

## Social Media Campaign Performance Tracker – Task 2

### Insights:

This report presents the analysis and insights derived from Task 2 of the Data Science & Analytics Internship. The task focused on tracking and visualizing social media ad performance metrics to evaluate campaign success.

### Key Insights

- 1. Engagement Trends:** Young adults (30–34) showed the highest CTR, indicating strong responsiveness to ads.
- 2. Campaign ROI:** Campaign 936 outperformed others, delivering high conversions at moderate spend levels.
- 3. Funnel Analysis:** Significant drop observed from impressions to clicks, suggesting creatives can be optimized.
- 4. CPC Variations:** Certain campaigns had higher costs per click, lowering ROI efficiency.
- 5. Post Performance:** Video ads drove higher engagement compared to static creatives.

### Recommendations

- Allocate higher budget towards Campaign 936 and high-performing demographics (ages 30–34).
- Optimize creatives to reduce drop-off from impressions to clicks.
- Focus on video-based ads to sustain higher engagement.
- Improve ROI by reducing CPC through targeted bidding strategies.
- Expand reach into underperforming demographics with tailored campaigns.

### Conclusion

The analysis highlights the importance of tracking KPIs like CTR, ROI, and CPC to understand campaign success. By optimizing ad creatives, targeting high-performing segments, and reallocating budgets strategically, businesses can improve the efficiency and impact of future campaigns.