

Report generator

In this document, you need to copy all the Report generation queries and the screenshots of reports 4-9 specified below

1. **Top 10 under-utilised Ad campaigns:**
select campaign_id, budget from ads order by budget desc limit 10;
2. **Top 10 spending Ad campaigns:**
select campaign_id, sum(expenditure) as expenditure from user_feedback group by campaign_id order by expenditure desc limit 10;
3. **Total expenditure and click-through rates (CTR) of Ad campaigns**
select campaign_id, sum(expenditure) as expenditure, sum(click)/count(click) as ctr from user_feedback group by campaign_id;
4. **Top five interactive (highest CTRs) age groups**
select target_age_range, sum(click)/count(click) as ctr from user_feedback where target_age_range is not NULL group by target_age_range order by ctr desc limit 5;
5. **Top five interactive locations**
select target_location, sum(view) as views from user_feedback where target_location is not NULL group by target_location order by views desc limit 5;
6. **Top interactive gender**
select target_gender, sum(view) as views from user_feedback where target_gender is not NULL group by target_gender order by views desc;
7. **Top interactive income buckets**
select target_income_bucket, sum(view) as views from user_feedback where target_income_bucket is not NULL group by target_income_bucket order by views desc;
8. **Top five interactive device types**
select target_device_type, sum(view) as views from user_feedback where target_device_type is not NULL group by target_device_type order by views desc limit 5;
9. **Top 10 spending Ad categories**
select category, sum(expenditure) as expenditure from user_feedback join ads on ads.campaign_id = user_feedback.campaign_id group by category order by expenditure desc limit 10;
10. **Highest price differences in CPM during auctions**
select campaign_id, max(auction_cpm) - min(auction_cpm) as difference from user_feedback group by campaign_id order by difference desc limit 10;