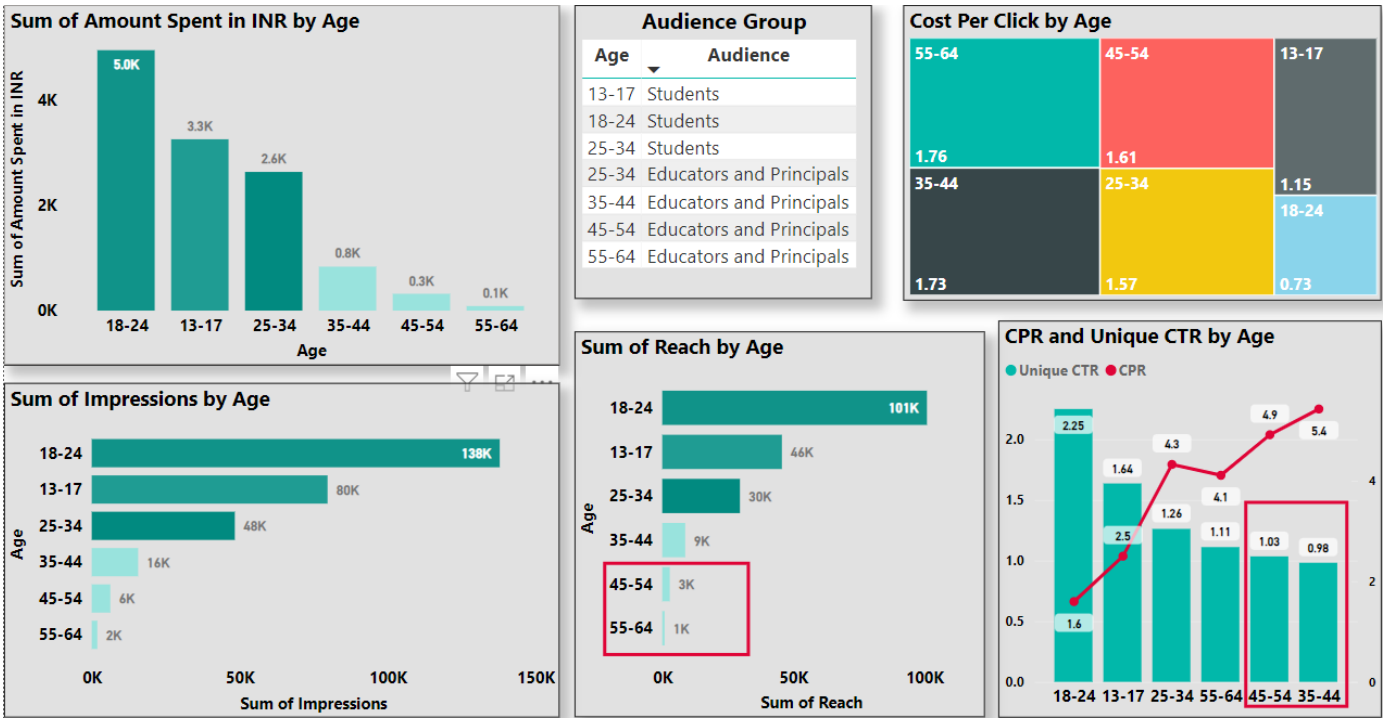
