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DAB JULY 2025

Project Midterm

Google Ads Data Analytics Sales SQL Analysis Report

September 25, 2025

**Campaign name :** Data Analytics Course

**Location targeted :** Hyderabad

**5. Data Import:**

When data was imported from excel as csv file into DB studio light the table name was changed into records (form ease of use in SQL). Also all formatting was removed before saving as csv in order to avoid all issues with sql in the first place . Ad\_is was made PK (no other properties were added to it)

Reminder for this part of the analysis the campaign name and location column were deleted out of relevance in the analysis itself because all rows held the same value.

**Data Analysis Report**

This Dataset was sourced from Kaggle ( Link [here](https://www.kaggle.com/datasets/nayakganesh007/google-ads-sales-dataset)). It’s one table initially containing 13 columns and 2601 rows of data; after cleaning it was down to 11 columns and 2125 rows of data (excluding headers). The dataset records Google Ads campaigns about a Data Analytics Course.

The business questions this analysis is trying to answer is the current gross profit, uncovering any historical patterns for example which months did the campaign spend the most or patterns in terms of keyword triggers. Also, it’s trying to test the hypotheses that specific keywords during specific times generated far more revenue than other. If it’s the case the recommendation of investigating on a deeper level, why is it the case would be made also to trying to find similar parameters and apply them to maximize profits would be another recommendation.

Using DB studio for SQL lite I began the analysis with some exploratory queries then business orientated queries, the most common methods used were selection, grouping, ordering and basic mathematical aggregate functions (for example sum, min, max and count).

I first began with 3 exploratory queries the first of which calculated how many impressions and clicks on average do we get per month. The result was as follows:

**A screenshot of a graph

AI-generated content may be incorrect.**

As we can see the averages are somewhat close although the month of May has the highest average number of clicks.

Next finding out what is the most and least amount of impressions and clicks did we get each month and which ad was it ?

And we returned this :

A black screen with white text

AI-generated content may be incorrect.

We notice that the impressions are in the range of 3000 to 6000 and clicks from just below 100 to 200.

And for our final exploratory query we decided to see how many ads we launched in November that were seen for desktop ( from the excel analysis we deduced that November was our most successful month) and we arrived at this : A black and white text

AI-generated content may be incorrect.

So in November we launched 646 individual ads for desktop which a big portion of the 2600 ads that were launched for all devices for the entirety of the year.

Now we move to business orientated queries so we can make strategic business suggestions.

We first want to see which months are spending the most so we can see later if it is justifiable or no ?

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AI-generated content may be incorrect.

We found that November was by far the month where we spent the most , almost 100 times more than the next month on the list.

Now to see the moths with the most gross profit to see if it matches the expenditures

A screenshot of a black board with numbers and numbers

AI-generated content may be incorrect.

And it’s a match the top 6 month in terms of expenditures are the same when it comes to gross profit

And finally and the most important thing also the thing that triggers all of this is the keywords that a user typed for the ad to appear begore him we want to figure which keyword did a user type that had the most successful outcomes meaning the keyword with the highest conversion rate, also during what month are user triggering an ad and we are having the most success with it :

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AI-generated content may be incorrect.

As we can see November is indeed our most successful month probably because we spend the most on it ( if we were to spend more on another month would we have the same success that area remain to discover ), but by far our the highest conversion rate with almost double the second one the list is Data Analytics Online with a 1 in 1o chance of a successful conversion.

Finally, it would be my recommendation as immediate first actions (actionable insight) to pause ads on the least successful devices during the least successful months. Allocate those funds towards trying out other months but with the more successful keywords. For a more long-term strategic view (strategic suggestions) it would be to do expand the characteristics of the ads that had the most success for example what made the ad that popped up when a user typed data analytics online successful , expand those characteristics to other ads ( for example ad writing , fonts , marketing in general ) and to also experiment with other periods and keywords to find a winning formula after that putting more weight on would be the best course of action in order to maximize profit