

DATA VISUALIZATION EARLY

INTERNSHIP

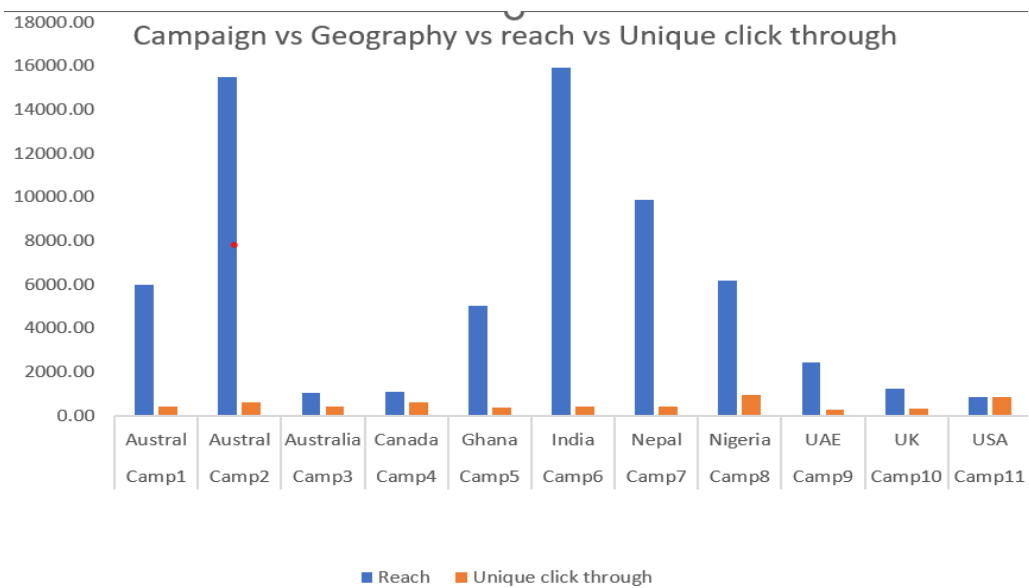
BY EXCELERATE WEEK 2

DELIVERABLE

ON DATA VISUALIZATION

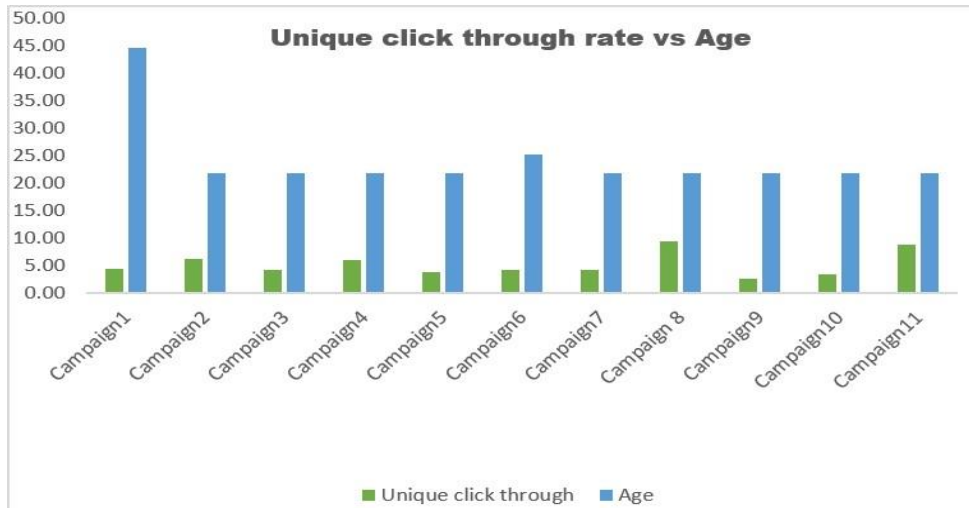
BY TEAM 5

Marketing team data table was cleaned, organized and interpreted by charts; the following interpretation could be differed.



