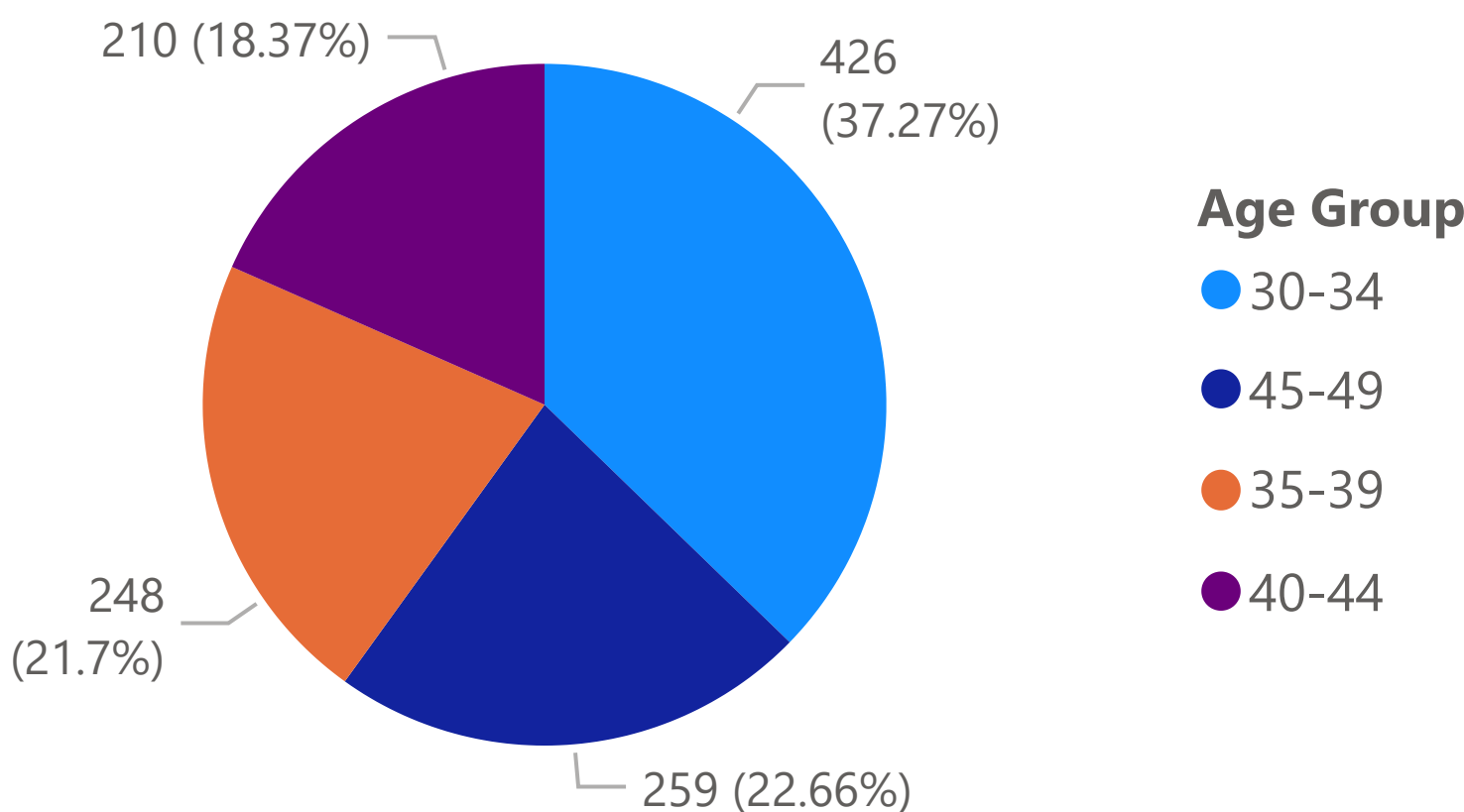




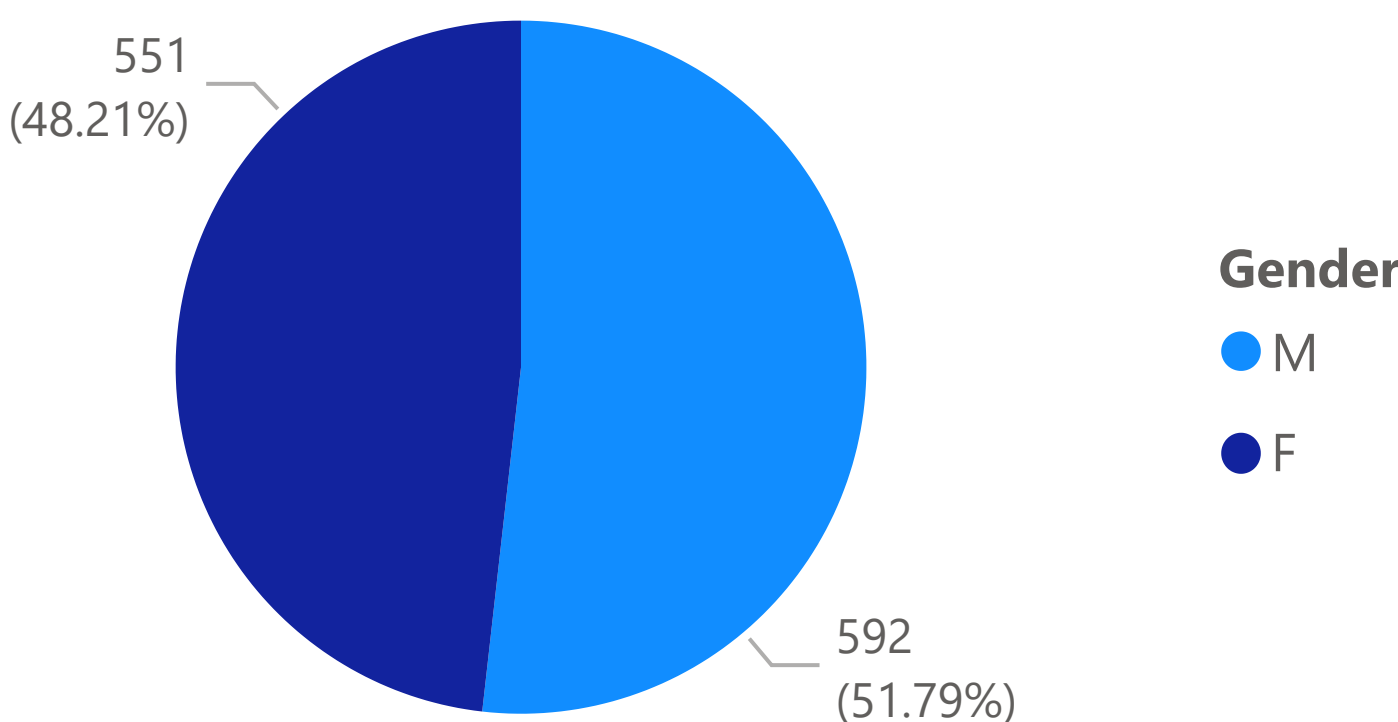
Total Number of Sales

1079

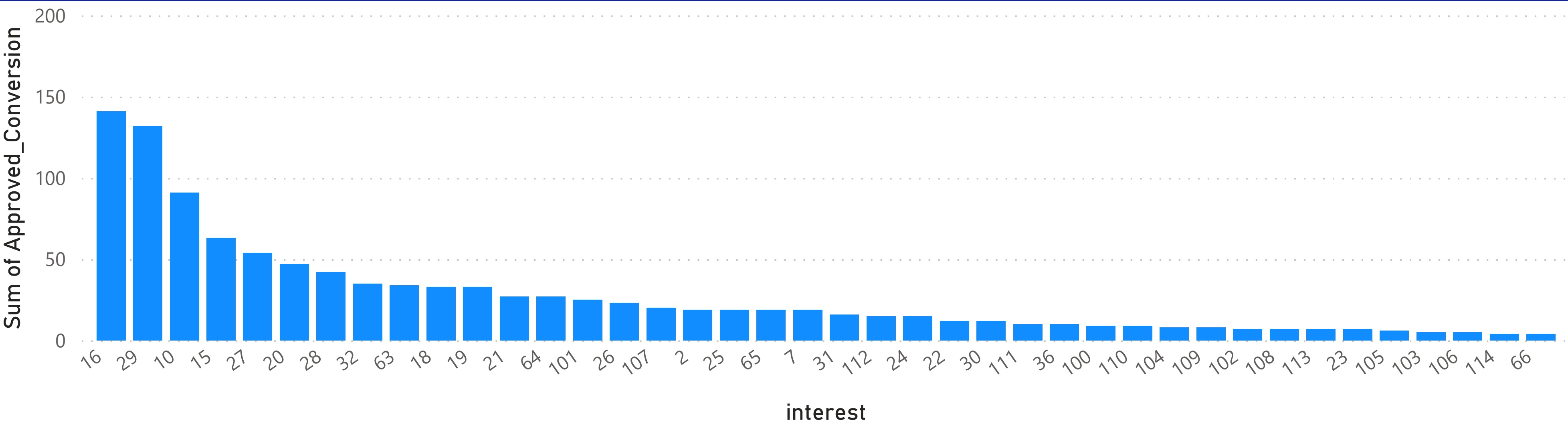
Count - Age Groups



Count - Gender Wise