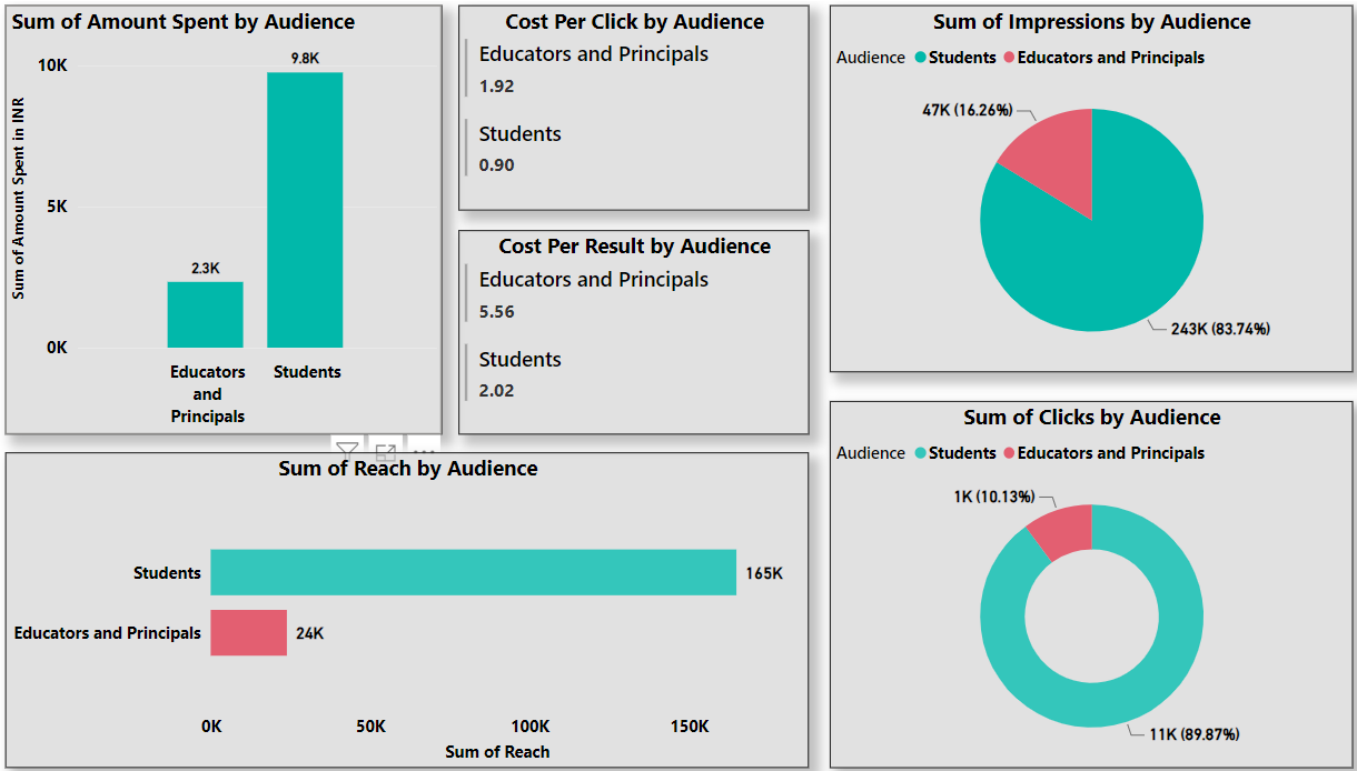
# Analyzing Metrics By Age Group




