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Emerson College Bootcamp, Data Analytics

**Group Name:** Return Rates Researchers

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**Project I:** Advertising Content and Consumer Engagement on social media

**Hypothesis:** Define advertisement engagement based on demographics through social media platforms and identify the highest and lowest return rates and economic effect of targeted marketing.

**Data to be Utilized:**

* https://www.kaggle.com/chrisbow/an-introduction-to-facebook-ad-analysis-using-r
* https://data.world/ahalps/social-influence-on-shopping
* <https://www.wordstream.com/blog/ws/2019/11/12/facebook-ad-benchmarks>
* <https://www.kaggle.com/mansimeena/facebook-ad-campaigns-analysis-sales-prediction>
* https://www.kaggle.com/ryankieswetter/facebook-ad-campaign-analysis
* <https://developer.twitter.com/en>
* <https://developers.facebook.com/______>

**Procedures:**

1. Determine exact datasets to be utilized and merge and clean the data. Determine any unnecessary elements and drop them from the data set.
2. Determine each social media platform’s target audience based on demographics
3. Compare demographics, content being served and timing vs. click rates across social media platforms
4. Perform a channel analysis to determine the most utilized avenue of advertisement engagement
5. Determine the most engaged demographic

**Research Questions:**

1. What are the key targets for specific social media platforms?
   1. What demographics are engaging the most
      1. Age, location, gender, etc.
2. When are click rates peaking?
   1. Time of year/day
      1. relation to current events/pop culture
3. What is average exposure rate per click vs. purchase?
4. What social media platforms are most successful in gaining return on investment via click rates?