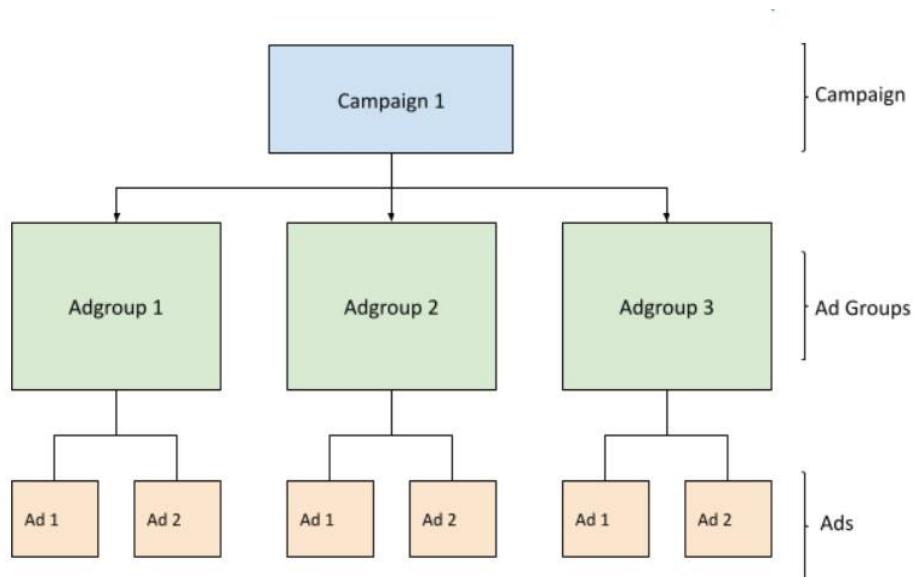## About the data

The sample data dump shared below is the ad performance for the dates between 1st August 2020 and 28th Feb 2021.

Here is a brief hierarchy for relationships in AdTech systems:

One Campaign can have one or more Ad Groups. One Ad group can have one or more ads. In the given dataset - we have only 1 campaign; 4 Ad Groups and multiple ads.

Data Description

- date: the date on which the ad was made live
- campaign: campaign number
- adgroup: adgroup number
- ad: ad number
- impressions - Number of time the ad was shown
- clicks - Number of time the ad clicked shown
- cost - Amount spent to show ad
- conversions - Number of transactions received
- revenue: revenue generated from the ad

Below is some context about the dataset:

Raw metrics:

Impressions - Number of time the ad was shown

Clicks - Number of time the ad clicked shown

Cost - Amount spent to show ad

Conversions - Number of transactions received (higher the better)

Revenue - Total value of transactions received (higher the better)

Efficiency metrics (optional - can be used for creating new features/feature engineering):

The below features can be newly created/calculated and used while building the models. These are based on raw metrics.

CTR - Clicks / Impression (higher the better - used to evaluate if the users find the ad relevant)

CPC - Cost / Click (lower the better - used to evaluate if the cost for getting a click)

CPA - Cost / Conversion (lower the better - used to evaluate if the cost for getting a conversion)

ROI - Revenue/Cost (higher the better - used to evaluate the effectiveness of the advertising budget spent