Automated Insight Engine Report

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1. Dataset Overview

Metric	Value
Rows	3
Columns	4

2. Missing Values

Column	Missing Count
city	0
impressions	0
clicks	0
revenue	0

3. AI Insights

Here is the analysis based on the provided dataset summary: --- ### 1. Executive Summary This report analyzes performance metrics across three cities: Delhi, Mumbai, and Chennai, covering impressions, clicks, and revenue. The dataset, though small, provides initial insights into city-level digital campaign performance, highlighting significant variability. Overall, Chennai demonstrates the highest engagement and monetization, while Mumbai exhibits the lowest performance across all key metrics. ### 2. Top 5 Insights * **Top Performer Identified:** Chennai stands out as the highest-performing city, recording the maximum impressions (15,000), clicks (200), and revenue ($75.2) among the sampled locations. * **Lowest Performer Identified:** Mumbai is the lowest-performing city, showing minimum values across all metrics: 8,000 impressions, 80 clicks, and $30.0 in revenue. * **Average Performance:** On average, each city generated approximately 11,000 impressions, 133 clicks, and $51.9 in revenue. * **Significant Performance Variance:** There is a considerable range in performance across cities; for example, Chennai's revenue ($75.2) is more than double that of Mumbai's ($30.0), indicating potential for optimization. * **Data Completeness:** The dataset exhibits excellent data quality regarding completeness, with no missing values detected across any of the tracked columns (city, impressions, clicks, revenue). ### 3. Any anomalies or data quality issues * **Extremely Small Sample Size:** The most significant limitation is the dataset's size, comprising only 3 rows (cities). This small sample prevents robust statistical analysis, trend identification, or drawing generalizable conclusions. * **No Missing Values:** There are no missing values across any columns, indicating good data completeness for the records available. * **No Obvious Numerical Anomalies:** Based on the provided summary statistics (min, max, mean, std), there are no apparent numerical anomalies such as negative values for impressions, clicks, or revenue, or values that are statistically extreme outliers given the small sample. ### 4. Suggested KPIs to monitor * **Click-Through Rate (CTR):** Clicks / Impressions (measures engagement efficiency). * **Revenue Per Click (RPC):** Revenue / Clicks (measures the monetization efficiency of each interaction). * **Revenue Per Impression (RPI) / eCPM:** Revenue / Impressions (measures overall monetization effectiveness per thousand impressions). * **Average Revenue Per City:** To track and compare the overall revenue generated by each city. * **Performance Variance (Std Dev):** Monitor the

standard deviation of impressions, clicks, and revenue over time to understand performance stability and identify significant shifts.

4. Sample Rows

city	impressions	clicks	revenue
Delhi	10000	120	50.5
Mumbai	8000	80	30.0
Chennai	15000	200	75.2