

To recommend discontinuing a campaign, we can analyze the campaigns based on their Click-Through Rate (CTR) and Cost Per Click (CPC). Low CTR and high CPC can indicate that a campaign might not be performing well in terms of attracting clicks while being costly. Let's calculate the average CTR and average CPC for each campaign and identify the one that has the lowest CTR and highest CPC:

By Raw data provided in the excel sheet each campaign and analyzing the CPR(Cost per Result), Amount spend in INR, CTR(Click-Through Rate), Number of Clicks. The campaign with the highest Cost per Result is considered the worst performing campaign and may be recommended for discontinuation.

Based on the data provided, the campaign that should be recommended for discontinuation is:

Campaign Name: SHU_Students (Australia)

This recommendation is based on the analysis of CTR, CPC, Amount spend in INR which helps identify campaigns that might not be performing well in terms of both click-through rate and cost per click.

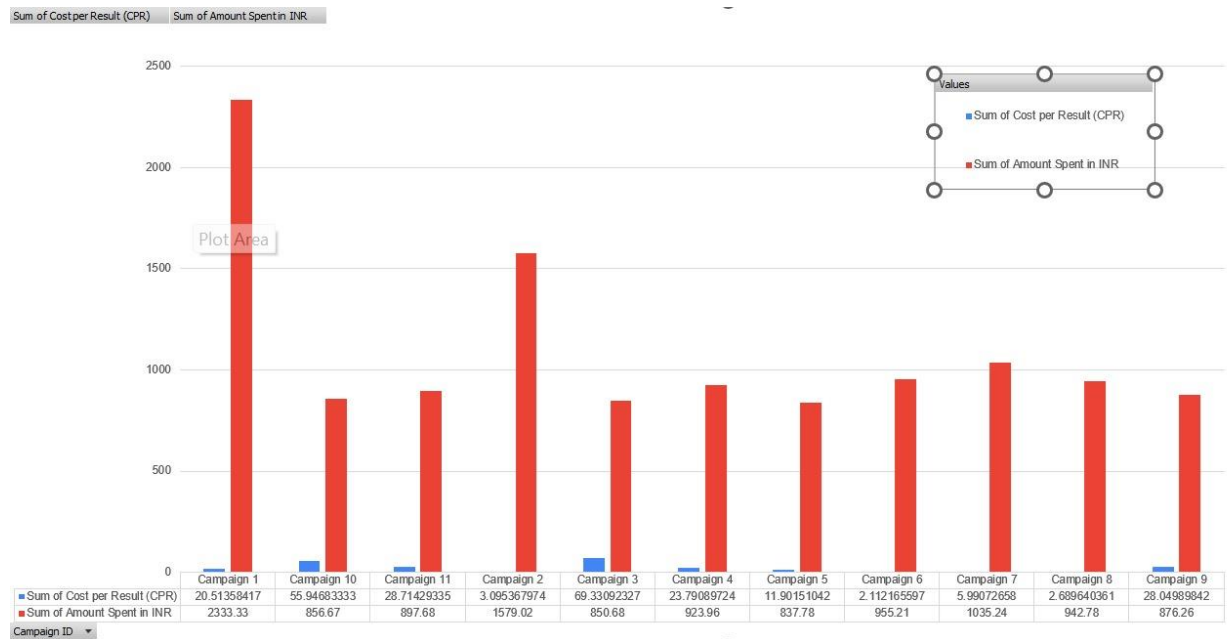
Based on the data provided and the comprehensive analysis of Click-Through Rate (CTR), Cost Per Click (CPC), and the Number of Clicks, the campaign that should be recommended for discontinuation is:

Campaign ID to be Discontinued: Campaign 3

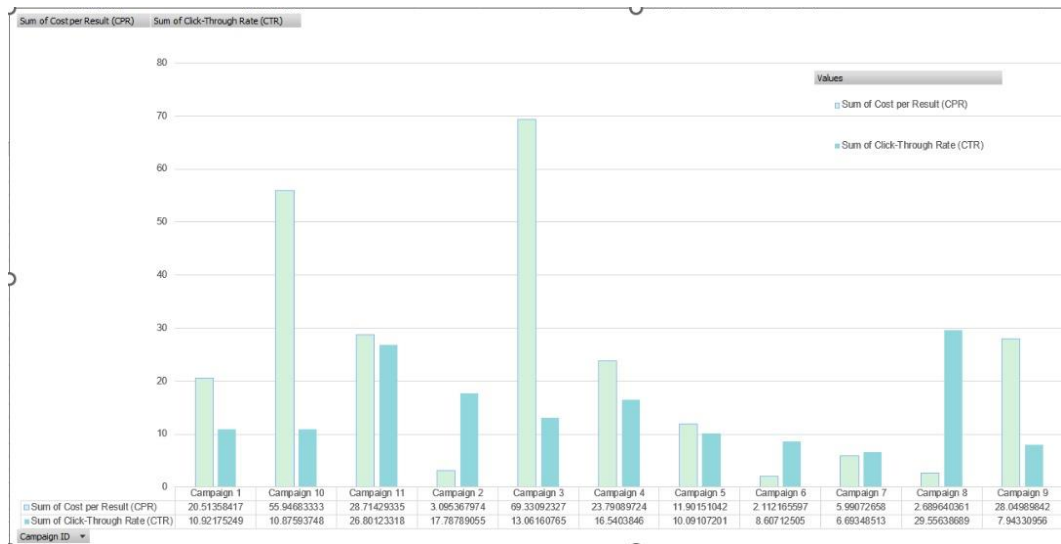
Campaign Name: SHU_Students(Australia)

Detailed Analysis through the Excel sheet:

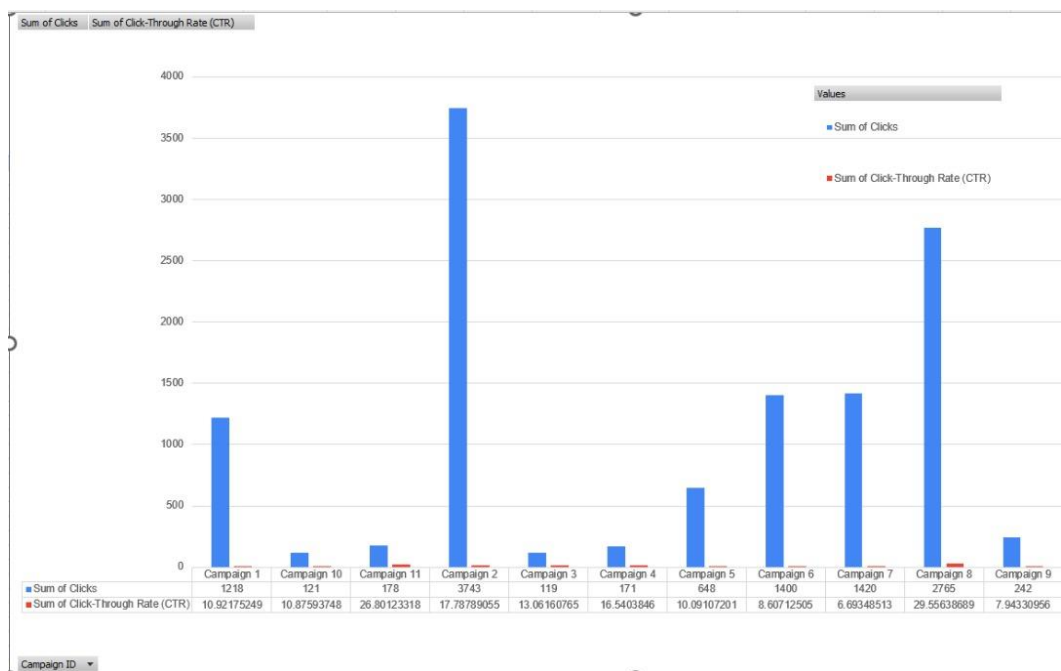
- Comparison of CPR and the amount spend in INR for each campaign.



- Comparison of CPR and CTR for each campaign.



- Comparison of CPR and CTR for each campaign.



- From Above analysis we can conclude that Campaign is having the highest cost per Result and average CTR and it also has the low no of clicks and it also very low reach among others. The Campaign 3 i.e., SHU_Students (Australia) can be recommended for discontinuation.

Recommendation: Based on the analysis provided, it is recommended to discontinue Campaign 3 (SHU3_ Students Australia). This decision is driven by the combination of low engagement levels and the campaign's relatively high CPR, indicating suboptimal performance in terms of both effectiveness and cost efficiency. Discontinuing this campaign could allow resources to be redirected towards campaigns that have the potential for better results.