



# Google Ads Hourly Analysis

Date : 19/06/2023

Project Start Date - End Date	<ul style="list-style-type: none"><li>● Start Date – 19 -06 -2023</li><li>● End Date – 19 -06 -2023</li></ul>
Objectives	<ul style="list-style-type: none"><li>● To perform the comprehensive cost analysis</li><li>● General exploratory analyses</li><li>● General descriptive analyses</li></ul>
Milestones accomplished the week of Start Date - End Date:	<ul style="list-style-type: none"><li>● Descriptive analyses</li><li>● Exploratory analyses</li><li>● Classification of data with respect to term</li></ul>

## Contact Information

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This project is performed for educational purpose of under the guidance of Siddhivinayak Sir .

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## Project Abstract

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The given dataset analyses marketing activities on google ad for EdTech company. This dataset provides valuable insights into the company's advertising campaigns, focusing on impressions, clicks, cost and leads.

- Impressions refer to the visibility of advertisements served through Google Ads. Through this we can understand our reach to the potential customer.
- Clicks, on the other hand, indicate the number of interested candidates who clicked on the ads and potentially visited our website
- Cost data provides insights into the financial implications of marketing activities.

The dataset consists of 9 columns followed by 48 rows. In the first column i.e., named Sr. No. indicates the time slot which is of period of each 30 minutes throughout the day.

### Descriptive analysis-

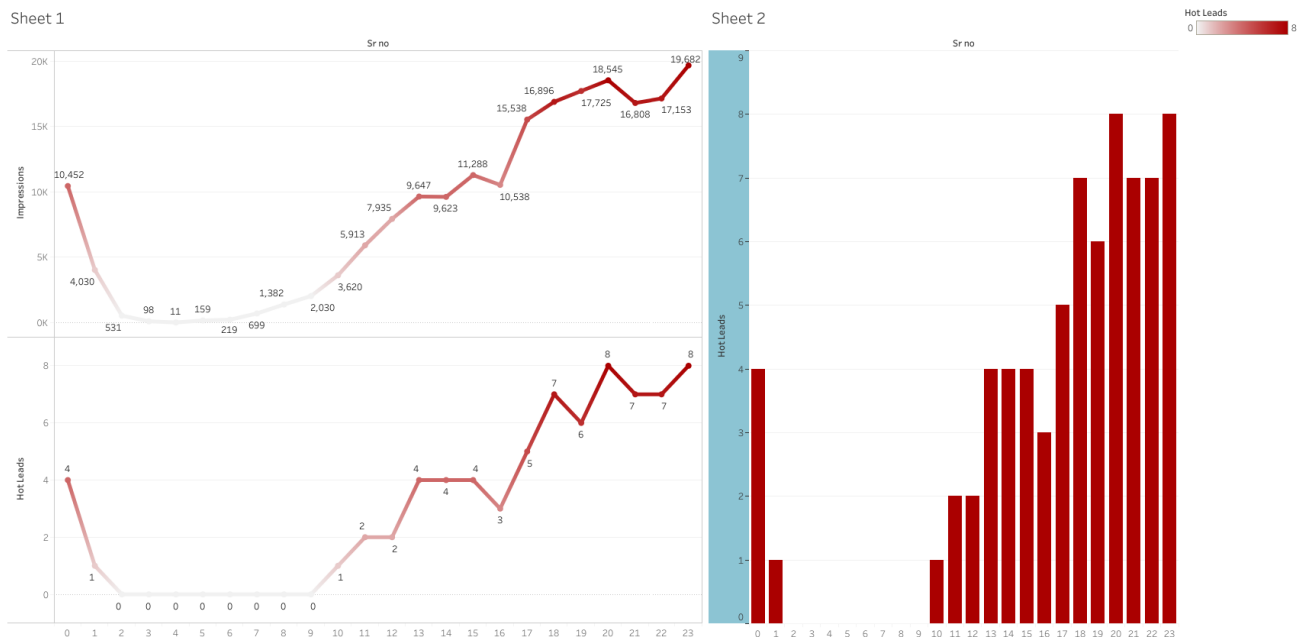
As we have analyzed the data, the average values of impressions, clicks, cost and leads are as follows:

- Impressions: On average, there were 4,177 impressions. Impressions refer to the number of times an advertisement or marketing message was displayed or shown to potential viewers or customers.
- Clicks: On average, there were 658 clicks. Clicks represent the number of times users interacted with the marketing content by clicking on it. It indicates the level of engagement and interest generated by the advertisements
- Cost: This represents the amount of money spent on the marketing activities. It includes expenses such as advertising costs, campaign
- Hot Leads: On average, there were 1.52 hot leads. Hot leads typically refer to potential customers who have expressed a high level of interest or shown a strong likelihood of making a purchase.

A higher number of impressions often increases the likelihood of attracting more clicks, as it increases the visibility of the marketing content. Clicks, on the other hand, demonstrate user engagement and interest in the advertisements. The more clicks received, the greater the potential for generating hot leads. It suggests that users who actively interact with the marketing content are more likely to become potential customers. Additionally, the cost in marketing activities impacts the efficiency of lead generation. Optimizing cost-effective strategies can help maximize hot leads while minimizing expenses.

To analyze and classify further data we used decision tree classifier method. After analyzing the data, we discovered interesting patterns in the generation of hot and cold leads. The peak hours for hot leads were between 6:30 pm and 8 pm, and the lead activity remained relatively high until 1 pm. During these hours, there was a higher likelihood of attracting potential customers who showed active interest in our ads. On the other hand, from 1:30 am to 10 am, we observed a decrease in lead activity, indicating a higher proportion of cold or dead leads. These are individuals who were less likely to engage or show interest in the ads during that time. During the day time, the lead grew but only by a small percentage. It shows that the effectiveness of lead was not significant. Understanding these patterns helps us optimize our marketing strategies by focusing on the hours when hot leads are most likely to be generated and adjusting efforts during the less active periods to target potential customers more effectively.

## Data Visualisation



# Insights

As we saw the rise and dropping pattern of impressions, clicks and leads generated, the average values were as follows-

- Impressions- 4177.541667
- Clicks- 658.000000
- Hot Leads-1.520833

The rise and drop in impressions, clicks and leads can be result to various factors-

- Peak hours for hot leads (6:30 pm to 1 am), During this time, people might have finished their work for the day and have more time to browse the internet or engage with advertisements. They may be more likely to show interest, leading to a higher number of hot leads
- Decrease in lead activity during early morning hours (1:30 am to 10 am), At this time, people are typically asleep or just waking up. Their attention may be focused on other activities, such as getting ready for work or starting their day, resulting in a lower engagement