

GROUP-9 (Week-1 Assignment)

Which campaigns should be removed?

As we observed through analysis

- 1) Campaign 3 should be removed because sum of reach out and sum of impression is Less for campaign 3
Sum of amount spent on Campaign 3 is less compared to others**
- 2) When we did analysis on sum of cost per result by campaign id the cost is low for Campaign 6 and Frequency as well**

Conclusion: Campaign 3 and Campaign 6 should be removed