



Excelerate Internship Week-2 Deliverable

1- Campaign Performance: **Total Clicks for each campaign**

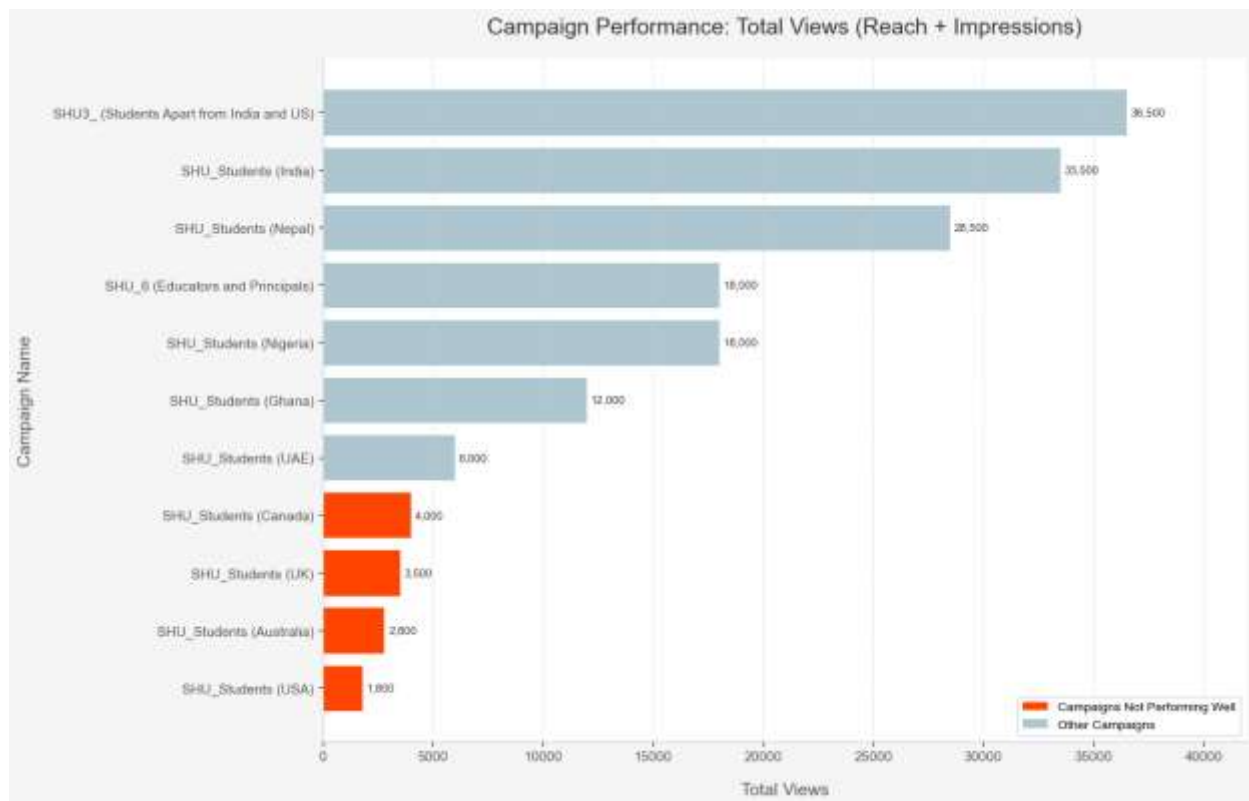
From this chart, we observe the four ad campaigns with the lowest number of clicks – SHU_Students (USA), SHU_Students (Canada), SHU_Students (UK) and SHU_Students (Australia).





