

## Data Analytics Puzzle - Scenario 2

You are analyzing the performance of a marketing campaign over a week.

The dataset is shown below:

Day	Impressions	Clicks	Conversions	Cost (\$)
Monday	12000	300	25	150
Tuesday	15000	400	35	180
Wednesday	10000	250	20	130
Thursday	18000	500	40	200
Friday	20000	550	50	220
Saturday	8000	200	15	100
Sunday	9000	220	18	110

Using this data, answer the following questions:

1. What is the total cost of the campaign over the week?
2. What is the average click-through rate (CTR) for the week?
3. On which day was the conversion rate highest?
4. What is the cost per conversion for each day?
5. Which day had the best performance based on cost per conversion and conversion count?

Analyze the data and draw insights.