



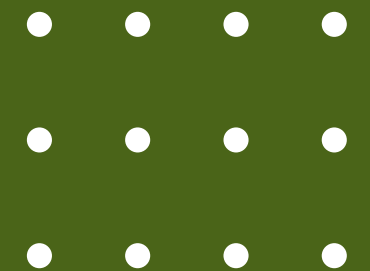
PRESENTATION ON

Data Analysis through Visualizations

MARKETING CAMPAIGN

Visualization of campaign data

Set Insights and recommendations of campaigns to be discontinued



Marketing Campaigns



- The Marketing team executed diverse ad campaigns to drive participation in Superhero U.
- Through captivating visuals and compelling messages, they aimed to inspire creativity.
- In the following sections, we'll outline our findings from these campaigns.

SUPERHERO U

WHY SHOULD I PARTICIPATE?

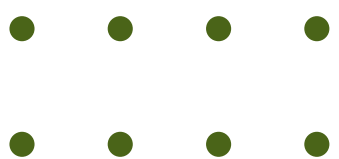
- ✓ Explore
- ✓ Engage
- ✓ Experience
- ✓ Earn
- ✓ Win a chance to go to US

LAST DAY 18th SEPT' 2020

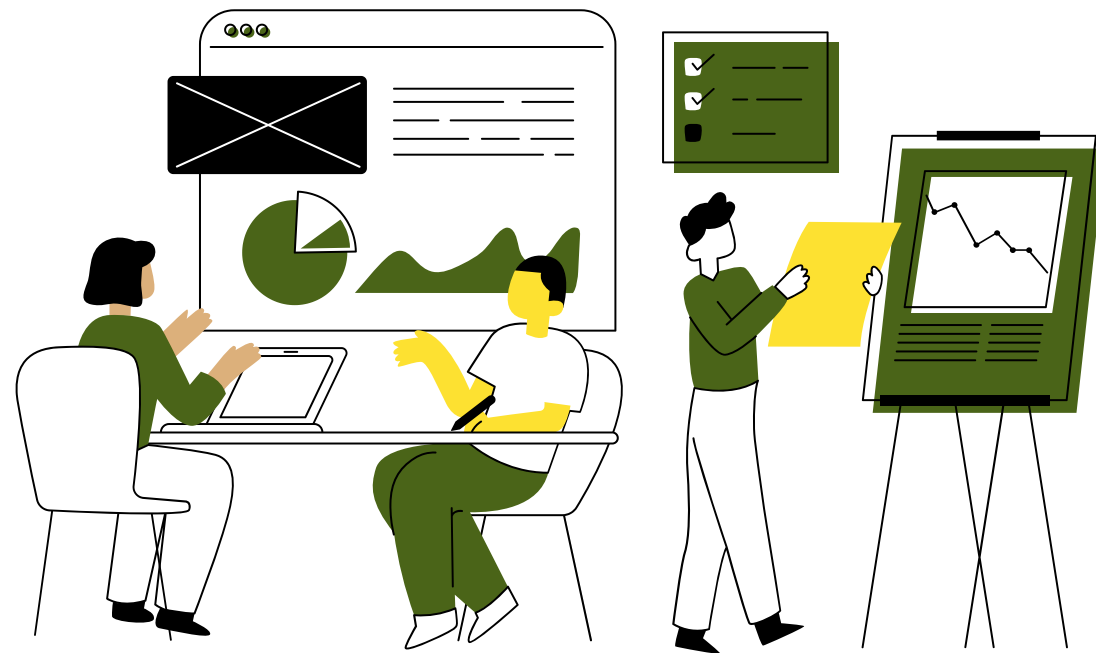
GET STARTED

Visit us: <http://superherou.globalshala.com/>
Contact us: superherou@globalshala.com

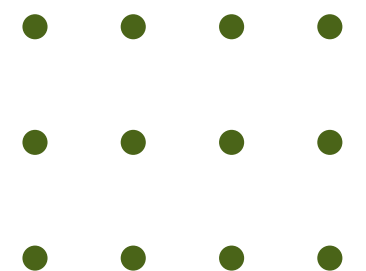
GlobalShala



Mission



- As a role of Data Analysts, I will be acting for Marketing team this month to comprehend the Superhero U campaigns and analyze the performance data.
- The goal is to identify the least performing campaign(s) based on the key metrics and provide data-supported recommendations regarding which ad campaigns are potential candidates for discontinuation
- My data-driven insights point toward campaigns that may not have yielded desired results.



Dataset



Campaign ID	Campaign Name	Audience	Age	Geography	Reach	Impressions	Frequency	Clicks	Unique Clicks	Unique Link Clicks	Click-Through Rate	Unique Clicks per User	Amount Spent	Cost Per Click (CPC)	Cost per Result (CPR)
Campaign 1	SHU_6 (Educators and Principals)	Educators and Principals	25-34	Group 1 (Australia)	11387	23283	2.044700097	487	406	180	2.09165486	3.565469	1092.24	2.24279009	6.07
Campaign 1	SHU_6 (Educators and Principals)	Educators and Principals	35-44	Group 1 (Australia)	8761	15683	1.790092455	484	376	154	3.08614423	4.291748	835.46	1.72616538	5.43
Campaign 1	SHU_6 (Educators and Principals)	Educators and Principals	45-54	Group 1 (Australia)	2867	6283	2.191489362	198	145	65	3.15136081	5.057551	319.38	1.61303773	4.91
Campaign 1	SHU_6 (Educators and Principals)	Educators and Principals	55-64	Group 1 (Australia)	889	1890	2.125984252	49	40	21	2.59259259	4.499438	86.25	1.76011659	4.11
Campaign 2	SHU3_ (Students Apart from Schools)	Students	18-24	Group 2 (Australia)	29675	39161	1.319663016	2593	1994	1095	6.62138352	6.719461	1193.94	0.46044803	1.09
Campaign 2	SHU3_ (Students Apart from Schools)	Students	13-17	Group 2 (Australia)	14753	25705	1.742357487	969	698	435	3.76969461	4.731241	299.51	0.30908815	0.69
Campaign 2	SHU3_ (Students Apart from Schools)	Students	25-34	Group 2 (Australia)	2066	2447	1.184414327	181	141	65	7.39681242	6.824782	85.57	0.47277255	1.32
Campaign 3	SHU_Students(Australia)	Students	13-17	Australia	2271	2616	1.151915456	61	55	28	2.33180428	2.421841	475.85	7.80079301	16.99
Campaign 3	SHU_Students(Australia)	Students	18-24	Australia	704	734	1.042613636	49	46	13	6.67574932	6.534091	283.17	5.77896722	21.78
Campaign 3	SHU_Students(Australia)	Students	25-34	Australia	212	222	1.047169811	9	8	3	4.05405405	3.773585	91.66	10.18469247	30.55
Campaign 4	SHU_Students (Canada)	Students	13-17	Canada	2330	3146	1.350214592	101	84	63	3.21042594	3.60515	528.08	5.22848787	8.38
Campaign 4	SHU_Students (Canada)	Students	18-24	Canada	759	878	1.156785244	52	44	34	5.92255125	5.797101	294.82	5.66960155	8.67
Campaign 4	SHU_Students (Canada)	Students	25-34	Canada	218	243	1.114678899	18	18	15	7.40740741	8.256881	101.06	5.61463581	6.74
Campaign 5	SHU_Students(Ghana)	Students	18-24	Ghana	5952	6943	1.166498656	284	238	98	4.09045081	3.998656	378.1	1.33135077	3.86
Campaign 5	SHU_Students(Ghana)	Students	25-34	Ghana	3717	4620	1.242937853	184	160	46	3.98268398	4.304547	282.22	1.53378442	6.14
Campaign 5	SHU_Students(Ghana)	Students	13-17	Ghana	5355	8920	1.66573296	180	154	93	2.01793722	2.875817	177.46	0.98588916	1.91
Campaign 6	SHU_Students (India)	Students	18-24	India	30110	35372	1.174759216	1308	1162	934	3.6978401	3.859183	894	0.68348252	0.96
Campaign 6	SHU_Students (India)	Students	25-34	India	1721	1874	1.088901801	92	76	53	4.90928495	4.416037	61.21	0.66537891	1.15
Campaign 7	SHU_Students(Nepal)	Students	18-24	Nepal	18900	36659	1.93962963	849	688	306	2.31593879	3.640212	634.64	0.74751528	2.07
Campaign 7	SHU_Students(Nepal)	Students	13-17	Nepal	6145	19474	3.169080553	325	246	129	1.66889186	4.003255	211.76	0.65156015	1.64
Campaign 7	SHU_Students(Nepal)	Students	25-34	Nepal	4623	9082	1.9645252	246	212	83	2.70865448	4.585767	188.84	0.76765236	2.28
Campaign 8	SHU_Students (Nigeria)	Students	18-24	Nigeria	11027	13820	1.253287386	1491	1132	548	10.78871201	10.26571	542.67	0.36396575	0.99
Campaign 8	SHU_Students (Nigeria)	Students	13-17	Nigeria	8516	12372	1.452794739	970	696	408	7.84028451	8.172851	282.21	0.29093767	0.69
Campaign 8	SHU_Students (Nigeria)	Students	25-34	Nigeria	2386	2782	1.165968148	304	230	117	10.92739037	9.639564	117.9	0.38782085	1.01
Campaign 9	SHU_Students(UAE)	Students	25-34	UAE	2892	3347	1.157330567	135	102	41	4.0334628	3.526971	455.49	3.3739993	11.11
Campaign 9	SHU_Students(UAE)	Students	18-24	UAE	2862	3234	1.129979036	72	60	27	2.22634508	2.096436	316.14	4.39083878	11.71
Campaign 9	SHU_Students(UAE)	Students	13-17	UAE	1579	2079	1.316656111	35	32	20	1.68350168	2.026599	104.63	2.98942007	5.23
Campaign 10	SHU_Students(UK)	Students	13-17	UK	2557	2941	1.150175987	69	60	33	2.34614077	2.3465	487.52	7.06550725	14.77
Campaign 10	SHU_Students(UK)	Students	18-24	UK	741	785	1.059379217	39	34	20	4.96815287	4.588394	255.57	6.55307692	12.78
Campaign 10	SHU_Students(UK)	Students	25-34	UK	338	365	1.079881657	13	11	4	3.56164384	3.254438	113.58	8.73692308	28.4
Campaign 11	SHU_Students (USA)	Students	13-17	USA	2159	2465	1.141732283	126	111	95	5.11156187	5.141269	691.28	5.48635819	7.28
Campaign 11	SHU_Students (USA)	Students	18-24	USA	305	332	1.08852459	43	37	28	12.95180723	12.13115	159.14	3.70084252	5.68
Campaign 11	SHU_Students (USA)	Students	25-34	USA	91	103	1.131868132	9	8	3	8.73786408	8.791209	47.26	5.25140438	15.75

Metrics used for analysis

In the analysis of the campaigns, several metrics are employed to assess their performance and impact.

- Campaign ID
- Audience
- Age
- Geography
- Reach
- Impressions
- Frequency
- Clicks
- Unique Clicks
- Unique Link Clicks (ULC)
- Click-Through Rate (CTR)
- Unique Click-Through Rate (Unique CTR)
- Amount Spent in INR
- Cost Per Click (CPC)
- Cost per Result (CPR)



Detailed Overview

I would be focusing on many factors to find out the least performing campaigns .



**CAMPAIGN
PERFORMANCE
OVERVIEW**



**CAMPAIGN
REACH
OVERVIEW**



**CAMPAIGN
AUDIENCE
OVERVIEW**



**AGE
PERFORMANCE
ANALYSIS**



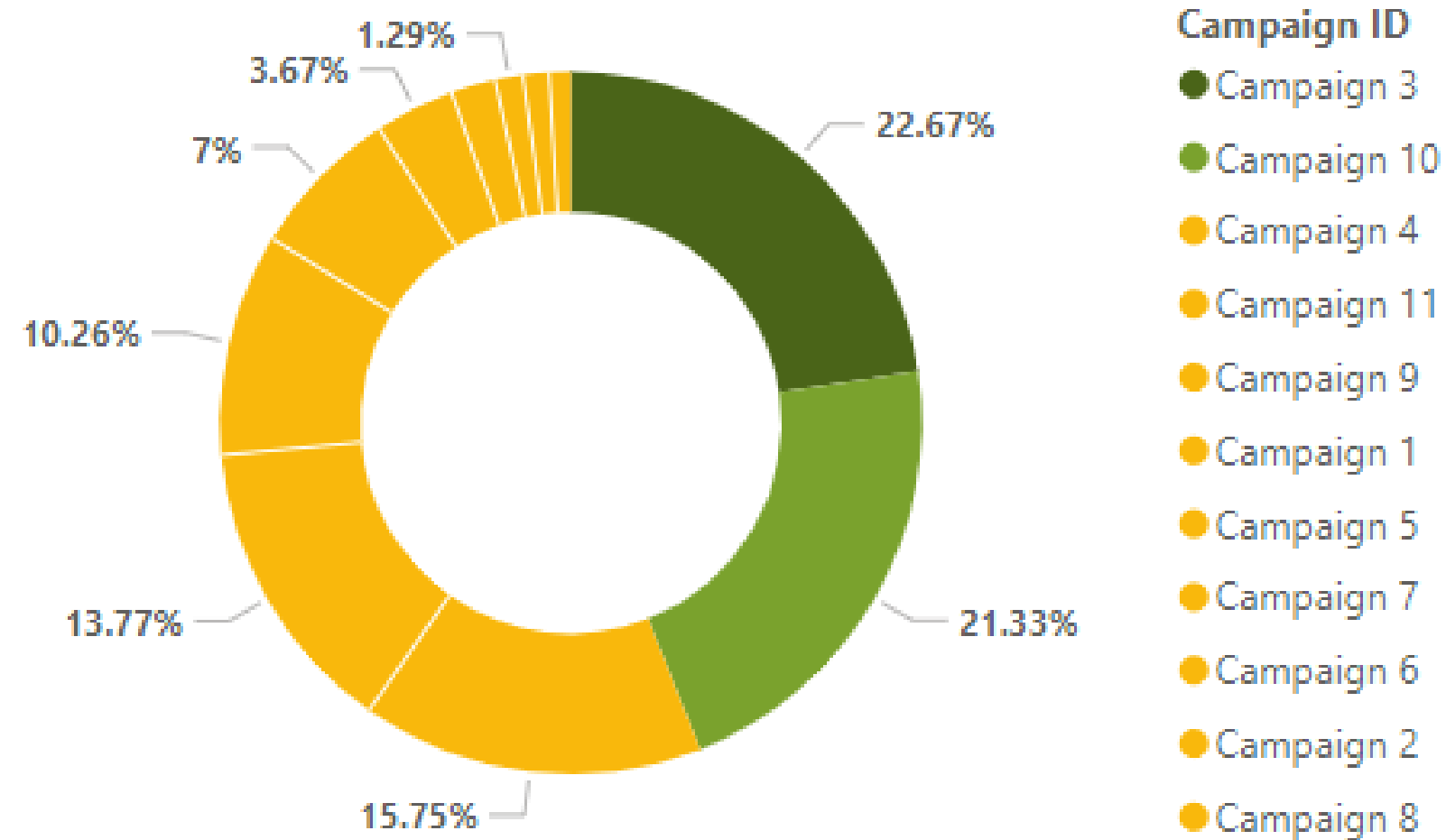
**GEOGRAPHIC
PERFORMANCE
ANALYSIS**



**CAMPAIGN
ENGAGEMENT
ANALYSIS**



Cost Per Click (CPC) by Campaign ID



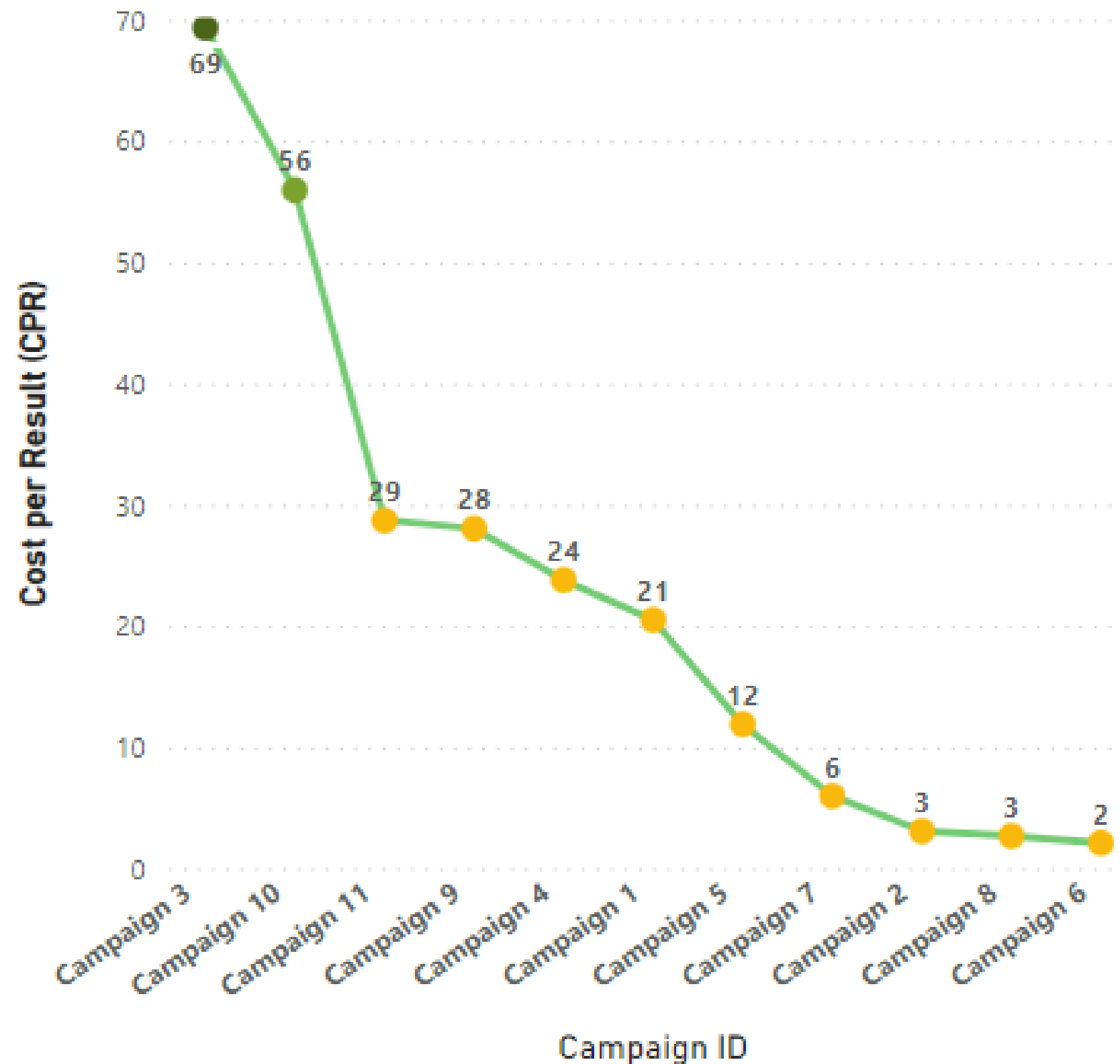
CAMPAIGN PERFORMANCE OVERVIEW

This visualization reveals that Campaigns 3 and 10 have the highest Cost per click among all the other campaigns .

