

Analysis on Google Ads

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About me

My name is Rukesh Varanasi and I have a keen interest in data analysis. I have acquired relevant skills and experience in this field through various projects and courses. I am looking for opportunities to apply my knowledge and learn new techniques in data-driven decision making.

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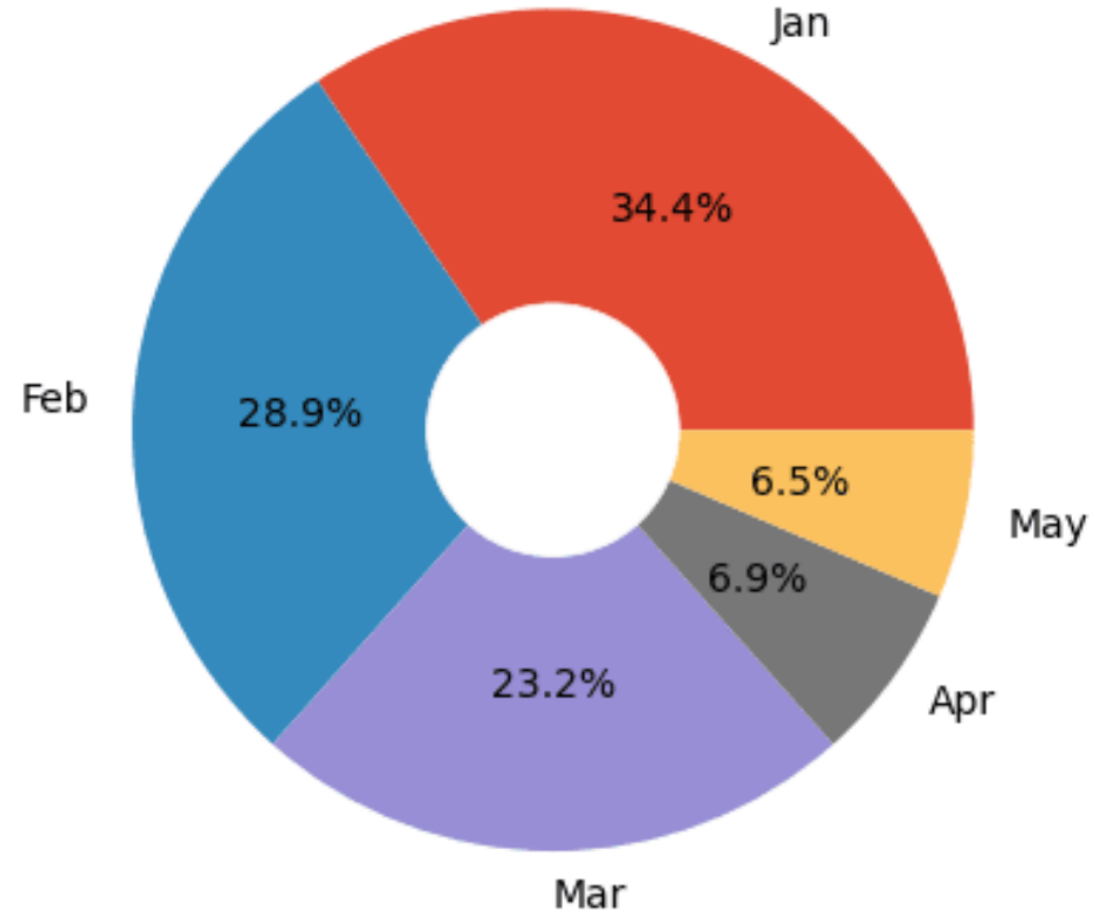
Data analysis

