**Analyst Assignment**

We have Drugs A and B and each of them have similar audiences/patient’s, and we want to understand how our media targets are working. We are also using the same media channels, and we want to understand how the media is performing and how the channels are performing across a range of KPI’s.

There are several KPIs to review and report on – from Clicks to Videos viewed to Patient Sign-Ups and Scripts written (NBRx). The most significant metrics are the Sign-Ups and Scripts, however, we want to see if the media is driving site actions – with clicks and video views. The Video views are divided into Midpoint Views and Video Completed.

The media is served up as impressions and we also like to know which channels have been effective, what number of impressions are most effective in any channel. Are there too few or too many impressions in any given channel and how can we determine if we have reached impression saturation in any channels? We also want to know if the impressions are cumming and have an effect at building up brand awareness over time – in other words can we see if a build up of impressions over time results in the ability to pull back on the number of impressions without a loss in any of the KPI’s?

Use the following data to create a simple media performance report for 2023 for Brands A and B.  Which channels drive performance? What changes are occurring Month on Month (June vs July) and monthly Year on Year ( March 22 vs March 23) in any of the KPIs.  Use as little or as much data as you need to develop a cogent report and presentation,

The output should be a short PPT (3-4 slides) with a few simple charts, with insights and recommendations. Use as little or as much of the data provided to create a report. Report separately on Drug A and B, and then do a comparison across both drugs to show which media performed best for each drug, which highlights and insights stand out to provide the who, what, where, when and why of patient behavior.