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In [ ]: # Import all the necessary libraries
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In [ ]: # There are 2 pages in the campaign data (Table1, Table 2) import both of these s
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In [ ]: # Merge these two sheets on ?
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Find out the top 5 months in terms of impressions

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In [ ]: # Here we need to find months, but we have date column, We need to seperate months
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In [ ]: # Use for loop to to seperate metric if it is impressions and sum up the value of
```

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In [ ]: # The value which weget is not sorted, Sort the values in the decending form.  
# You'll get the top 5 months in terms of impressions
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Which model has maximum impressions?

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In [ ]:
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Find out the top 3 campaigns in terms of impressions for every message type

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In [ ]:
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Does the campaign with maximum impressions also have maximum clicks?

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In [ ]:
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Find out the top 3 campaigns in terms of CPM (CPM stands for cost per mile which means cost per 1000 impressions. $CPM = \text{total media cost} / \text{total impressions} * 1000$)

```
In [ ]:
```

What is the monthly average media cost for different media types?

In []:

Which media type is more expensive in terms of CPM?

In []:

When would you use a Pie chart, a Bar chart and a Line Chart? Use the given dataset and provide an example for each type of chart.

In []:

In []: