

Social Media Campaign Performance Tracker

Data Science & Analytics Internship | Future Interns



Understanding the Task: Campaign Performance Evaluation

This project focused on assessing the effectiveness of simulated social media ad campaigns on platforms like Facebook and Instagram. Our goal was to transform raw data into actionable insights, providing a clear picture of campaign health and potential for optimisation.

Scope of Work

- Track key performance metrics (CTR, CPC, ROI, Engagement).
- Identify top-performing ads and audience demographics.
- Develop an interactive dashboard for informed decision-making.

Project Objectives: Driving Campaign Success



Track Campaign KPIs

Measure effectiveness and identify areas for improvement.



Identify Best Performers

Pinpoint top age groups, creatives, and successful campaigns.



Assess ROI & Cost Efficiency

Evaluate profitability and resource allocation.



Recommend Strategies

Provide actionable insights for future campaign enhancement.

Key Metrics & Sample Data Analysis

Our analysis centred on crucial metrics that provide a comprehensive view of campaign performance:

- **Impressions:** Total views of an ad.
- **Reach:** Unique users exposed to an ad.
- **CTR:** Percentage of impressions leading to clicks.
- **CPC:** Cost incurred per click.
- **ROI:** Profitability of the campaign.
- **Conversions:** Desired actions completed.



Key Insights from Data Analysis

Demographic Performance

The **30–34 age group** yielded the highest CTR (~12%), indicating strong resonance. Audiences aged 45+ showed significantly lower engagement, suggesting a need for tailored targeting.

Campaign Effectiveness

Campaign 936 demonstrated the best ROI despite moderate spend, highlighting efficient resource utilisation. Conversely, some high-budget campaigns delivered sub-optimal returns.

