

Assignment Overview

TASK 1 -

As a Business Analyst at CarDekho, you will work with large datasets coming from **two key platforms**:

- **GA (Google Ads)**
- **FB (Facebook Ads)**

The objective is to **connect raw marketing data**, build **automated reports**, track **cost per lead (CPL)**, and generate actionable **insights for management**.

You are provided with **two source sheets**:

1. **Campaigns Raw Data** – This contains daily campaign-level performance exported from GA and FB.
2. **Campaign Reference Sheet** – This is a mapping table that links each campaign to its corresponding **Brand** and **Model**.

Dataset Explanation

1. Campaigns Raw Data

This is the raw data directly extracted from our ad platforms.

Column Name	Description
Date	Date of campaign activity (YYYY-MM-DD)
Campaign Name	Name of the campaign from GA or FB
Spend	Total ad spend for that campaign on that day
Leads Generated	Total number of leads captured that day
Channel	Source platform – <i>GA (Google Ads)</i> or <i>FB (Facebook)</i>

⚠ Note:

This sheet will **continuously get new data** — for example, February data may be added later. Your report **must automatically update** when this happens.

2. Campaign Reference Sheet

This is a **mapping sheet** to help decode campaigns into brands, models, and business units.

Column Name	Description
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Campaign Name	Campaign name (matches the Raw Data sheet)
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Brand	Brand linked to that campaign
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Model	Specific bike/car model
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TASKS

- Import the **Campaigns Raw Data** and **Campaign Reference Sheet** into a **separate master spreadsheet** (or workbook) in a way all reports automatically update when the original source file is updated.

- Once the data is connected:

1. **Calculate Cost Per Lead (CPL):**

$CPL = SPEND / LEAD$

2. **Create a Summary Table to track:**

- **Month-on-Month CPL trend by channel.**

3. **Identify Top 3 Brands by Spend:**

- Calculate **total spend for each brand** over the available months.
- Select the **top 3 brands with the highest total spend**.
- Create **campaign-level CPL trends** month-on-month for these three brands.

- Make the report **visually actionable** by applying **conditional formatting**:
- Highlight **CPL increases month-on-month** in **red**.
- Highlight **CPL decreases month-on-month** in **green**.

TASK 2

Objective:

This task tests your ability to **analyze business performance data**, identify trends and insights, and **communicate findings visually and effectively** using a presentation.

You are provided with a raw dataset (“Task 2 – raw dataset (presentation)”) containing marketing and business metrics across multiple brands, models, and channels.

The raw data contains the following columns:

Column Name Description

Brand	The automotive brand name (e.g., Hero, Honda, Yamaha, etc.)
Model	The specific model under the brand
Month	The month in which data was captured
Segment	Type/category of model (e.g., commuter, premium, sports)
Channel	Marketing channel used (e.g., Google Ads, Meta, Organic)
Spends	Total money spent on that channel for the model
Leads	Total number of leads generated
Revenue	Revenue earned from those leads
Margin	Profit margin (Revenue – Spends)

Your job is to:

Your job is to **make a PPT for the stakeholders** to understand the **performance trend across the last 3 months**.

Visualize your analysis, starting with the **overall performance**, then **dig deeper** into any dimension — for example, segment, channel, or brand.

Analyze the data as you see fit and **present your findings** using visuals and tables.