Tableau | SPSS | Data Analysis

Due Date: 11/28/22 3:00PM EST

*\*Data Set is attached in an excel document\**

**Questions that need to be answered:**

**Main Question:**

**Does splitting the data by subregion reveal any further findings?**

**Sub question:**

**Has the subregion split changed at all over time?** Anything to answer above questions

**Tableau: Anything to answer above questions**

* Make multiple graphs showcasing the different information/trends from data set
  + Break it down by campaign ad
    - Evergreen
    - Pool
    - Together
* Graphs for different costs and video views at 25%/50%/75%/100%
* Differences between the costs

**SPSS Anything to answer above questions**

* Run different tests to see trends from data set
* Different cost analysis
* Video Views analysis

**Data Set Notes/Acronyms**

* Paid media: media that a brand purchases (e.g., paid advertising, paid search, etc.)
* Owned media: media that a brand owns or controls (e.g., a brand’s YouTube channel, etc.)
* Earned media: media created and/or shared by consumers
* Impressions - the number of times a piece of content (organic or paid) has a chance to be viewed
* CPM - Cost per Impressions describes the cost of 1,000 impressions. - the M stands for “thousand”
* Clicks - number of times a user clicks on an ad or link to get directed to a predetermined destination (e.g., a website, App Store, e-commerce site,…)
* CPC - Cost per Clicks is the average amount an advertiser would pay for a click
* CTR - Click Through Rate is the number of clicks an ad gets versus the number of impressions (it is a ratio)
* MMO - massively multiplayer online game
* MMORPG - massively multiplayer online role-playing game
* Evergreen – better performing
* Pool - experimental