Inferences for the above Graphs :

- **Amount Spent** is highest for the age group **“18-24”**.
- Campaigns targeting the age group from **“13-34”** are directed towards **Students** and are further subdivided into multiple age groups and Campaigns targeting the age group from **“25-64”** are directed towards **Educators and Principals** and are further subdivided into multiple age groups.
- Total **Impressions** and Total **Reach** is lowest for the age group **“45-54”** & **“55-64”**.
- **CPC** is highest for the age group **“55-64”** followed by **“35-44”** which are costing us more for every click.
- **CPR** is highest for the age group **“55-64”** followed by **“35-44”** which are costing us more per result.
- **Unique CTR** is also low for these two age groups which means that we are not getting very low results for targeting these two age groups.

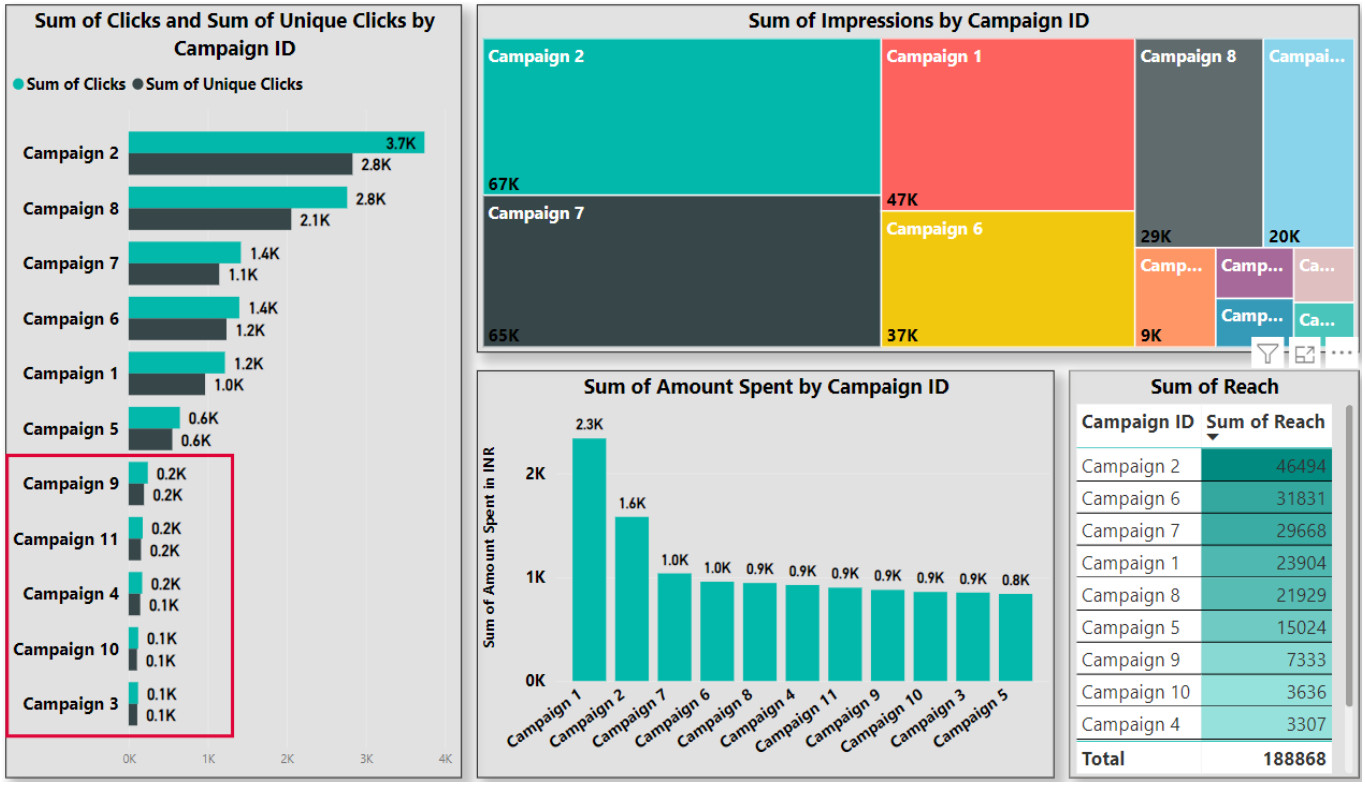
## Analyzing the Target Audience




As we know that there are only two types of audience : "**Educators and Principals"** & **"Students"**.

- From the above analyses we can see that the **amount spent** on **Students** ad campaign is 4 times more than the amount spent on **Educators and Principals**.
- There is a huge difference between the **Total Reach, Total Impressions and Total Clicks** between the **Students & Educators and Principals**. It is due to the huge amount spent on Campaigns directed towards Students.
- If we look at **Cost Per Click (CPC)** and **Cost Per Result (CPR)** then the campaigns for Educators and Principals are costing us more than the campaigns for students.

