

WEEK 2 – VISUALIZATION

DESIGN Group 13B

Marketing Data Analysis Report

Submitted By:

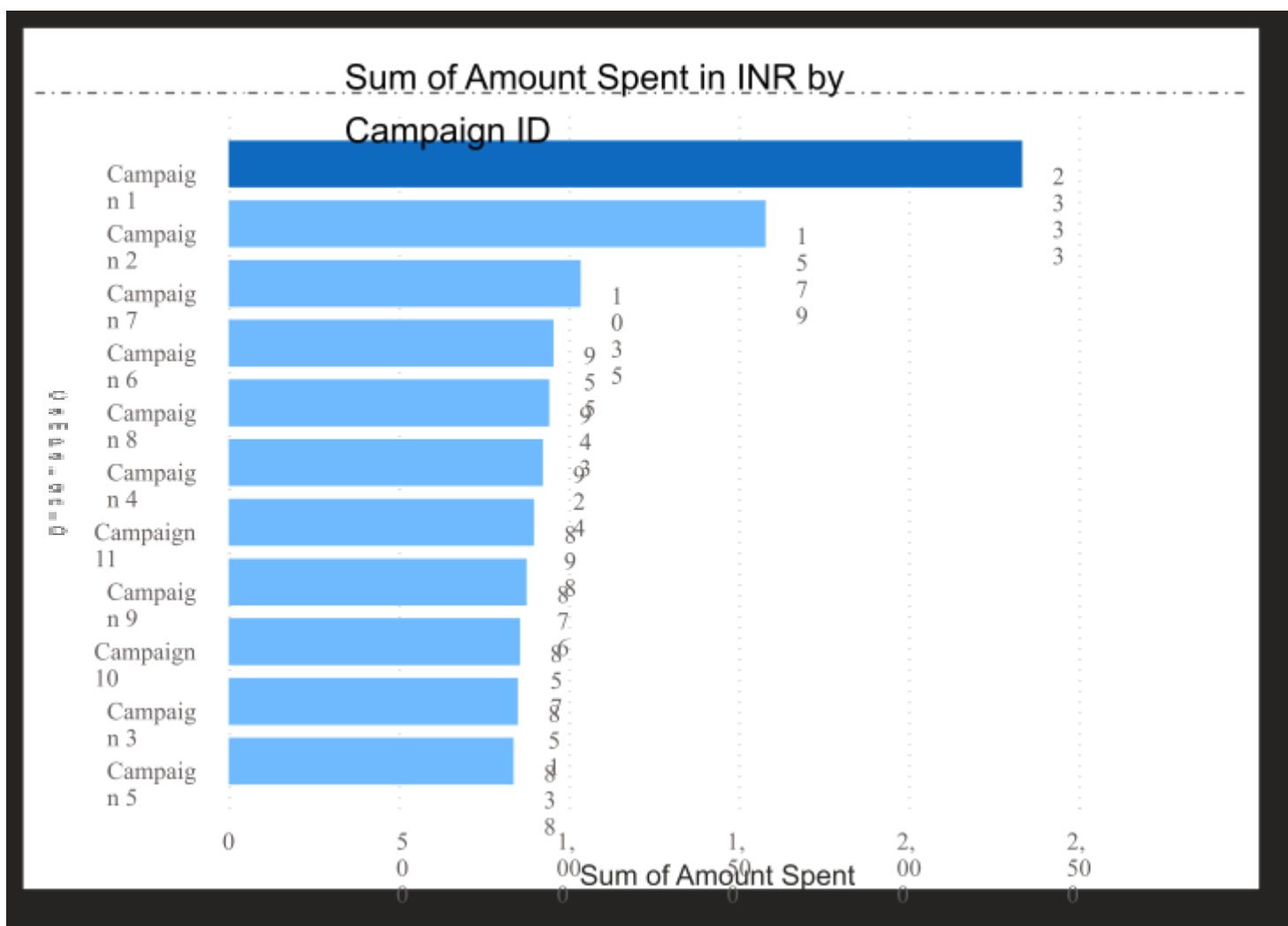
