Task 4.1 – Reach, Resonance and Reaction

Following are the questions to be answered within 2 hours. Attached is the Ad-data for analysis.

Trend Analysis
1. How have spends fluctuated over time across different campaign platforms and devices?
2. Are there particular dates or periods where there's a significant change in impressions or clicks?

Audience Analysis
3. How can we segment the audience further based on their interaction with different creative types?
4. Can we identify any correlation between audience age groups and their preferred communication mediums or devices?

Campaign Performance
5. Which campaign platform yields the highest click-through rates (CTR)? Is there a correlation between campaign type and the number of link clicks?
6. How do different communication mediums compare in terms of their impact on impressions or spends?

Audience and Creatives
7. Which audience types demonstrate the highest engagement based on clicks or link clicks?
8. Are certain creative types more effective in driving impressions or clicks?

Cost Efficiency
9. What is the correlation between spends and impressions or clicks?
10. Which campaigns demonstrate the best cost-effectiveness based on link clicks or conversions per dollar spent?

Overall Performance
11. Can we identify any patterns where certain combinations of campaign platform, communication medium, or audience type consistently perform better?

Media Planning Strategy
12. Can we map the audience's device preferences with their online activities to develop a more targeted media plan?
13. Is there a statistical way to determine the effectiveness of reaching specific audience types via different campaign platforms?

Behavioral Insights
14. Are there any apparent patterns between the creative type and the audience's online behaviour or preferred channels?
15. How can we statistically assess the correlation between audience types and their engagement with certain subchannels?

Geographical Analysis

16. How does engagement vary by region concerning different communication mediums or audience types?

17. How do different age groups respond to various campaign platforms or creative types?

18. Can we visualize the delivery success in different regions or age groups based on the link clicks and impressions?

19. Is there a way to visualize the regions or demographics where our impressions were most effective?

Reach, Frequency, Engagement and Delivery Metrics

20. How do you define reach and frequency in the context of this dataset, and how would you calculate it?

21. Can we create visual models to illustrate the engagement rates across different campaign platforms?

22. Can you create visualizations depicting the relationship between reach, frequency, and delivery across various campaign platforms?

Predictive Analysis

23. If the frequency is increased by 10%, how would it impact the reach and delivery metrics?

24. What if we allocate more budget to a specific channel? How might that impact the impressions and clicks?

25. Is there a way to forecast engagement rates based on historical data to optimize future campaigns?