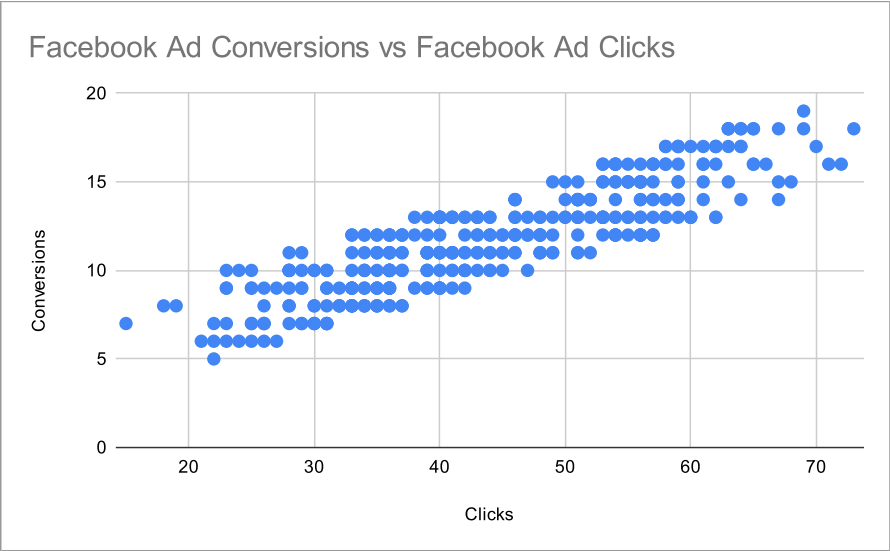
Mode(Clicks)
36.00

Standard Deviation(Clicks)
12.14

Standard Deviation(Conversions)
2.92

Correlation Coefficient
0.87

	Number of FB conversions by Grouping for 2019			
Number Of conversions	1 to 5	6 to 10	11 to 15	16+
Number of Occurrences	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	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	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
3/29/2023	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
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4/13/2023	43	13
4/14/2023	57	12
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4/16/2023	36	10
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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
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5/2/2023	54	15
5/3/2023	35	8
5/4/2023	48	12
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5/8/2023	58	17
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5/10/2023	47	13
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7/31/2023	51	14
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8/9/2023	42	12
8/10/2023	52	14
8/11/2023	35	10

8/12/2023	34	8
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9/22/2023	36	8
9/23/2023	34	8
9/24/2023	36	12
9/25/2023	47	12

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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
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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
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10/21/2023	65	16
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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
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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

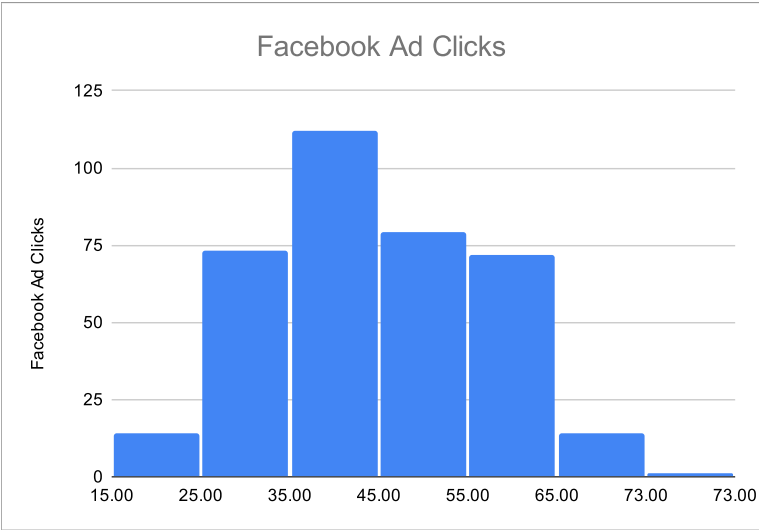
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12/14/2023	46	13
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12/16/2023	72	16
12/17/2023	40	11
12/18/2023	54	13
12/19/2023	58	13
12/20/2023	39	12
12/21/2023	62	13
12/22/2023	73	18
12/23/2023	48	12
12/24/2023	63	17



