# Week -2 Submission

Campaign data which was taken into consideration:

| Campaign Number | Impressions/Amount | UCTR | Reach/(Unique_Clicks) | CPR | Frequency |
|---|---|---|---|---|---|
| 1 | 20.20 | 17.41 | 24.72 | 20.52 | 8.15 |
| 2 | 42.63 | 18.28 | 16.41 | 3.1 | 4.25 |
| 3 | 4.20 | 12.73 | 29.24 | 69.32 | 3.24 |
| 4 | 4.62 | 17.66 | 22.65 | 23.79 | 3.62 |
| 5 | 24.45 | 11.18 | 27.22 | 11.91 | 4.08 |
| 6 | 38.99 | 8.28 | 25.71 | 2.11 | 2.26 |
| 7 | 63.00 | 12.23 | 25.89 | 5.99 | 7.07 |
| 8 | 20.69 | 35.73 | 12.99 | 30.74 | 7.48 |
| 9 | 9.88 | 7.65 | 37.80 | 28.05 | 3.60 |
| 10 | 4.78 | 10.19 | 34.63 | 55.95 | 3.29 |
| 11 | 3.23 | 26.06 | 16.38 | 28.71 | 3.36 |

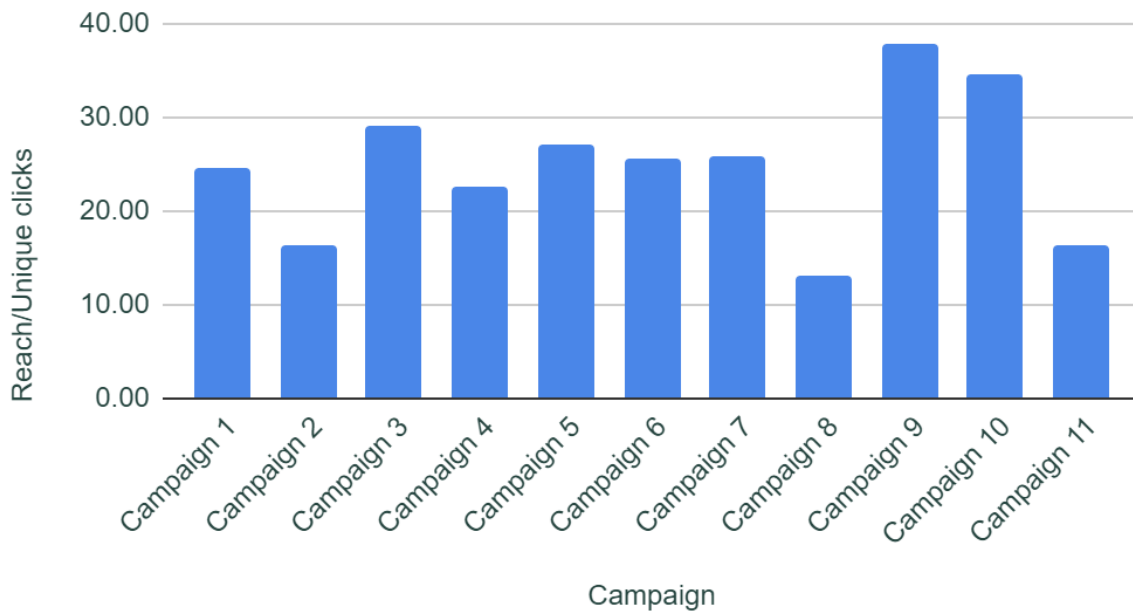The visualisations of the above parameters are as below:

**Graph-1:** Impressions/Amount vs Campaign number
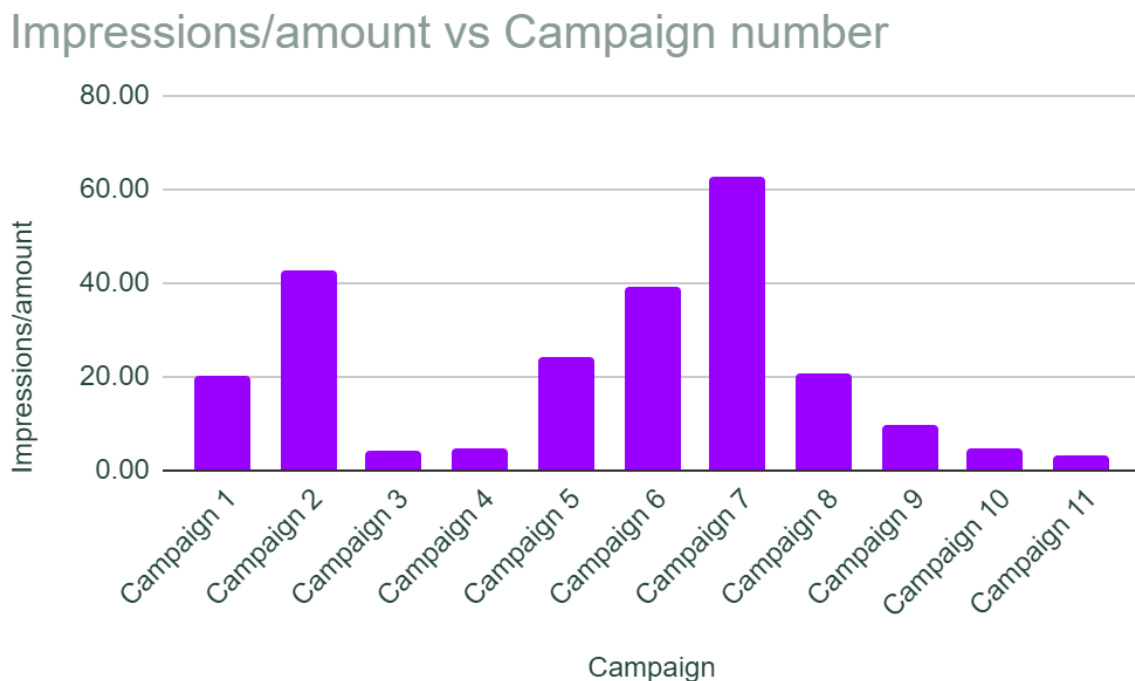


The highest value gets rank 1 and the lowest gets rank 11. Here rank is inversely proportional to value of Impressions/Amount.

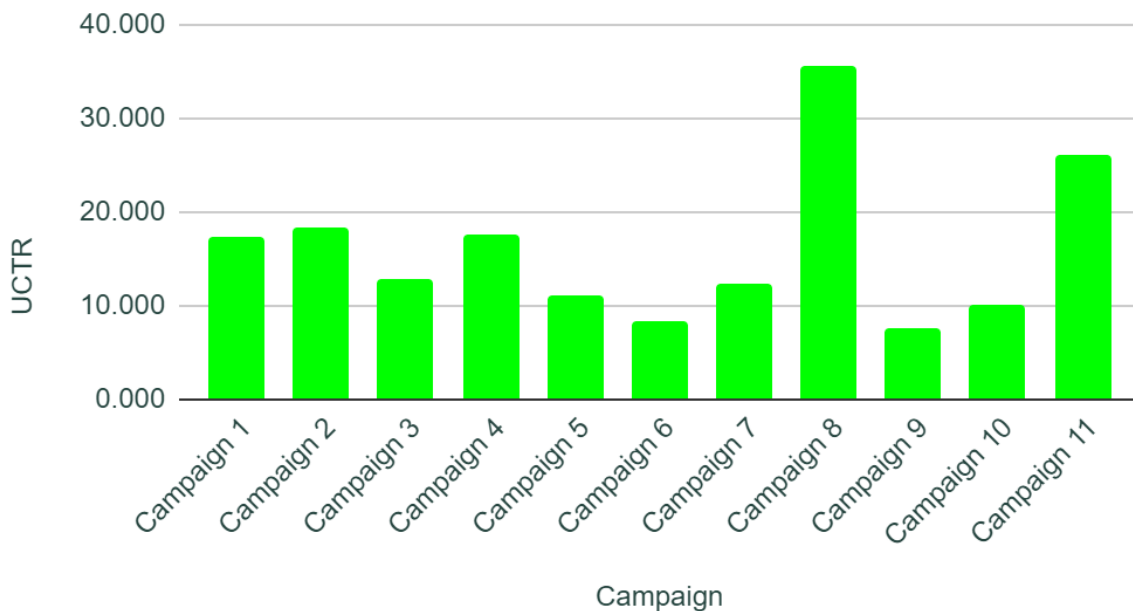**Graph-2:** Reach/Unique clicks vs Campaign number

## Reach/Unique clicks vs Campaign number



The lowest value gets rank 1 and the highest gets rank 11. Here rank is directly proportional to value of Reach/Unique clicks.