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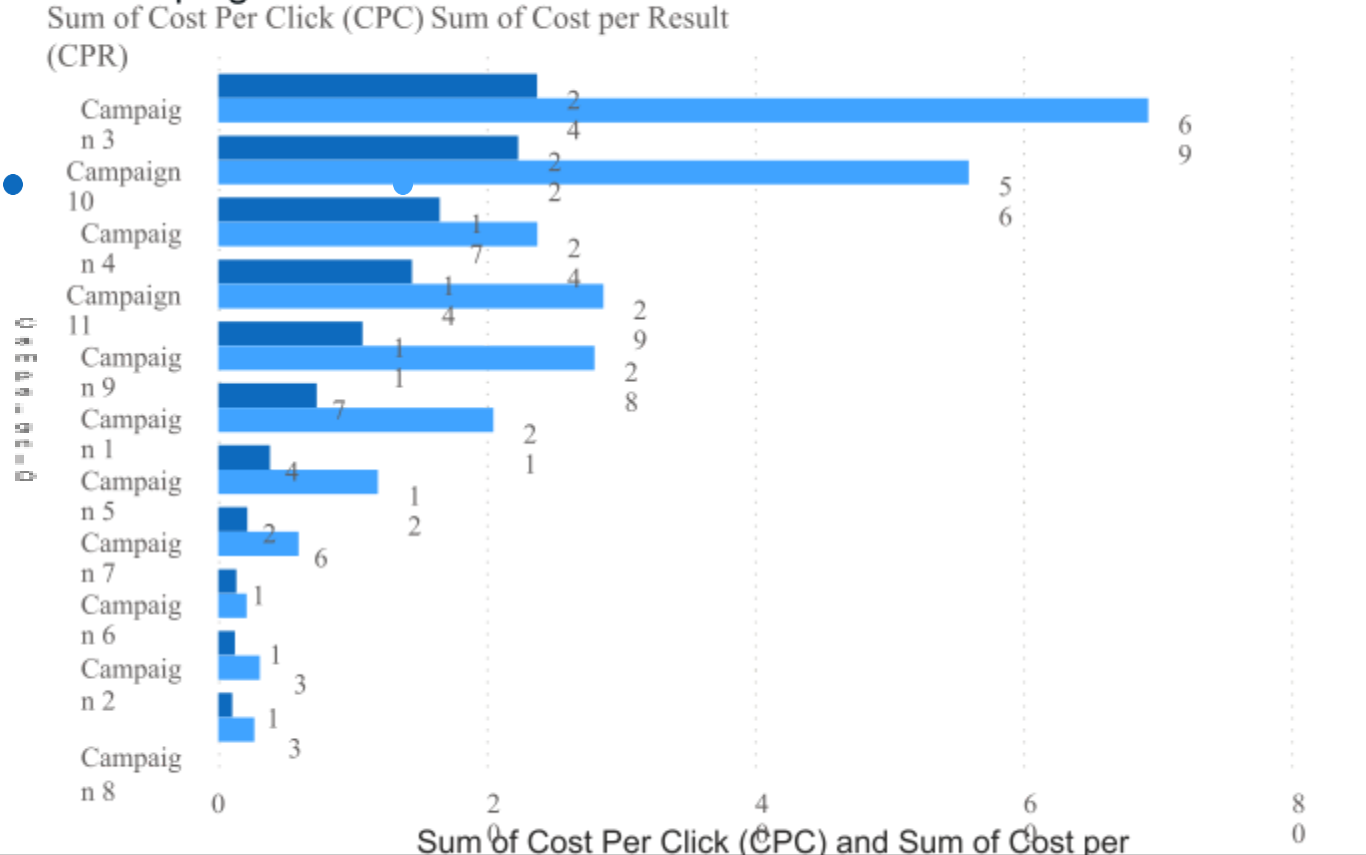
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Campaign Cost

