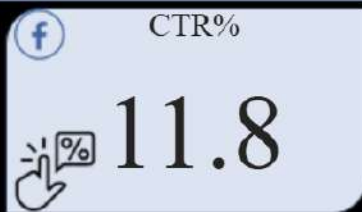# facebook Ads Campaign Performance Dashboard

Developed by Shatakshi Sharma

Total Clicks	Total Spend	Total Conversions	CTR%	CPC	ROI
12K	19.62K	1.65K	11.8	839.1	63.80
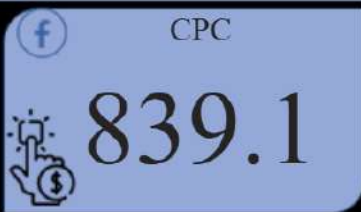
Top Performing Ads (Based on ROI)

ad_id	campaign_id	Sum of clicks	Sum of spent	Sum o...
1121100	1178	340	639.95	
1121104	1178	202	360.15	
1121196	1178	206	358.55	
1121091	1178	141	254.05	
1121108	1178	95	163.90	
1121098	1178	123	236.77	
Total		**11674**	**19,620.24**	

CTR (%) by Gender

£5.23 (44.52%)
£6.52 (55.48%)

gender
- M
- F

Clicks Over Time

campaign_id: 916, 936, 1178

ROI by Age

Sum of ROI — age: 30-34, 35-39, 40-44, 45-49

Conversion Distribution Across Interests

Sum of interest1, Sum of interest2, Sum of interest3

total_conversion
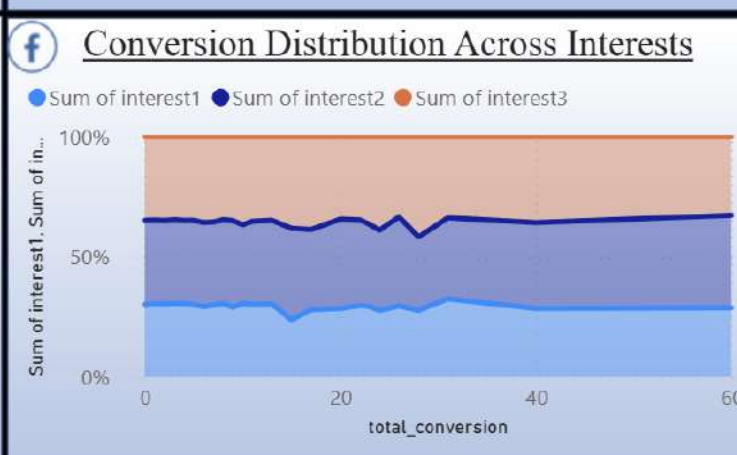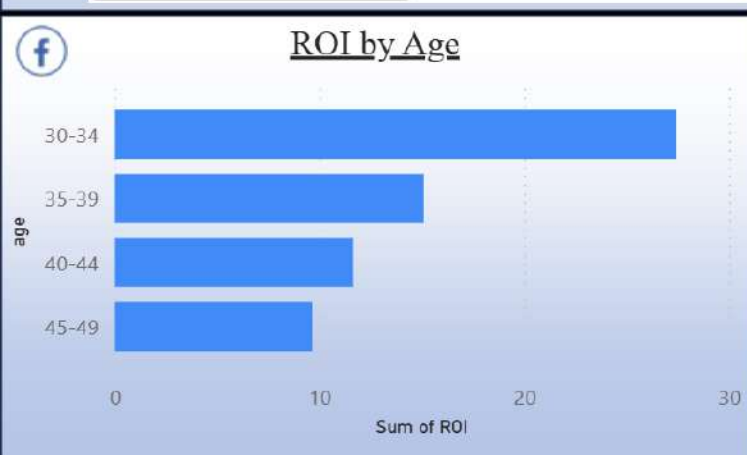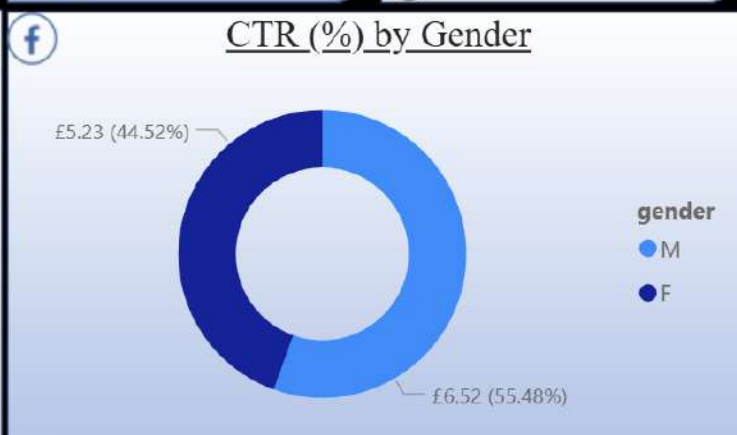
Filter

Age, Gender, Interest1, Interest2, Interest3, Campai...

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