2- Campaign Performance: **Total Views (Reach+Impressions)**

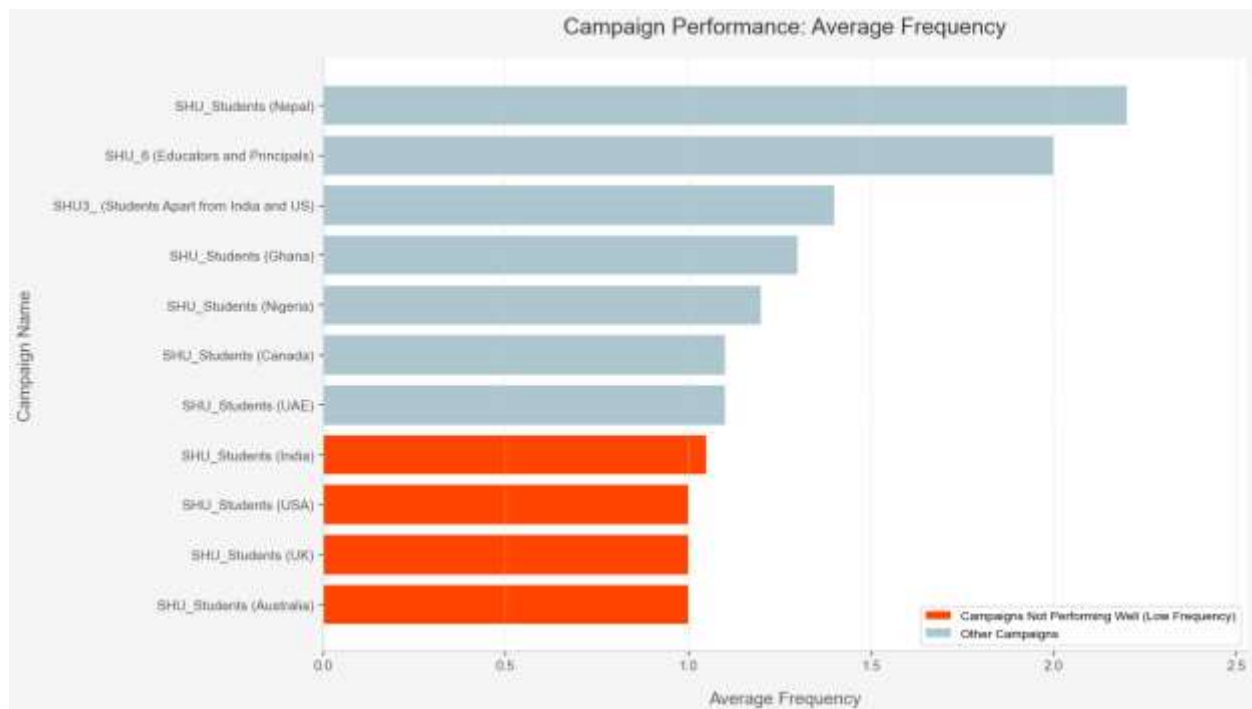
From this chart also, we observe the four ad campaigns with the lowest total views – SHU_Students (USA), SHU_Students (Canada), SHU_Students (UK) and SHU_Students (Australia).





3- Campaign Performance: **Average Frequency**

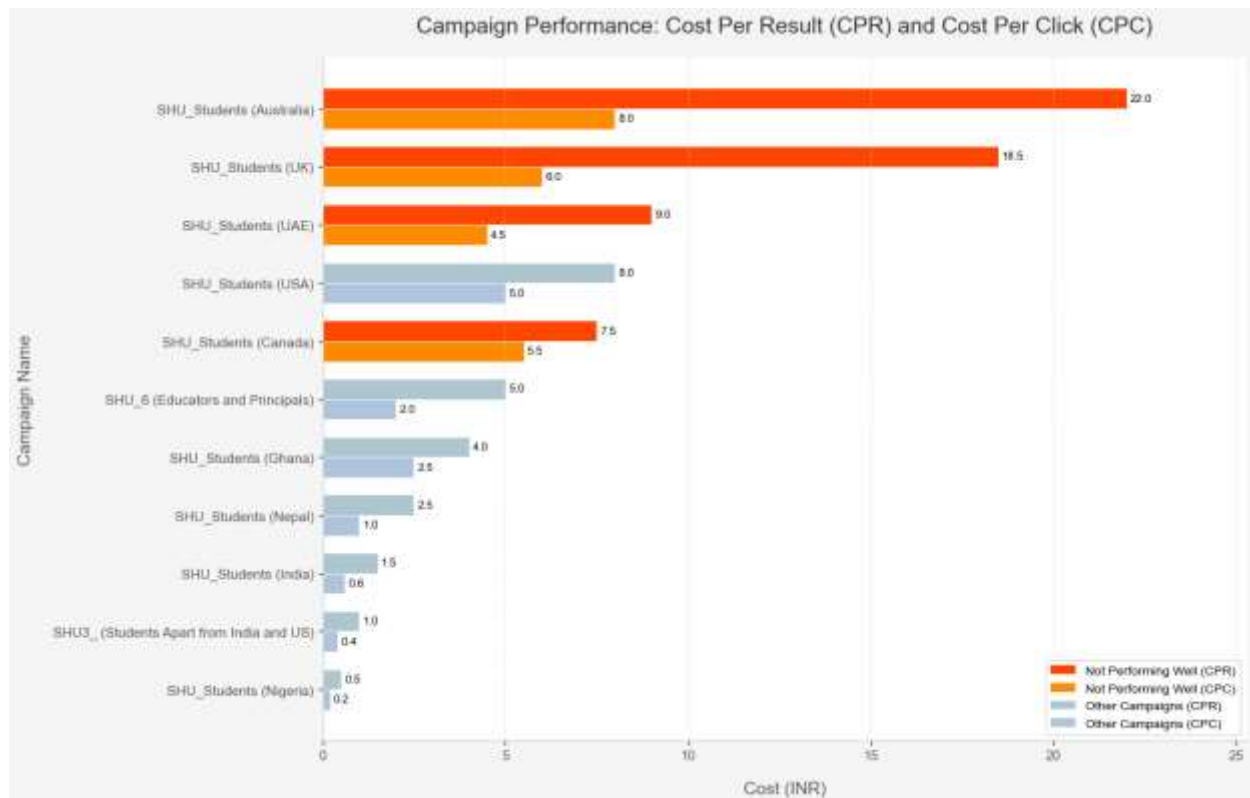
From this chart, we observe the four ad campaigns with the lowest average frequency – SHU_Students (USA), SHU_Students (India), SHU_Students (UK) and SHU_Students (Australia).