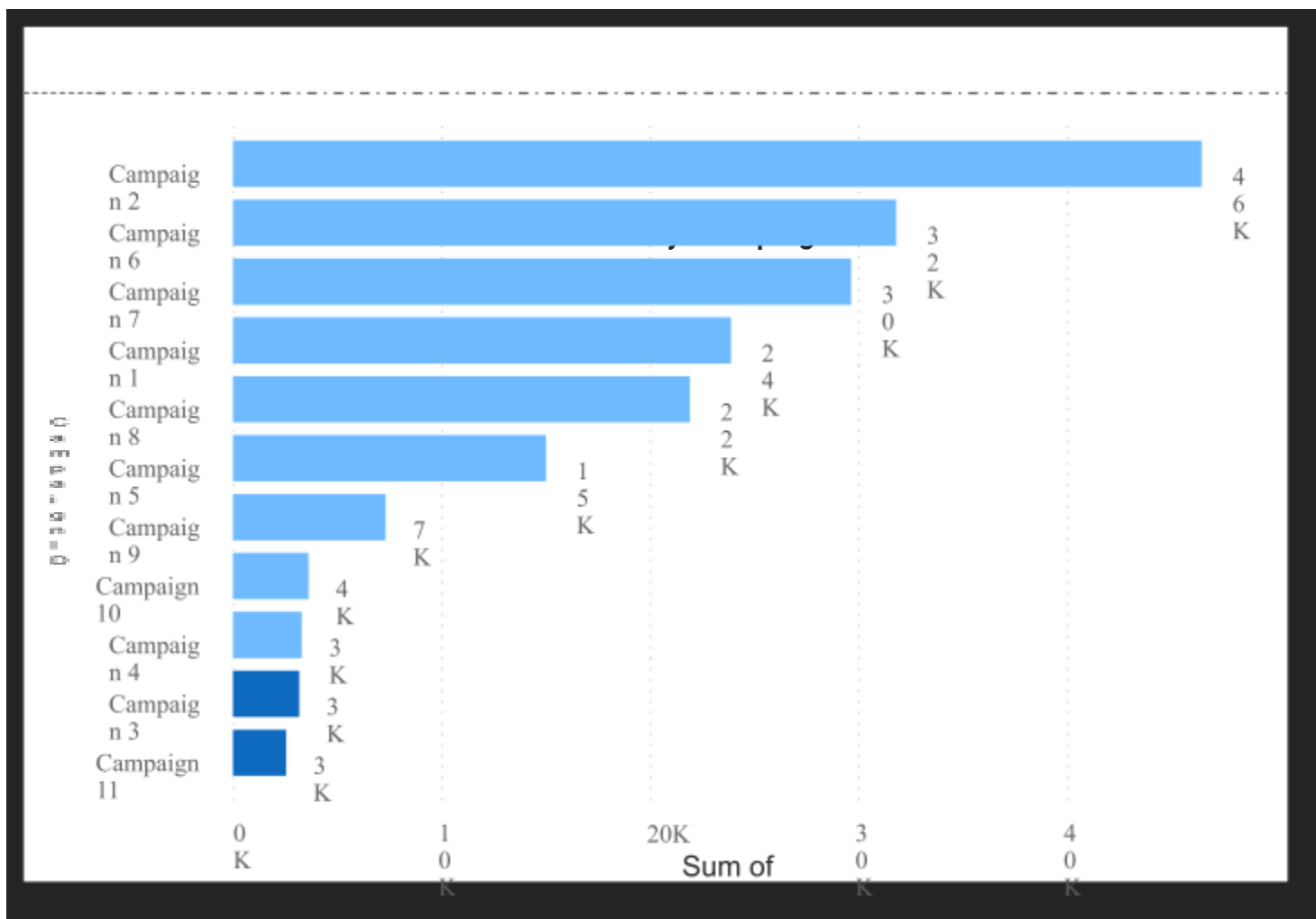
- At 2,333.33, Campaign 1 had the highest Sum of Amount Spent in INR and was 178.51% higher than Campaign 5, which had the lowest Sum of Amount Spent in INR at 837.78.
- Campaign 1 accounted for 19.30% of Sum of Amount Spent in INR.
- Across all 11 Campaign ID, Sum of Amount Spent in INR ranged from 837.78 to 2,333.33.