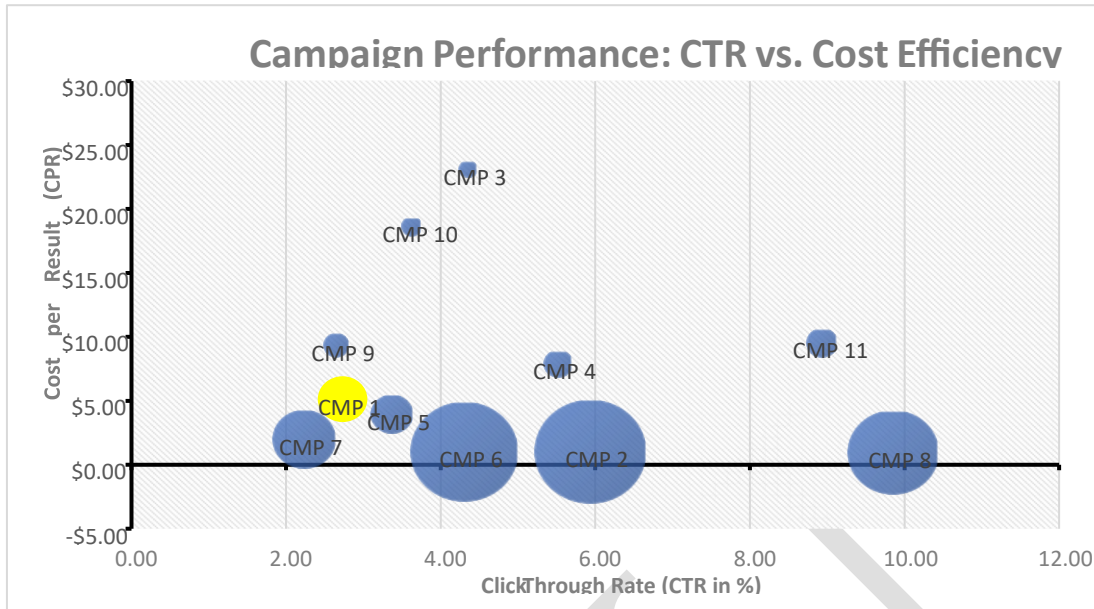
Quadrant	Campaign	Interpretation	Recommendation
High unique click through rate, moderate number of reach	Campaign 8 (Nigeria) 16.58% UCLTR, 9.51% Reach campaign11(USA) 15.38% UCTR, 1.31% Reach	These campaign reach moderate number of people and there is high click through rate	It's is therefore recommended that more money and resouces should be invested here since there is high conversion/efficiency
High reach and moderate click unique click through rate	Campaign 2 (Austral) 10.78% UCTR, 23.79% Reach Campaign 6 (India) 6.60% UCTR, 24.42 % Reach Campaign 7(Nepal) 7.22% UCTR, 15.18% Reach	These campaign reach alot of people and has moderate unique click through rate	The add should be redesigned to meet the need of people in reach as to have more unique click through
Low unique click through rate and low reach	Campaign 3 (Australia)10.78% UCTR, 1.63% Reach, Campaign9 (UAE) 16.56% UCTR, 9.51% Reach, Campaign 10 (UK) 6% UCTR, 1.86% Reach	This campaign is having low unique click through and low reach	All resources should be withdrawn from these campaign or low resources should be invested

THE TABLE ABOVE RELATES CAMPAIGNS, GEOGRAPHY, REACH AND UNIQUE CLICK THROUGH



Quadrant	Campaign	Interpretation	Recommendation
High unique click through rate, Average age 22 years old people	Campaign 8 (Nigeria) 16.58% , UCLTR, Average age 22 years Campaign11(USA) 15.38% UCTR, Average age 22 years	These campaign reach people of age 22 and there is high click through rate	It's is therefore recommended that more money and resources should be invested here since there is high conversion
Moderate number unique click through rate and average age 22 years old people	Campaign 2 (Austral) 10.78% UCTR, Average age 22 years Campaign 6 (India) 6.60% UCTR, Average age 22 years Campaign 7(Nepal) 7.22% UCTR, average age 22 years	These campaign reach people of average age 22years of age and has moderate unique click through rate	The add should be redesigned to target other people of different age range in order to increase unique click through rate
Low unique click through rate and average age 22years old people	Campaign 3 (Australia)10.78% UCTR, Average age 22 years Campaign9 (UAE) 16.56% UCTR, Average age Campaign 10 (UK) 6% UCTR, Average age 22 years	These campaign is having low unique click through and it's targeted to average age 22 years old people	All resources should be withdrawn from these campaign or low resources should be invested to target younger or older people

THE TABLE ABOVE RALATE UNIQUE CLICK THROUGH WITH AGE



Performance Quadrant Breakdown

Using median values for CTR (4.3%) and CPR (\$5.13) as thresholds:

Quadrant	Campaigns	Interpretation	Action/Recommendation
High CTR, Low CPR	CMP 8 (Nigeria), CMP 2 (Group 2), CMP 6 (India)	Exceptional ROI: High engagement at minimal cost.	Increase budget and replicate strategies.
High CTR, High CPR	CMP 11 (USA)	Strong engagement but expensive conversions.	Optimize bids or landing pages to reduce CPR.
Low CTR, Low CPR	CMP 5 (China), CMP 7 (River)	Cheap clicks but poor engagement (potential bot traffic).	Audit traffic quality or pause.
Low CTR, High CPR	CMP 3 (Australia), CMP 10 (UK), CMP 1 (Educators)	High cost, low returns.	Pause or overhaul targeting/creatives.

OVERALL RECOMMENDATIONS

To optimize campaign performance, I recommend:

- Scaling winners:** Increase budgets for Nigeria (CMP 8) and Group 2 Students (CMP 2) - our top performers with strong CTR under \$1.03 CPR.
- Pausing underperformers:** Suspend Australia (CMP 3) and UK (CMP 10) due to excessive CPR (>\$18) and low engagement.
- Optimizing mid-tier:**
 - Improve USA (CMP 11) landing pages to reduce \$9.57 CPR
 - Refine India, Austral, Napal and Canada targeting to focus on 18-24 demographics
- Reallocating resources:** Shift budget from Educators (CMP 1) to higher-performing student campaigns.