4- Campaign Performance: **Cost Per Result and Cost Per Click**

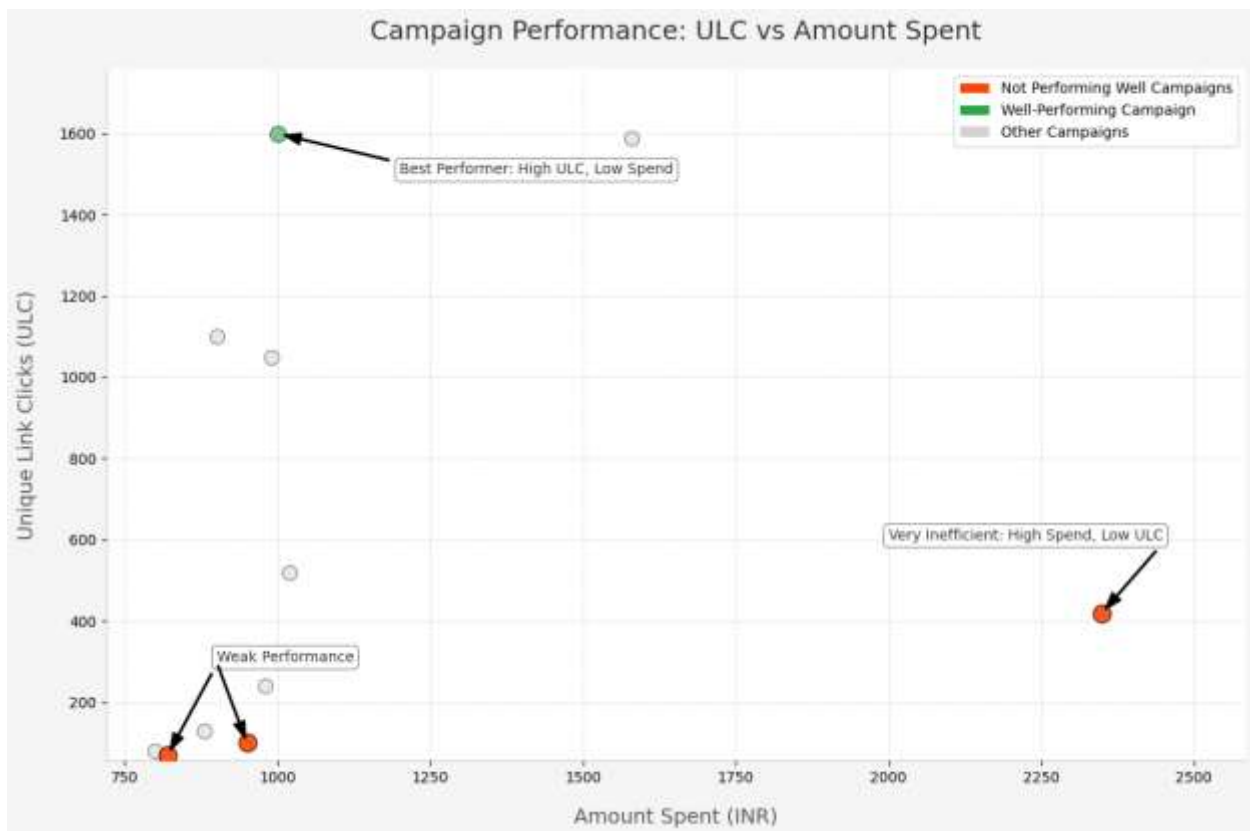
The underperforming campaigns based on high CPR and CPC are SHU_Students (USA), SHU_Students (Canada), SHU_Students (UK) and SHU_Students (Australia). This indicates the ads that cost much to get results.





5- Campaign Performance: **ULC vs Amount Spent**

This scatter plot reveals campaign efficiency. Green dots represent high ULC with low spend, these are the most cost-effective campaigns. Orange dots highlight underperformers with high spend and low ULC, such as Australia and UK. Gray dots show mixed results, indicating campaigns that may need optimization rather than discontinuation.





6- Campaign Performance: **Cost Per Click (CPC)** by age & geography

This heatmap shows CPC performance across age groups and regions. Green cells (0–1 INR) indicate efficient spending, especially in India and Nigeria. Red cells (>7 INR) appear in Australia and UK, particularly in older age groups, suggesting poor cost efficiency. This helps us identify which age-region combinations offer the best value for ad budgets.

