EXCELERATE ASSIGNMENT : DATA ANALYSIS REPORT FOR WEEK 1

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GROUP: SLU DV 21TH AUGUST GRP 9(A)

CAMPAIGN NAME: SHU\_Students(Australia) AGE:25-34

Conclusion from the clustered bar graph: Since the Cost Per Result(CPR) is very high then it means the campaign 3 (Age:25-34) is consuming a lot of amount regardless of whether the ad is clicked.

Therefore the campaign 3 (Age:25-34) should be discontinued.

Conclusion from the clustered bar graph: Since the Cost Per click(CPC) is very high then it means the campaign 3 (Age:25-34) is not effectively targeting our desired audience and not engaging enough to entice viewers to click on the ad.

Therefore the campaign 3 (Age:25-34) should be discontinued.

j Conclusion from the clustered bar graph: Since the Click-Through Rate(CTR) is very LOW then it means the campaign 3 (Age:25-34) is targeting the wrong audience.

Therefore the campaign 3 (Age:25-34) should be discontinued.