**part 1:**

In this section, these metrics were calculated: CPC, CPA, CV, CR and ROAS.

To calculate these measures, I created a measure for each measure.

For each index I opened a card showing the result.

I analyzed the behavior of the graph relating to the CPC index divided by date.

**part 2:**

In this section I created a dashboard that provides a snapshot for the month of November.

Development works:

* I checked on the internet what the acceptable goals are for each index and created Measures goals for each index.
* I created a profit column that serves me in some of the visualizations shown.
* I created a measure that will show me the correlation between revenue and conversions.
* I created a measure that will show me the correlation between revenue and clicks.

Conclusions:

* The CPC index does not meet the monthly targets while the other indices do meet the monthly targets.

After analysis, we found that inventory publishers are the category with the largest number of clicks and have a low CPC of 0.1, which affects the overall CPC, so I would recommend pricing this category differently.

* Profit from CPA payment of the advertisers is only 3.6% of the total profit.

After analysis, we found that CPA payment constitutes 17.7 percent of all expenses, therefore I would recommend striving to use the other means.

* A CPA type publisher makes up the largest part of the total profits.

Therefore, I will recommend promoting the use of this means for the purpose of increasing income.

* Towards the end of the month the profits increase.

Towards the end of the month, the number of clicks and the number of conversions increase.

There is a correlation between the profit and conversions but there is no correlation between the profit and clicks.

We will note that these trends occur at the same time. The reason for this is the existing correlation between revenue and conversions.

* The security category leads in the number of clicks, but the number of conversions is significantly lower in relation to clicks.

I would recommend pricing this category using CPC.

* There are several categories where the number of conversions is greater than the number of clicks. The most prominent among them are the shopping and Home & Garden categories.

In these categories I would recommend charging a cost per action (CPA).

Extras:

In addition, 2 visualizations were added that can be used to filter the data.

A visualization that allows you to filter a date range and a visualization that allows you to filter according to the publisher's inventory type.

**Part 3:**

This part is detailed in the file.