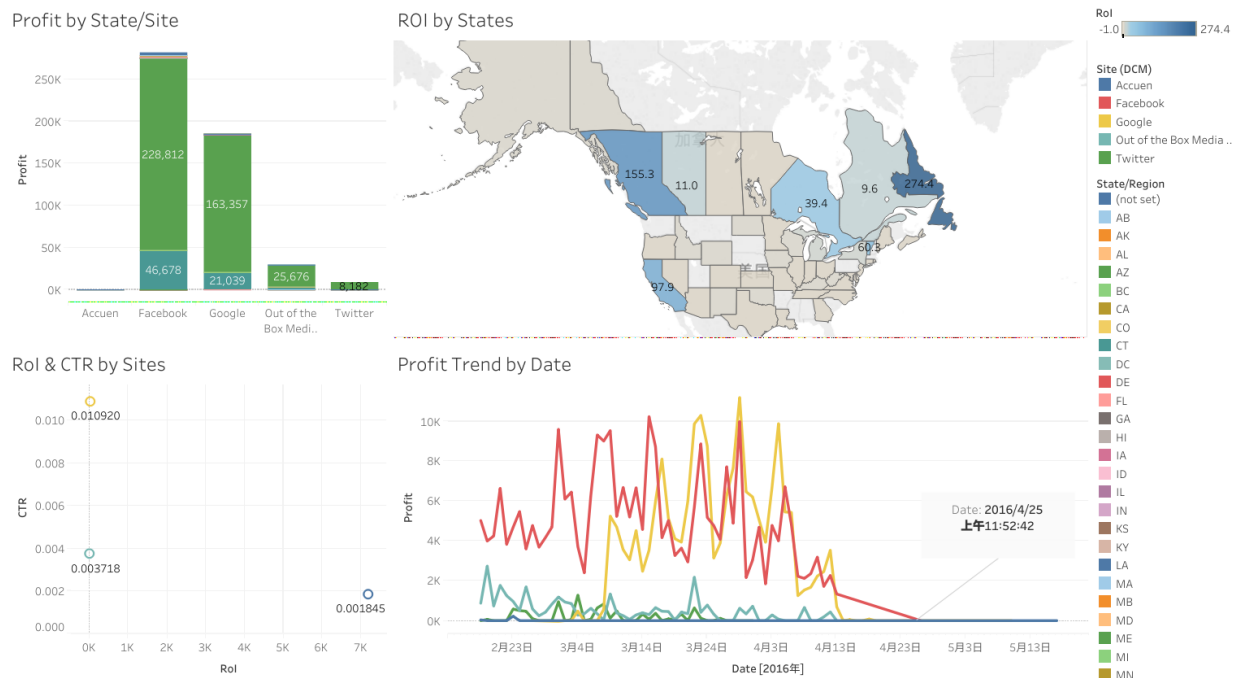


Can you summarize the performance of this campaign on 1 page, promoting popularization using graphs?



[Dashboard of 2016 Youth Spring Break](#) created by Tableau

We can see that our campaign starts from 2/18/2016 to 4/25/2016, during this period, profits via each site perform variously. There are two aspects of profit trend that we should focus on: profits via Facebook and Google are generally much larger than that of Accuen, OBOX, and Twitter; there is a significant increase in Google on 3/8/2016 and then the profit via Google fluctuated, just like Facebook.

Considering the profit portion by states in each site, we can notice that ON province contributes to the largest portion of profit in 4 sites (except Accuen), and QC is the second contributor. Except for ON and QC, there are rarely profits from other sites.

Move to the ROI. ROI evaluate the efficiency of an investment or compare the efficiency of several different investments. From the map with top n ROI states, we can tell our main contributor states' ROI are 39.4(ON) and 9.6(QC). ON performs better than QC with more profits we can obtain if we invest equally. The top ROI state is NF with 274.4. BC and CA from USA also have a significant ROI with 155.3 and 97.9.

CTR reflects the performance of creative. Google performs better than OBOX and Accuen so that we should pay more attention to how to attract people in OBOX/Accuen. From the CTR and ROI scatter plot, I divided sites into three categories: Google--focus on revenue/cost conversion rates optimization, Accuen--focus on creative improvement, and OBOX—focus on both. There are no CTR for Twitter and Facebook, so I ignore them in the scatter plot.