Analysis Report on Campaign Insights

# Top 3 high performing Campaigns are

* Sadashiv Peth - Video views - 06/01/2024,
* Erandwane - Engagement - 22 May,
* Sadashiv Peth - Engagement - 22 May

# Bottom 3 underperforming Campaigns are Post:

* Our clinic at Sadashiv Peth, Pune
* Post: "Healthy fats Vs. Unhealthy fats - काय निवडावे आणि
* Leads Campaign

# Recommendations for optimizing future campaigns

Gathering more data can help us dive deeper into analysis and understand the root cause for underperforming campaigns

Post campaigns are underperforming campaigns. These are not providing potential customers.

Erandwane and Sadasiv Peth campaigns are providing good potential customers during certain period say 06/01/24 , 15/12/24.

This could be a trend or seasonality reason behind this. We can perform further analysis to forecast performance of future campaigns.

2 campaigns among the high performing campaigns are inactive. If we can turn it back to active, it can more yield potential customers.

Also, If we can turn other Erandwane and Sadasiv Peth campaigns as active, they all can also yield in potential customers.

I researched about result indicators, I observed actions, estimated and video watched as Result indicators in our data. Actions indicators are yielding higher results as compared to other indicators. May be if we can focus on these indicators, then we might get good output.

This dataset shows Ad set type. For lesser number of ads, Ad set optimization is best. If we have a greater number of ads, then we can consider Campaign set optimization (automated optimization provided by Facebook).