

# **Business Requirements Document (BRD)**

## Meta Ad Performance Analysis Report

### 1. Business Objective

The organization needs a unified performance-tracking report for advertising campaigns running on Facebook and Instagram.

The report will provide visibility into reach, engagement, conversions, and budget utilization, enabling the marketing team to:

Identify the most effective platform (Facebook vs Instagram).

Track campaign ROI and optimize budget allocation.

Understand audience engagement patterns across demographics and geographies.

### 2. Scope

#### **In Scope**

Paid advertising campaigns on:

Facebook

Instagram

#### **Out of Scope**

Other Meta platforms (Messenger, Audience Network)

Organic (unpaid) engagement

Third-party or offline marketing channels

### **KPIs List**

#### **Primary KPIs**

Impressions

Clicks

Shares

Comments

Purchases

## Derived KPIs

Engagements

CTR (Click Through Rate)

Engagement Rate

Conversion Rate

Purchase Rate

Total Budget

Avg Budget per Campaign

### Charts Requirements:

#### 1. Target Gender – Donut Chart

A **donut chart** will visualize performance split by **target gender** (from the ads table).

- The metric displayed (e.g., Impressions, Clicks, Purchases) will change dynamically via the parameter.
- Purpose: Identify which gender segment contributes most to the selected metric.

#### 2. Target Age Group – Bar Chart

A **bar chart** will show engagement across **age groups** defined in the ads table.

- Each bar will represent one age group.
- The metric displayed will switch dynamically.
- Purpose: Highlight which age group is most responsive to campaigns.

#### 3. Country – Map

A **map visualization** will display performance by **country** (from the users table).

- Bubble size or color intensity will represent the selected metric.
- Purpose: Provide a geographic view of campaign reach and engagement.

#### 4. Calendar Month – Calendar Heat Map

A **calendar heat map** will plot performance at the **monthly level**, based on the timestamp field in `ad_events`.

- Darker shades will indicate higher activity.
- Purpose: Detect seasonal trends, peak ad months, and low-activity periods.

#### 5. Weekly Trend – Stacked Column by Ad Type

A **stacked column chart** will display weekly performance trends.

- X-axis → Week number (from the Date Table linked to `ad_events`).
- Stacks → Different `ad_type` values (from the ads table).
- Y-axis → Selected metric.
- Purpose: Compare ad type contributions over weeks.

## 6. Hourly Trend – Area Chart

An **area chart** will show activity by **hour of day** (from `ad_events[time_of_day]`).

- X-axis → Hour of the day (0–23).
- Y-axis → Selected metric.
- Purpose: Understand user activity patterns throughout the day.

## 7. Ad Type – Matrix

A **matrix visualization** will show the selected metric across **ad types** and possibly break

down further by **platform (Facebook vs Instagram)**.

- Rows → Ad Types.
- Columns → Platforms or other campaign dimensions.
- Values → Selected metric.
- Purpose: Compare performance across ad formats and platforms side by side.