

Questions

1. Was the advertising campaign effective? Did additional consumers convert as a result of the ad campaign?
2. Was the campaign profitable?
 - a. How much more money did Taska Bella make by running the campaign (excluding advertising costs)?
 - b. What was the cost of the campaign?
 - c. Calculate the ROI of the campaign. Was the campaign profitable?
 - d. What was the opportunity cost of including a control group; how much more could have Taska Bella made by reducing the control group or not having a control group at all?
3. How did the number of impressions seen by each user influence the effectiveness of advertising?
4. How does the consumer response to advertising vary on different days of the week and different times of the day?