

## Dataset Column Descriptions

Column Name	Description
CampaignID	A unique identifier assigned to each campaign.
CampaignName	The name of the marketing campaign.
Region	The geographical region where the campaign was conducted.
Industry	The industry related to the campaign (e.g., retail, finance, healthcare).
Spend	The total expenditure for the campaign.
Impressions	The number of times the campaign was displayed to users.
Clicks	The number of times users clicked on the campaign.
Conversions	The number of successful actions taken due to the campaign (e.g., purchases, sign-ups).
Revenue	The total revenue generated from the campaign.
ROI	The return on investment for the campaign, calculated as $(\text{Revenue} - \text{Spend}) / \text{Spend}$ .
Type	The type of marketing campaign (e.g., social media, email, PPC).
AverageSpend	The average amount of money spent on the campaign.
AverageROI	The average return on investment (ROI) for the campaign.
TotalCampaigns	The total number of campaigns in the dataset.
TotalSpend	The total amount spent on all campaigns in a given region.
TotalRevenue	The total revenue generated from all campaigns in a given region.
AverageROI	The average return on investment for campaigns in a given region.