Sum of Cost Per Click (CPC) and Sum of Cost per Result (CPR) by Campaign ID



CPC & CPR

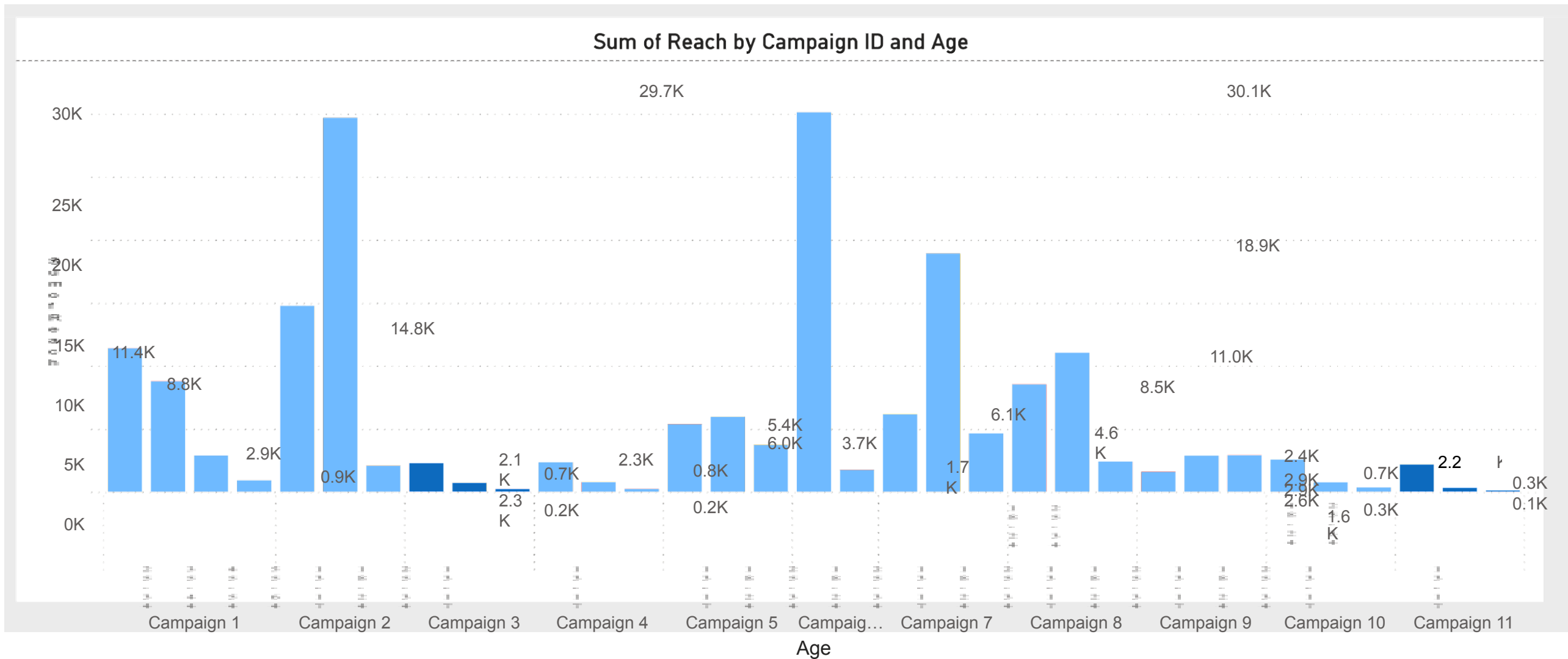
- In Campaign 3, the Cost Per Click (CPC) was 23.76, the highest, and it was 2,179.07% higher than Campaign 8's CPC, which was the lowest at 1.04.
- In Campaign 3, the Cost per Result (CPR) was 69.33, the highest, and it was 3,182.46% higher than Campaign 6's CPR, the lowest at 2.11.
- Campaign 3 contributed to 22.67% of the total CPC and 27.50% of the total CPR.
- Cost Per Click (CPC) and Cost per Result (CPR) are positively related.
- The largest difference between CPR and CPC occurred in Campaign 3, with CPR being 45.57 times higher than CPC.



Campaign Reach

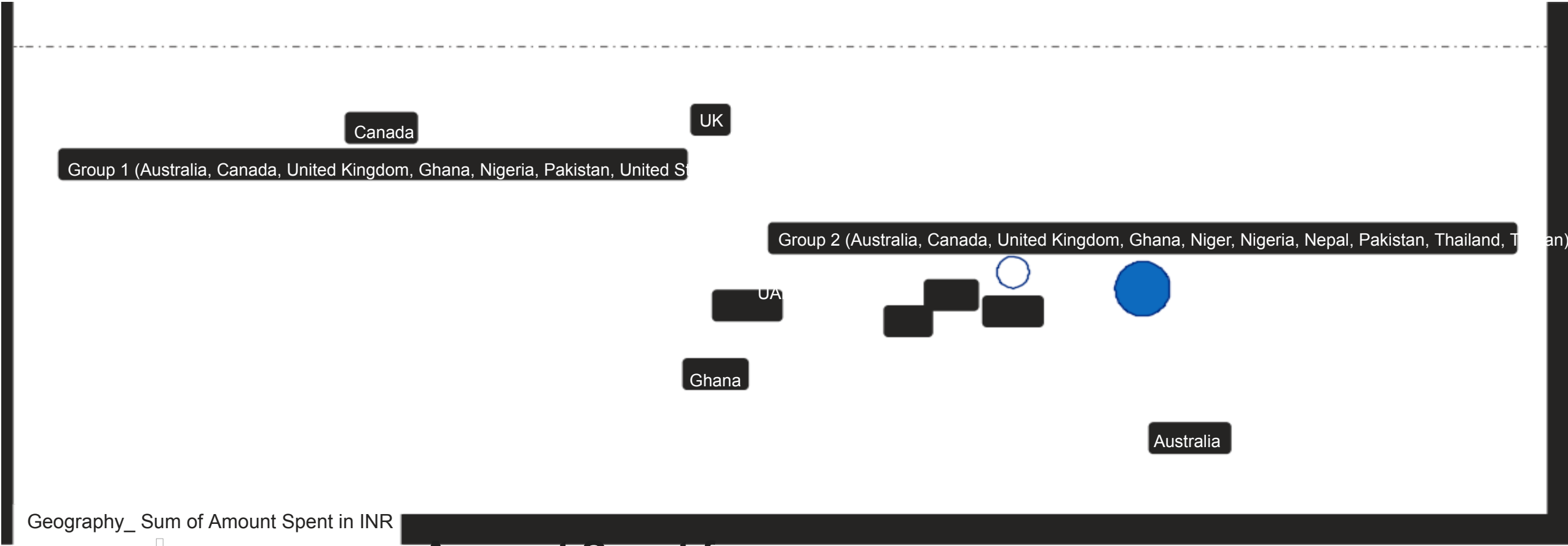
According to the this chart the following conclusions are made:

- Campaign 2 has the highest reach with 46,000,
- Campaign 11 has the lowest reach with 3,000.
- Campaigns 3 and 11 performed worse than the other campaigns.



Individual Campaigns Reach Every Age Group

- 1 8-24 had the highest total Sum of Reach at 101035, followed by 13-17 at 45665 and 25-34 at 29651.
- C campaign 6 in Age made up 15.94% of Sum of Reach.
- 1 8-24 had the highest average Sum of Reach at 10,103.50, followed by 13-17 at 5,073.89 and 25-34 at 2,695.55.



Amount Spent for Every Campaign Location

Sum of Amount Spent in INR by Geography

- At 2,333.33, Group 1 (Australia, Canada, United Kingdom, Ghana, Nigeria, Pakistan, United States) had the



UAE	876.26
UK	856.67
Australia	850.68
Ghana	837.78
Total	12,088.61

837.78.

- Group 1 (Australia, Canada, United Kingdom, Ghana, Nigeria, Pakistan, United States) accounted for 19.30% of Sum of Amount Spent in INR.
- Across all 11 Geography, Sum of Amount Spent in INR ranged from 8 37.78 to 2,333.33.

Comparison of Total Ad Cost and Total Clicks by Campaign

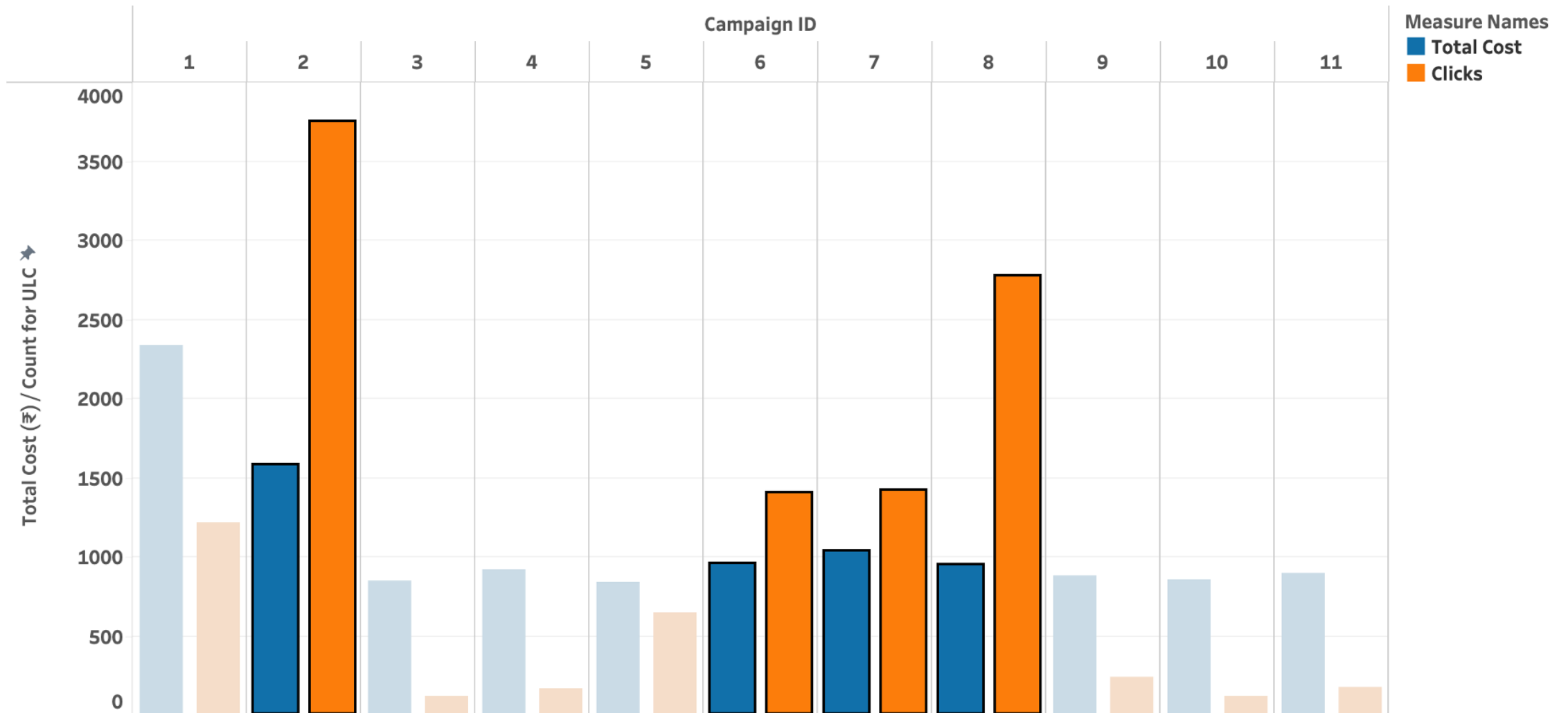
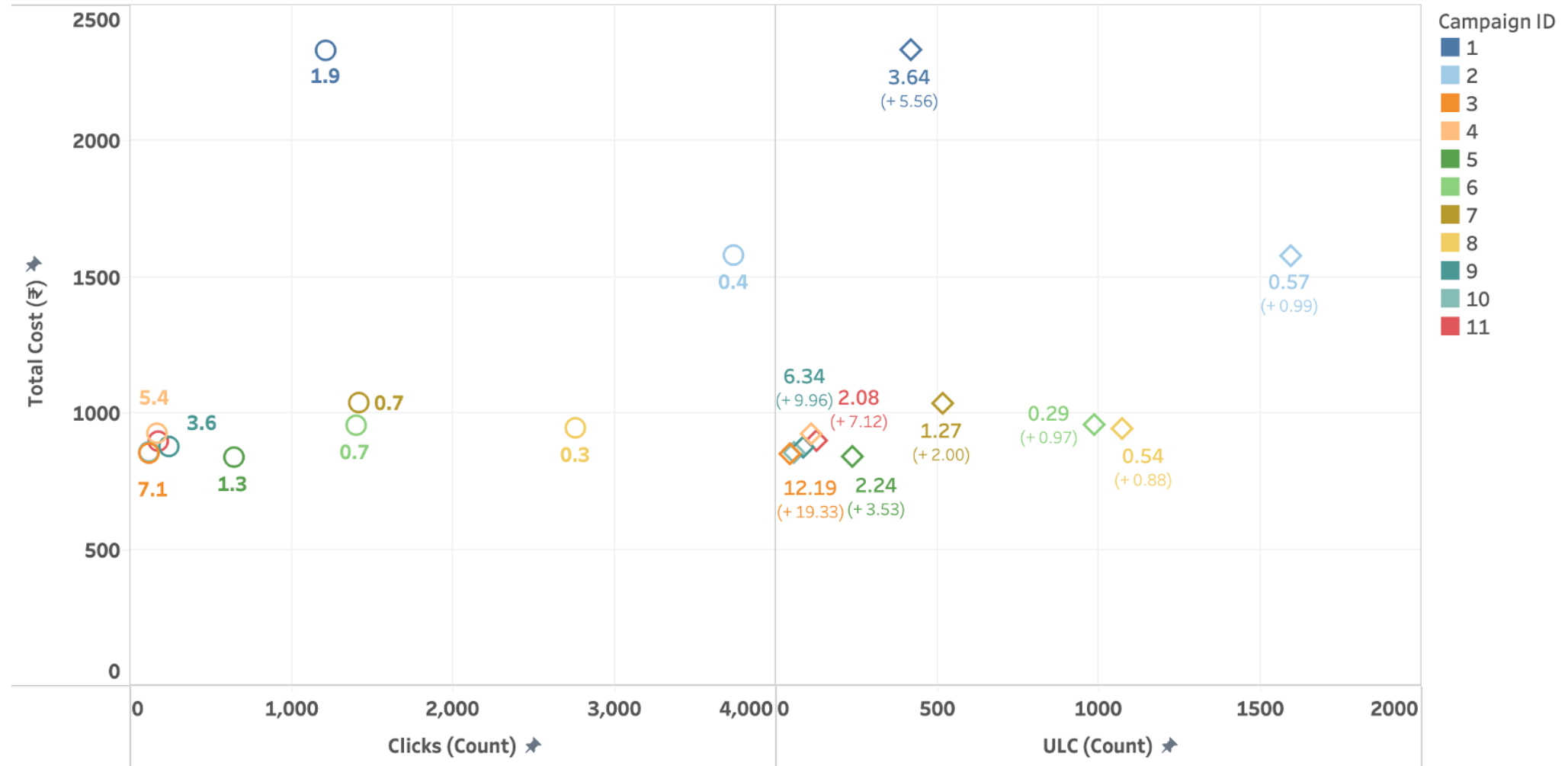


