Introduction:

Our marketing team executes various campaigns on different online marketing channels with the intent to generate leads. Leads, in this case, are potential buyers of hearing aid devices. When a user clicks on the ad they see online, they are taken to a dedicated landing page which contains a small survey with several questions. A lead is created when the customer completes the entire survey. The information from the completed survey is then passed on to our CRM tool which is used by our Customer Care agents who call the leads via telephone. The Customer Care Team calls only those leads who answered the survey in a particular way - qualified leads. The aim of this call is to schedule a hearing test appointment in one of our retail stores where the purchasing procedure will later take place.

Attached you will find two data outputs:

1. **Marketing Activity Data** – contains information on how many ad impressions and ad clicks happened on every channel per day and what was the relevant cost
2. **Lead Data** – contains information on when was each lead was created, through which channel and the date of the hearing test appointment for that lead (if there was any scheduled for that particular lead)

Your tasks:

Task #1: Manipulate the data you received attached using SQL in order to get one single dataset you can use for analysis

Task #2: Analyze the performance of different marketing channels over time, having in mind the amount invested in them and the outcome in terms of leads / appointments that were generated via these channels

Task #3: Generate relevant insights for the marketing team on how to optimize their efforts in terms of marketing channels they are utilizing (if needed) based on your analysis above. Compile these insights into a presentation that you will use to communicate your insights to the stakeholders. For the presentation you can use whichever tool or method you feel most comfortable with and that you think will best convey the message you want to share. The presentation should not last more than 10 minutes.