CAMPAIGN PERFORMANCE OVERVIEW

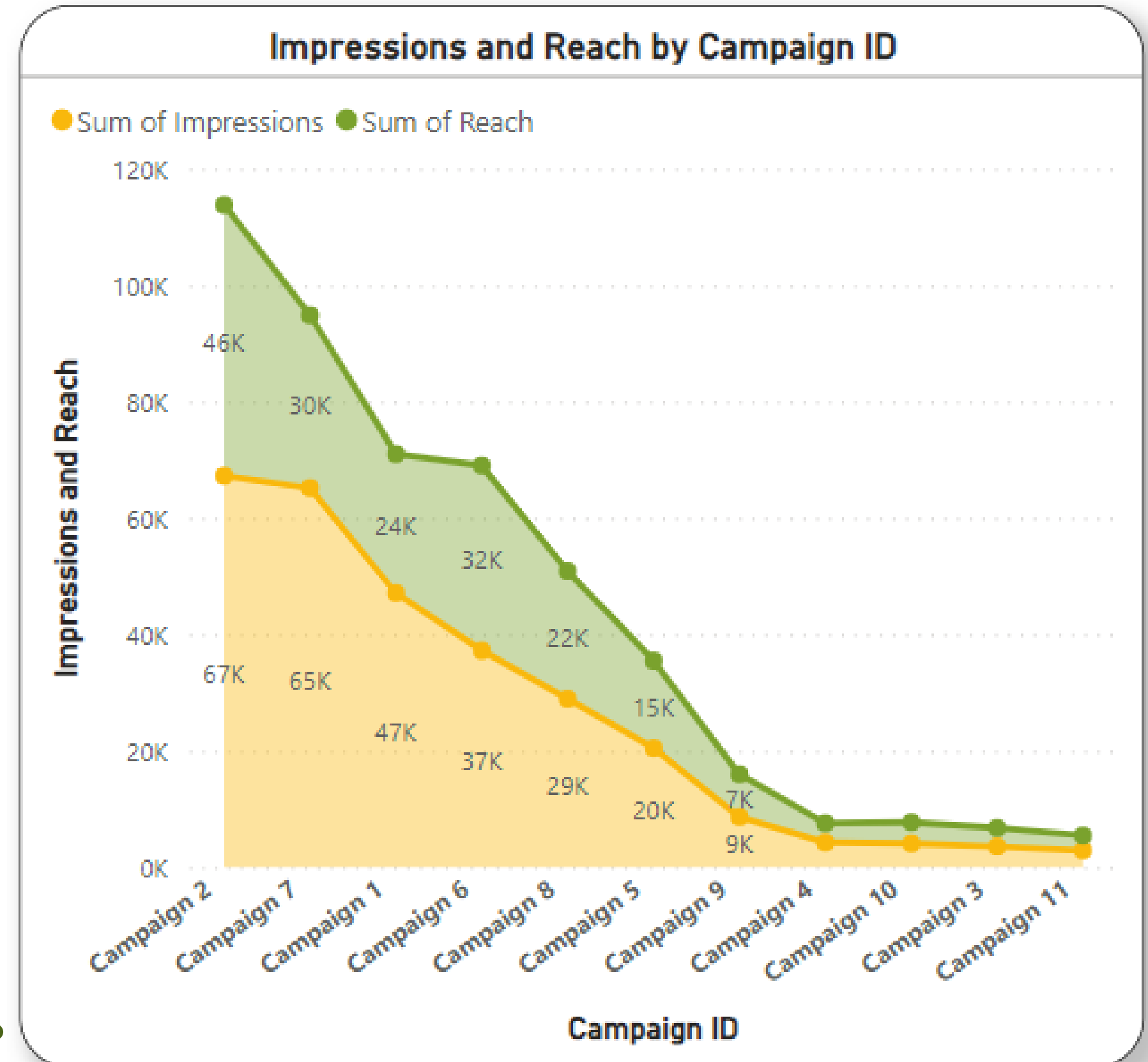
This visualization reveals that Campaigns 3 and 10 have the highest Cost per Result among all the other campaigns .

Cost per Result (CPR) by Campaign ID



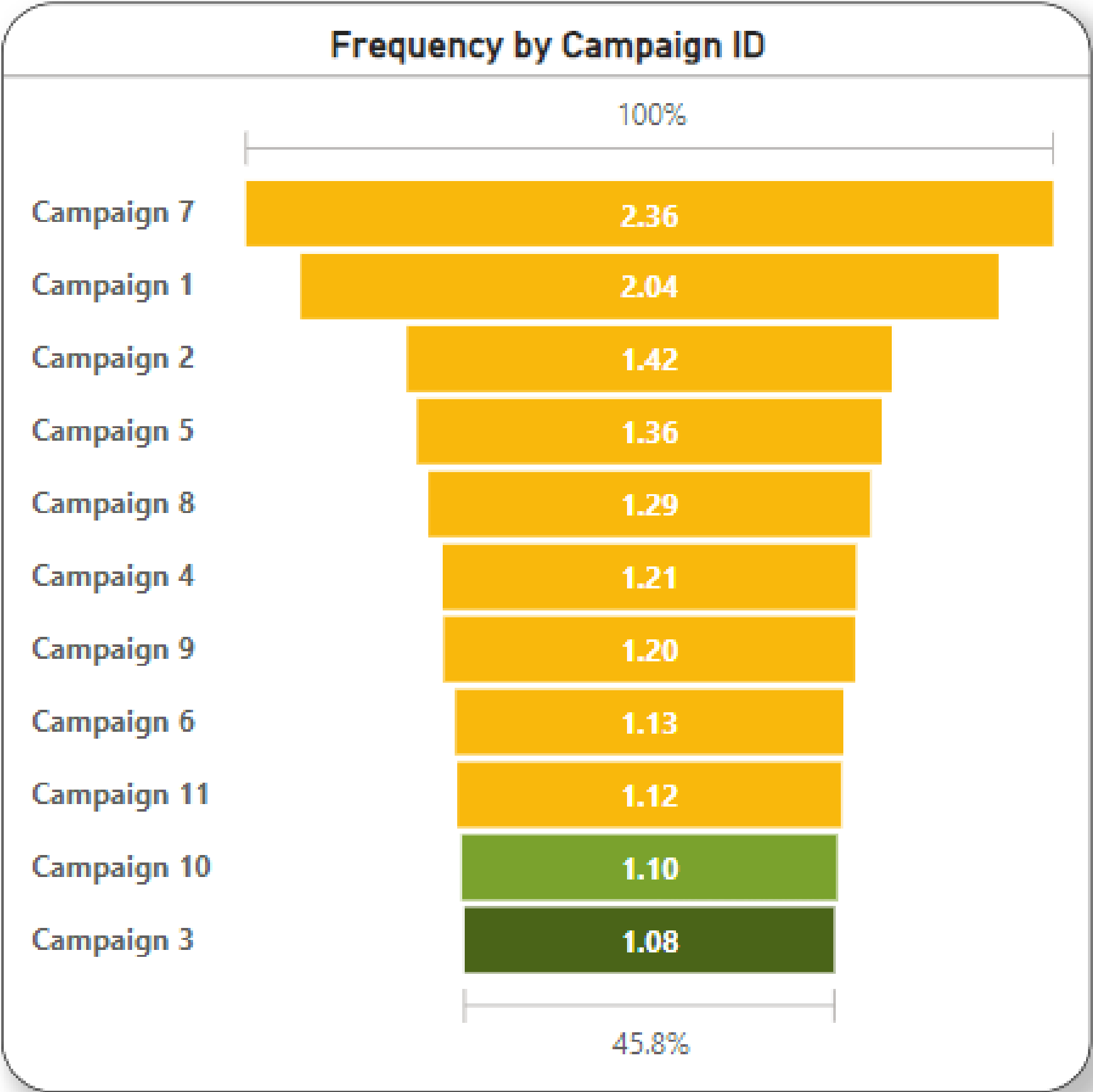
CAMPAIGN REACH OVERVIEW

This visualization reveals that Campaigns 3, 10 and 11 have the lowest impressions and reach among all the other campaigns .



