

# Ads Data Analysis by Rishabh Thukral | [www.linkedin.com/in/rshbh](https://www.linkedin.com/in/rshbh)

17 June 2025

## Raw Data - Last 30 Days

Date	Clicks	Conversions	Cost / conv.	Cost
Sun, May 18, 2025	253,490	34,536.00	\$2.77	\$95,700.87
Mon, May 19, 2025	187,352	26,747.00	\$3.75	\$100,339.56
Tue, May 20, 2025	265,640	32,009.00	\$3.43	\$109,745.19
Wed, May 21, 2025	223,137	26,431.00	\$3.92	\$103,577.91
Thu, May 22, 2025	175,580	22,351.00	\$3.78	\$84,442.29
Fri, May 23, 2025	111,230	15,415.00	\$3.49	\$53,844.27
Sat, May 24, 2025	115,937	17,028.00	\$3.81	\$64,799.61
Sun, May 25, 2025	129,247	19,643.00	\$3.43	\$67,350.66
Mon, May 26, 2025	112,458	16,620.00	\$3.69	\$61,316.09
Tue, May 27, 2025	77,809	11,803.00	\$4.31	\$50,929.76
Wed, May 28, 2025	65,437	10,323.00	\$4.03	\$41,588.58
Thu, May 29, 2025	75,798	11,801.00	\$4.29	\$50,570.02
Fri, May 30, 2025	74,370	11,128.00	\$3.84	\$42,703.25
Sat, May 31, 2025	72,951	11,434.00	\$4.46	\$50,988.73
Sun, Jun 1, 2025	85,901	13,561.00	\$4.89	\$66,275.17
Mon, Jun 2, 2025	81,691	11,512.00	\$5.67	\$65,229.52

2025				
Tue, Jun 3, 2025	62,555	9,201.00	\$5.75	\$52,944.43
Wed, Jun 4, 2025	50,962	8,212.00	\$4.69	\$38,548.09
Thu, Jun 5, 2025	57,011	8,925.00	\$4.37	\$39,044.31
Fri, Jun 6, 2025	80,793	11,358.00	\$4.13	\$46,876.97
Sat, Jun 7, 2025	85,730	12,424.00	\$4.01	\$49,847.50
Sun, Jun 8, 2025	86,384	12,719.00	\$4.13	\$52,535.82
Mon, Jun 9, 2025	80,358	10,965.00	\$4.23	\$46,332.90
Tue, Jun 10, 2025	64,703	9,361.00	\$3.84	\$35,952.01
Wed, Jun 11, 2025	62,055	8,506.00	\$3.91	\$33,222.06
Thu, Jun 12, 2025	54,833	7,589.00	\$3.87	\$29,368.63
Fri, Jun 13, 2025	46,180	6,306.00	\$4.17	\$26,315.25
Sat, Jun 14, 2025	46,931	7,041.00	\$4.66	\$32,843.43
Sun, Jun 15, 2025	53,139	7,886.00	\$5.67	\$44,746.94
Mon, Jun 16, 2025	64,262	7,390.00	\$6.42	\$47,442.83

Total Clicks: 3,003,924

Total Conversions: 420,225

Average Cost / conv.: \$4.25

Total Cost: \$1,685,422.65

## Descriptive Statistics

This analysis provides a foundational understanding of the key metrics over the entire period (May 18, 2025 - June 16, 2025).

- **Total Clicks:** 3,003,924
- **Total Conversions:** 420,225
- **Total Cost:** \$1,685,422.65
- **Number of days:** 30
- **Average Daily Clicks:** 100,130.80
- **Average Daily Conversions:** 14,007.50
- **Average Daily Cost:** \$56,180.75
- **Average Daily Cost / conv.:** \$4.25

### Minimum, Maximum, and Range for Key Metrics:

- **Clicks:** Min: 46,180, Max: 265,640, Range: 219,460
- **Conversions:** Min: 6,306, Max: 34,536, Range: 28,230
- **Cost:** Min: \$26,315.25, Max: \$109,745.19, Range: \$83,429.94
- **Cost / conv.:** Min: \$2.77, Max: \$6.42, Range: \$3.65

**Insights from the data:** The total volume of clicks and conversions is in the millions and hundreds of thousands, respectively, indicating a significant scale of activity. The average daily performance shows a typical day's activity. The large ranges for Clicks, Conversions, and Cost (e.g., a range of 219,460 for Clicks) highlight significant day-to-day variability. This variability suggests that performance fluctuates greatly, which is further explored in the time series analysis below. For instance, there's a substantial difference between the high-volume days in May and the lower-volume days in June.

## Performance Metric Calculation

This section calculates and verifies standard advertising performance metrics.

- **Overall Conversion Rate (CVR):** 13.99%
- **Overall Cost Per Click (CPC):** \$0.56

The daily Cost Per Conversion (Cost / conv.) values provided in the original data closely match the values calculated by dividing daily Cost by daily Conversions, with only minor rounding differences. This confirms the consistency of the provided data.

**Insights from the data:** The overall Conversion Rate of 13.99% indicates that approximately 14% of clicks result in a conversion. The overall Cost Per Click of \$0.56 shows the average cost incurred for each click. Analyzing these daily and overall metrics provides a deeper understanding of efficiency beyond just Cost/Conv, revealing how CVR and CPC change over time alongside volume metrics.

### Pattern Identification: Performance by Day of the Week

Day	Avg Clicks	Avg. Conv.	Avg Cost	Avg CPC	Avg CVR	Avg CPC
Mon	105,224.20	14,646.80	\$64,132.18	\$4.75	13.66 %	\$0.64
Tue	117,676.75	15,593.50	\$62,392.85	\$4.33	14.10 %	\$0.62
Wed	100,397.75	13,368.00	\$54,234.16	\$4.14	14.36 %	\$0.60
Thu	90,805.50	12,666.50	\$50,856.31	\$4.08	14.45 %	\$0.59
Fri	78,143.25	11,051.75	\$42,434.94	\$3.91	14.13 %	\$0.55
Sat	80,387.25	11,981.75	\$49,619.82	\$4.24	14.96 %	\$0.63
Sun	121,632.20	17,669.00	\$65,321.89	\$4.18	14.83 %	\$0.62

## Comparison

To understand the shift in performance, we compared two distinct periods:

### Period 1: May 18 - May 26 (Before the sharp decline)

- Average Daily Clicks: 174,896.78
- Average Daily Conversions: 23,420.00
- Average Daily Cost: \$82,346.27
- Average Daily Cost / conv.: \$3.56
- Average Daily CVR: 13.67%
- Average Daily CPC: \$0.49

### Period 2: May 27 - June 16 (After the sharp decline)

- Average Daily Clicks: 68,088.24
- Average Daily Conversions: 9,973.57
- Average Daily Cost: \$44,966.96
- Average Daily Cost / conv.: \$4.54
- Average Daily CVR: 14.64%
- Average Daily CPC: \$0.66

**Insights from the data:** This time series analysis is crucial for this dataset. The plots clearly show the significant drop in volume (Clicks, Conversions, Cost) around May 27th. This drop is accompanied by an increase in efficiency metrics (Cost/Conv and CPC). The day-of-week analysis reveals that weekends (especially Sundays) are high-volume days, and CVR is generally strong on weekends, suggesting different user behavior or campaign settings during these times.

## Anomaly Detection

This section identifies unusual data points or periods that deviate significantly from the norm.

### Visual Inspection:

The most obvious and critical anomaly in the time series plots is the sharp and sustained decline in **Clicks**, **Conversions**, and **Cost** that begins around **May 27th**. This marks a significant shift in campaign performance.