Data Analysis on Google Ads

Google Ads Based on Months

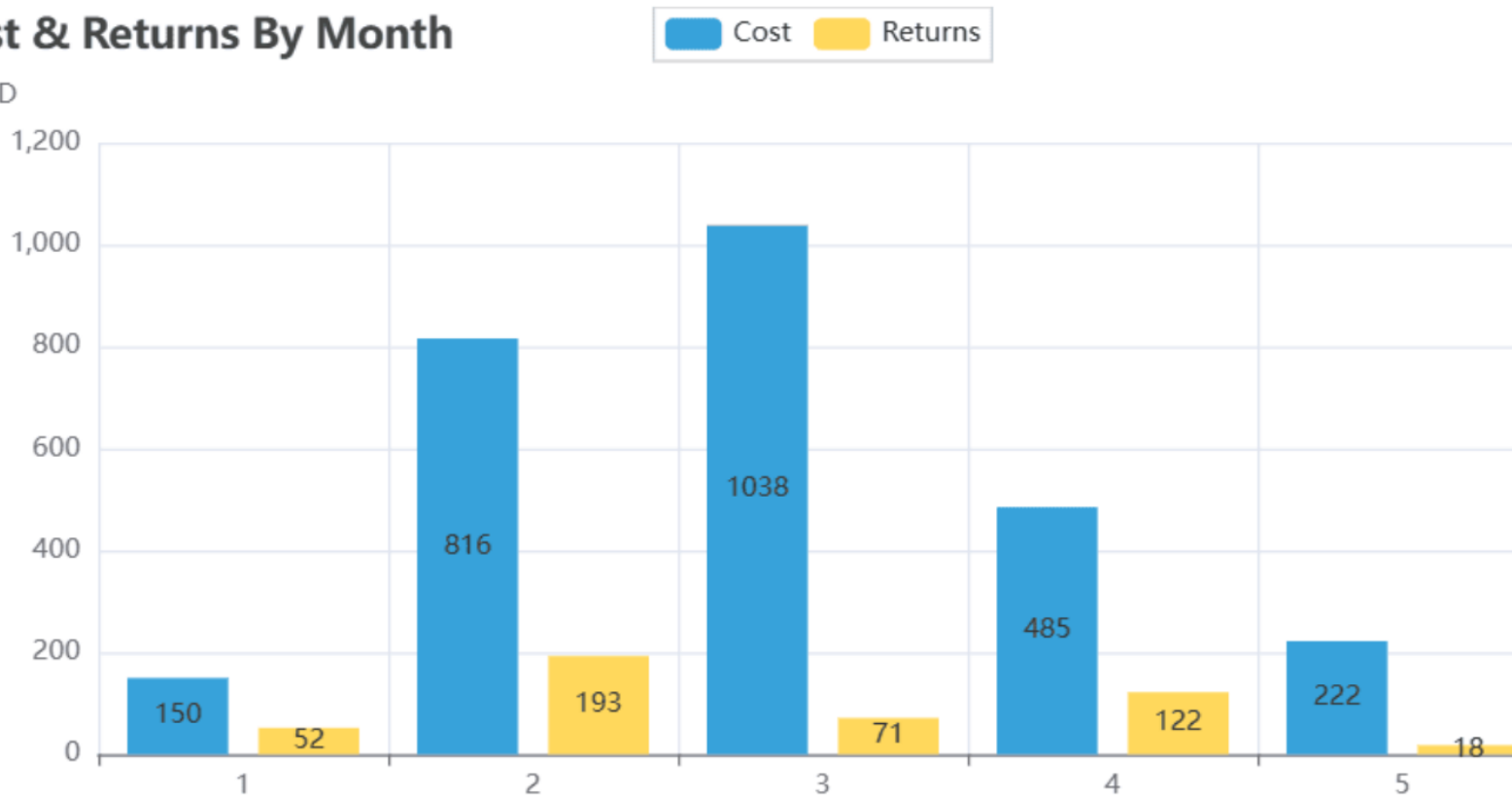
Whoa !

I conducted a statistical analysis of the frequency and distribution of Google ads in different months of the year. I found that there was a significant increase in the number of ads displayed in January, February and March, compared to the rest of the months. This suggests that Google may have a seasonal advertising strategy that targets the beginning of the year.



