**Online Advertising Performance Data**

The dataset provides insights into the online advertising performance of a company, referred to as "Company X", from April 1, 2020, to June 30, 2020. The currency used for transactions is the US dollar.

Metrics:

**Day**: Date of the advertising campaign.

**Campaign**: A segmentation variable set by Company X to target specific groups of users with advertisements.

**User Engagement**: Indicates the level of engagement of users targeted by the advertising campaign.

**Banner**: Represents the size of the ad served by an advertising platform, referred to as "Advert Firm A".

**Placement**: Denotes the publisher space where the ad is served by "Advert Firm A", such as websites or apps.

**Displays**: The number of ads served by "Advert Firm A" during the campaign period.

**Cost**: The price paid by "Advert Firm A" to serve the ads to the publisher. It reflects the placement cost of the advertisements.

**Clicks**: The number of times users clicked on the advertisements during the campaign.

**Revenue**: The price paid by Company X to "Advert Firm A" for the clicks generated through the advertising campaign.

**Post Click Conversions**: Represents on-site transactions that occurred within the next 30 days after a user clicked on the advertisement.

**Post Click Sales Amount**: The monetary value of on-site transactions that occurred within the next 30 days after a user clicked on the advertisement.

Additional Information:

- **Engagement**: This variable signifies the type of users targeted by the campaign based on their behavior or characteristics.

- **Banner**: Defines the size of the advertisement or impression served to users.

- **Placement**: Specifies the website or app where the advertisement is being served, without disclosing the specific names of publishers.

**Questions:**

1. What is the overall trend in user engagement throughout the campaign period?
2. How does the size of the ad (banner) impact the number of clicks generated?
3. Which publisher spaces (placements) yielded the highest number of displays and clicks?
4. Is there a correlation between the cost of serving ads and the revenue generated from clicks?
5. What is the average revenue generated per click for Company X during the campaign period?
6. Which campaigns had the highest post-click conversion rates?
7. Are there any specific trends or patterns in post-click sales amounts over time?
8. How does the level of user engagement vary across different banner sizes?
9. Which placement types result in the highest post-click conversion rates?
10. Can we identify any seasonal patterns or fluctuations in displays and clicks throughout the campaign period?
11. Is there a correlation between user engagement levels and the revenue generated?
12. Are there any outliers in terms of cost, clicks, or revenue that warrant further investigation?
13. How does the effectiveness of campaigns vary based on the size of the ad and placement type?
14. Are there any specific campaigns or banner sizes that consistently outperform others in terms of ROI?
15. What is the distribution of post-click conversions across different placement types?
16. Are there any noticeable differences in user engagement levels between weekdays and weekends?
17. How does the cost per click (CPC) vary across different campaigns and banner sizes?
18. Are there any campaigns or placements that are particularly cost-effective in terms of generating post-click conversions?
19. Can we identify any trends or patterns in post-click conversion rates based on the day of the week?
20. How does the effectiveness of campaigns vary throughout different user engagement types in terms of post-click conversions?