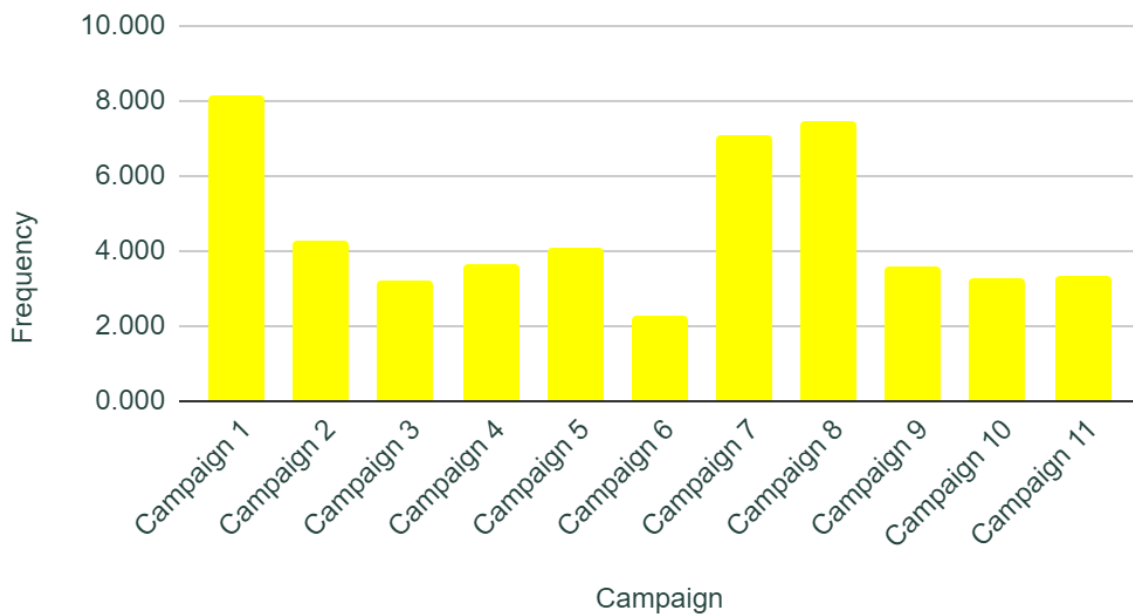**Graph-3:** UCTR vs Campaign number

## UCTR vs Campaign number



The highest value gets rank 1 and the lowest gets rank 11. Here rank is inversely proportional to the value of UCTR.
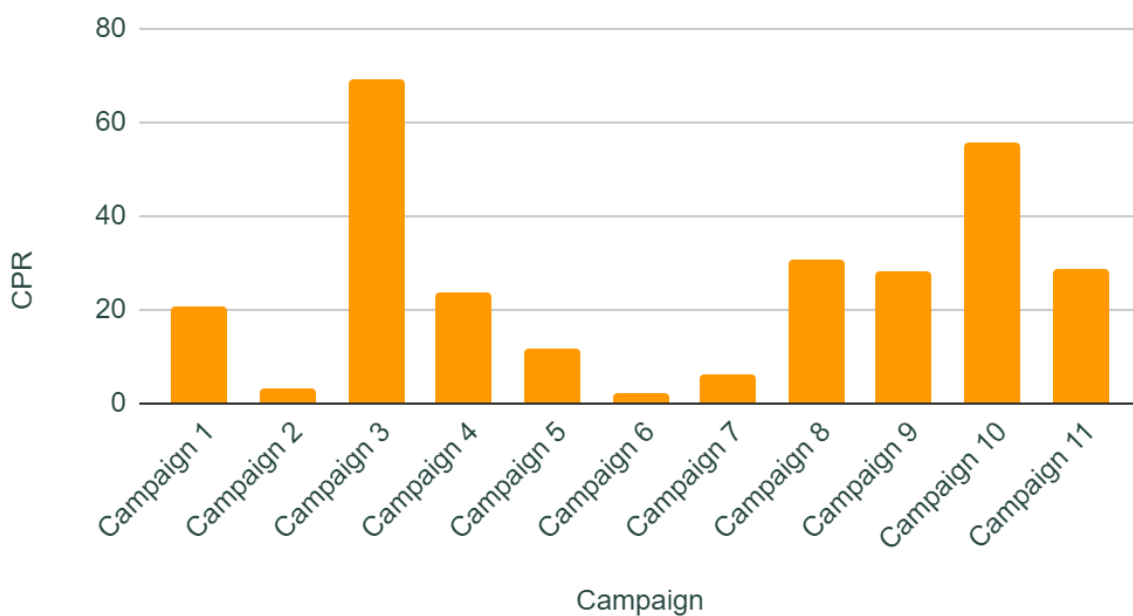
**Graph-4:** Frequency vs Campaign number



