

## Mateus Farias' Application for HomeLight's Growth Analyst Role

[Code on GitHub](#)

1. Identify an ad group where performance is suffering because it has a high cost per click(cpc).

**Below it's presented the visualization in graphic:**

[Top 5 worst CPC's](#)

**Therefore, to answer the question: AG 25.**

2. Identify an ad group where the RoAS is underperforming compared to the overall campaign's RoAS during this time period, prioritizing by spend.

**Below it's presented the visualization in graphic:**

[Top 5 Cost by AD Group below RoAS average](#)

**Therefore, to answer the question: AG 27.**

3. Identify an ad group which might be experiencing ops issues based on underperforming down funnel metrics.

**Below it's presented the visualization in graphic:**

[Tail 5 most performing AD Groups](#)

**Therefore, to answer the question: AG 5.**

**Additionally, it's important to report that the operation have a low performance (9.54%) with many AD Groups below it (69.86%), that's a big problem in operation.**