CAMPAIGN REACH OVERVIEW

This visualization reveals that Campaigns 3 and 10 have the lowest average frequency.

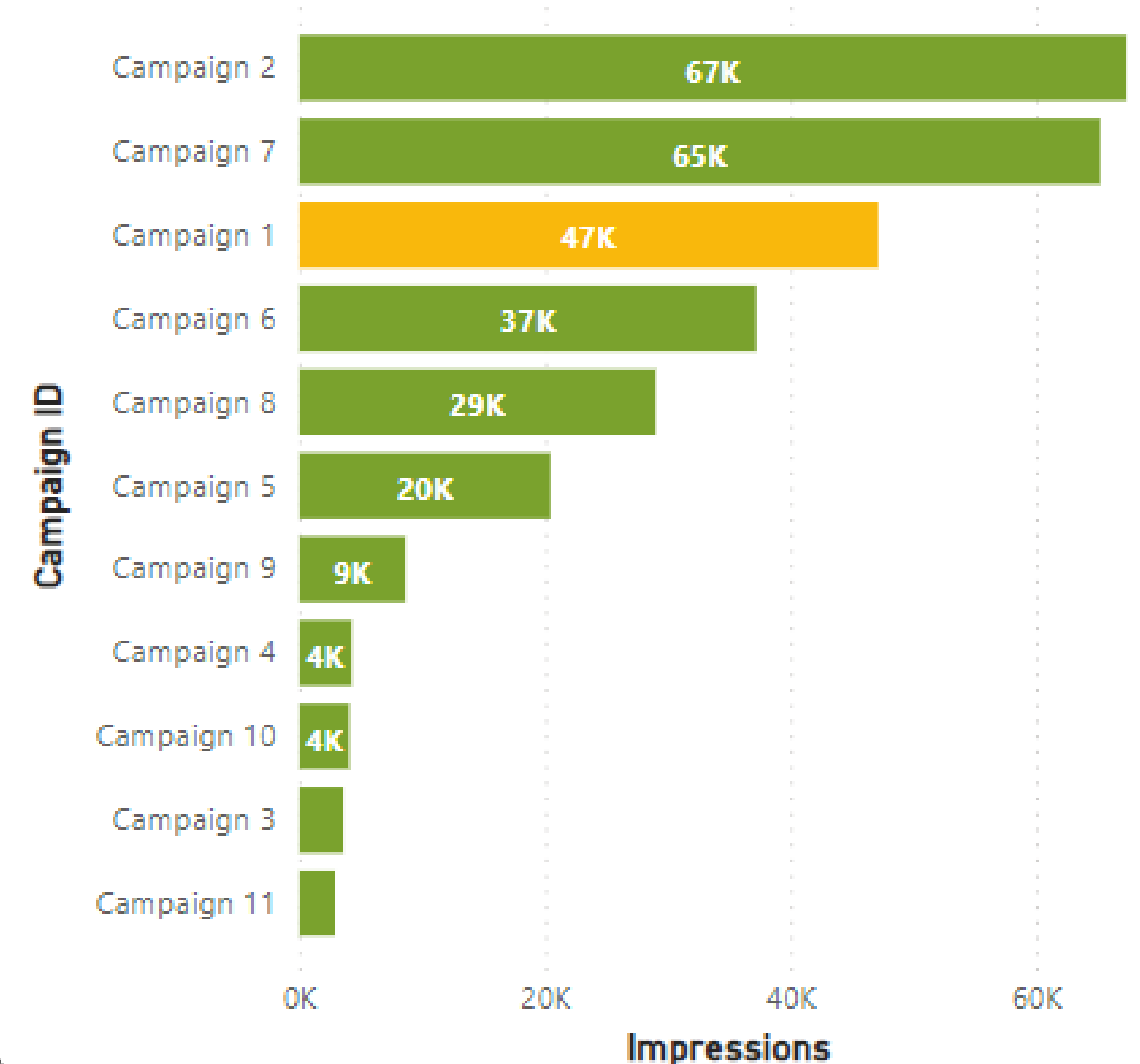


CAMPAIGN AUDIENCE OVERVIEW

This visualization reveals that Campaigns 3,4,10 and 11 gets the lowest impressions by the audience.

