



Google Ads Hourly Analysis

Date : 21/06/2023

Project Start Date - End Date	<ul style="list-style-type: none">● Start Date – 20 -06 -2023● End Date – 21 -06 -2023
Objectives	<ul style="list-style-type: none">● To perform the comprehensive cost analysis● General exploratory analyses● General descriptive analyses
Milestones accomplished the week of Start Date - End Date:	<ul style="list-style-type: none">● Descriptive analyses● Exploratory analyses● Classification of data with respect to term

Contact Information

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

Project Manager

Name : Siddhivinayak Phulwadkar

Mobile: 9028965955

Email:

siddhivinayakphulwadkar@gmail.com

Student Name

Name : Vaishnavi S. Jadhav

Mobile: 7066954736

Email: vaishnavij1477@gmail.com

Project Abstract

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. The number of times an advertisement is displayed or seen by potential customers
- 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.
- Leads data represents the individuals who showed higher level of interests.

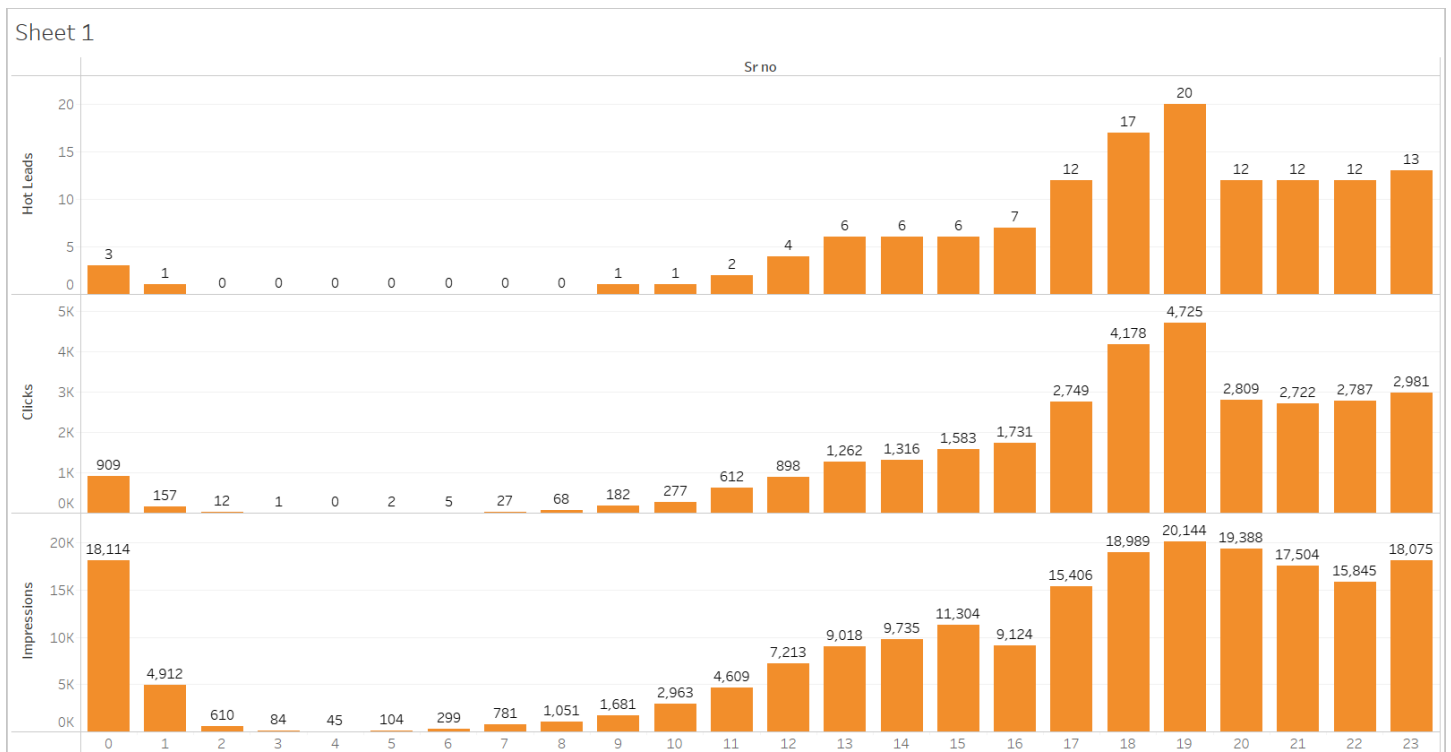
Descriptive analysis-

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

- Impressions: on average, our marketing ads were seen or displayed around 4,312 times. That's how many people potentially came across our ads or content.
- Clicks: On average, there were 666 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: The average cost incurred for the marketing campaign is approximately 341.77 Rs. 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 2.81 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.

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 number of hot leads started to increase at 9:30 am and continued to rise steadily throughout the day until 1 am. The peak of hot leads was observed at 7 pm. A notable difference in today's analysis compared to yesterday's is the increased engagement rate of potential customers during the time when leads were not so much engaging.

Data Visualisation



Insights

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

- Impressions- 4312.458333
- Clicks 666.520833
- Cost 341.770833

- Cold_Leads 26.645833
- Hot Leads 2.812500

Preferred Time Slots for Showing Ads based on the data, the time slots from and 6 pm to 1 am have generated a higher number of hot leads. These time slots seem to be effective for showing advertisements. It can be a good time to focus on displaying ads to maximize reach and engagement. The profitable cost investment for showing ads was incurred in the time slot from 6:30 pm to 12 am, where a total of 94 hot leads were generated. This indicates that investing in this time slot has positive results in terms of lead generation.

There are 17 time slots where no hot leads were generated. The cost spent on these time slots amounted to 665 rs. Necessary time adjustment, when to show and not to show ads can now be decided.

There are 22 time slots where highest number of hot leads total of 123 were generated. we spent a total of 16,405 rs to generate these hot leads. This indicates that 95% of the cost spend in showing ads resulted in profitable hot leads.