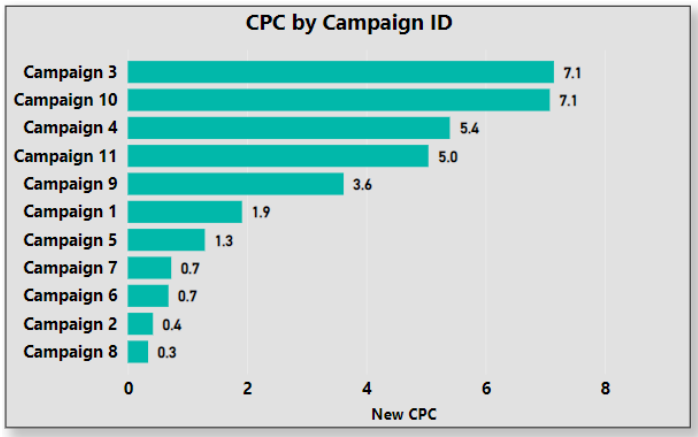
# Analyzing the Campaigns

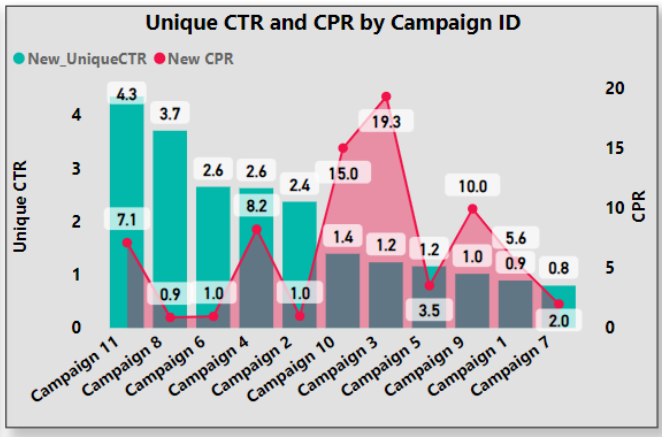


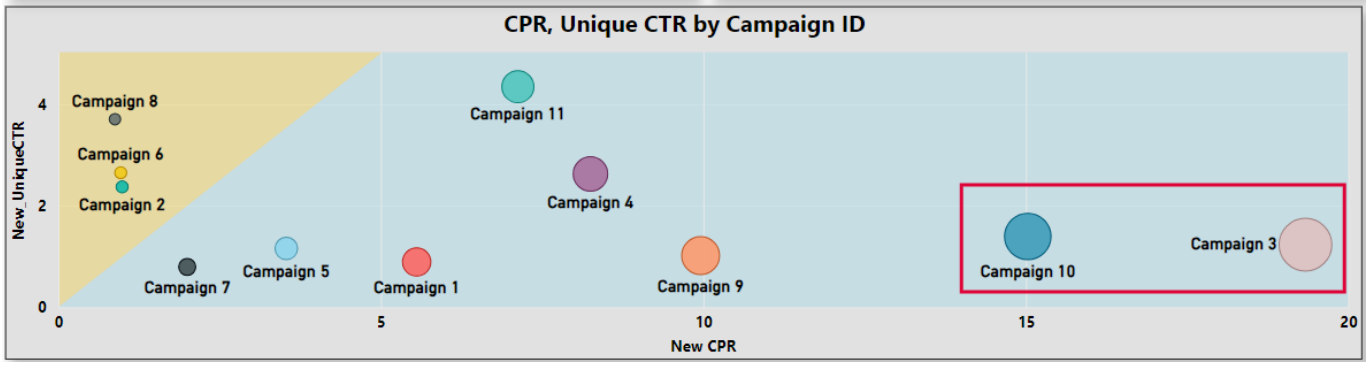

Inferences from the above Graphs :

- Campaign 1 has the highest **Amount spent** followed by Campaign 2. For all the other campaigns the amount spent is equal to 1k or less than that.
- Campaign 9, 11, 4, 10, 3 has the lowest of **Total Click** and **Total Unique Clicks**.
- Campaign 2 has the highest number of **Impressions** followed by Campaign 7 and Campaign 1.
- The **Reach** of Campaign 2 is the highest followed by Campaign 6 & Campaign 7.

# CONCLUSION




Now coming to the conclusion part, for selecting the Campaigns to drop we have selected these 3 metrics : **Cost Per Click (CPC), Cost Per Result (CPR) , Unique Click Through Rate (CTR)**.

- **CPC** is highest for **Campaign 3** and **Campaign 10**. So these two campaigns are costing us more in terms of clicks made on the ads.
- If we look at the 2nd Graph which is the Bar and Line Chart, we can see that **Campaign 3** has the highest **CPR : "19.3"** followed by **Campaign 10 : "15.0"**. And if we see the **Unique CTR** corresponding for these two campaigns, it is below average.
- Same as we can see in the scatter plot, **Campaign 3 and Campaign 10** are highlighted showing that these have high CPR and very low Unique CTR.

From this above analysis we can say that Campaign 3 is costing us a lot which is followed by Campaign 10. And Also they are not getting us any results when compared to Unique CTR. So we can drop these Campaigns  so that we can reduce our cost.