Cost & Returns By Month

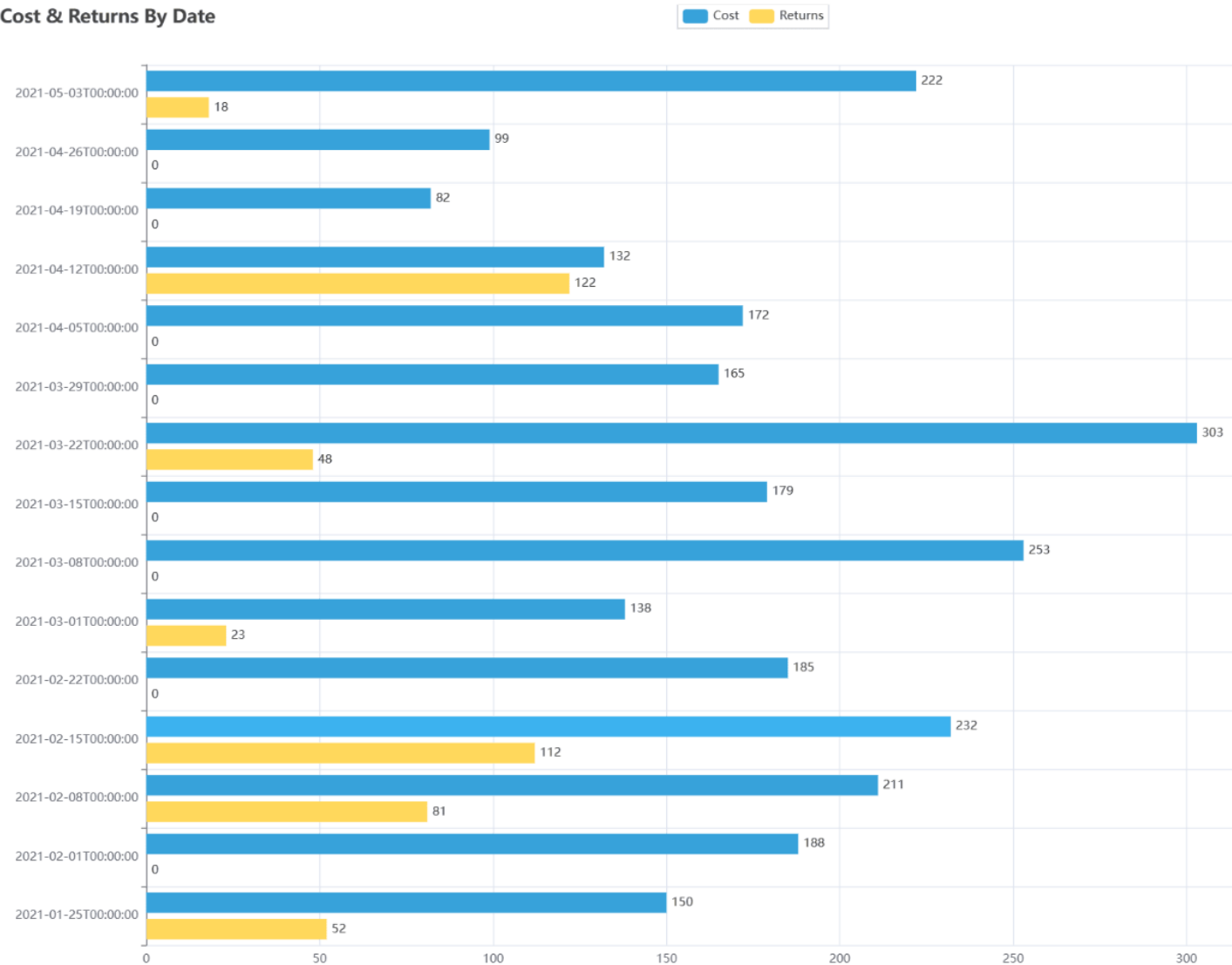
n USD



The following paragraph analyzes the cost and returns of a project based on the monthly data. According to the data, the project had the highest cost in March. The project also had the highest returns in February. The paragraph discusses the possible reasons for these variations and suggests some recommendations for improving the cost-efficiency of the project.