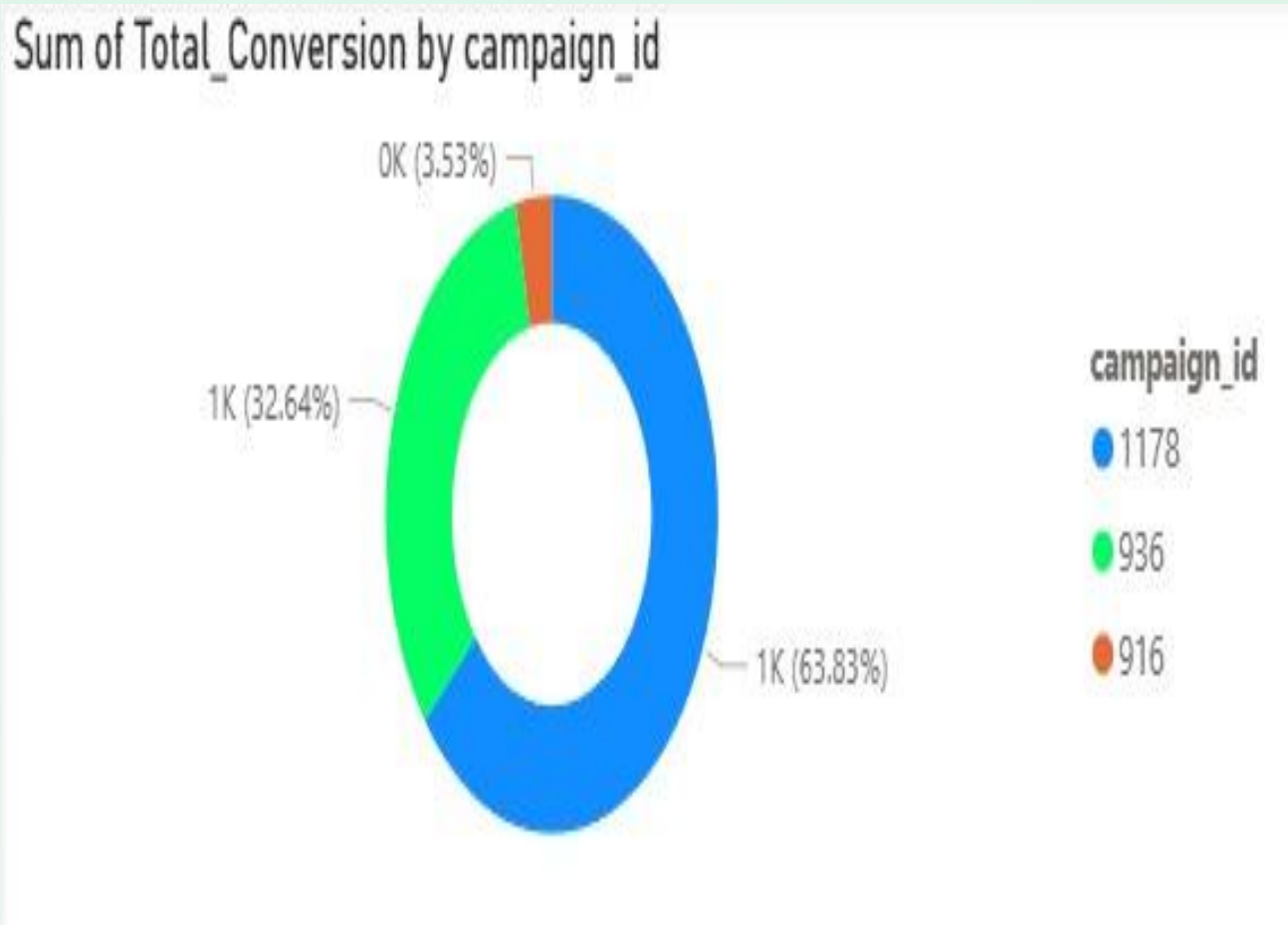