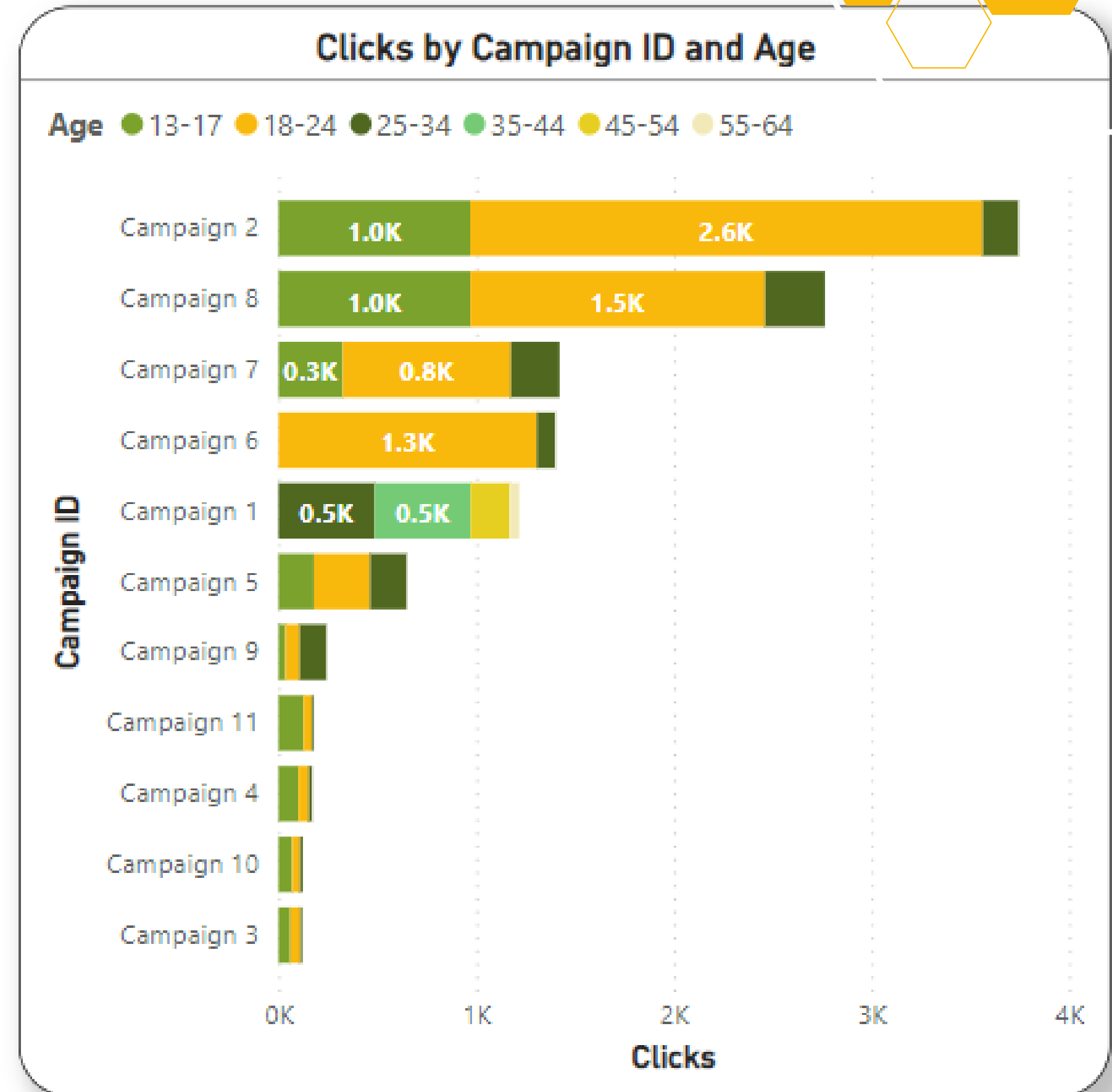
Impressions by Campaign ID and Audience

Audience ● Educators and Principals ● Students



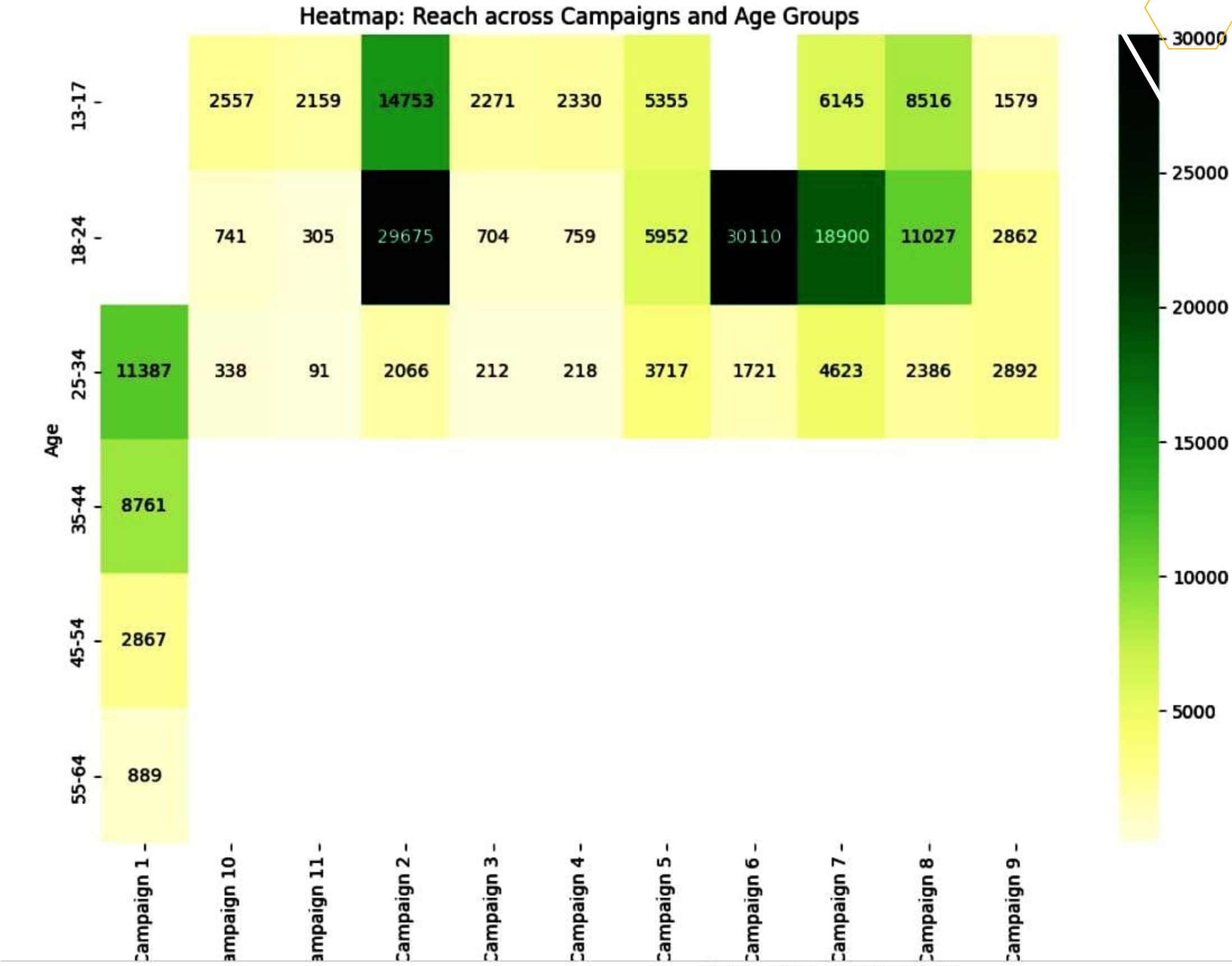
AGE PERFORMANCE ANALYSIS

This visualization reveals that teenagers and young people are far more likely to be interested in the links than older people.



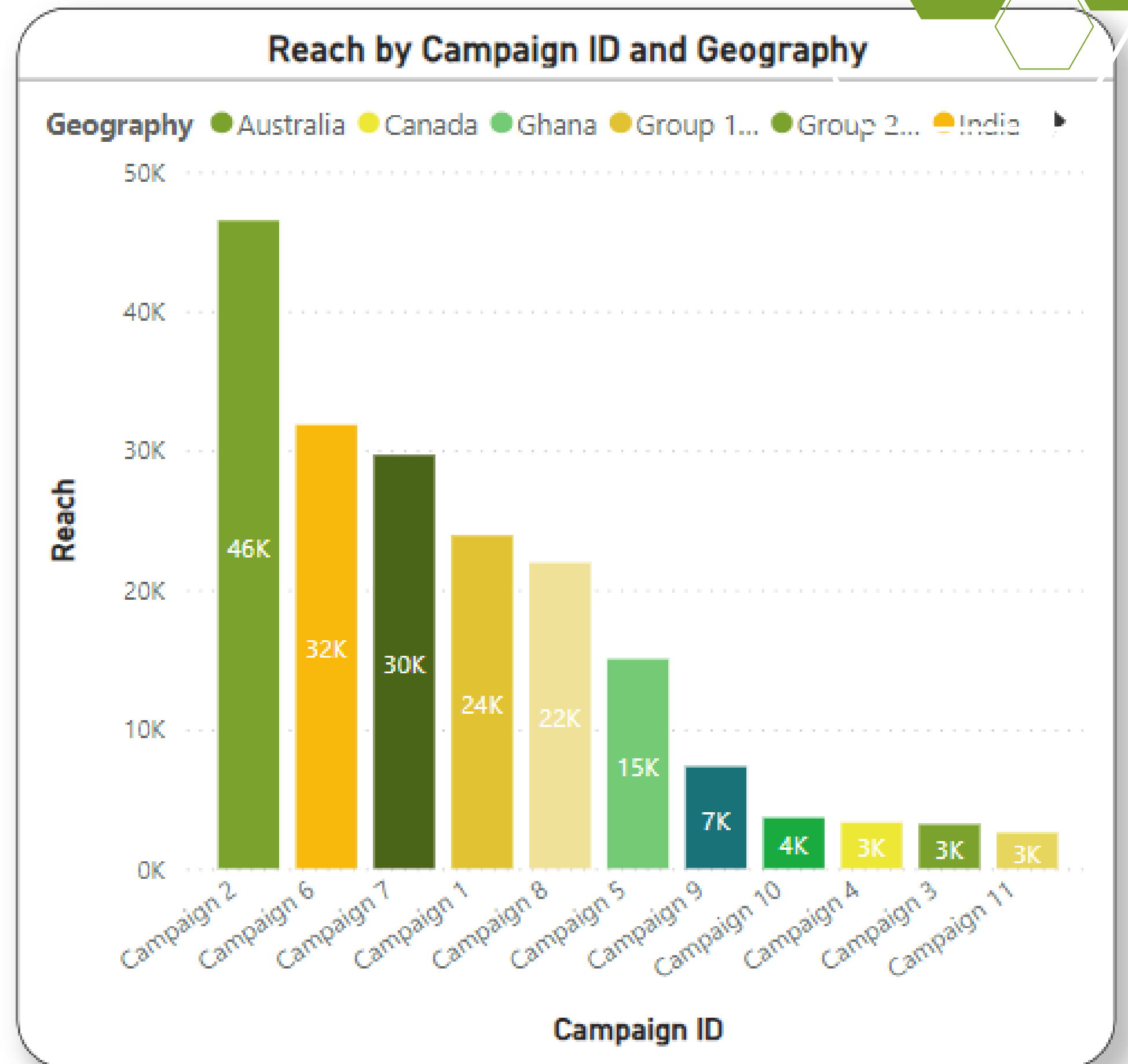
AGE PERFORMANCE ANALYSIS

This visualization explains the reach across campaigns and the various age groups