Customers (Approved Conversions) By Interests



Age Groups

- 30-34
- 35-39
- 40-44
- 45-49

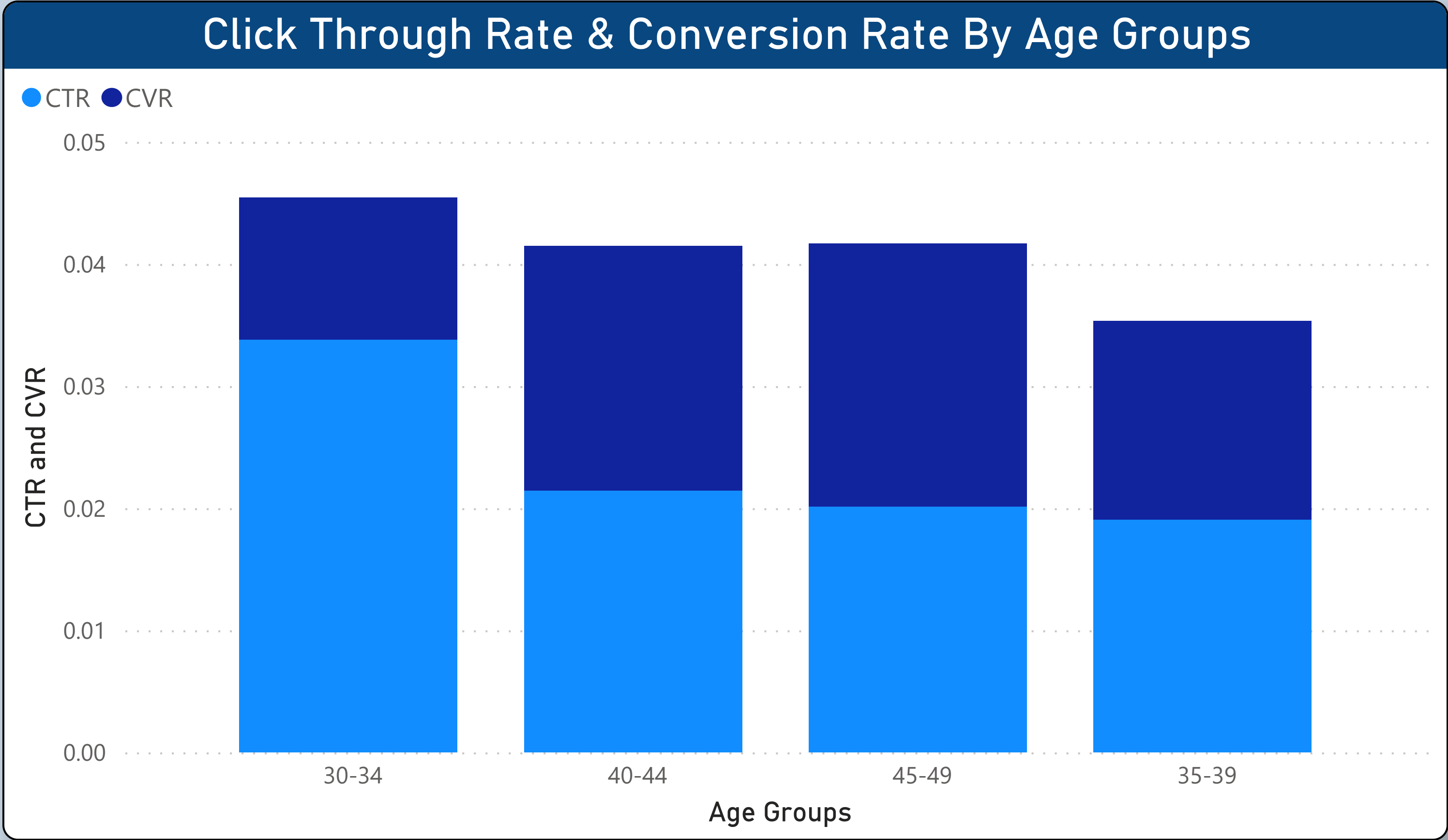
Gender

- F
- M



Top 20 Best Selling Ads	
ad_id	Sum of Approved_Conversion
1121104	21
1121100	17
1121091	14
1121108	14
1121814	13
1121206	12
1121098	10
1121677	10
1121824	10
1314398	10
1121125	9
1314367	9
1314387	9
1121203	8
1121278	8
1121367	8
1121676	8
1122273	8
1121167	7
1121196	7
1121601	7
1314386	7
Total	226