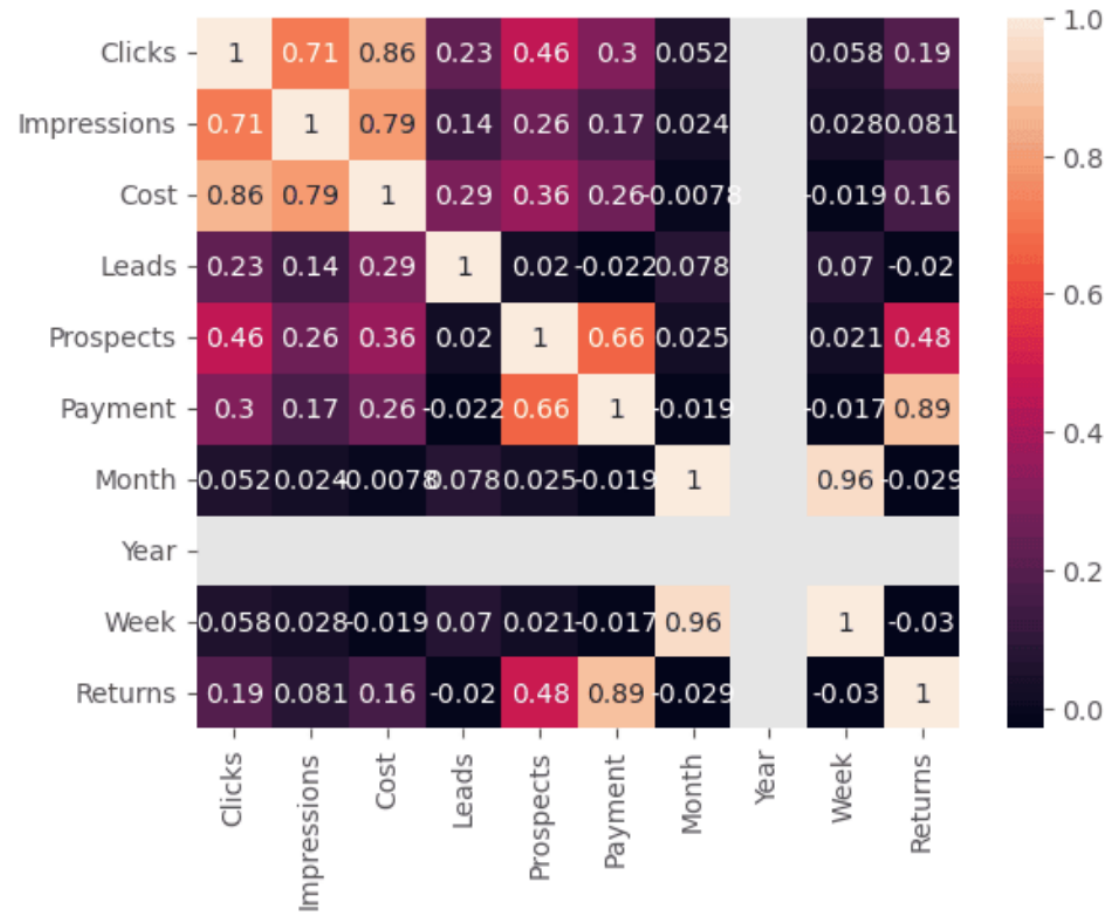
This graph shows the relationship between cost and returns over time. The x-axis is the date, ranging from January to December.

Cost & Returns By Date



Important information

This Heat map represents there is a strong positive relationship between the number of impressions and the cost of the campaign, as shown by the data. This means that as more people see the ads, the cost also goes up accordingly.



THANKS

Do you have any questions?

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