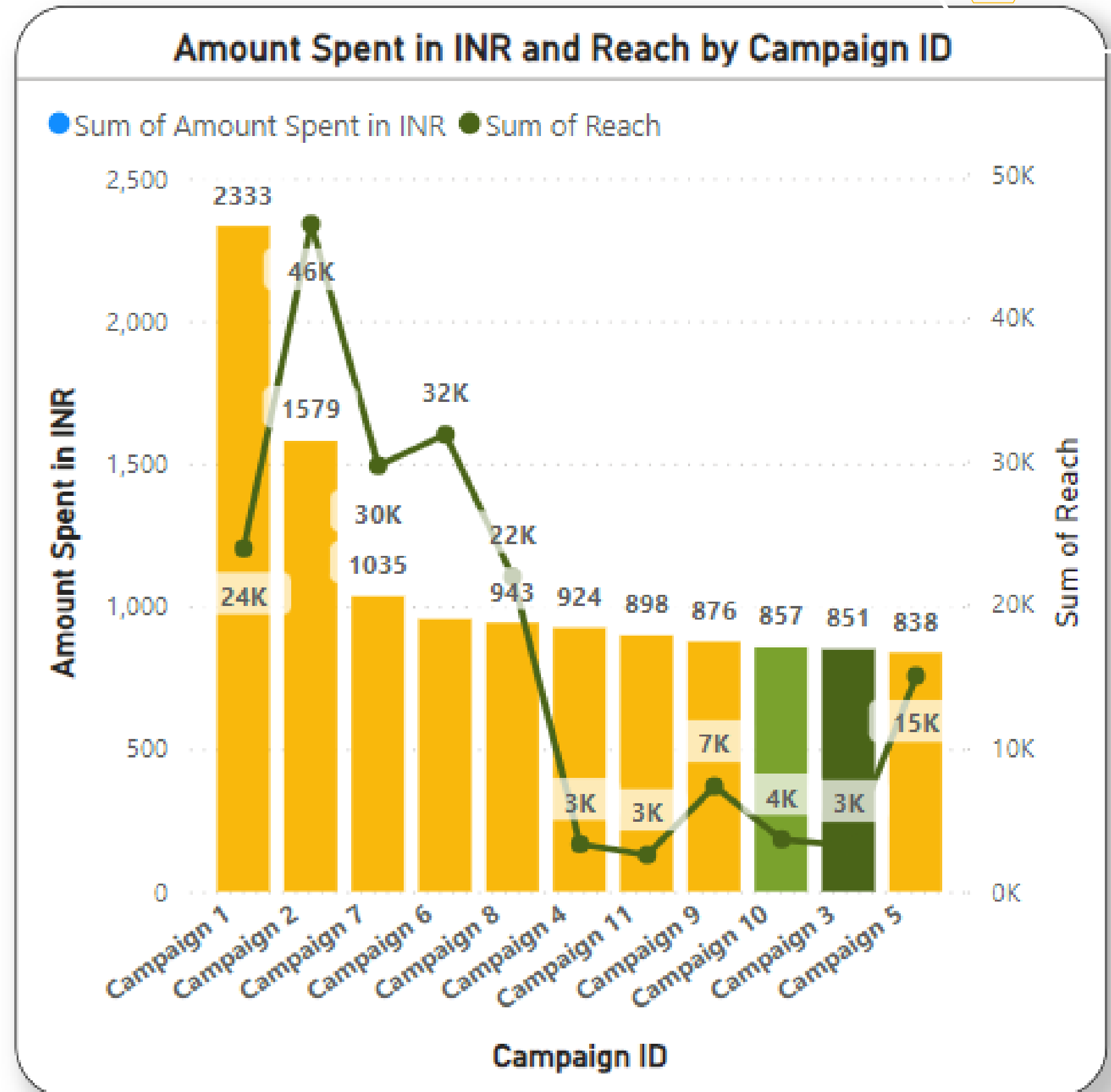
GEOGRAPHIC PERFORMANCE ANALYSIS

This visualization reveals that Campaigns 3 and 10 among the campaigns with the least reach by geography .



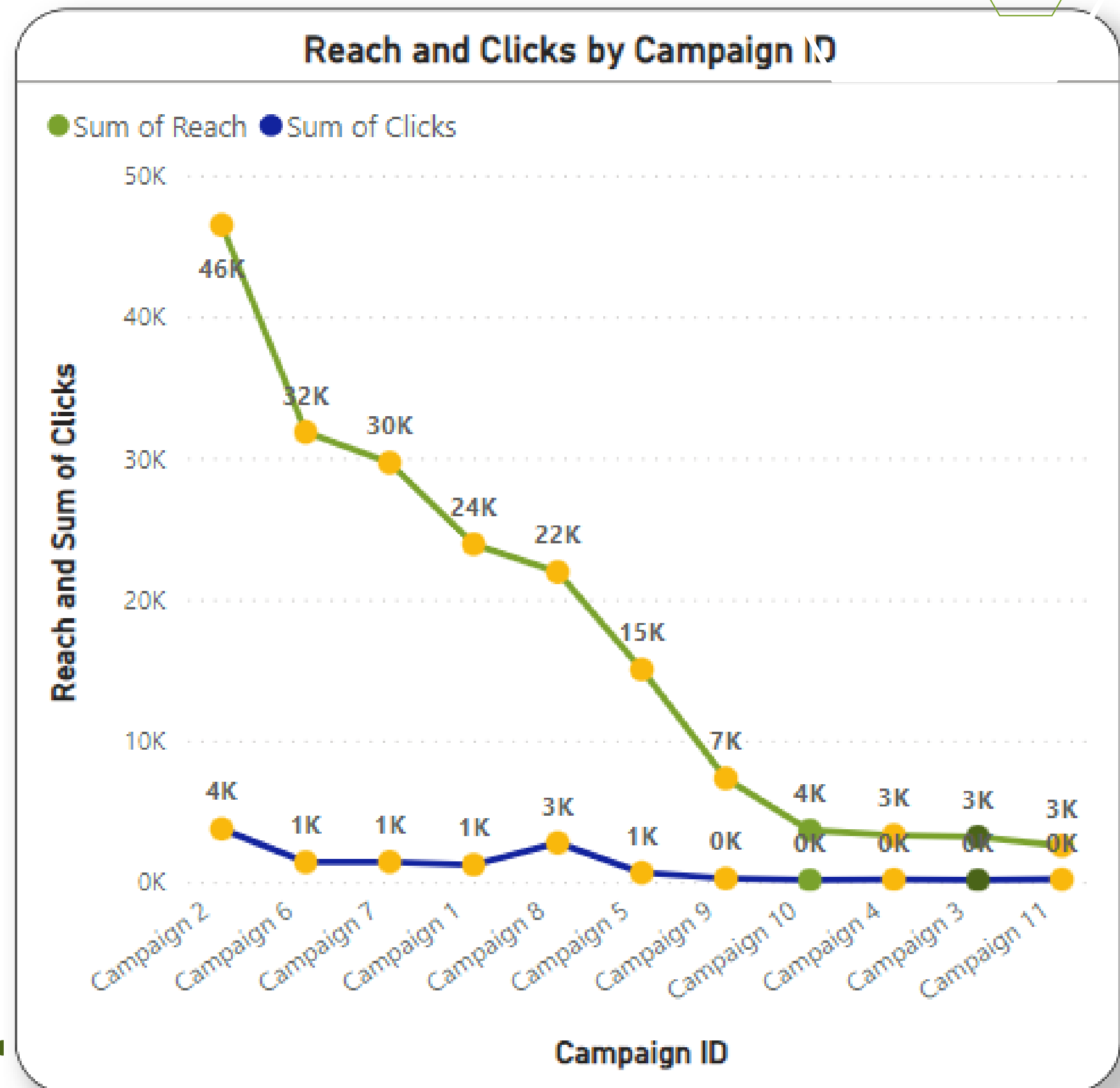
CAMPAIGN ENGAGEMENT ANALYSIS

This visualization highlights that Campaign 3 and 10 incur significant costs while achieving a lower than expected reach.



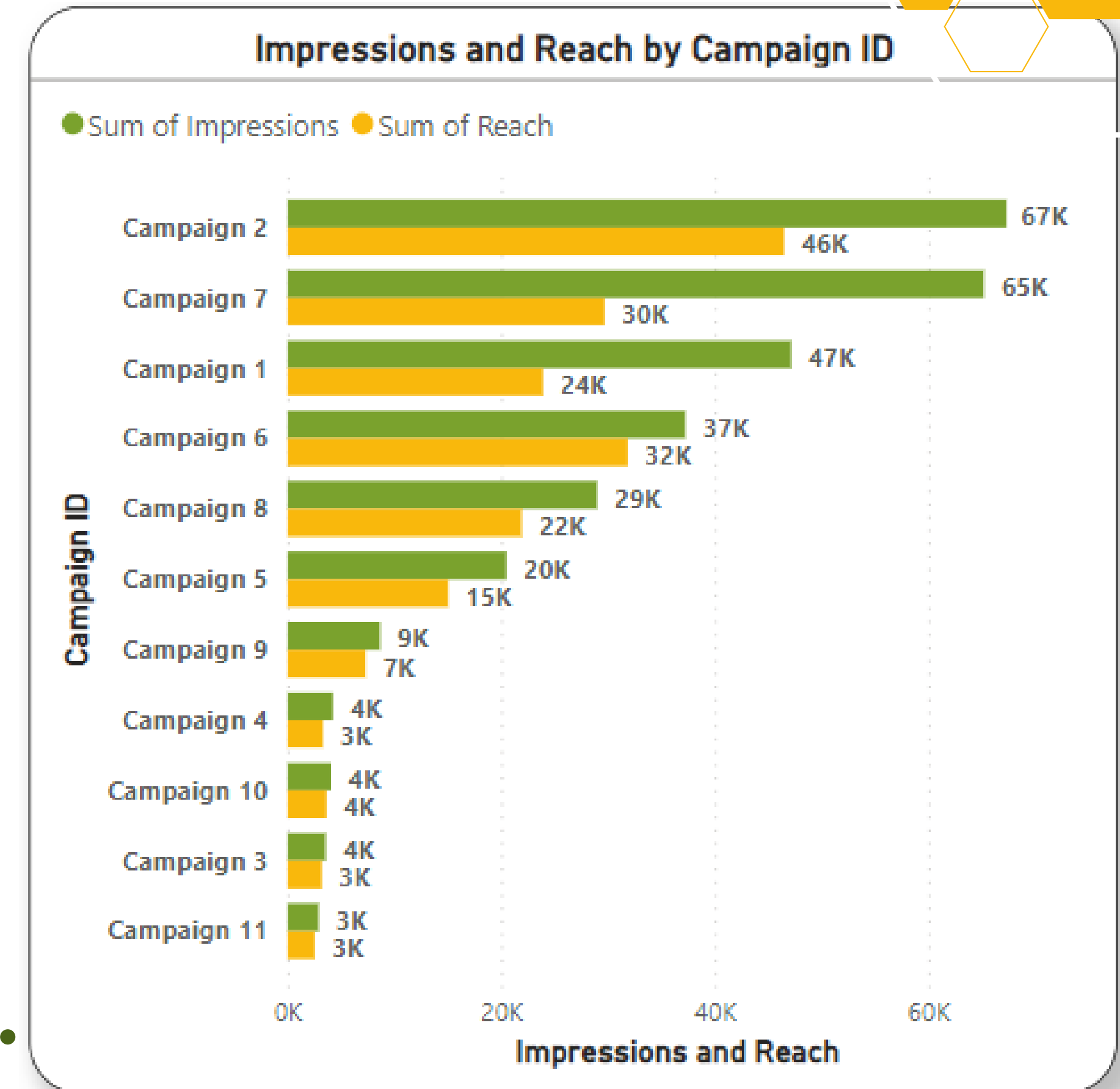
CAMPAIGN ENGAGEMENT ANALYSIS

This visualization reveals that Campaigns 3, 4, 10 and 11 have the lowest sum of reach as well as the clicks.