Age Group

☐ 30-34

☐ 35-39

☐ 40-44

☐ 45-49

Gender

☐ F

☐ M

Conversion Rate

0.03

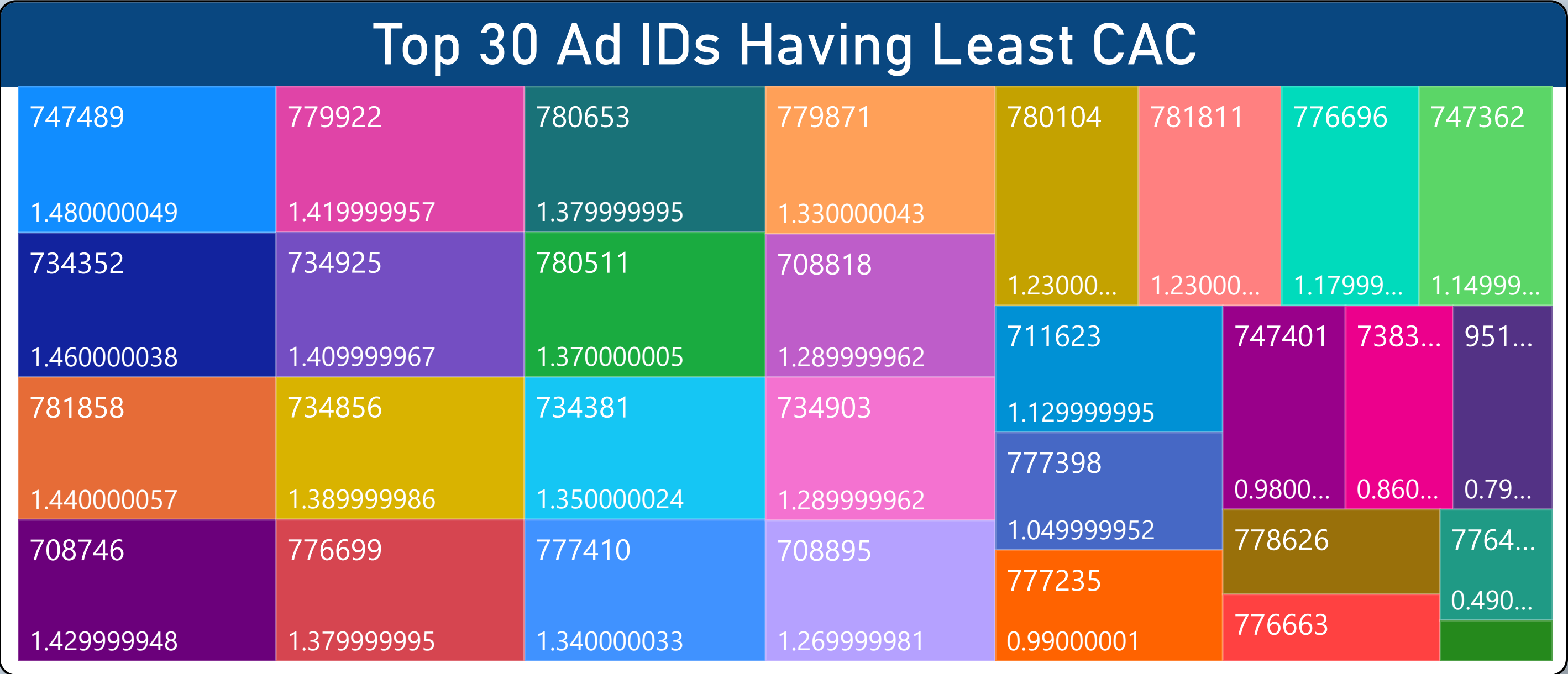
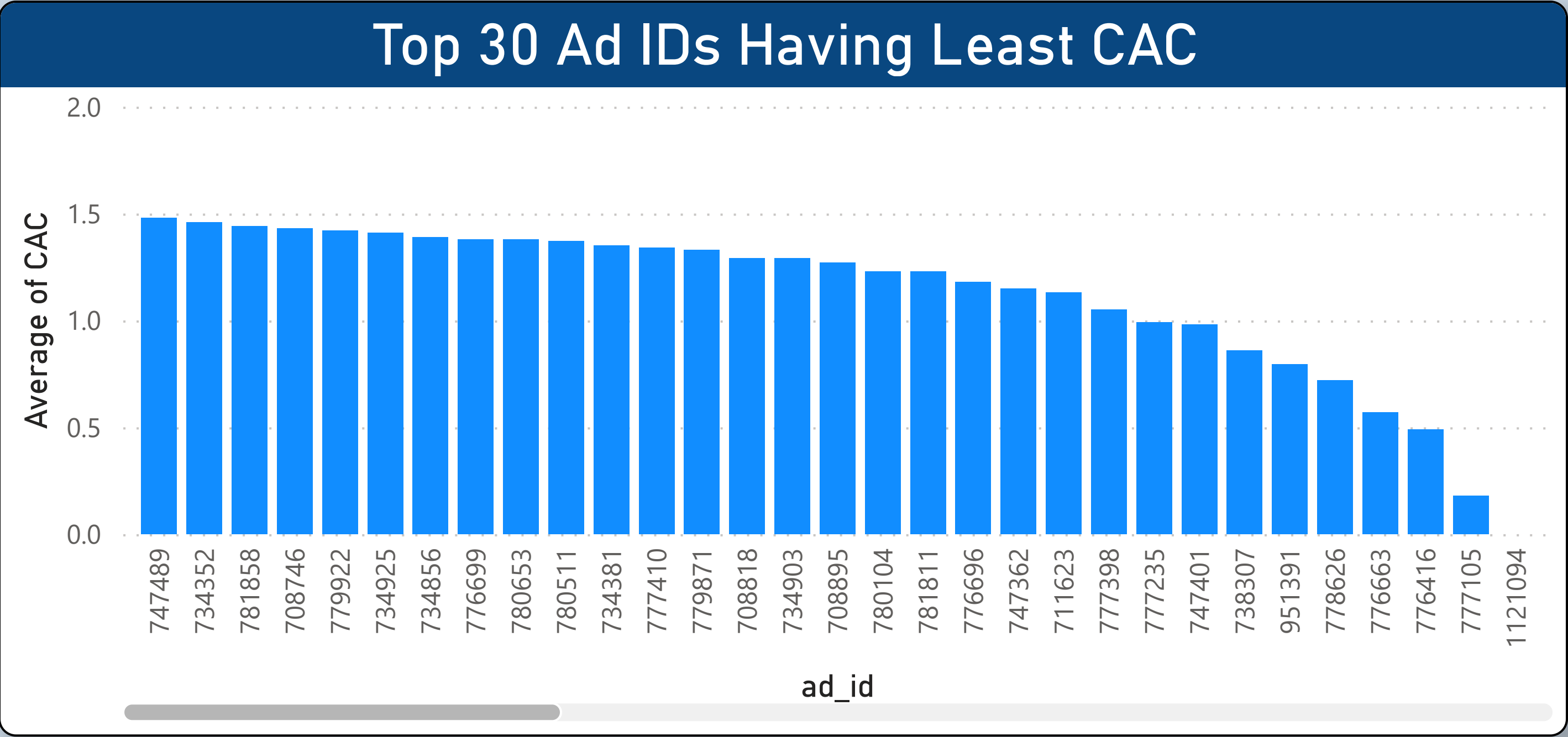
CVR (x 100)