The highest value gets rank 1 and the lowest gets rank 11. Here rank is inversely proportional to value of Frequency.
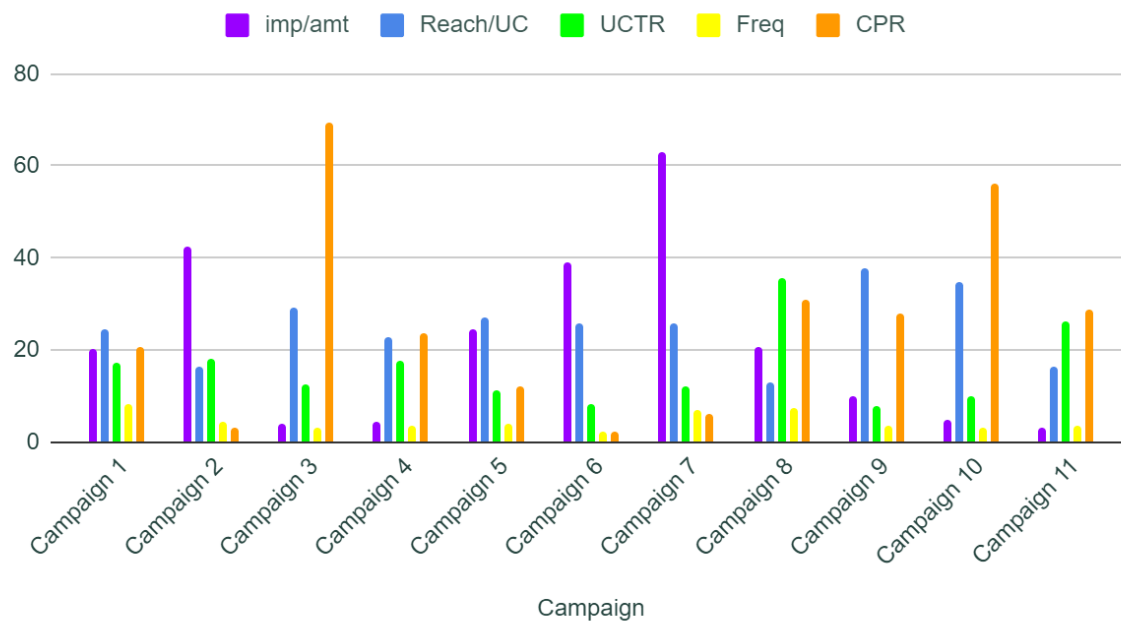
**Graph-5:** CPR vs Campaign number



The lowest value gets rank 1 and the highest gets rank 11. Here rank is directly proportional to value of CPR..

**Graph 6:** Combined plot

## Parameters vs Campaign number



Rankings based on their values, where rank 1 is best and rank 11 is worst. Average is calculated with the help of the 5 ranks obtained for each parameter. The campaigns with the highest rank are to be eliminated.

| Campaign Number | Impressions/Amount | UCTR | Reach/(Unique_Clicks) | CPR | Frequency | Average Rank |
|---|---|---|---|---|---|---|
| 1 | 6 | 5 | 5 | 5 | 1 | 4.4 |
| 2 | 2 | 3 | 3 | 2 | 4 | 2.8 |
| 3 | 10 | 6 | 9 | 11 | 10 | 9.2 |
| 4 | 9 | 4 | 4 | 6 | 6 | 5.8 |
| 5 | 4 | 8 | 8 | 4 | 5 | 5.8 |
| 6 | 3 | 10 | 6 | 1 | 11 | 6.2 |
| 7 | 1 | 7 | 7 | 3 | 3 | 4.2 |
| 8 | 5 | 1 | 1 | 9 | 2 | 3.6 |
| 9 | 7 | 11 | 11 | 7 | 7 | 8.6 |
| 10 | 8 | 9 | 10 | 10 | 9 | 9.2 |
| 11 | 11 | 2 | 2 | 8 | 8 | 6.2 |

**Conclusion: Campaigns 3 and 10 have the highest rank that is 9.2, thus they both are eliminated.**