CAMPAIGN ENGAGEMENT ANALYSIS

This visualization reveals that Campaigns 3, 4, 10 and 11 have the lowest impressions and reach



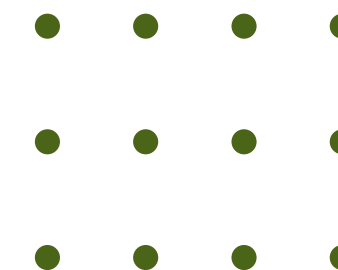
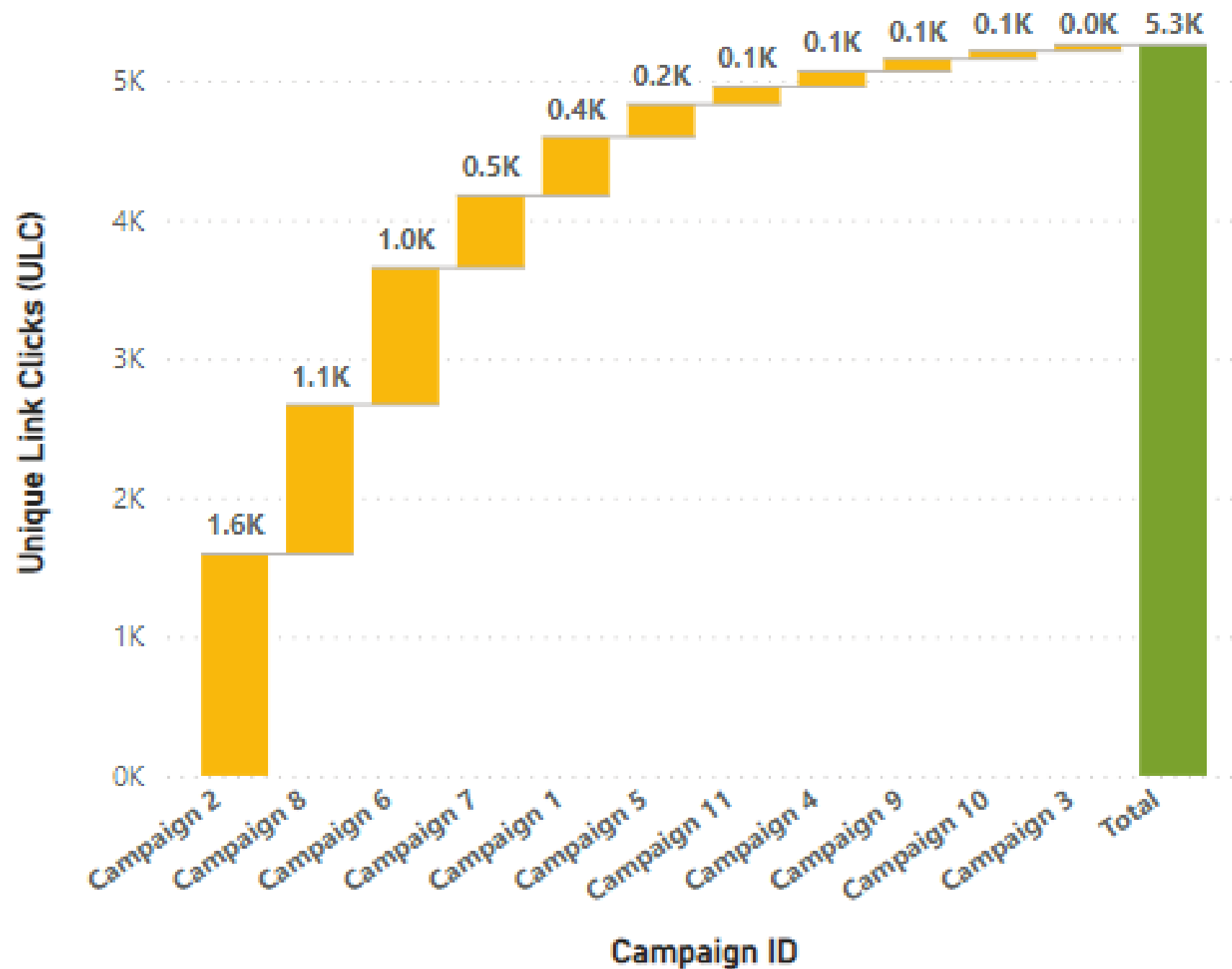


CAMPAIGN ENGAGEMENT ANALYSIS

This visualization illustrates that the Unique link clicks for Campaign 3 and Campaign 10 is relatively low.

Unique Link Clicks (ULC) by Campaign ID

● Increase ● Decrease ● Total

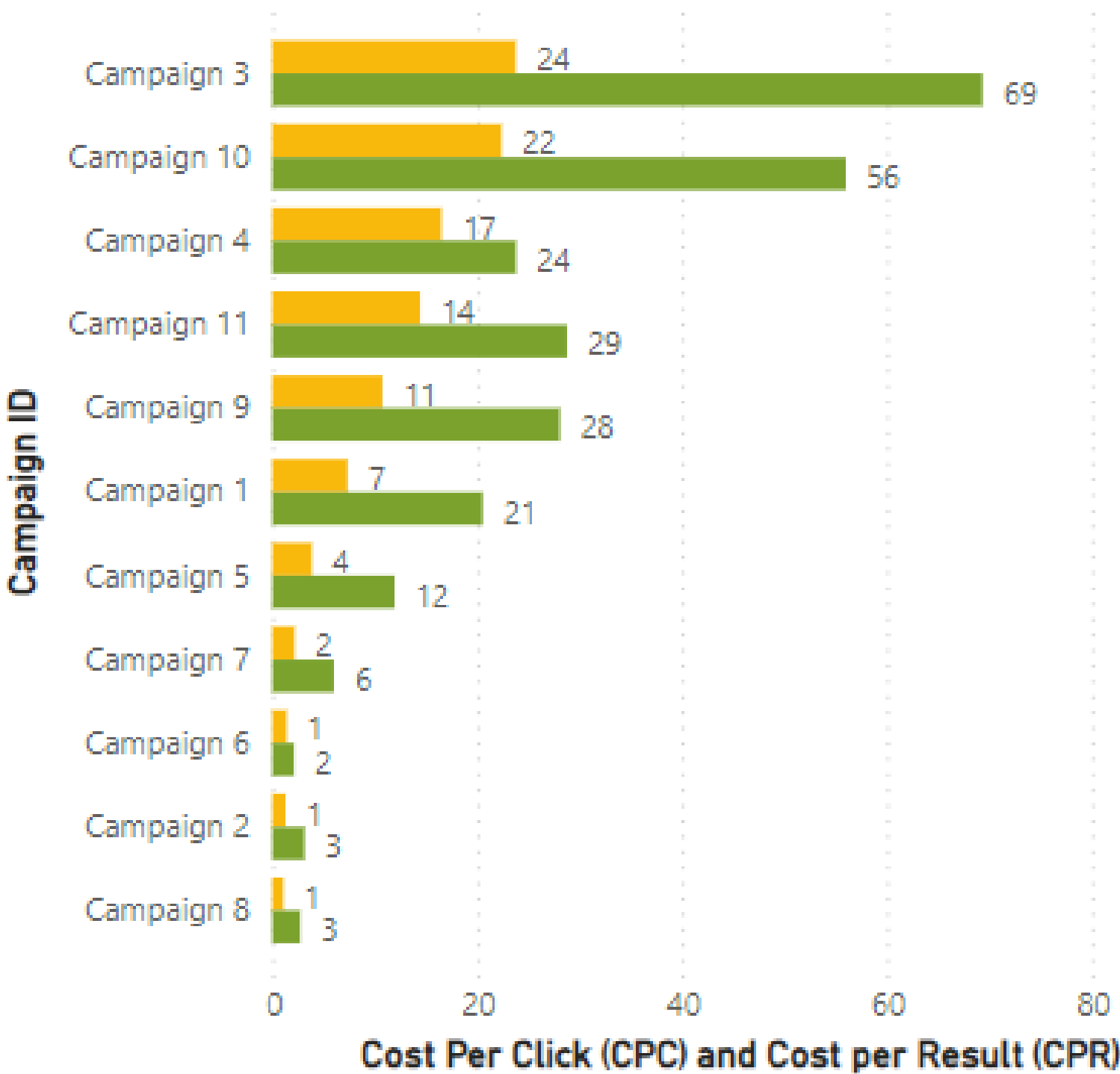


RETURN ON INVESTMENT

This visualization reveals that Campaigns 3 and Campaign 10 are expensive as they have the most cost per click and cost per result.