Figure 8, A direct comparison between each campaign's total ad spend and the total number of clicks generated serves as a measure of each campaign's effectiveness. Notably, campaigns 2, 6, 7, and 8 show significantly higher bars for clicks in comparison to their investment bars. This observation highlights a higher level of advertising efficiency relative to our investment in these campaigns when compared to the others.

Comparison of total cost vs. Clicks and Unique Link Clicks by Campaign



Comparison of Cost per Click (CPC) and Cost per Result (CPR)

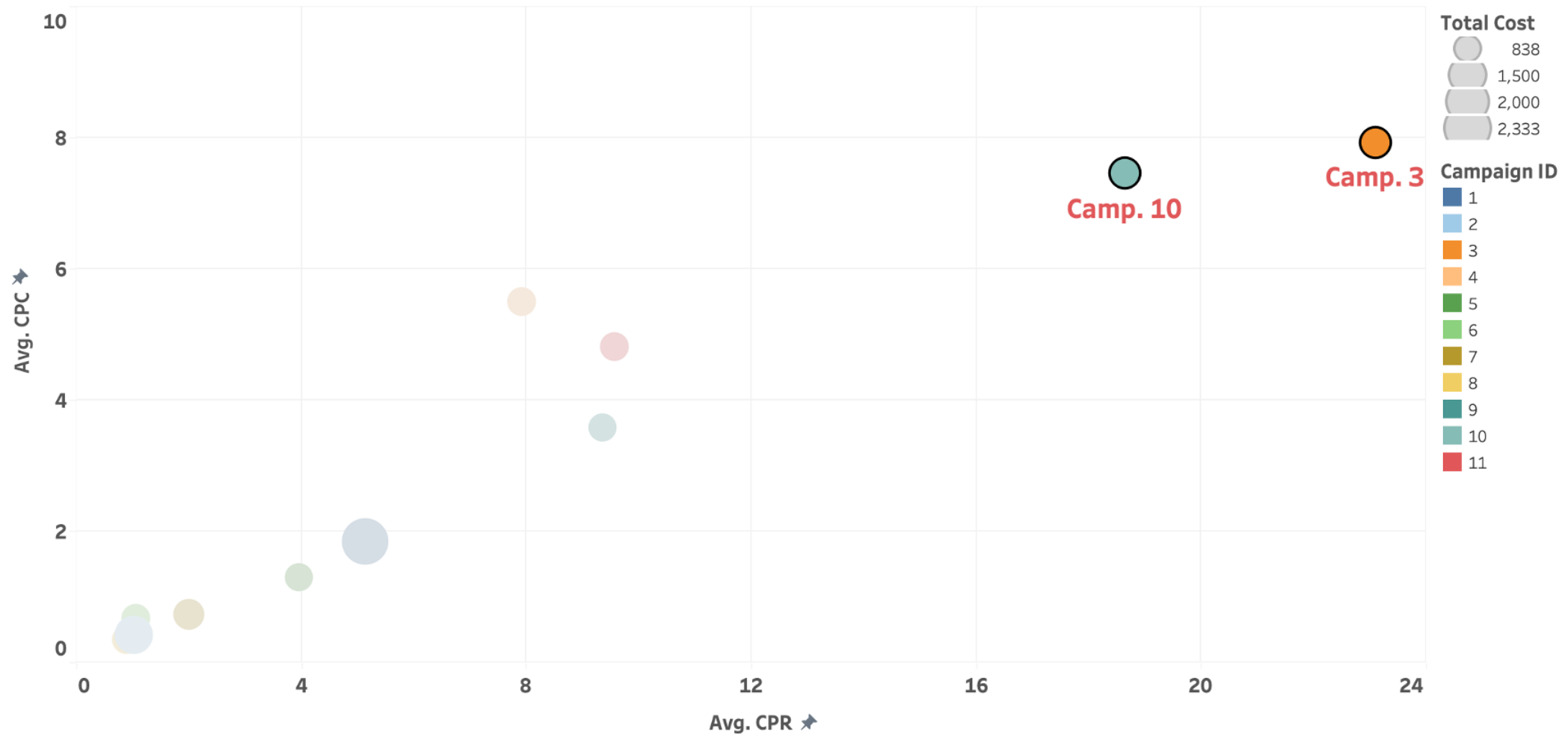


Figure 10. Cost per Click (CPC) represents the total cost divided by the number of clicks, while Cost per Result (CPR) represents the total cost divided by the number of unique link clicks. The plot illustrates that campaigns 3 and 10 exhibit high costs in both metrics, suggesting that both campaigns are not effective.