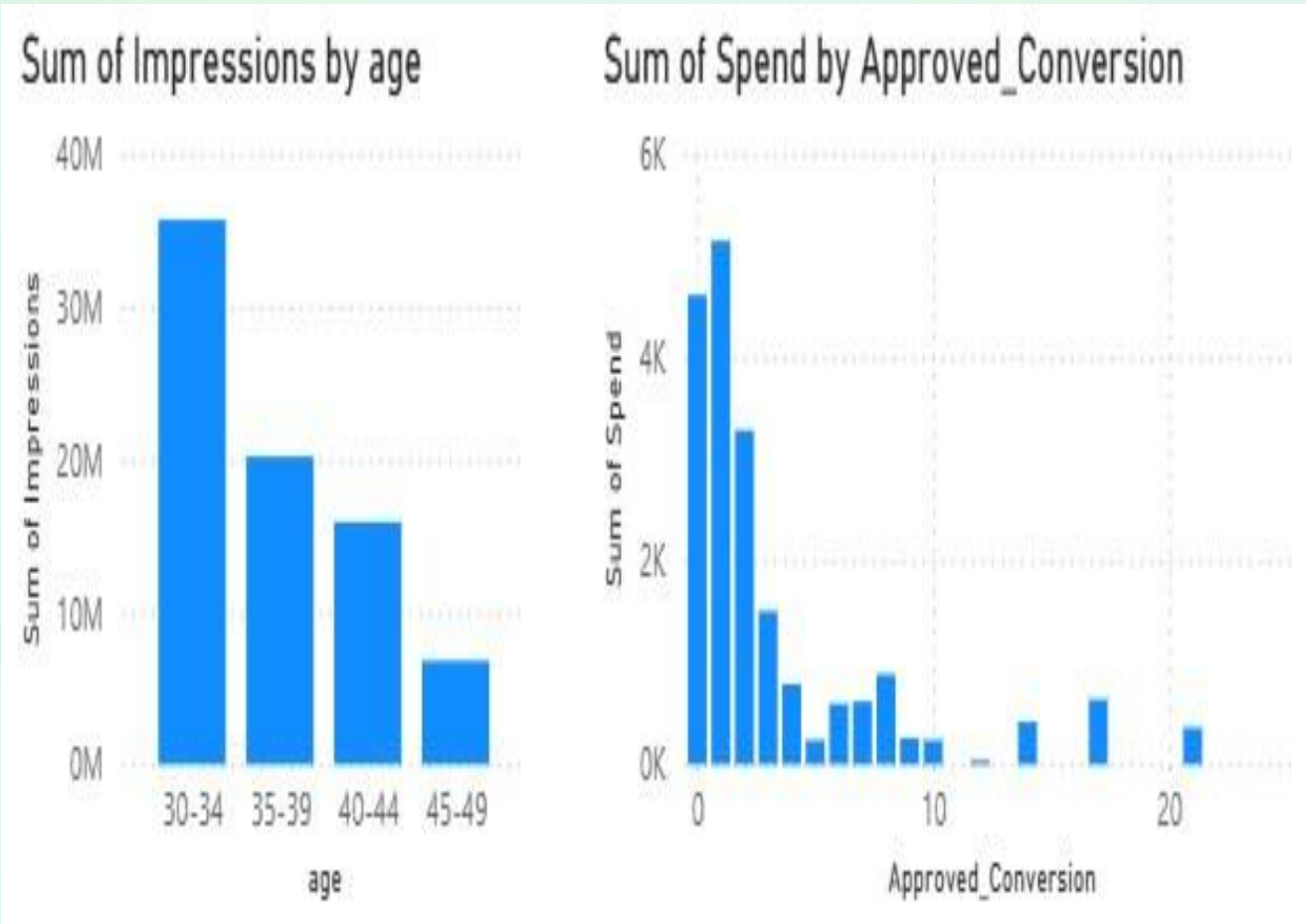
Ad Type Impact

