OMNIFY

DATA REPORT:

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**DATA DICTIONARY OF THE DATASETS:-**

- 'cost' is our total ad spends for that particular date.

- 'Impressions' are the count of people who view our ad

- 'clicks' are count of clicks on our ad

-  'prospects' are count of people interested in our product (as marked by sales)

- 'Payments' are purchases made. Returns on Ad spends are calculated using Payments/Cost.

- Each row is cohortised to the date of ad spends so you can compare quality of ad spends.

**Scope:**

- Create a combined report with all key metrics (esp: Spends and Returns %) in a weekly and monthly format. Decide the number of data fields you would like to showcase here.

- Which is the most profitable channel

- Which category/keyword is the most profitable

- Look for insights by analyzing data points on time series graphs

- Analyse the Impact of geography

**For Google Ads data:**

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| **Empty records in Payment col** | 410 |
| **Records as 0 in Cost col** | 263 |
| **Total rows** | 419 |

\*Found by using COUNTIF & COUNTBLANK FUNCTIONS IN EXCEL

**For Listing site data:**

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| **Count of missing Average position col** | **1** |
| **Clicks** | **2** |
| **Paid** | **2078** |

\*Found by using COUNTIF & COUNTBLANK FUNCTIONS IN EXCEL

**Important considerations:**

- In payment col 410 records don’t have any values, so we consder them as 0 by default.

- Profit is calculated by (Payment - Cost)

- ROAS is calculated by (Payment/cost)

- To create monthly and Weekly level report for different attributes, I’ve used *`WEEKNUM`* function to extract week number and *`TEXT(\_\_,"mmm")` function to extract the month from date columns of respective data sheets.*

*-* **All the graphs have some sort of filters to slice and dice data***(here are only spinets, slice and dice consider looking at excel sheet attached)*

*-*Green columns highlighted in data shows attributes with profit on a particular date(done using conditional formatting)

***Shape of Data***

-Google Ads sheet- (419,14)

-Listing site data - (2092,12)

**Solution to problems and insights:**

**MOST PROFITABLE:-**

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| On aggregating all the channels, Software advice is the most profitable channel  (Assumption: Where 'Paid' col has no value, consider it as 0 and then finding the profit & ROAS) |

**Observation:**

-There were 3 channels.

-Total profit from all the channel was = -1763.25 USD which is a loss.

**Insight:**

-Most profitable channel is Software Advic with profit of 1482.5 USD

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| **On aggregating all the Search keywords, *reservation management system is the most profitable search keyword***  **(Assumption: Where 'payment' col has no value, consider it as 0 and then finding the profit & ROAS)** |

**Observation:**

-There were 21 search keywords names.

-Total profit from all the search keywords is 9091.32 USD which is a loss.

**Insight:**

-Most profitable searach keyword is reservation management system with a profit of 3942.71

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| **On aggregating all the Categories, *parks and recreation* is the most profitable category**  **(Assumption: Where 'payment' col has no value, consider it as 0 and then finding the profit & ROAS)** |

**Observation:**

-There were 18 categories in listing site data.

-Total profit from all the categories is -1763.25 USD which is a loss.

**Insight:**

-parks and recreation is the most profitable category with a profit of 3581.35

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| **Impact of geography: Location with respect to Clicks and Average position** |

**Observation:**

-There are 9 countries in listing site data.

-Total sum of clicks from all the countires is 3477.

-Total sum of average position from all the countries is 22428

**Insight:**

-Most of the clicks were from United States(1751+1+10) which 50.67% of total share of all countries

-Highest sum of avg position was from United states(11108.9) which is 49.52% of total for all countries.

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| **Impact of geography: Location with respect to Profit And ROAS** |

**Observation:**

-There are 9 countries in listing site data.

-Total sum of profit from all the countires is -1763 which is loss at overall level.

-Total sum of ROAS from all the countires is 2091.

**Insight:**

- Most profit generating country is CANDA which is 1398.25 USD.

-Hisghest ROAS is from United states(975+1+6 = 982).

**MONTHLY & WEEKLY REPORT (Listing site Data):**

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| **Monthly & weekly report of Profits made,ROAS & Paid amount (Based on Listing site data)** |

**-Total amount paid on listing sites was 5076**

**-Highest payment was received in 12th week of March which is 2100 USD.**

**-Highest profit generating month is March which 1191.45.**

**-Highest profit was made in 11th week of march which is 1028.**

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| **Monthly and weekly report of Key metrics {Prospects, Avg position, Clicks, Leads} (Based on Listing site data)** |

**-Highest clicks were made in the month of feburary in total(669).**

**-Highest clicks were in 3red week of Jan(199).**

**-Highest sum of prospectrs was in March(17).**

**-Highest sum of average position was in month of Nov(4343) & 46th week of year on a weekly level..**

**-Highest some of leads were recored in month of Feb compared to other months(44) & 7th of the year on weekly level.**

**MONTHLY &WEEKLY REPORT (GOOGLE ADS):**

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| **Monthly and weekly report of Profits made, ROAS & Paid amount (Based on Google Ads data)** |

**Insights:**

**-Maximum profit happened in month of March 2021(2303 USD)**

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| **Monthly and weekly report of Key metrics {clicks, impressions, prospects} (Based on Google Ads data)** |

**Insights:**

**-Highest clicks were in 8th week of feburary 2021(35).**

**-Highest impression were in 8th week of feburary 2021(671).**

**-Highest leads were in 16th week of April 2021(4).**

**Additional granular level Insights are covered in excel sheet(Refer the excel file attached):**

**-Report for a search keywords with count of clicks (Based on Google Ads data)**

**-Report for a search keywords with count of Impression (Based on Google Ads data)**

**TIME SERIES REPORT:**

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| **Time Series- Profit share with respect to a Ad campaign and Search keyword(Google Ads Data)** |

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| **Time Series- ROAS with respect to a Ad campaign and Search keyword(Google Ads Data)** |

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| **Time Series- Clicks with respect to a Ad campaign and Search keyword(Google Ads Data)** |

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| **Time Series- COST with resprct to a Ad campaign and Search keyword(Google Ads Data)** |

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| **Time Series- Prospects with resprct to a Ad campaign and Search keyword(Google Ads Data)** |

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| **Time Series- Impression with resprct to a Ad campaign and Search keyword(Google Ads Data)** |

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| **Time Series- Channel & it's categories with resprct to average position(Listing site data)** |

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| **Time Series- Channel & it's categories with resprct to Leads (Listing site data)** |

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| **Time Series- Channel & it's categories with resprct to Clicks (Listing site data)** |

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| **Time Series- Channel & it's categories with resprct to Money Spend (Listing site data)** |

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| **Time Series- Channel & it's categories with resprct to ROAS (Listing site data)** |

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| **Time Series- Channel & it's categories with resprct to PAID (Listing site data)** |

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| **Time Series- Channel & it's categories with resprct to Profit (Listing site data)** |