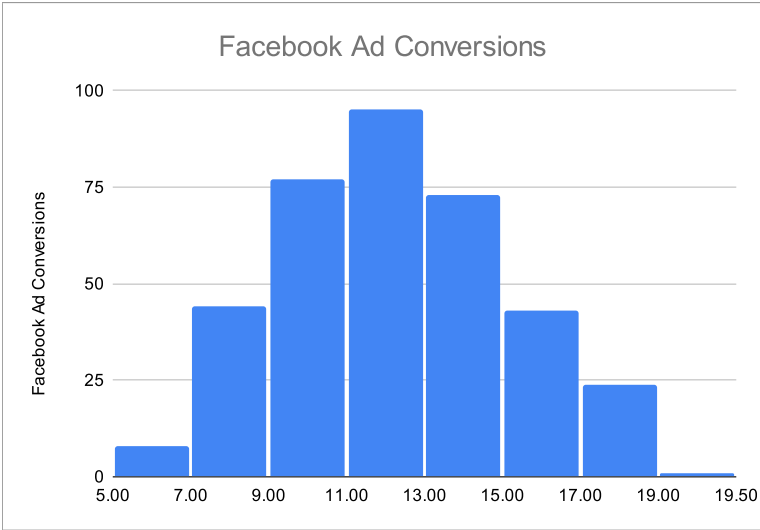
12/25/2023	63	18
12/26/2023	33	12
12/27/2023	51	13
12/28/2023	69	18
12/29/2023	44	13
12/30/2023	37	8
12/31/2023	60	17

Facebook Ad Clicks	Facebook Ad 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
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46	12
28	10
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55	13
43	11
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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

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
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25	6
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39	10

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Facebook Ad Conversions	AdWords Ad Conversions
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12	9
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6	4
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13	7
11	8
11	5
7	4
9	6
7	6
10	5
13	5
11	9
9	7
10	7

### Comparing the Facebook and Award Platform

Evaluation Question : Is there a difference between no.of conversions on the Facebook platform vs award p[latform

<b>Hypothesis</b>	No.of ad conversions may change, and can find increase in them. So as the no.of clicks changes no.of conversions changes.	
<b>Independent Variable</b>	No.of Awards	
<b>Dependent Variable</b>	No.of ad conversions	
Mean of Facebook Ad Conversions	11.74	
Mean of Award Conversions	5.98	
	Alpha=0.05	
P-Value	0	
Based on the p-value null hypothesiss H0 can be rejected and H1 alternative hypothesis can be accepted.		
<b>Conclusion</b>	The relationship between Adwords Ad conversions and Facebook Ad conversations are positive.	

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13	4
12	5
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16	5
10	5
8	8
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9	7
11	4
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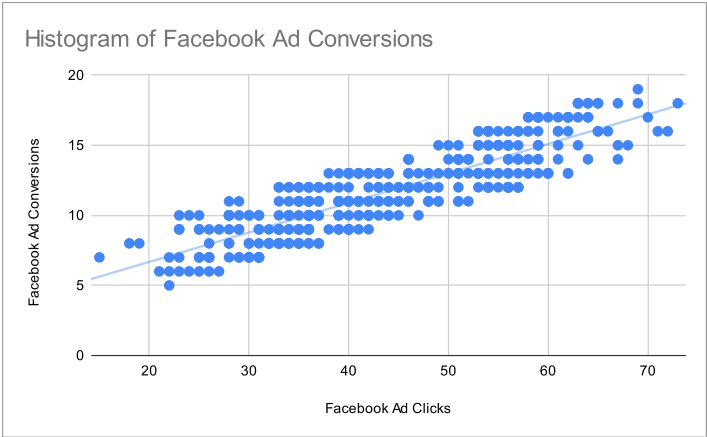


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Facebook Ad Clicks	Facebook Ad Conversions
18	8
36	12
26	8
27	9
15	7
37	10
49	15
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41	13
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56	14
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Facebook 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.

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