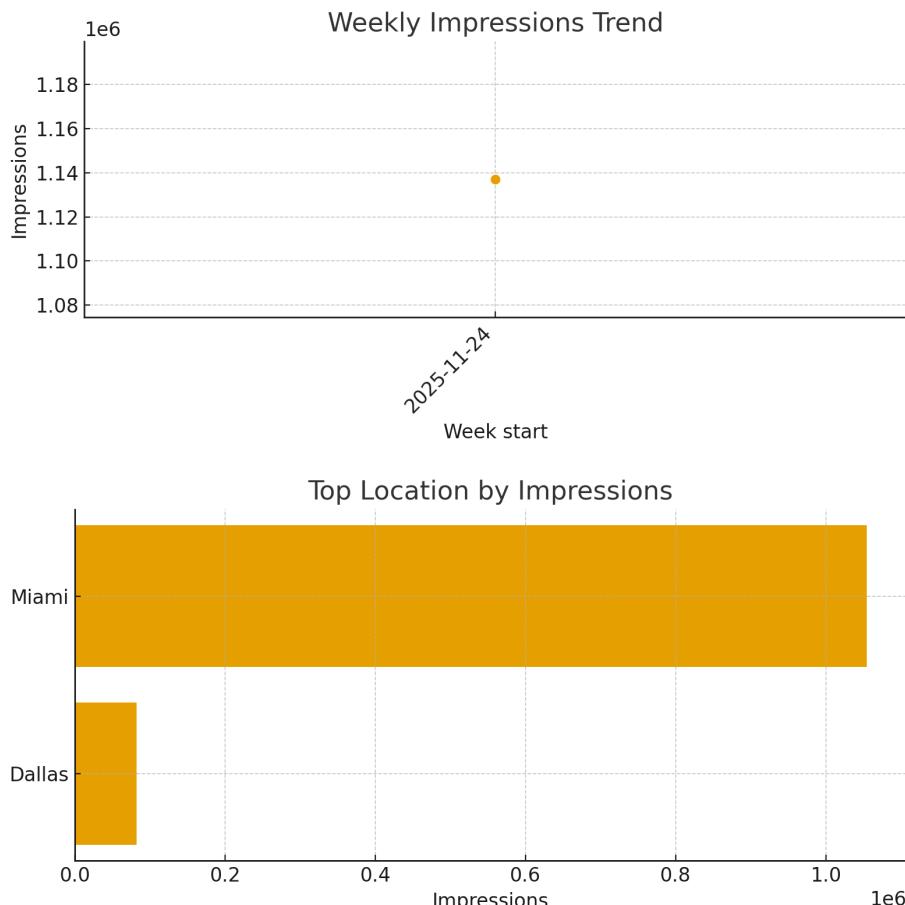


TrendSpotter — Automated Insight Engine

Humanized executive report generated from the provided CSV dataset

Quick Facts

- Rows analyzed: 100
- Date column used: Date
- Primary metric: Impressions
- Grouping column used: Location
- Anomalies flagged: 0



Key Insights & Narrative

Overview:

I examined 100 rows and focused on `Impressions` as the primary performance metric.

Insufficient weekly history to determine trend for Impressions.

Top Location by total Impressions: Miami (1054500), Dallas (82500)

Recommended Actions

- If the recent trend is negative, pause underperforming campaigns and reallocate budget to top-performing groups listed above.
- Investigate anomalous rows for data quality issues (duplicates, timezone shifts) and campaign configuration errors.
- Look at the creatives/placements for the top Location during the weeks with drops — these often explain sudden changes.

