


Data Science & Analytics Task 2

By Future Interns

Social Media Campaign Performance Tracker



Track & Visualize Ad Performance Like a Pro

 Whether you're a marketing enthusiast, data lover, or beginner in analytics — this internship task will give you **real-world exposure** to how businesses evaluate their **ad campaign success** using performance data.

About the Task

In this task, you'll work with simulated or exported CSV data from Instagram Ads Manager. Your goal is to **analyze campaign performance metrics** and build an **interactive dashboard** that helps businesses answer questions like:

 Need help?



- How well did the ad campaign perform?
- Which posts or ads had the highest engagement?
- What was the **Click-Through Rate (CTR)** and **Return on Investment (ROI)**?
- What can we improve for the next campaign?

✓ What You'll Learn


- **Marketing Analytics Fundamentals**
Understand how digital ads are measured and optimized.
- **Key Metrics Demystified**
Learn what **Impressions, Reach, CTR, CPC, and ROI** mean and how to use them.
- **Data Visualization & Storytelling**
Create dashboards that marketing teams use to make smart decisions.
- **Hands-on with Tools**
Explore both **Power BI** and **Google Looker Studio** (formerly Data Studio) to compare reporting styles.

Tools You'll Use

Tool	Purpose
Power BI	To build professional dashboards
Excel or Google Sheets	For quick data cleaning and analysis
Google Looker Studio <i>(Optional)</i>	Alternative dashboarding tool with easy drag & drop
Canva <i>(Optional)</i>	For creatives to design mock ads to track

Sample Datasets to Practice

You can use any of the datasets below for practice. These are safe, public, and beginner-friendly:

1.  [Facebook Ads Performance Dataset – Kaggle](#)
2.  [Social Media Ads – Kaggle \(Click Prediction\)](#)

 Need help?






3. [Marketing Campaign Data – Kaggle](#)

Deliverable

You'll submit a **polished Power BI dashboard** (or Google Looker Studio report) that includes:

- Overview of campaign KPIs
- Insights into top-performing posts
- ROI summary
- Interactive filters (by age, region, device, etc.)
- Actionable recommendations

Best YouTube Tutorials to Follow

1.  [Create a Facebook Ads Dashboard in Power BI – 20 min Tutorial](#)
(Easy to follow for beginners, no coding needed)
2.  [Digital Marketing Dashboard in Looker Studio \(Free & Fast\)](#)
3.  [Social Media Analytics with Excel for Beginners](#)

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