Cost per Link Click by Campaign

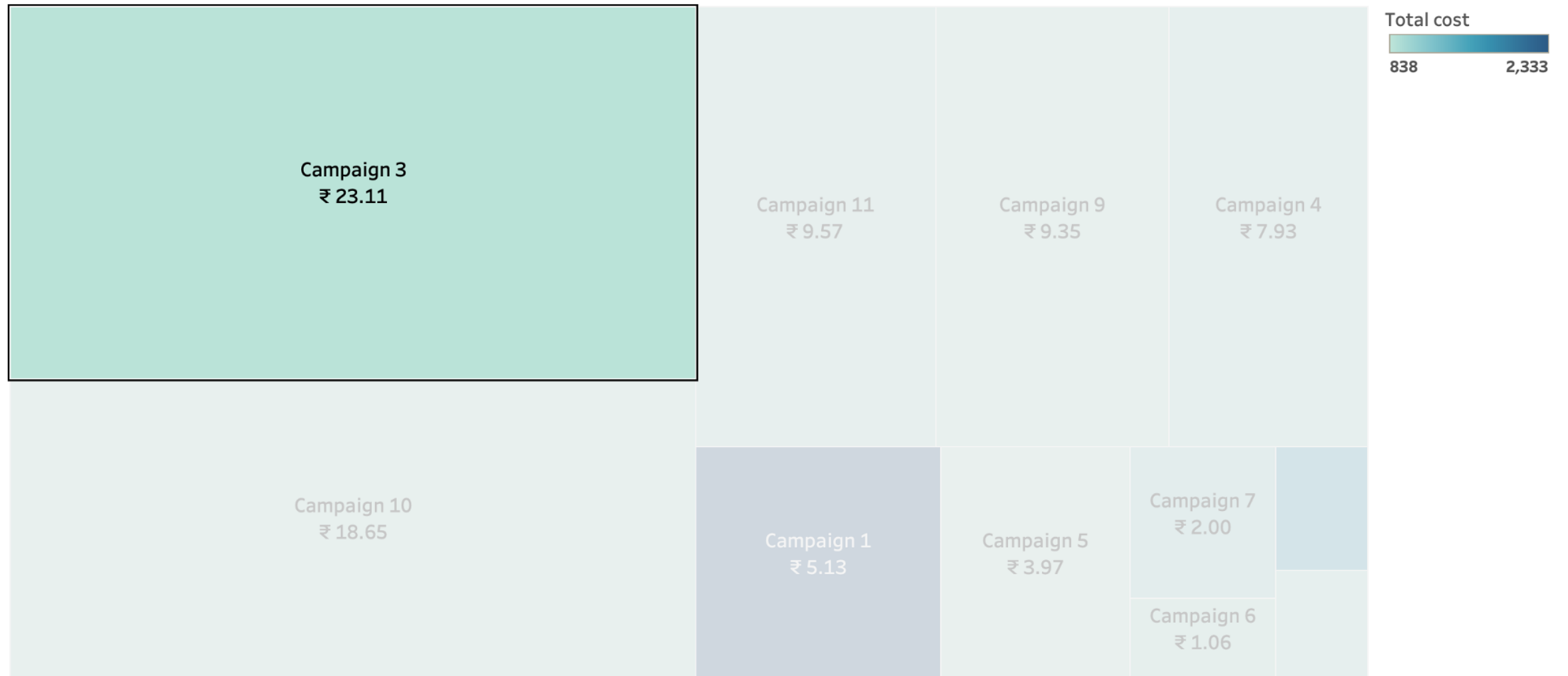


Figure 11. The plot examines the cost per Unique Link Clicks for each campaign. Campaign 3 shows the highest click cost, followed by campaign 8. A high cost per clicks typically indicates low advertising effectiveness.

Conclusion

After carefully studying multiple charts, it's clear from them that Campaign 3 and Campaign 11 consistently perform poorly compared to other campaigns. These two campaigns have lower Reach, lower Impression, higher Cost per Click and Cost per Result. To improve overall campaign effectiveness, we recommend discontinuing Campaigns 3 and 11 as it could lead to better resource allocation.