Click Through Rate

0.02

CTR (x 100)

Interest vs CTR, CVR, Conversions			
interest	Average of CTR	Average of CVR	Sum of Total_Conversion
65	0.02	0.08	33
2	0.02	0.08	40
30	0.02	0.06	43
24	0.02	0.05	40
21	0.01	0.05	70
36	0.01	0.05	28
7	0.01	0.04	59
20	0.02	0.04	129
23	0.02	0.04	29
32	0.01	0.04	76
19	0.02	0.04	97
26	0.02	0.04	75
27	0.02	0.03	240
64	0.02	0.03	84
28	0.02	0.02	146
31	0.01	0.02	33
18	0.01	0.02	85
15	0.01	0.02	195
25	0.02	0.02	78
10	0.02	0.02	269
29	0.02	0.02	306
63	0.02	0.01	101
22	0.02	0.01	50
16	0.01	0.01	411
66	0.01	0.00	14
104	0.02	0.00	43
101	0.01	0.00	71
100	0.01	0.00	38
Total	0.02	0.03	3264



Top 30 Ad IDs Having Least CAC vs Approved Conversions		
ad_id	Sum of CAC	Sum of Approved_Conversion
747489	1.48	1
734352	1.46	1
781858	1.44	1
708746	1.43	1
779922	1.42	1
734925	1.41	1
734856	1.39	1
776699	1.38	1
780653	1.38	1
780511	1.37	1
734381	1.35	1
777410	1.34	1
779871	1.33	1
708818	1.29	1
734903	1.29	1
708895	1.27	1
780104	1.23	1
781811	1.23	1
776696	1.18	1
747362	1.15	1
711623	1.13	1
777398	1.05	1
777235	0.99	1
747401	0.98	1
738307	0.86	1
951391	0.80	2
778626	0.72	1
Total	34.59	107

Top 190 Ad IDs Having Least Cost Per Acquisition

ad_id	Sum of Spent	Sum of Approved_Conversion
1121094	0.00	1
1121101	1.59	1
1121105	16.52	2
1121127	7.90	1
1121129	2.10	1
1121131	14.14	2
1121181	5.14	1
1121193	7.80	1
1121206	35.31	12
1121220	13.92	2
1121231	1.66	1
1121241	8.22	2
1121243	9.23	1
1121252	0.00	1
1121273	0.00	1
1121274	11.80	2
1121279	17.64	3
1121377	9.21	3
1121398	8.80	1
1121400	9.93	1
1121405	3.77	1
1121415	38.44	4
1121467	9.66	1
1121474	19.36	2
1121481	7.71	1
Total	781.17	265

Acquired 1079 Customers using expenditure of 58,705.23

ad_id	Sum of Spent	Sum of Approved_Conversion
1121091	254.05	14
1121092	122.40	5
1121094	0.00	1
1121095	86.33	2
1121096	161.91	2
1121097	1.82	0
1121098	226.77	10
Total	58,705.23	1079

Can acquire 265 Customers using expenditure of just 781.17

ad_id	Sum of Spent	Sum of Approved_Conversion
1121094	0.00	1
1121101	1.59	1
1121105	16.52	2
1121127	7.90	1
1121129	2.10	1
1121131	14.14	2
1121181	5.14	1
Total	781.17	265

- The company should surely acquire new customers.**
- From our analysis, we found out that, in the provided dataset:**
 - 1079 customers were acquired using amt. 58705.23.**
 - Most of the expenditure didn't made any conversions.**
 - Amount spent on only handful of AD IDs acquired customers.**
 - Capturing 1/4th i.e. 265 customers is possible by spending just 781.17 on selective 190 AD IDs having much lesser Cost Per Acquisition.**
 - The amount of money spent would depend upon available budget. An approximation can be made based on above-mentioned analysis.**
 - Moreover, we should also focus on the "interests" having more conversions, as that would help us increasing conversions with a little cost of CPA.**