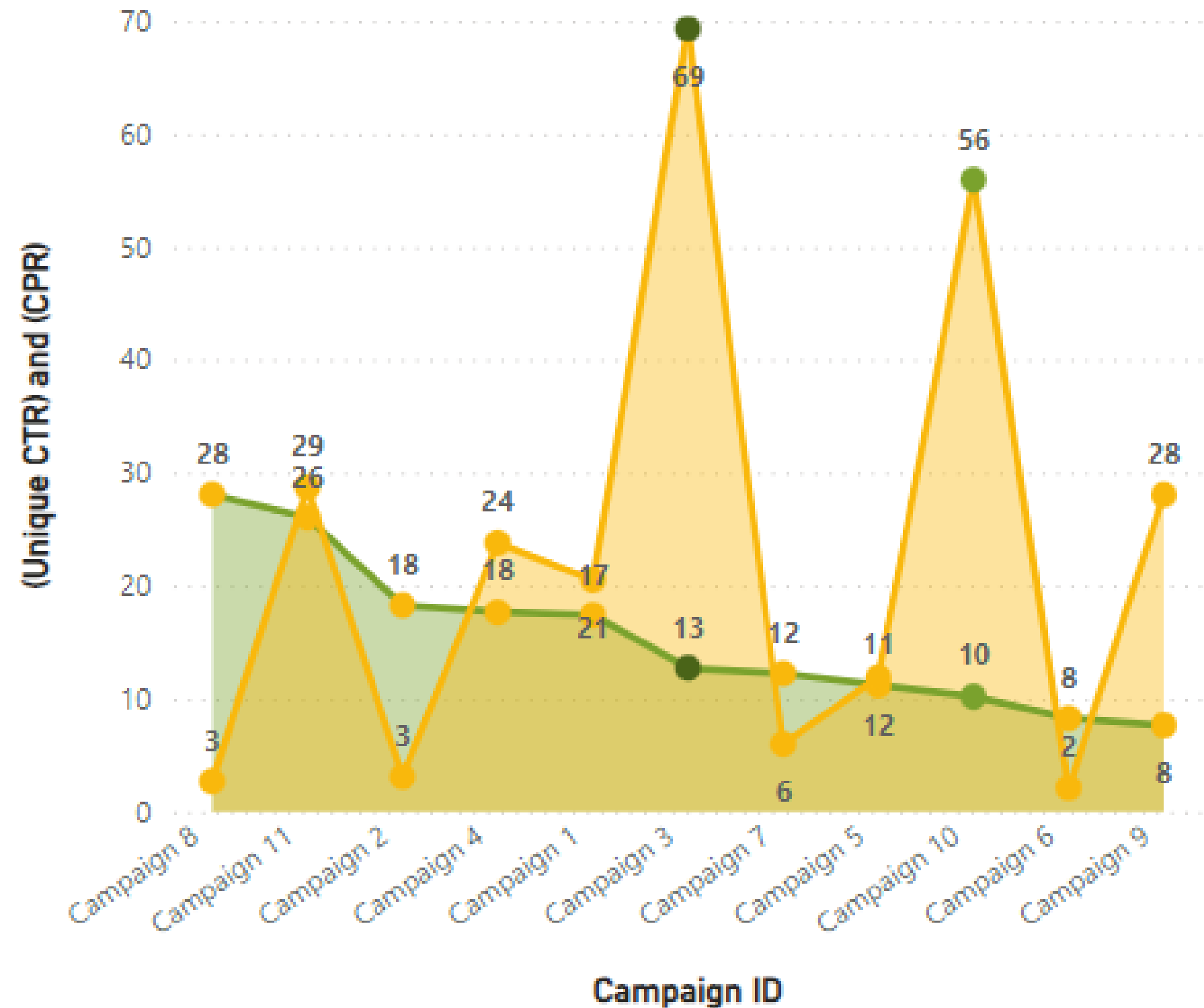
Cost Per Click (CPC) and Cost per Result (CPR) by Campaign ID

● Sum of Cost Per Click (CPC) ● Sum of Cost per Result (CPR)



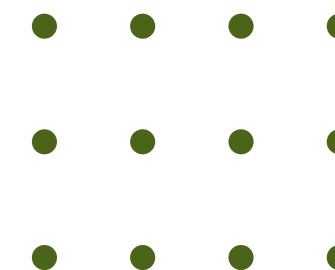
Unique Click-Through Rate (Unique CTR) and Cost per Result (CPR) by Campaign ID

● Sum of Unique Click-Through Rate (Unique CTR) ● Sum of Cost per Result (CPR)



RETURN ON INVESTMENT

From this visualization, we analyse that for Campaign 3 and Campaign 10 the difference between the cost per result and the unique click through rate is maximum, hence its underperforming.





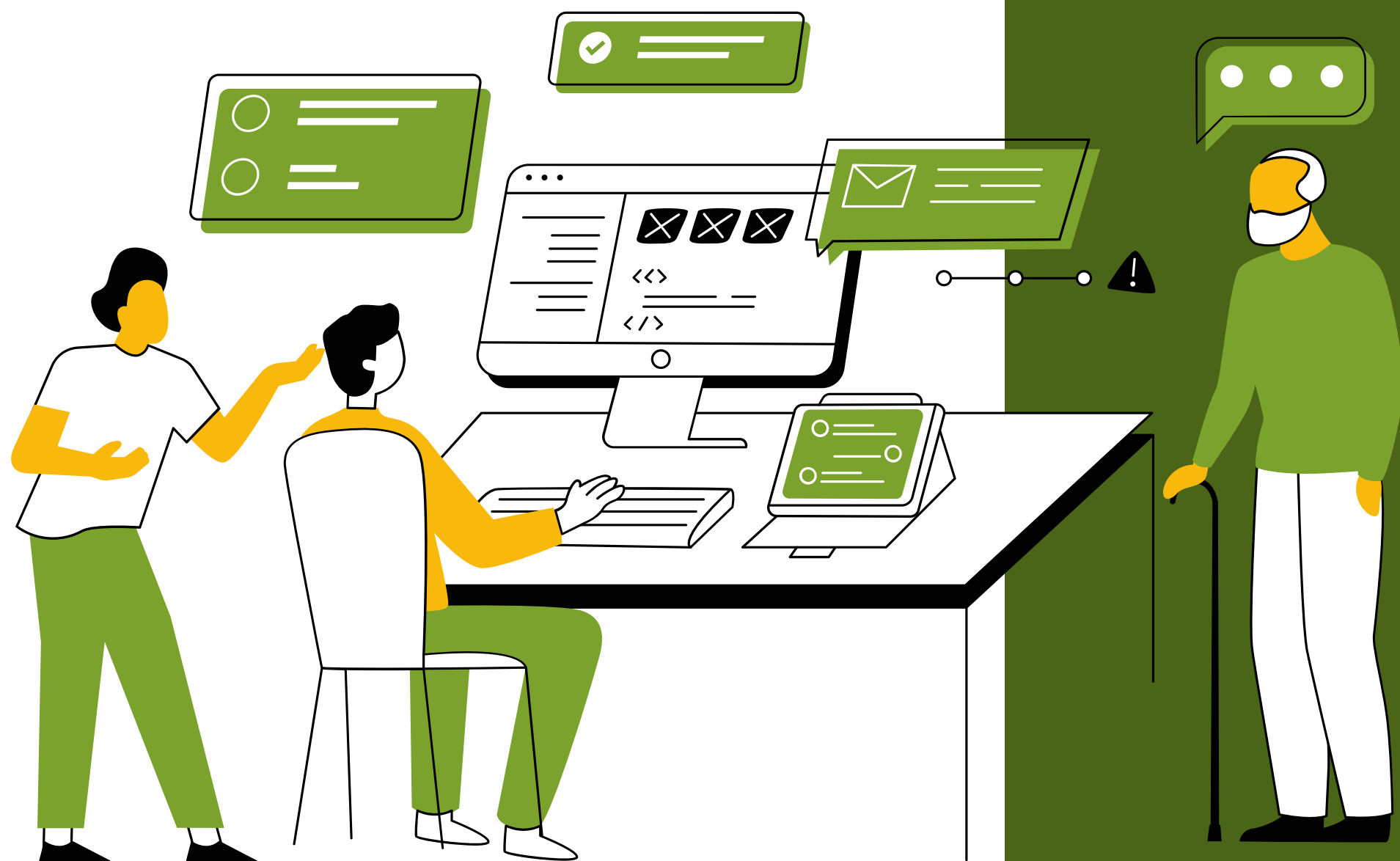
Research Deliverables

- My final deliverable includes meticulously crafted data visualizations, a comprehensive presentation, and reflections.
- Through these efforts, I aim to provide valuable insights that align with goals and objectives of desired company.

CONCLUSION

Campaign 3 and Campaign 10 are the least performing campaigns.

- So after analysing all the graphs I came to this conclusion that Campaign 3 and Campaign 10 are the least performing campaigns as they are spending so much according to the performance they are receiving.
- Their frequency, sum of clicks, unique link clicks and all the other metrics are almost negligible. Both Campaigns will face loss because of the amount they have spent.



THANK YOU