Video ads consistently outperformed static images in both CTR and conversions, emphasizing the power of dynamic content.

Cost Efficiency Insights

CPC varied between ₹10–₹20. Campaigns with optimised targeting strategies achieved lower CPC, underscoring the importance of precise audience segmentation.

Visualisation Highlights: Dashboard Insights



These visualisations, part of our interactive dashboard, highlight crucial patterns such as conversion drop-offs and ROI distribution across campaigns.

Strategic Recommendations for Future Campaigns

1 Budget Reallocation

Increase investment in highly successful campaigns like **Campaign 936** and target the 30–34 age demographic more aggressively for optimal ROI.

2 Creative Optimisation

Prioritise **engaging video content** to reduce funnel drop-offs and improve overall conversion rates, leveraging insights from ad type performance.

3 Refined Targeting

Implement advanced segmentation strategies for underperforming age groups to ensure ad relevance and improve engagement metrics.

4 Enhanced Cost Efficiency

Develop refined bidding strategies to achieve lower CPC, ensuring more bang for the buck from every ad spend.

5 Strategic Expansion

Scale successful campaign models into similar demographics and untapped regions to maximise reach and impact.

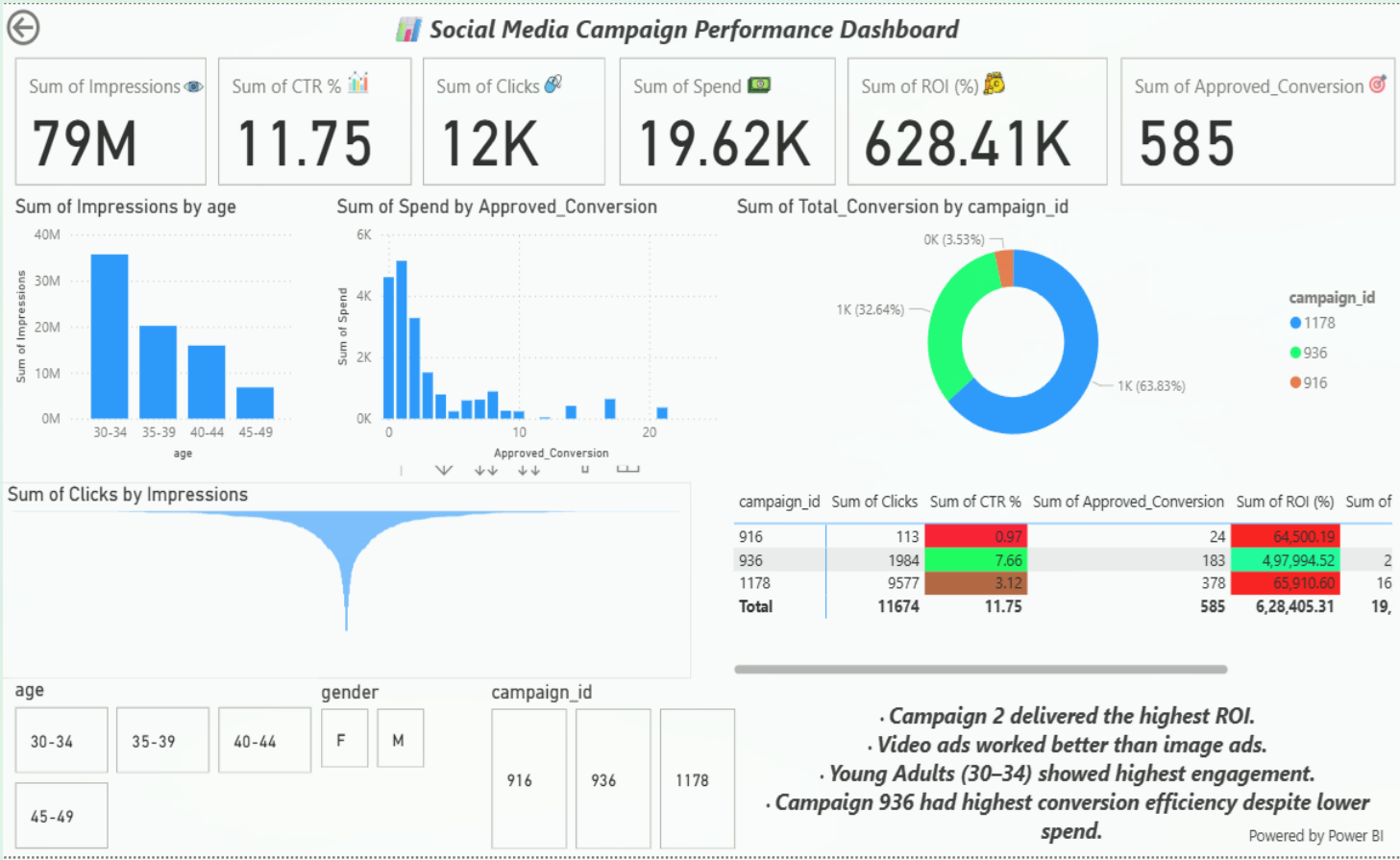
Tools & Techniques Utilised

Our project leveraged industry-standard tools to ensure robust data analysis and effective visual reporting:



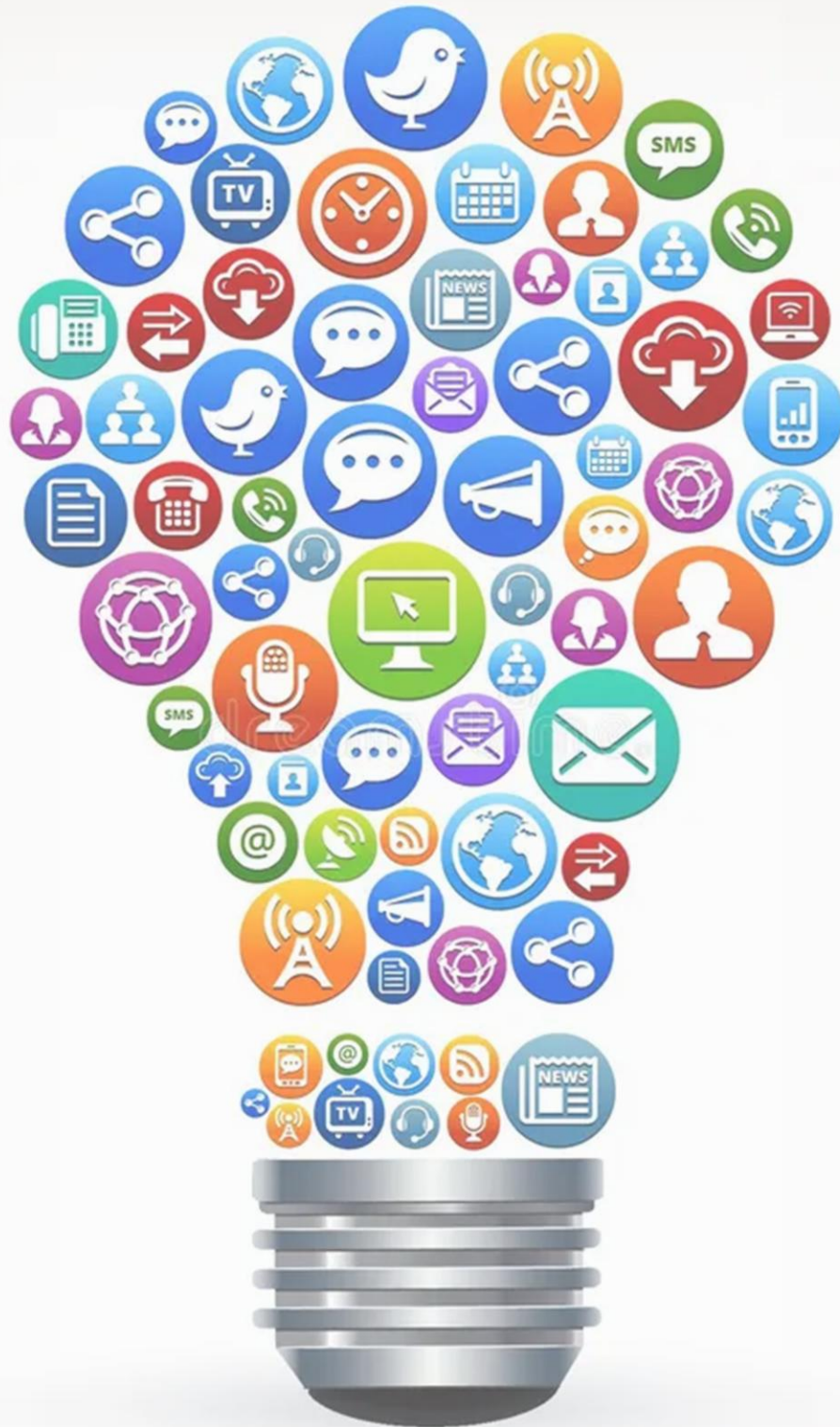
- **Power BI:** For dynamic dashboard creation and KPI visualisation.
- **Excel / Google Sheets:** Essential for initial data cleaning and meticulous KPI calculations.

Strategic Value & Business Impact



Our project delivers significant strategic value by:

- **Enabling Data-Driven Decisions:** Moving from guesswork to insights for marketing strategies.
- **Optimising Resource Allocation:** Directing investments towards high-performing segments.
- **Identifying ROI Leakages:** Pinpointing and rectifying costly inefficiencies.
- **Providing Actionable Insights:** Guiding the improvement of future campaigns.



Conclusion: Maximising Digital Marketing Success

Effective tracking and analysis of campaign KPIs are paramount for achieving digital marketing excellence. By systematically focusing on **high-performing demographics**, **strategically reallocating budgets**, and **continuously optimising ad creatives**, businesses can unlock significant improvements in ROI and audience engagement. This data-driven approach ensures sustained growth and a competitive edge in the dynamic social media landscape.