

■ Automated Data Analysis Report

Analysis of sample_data.csv • Generated December 03, 2025 at 02:24 PM

■ Key Performance Indicators

■ Total Records	■ Anomalies	■■ Anomaly Rate
1000	100	10.0%

■ AI-Generated Executive Insights

Here's an executive summary of your campaign performance data:

Overall Data Health The dataset contains information for 1000 campaigns. Notably, 10% of these campaigns have been identified as anomalous, suggesting potential data quality issues or unusual performance patterns that warrant closer examination.

Key Findings • On average, campaigns generated approximately 24,924 impressions, leading to about 951 clicks. • The average conversion rate stands at roughly 5.0% (48 conversions per 951 clicks). • Campaigns incurred an average cost of \$2,803, yielding an average revenue of \$4,188. • This translates to an average Return on Ad Spend (ROAS) of approximately 149%, indicating a generally positive return.

Anomalies Detected A significant 10% (100 campaigns) of the dataset are flagged as anomalies. These campaigns often show unusual combinations, such as very high costs with disproportionately low clicks or high impressions, or high conversions with low clicks, which could indicate inefficient spending, data discrepancies, or unique campaign characteristics that skew overall performance metrics.

Recommended Actions

1. **Investigate Anomalous Campaigns:** Prioritize a deep dive into the 100 identified anomalous campaigns to understand the root cause of their unusual performance. This could involve checking for data entry errors, campaign setup issues, or unique market conditions.
2. **Optimize High-Cost, Low-Engagement Campaigns:** Analyze campaigns exhibiting high costs but low clicks or conversions to identify opportunities for budget reallocation or optimization strategies.
3. **Identify Best Practices:** Further analyze campaigns with strong ROAS to identify common characteristics and strategies that can be replicated across other campaigns.

■ Statistical Summary

Metric	Mean	Median	Std Dev	Min	Max
impressions	24,924	24,536	14,345	1,009	49,984
clicks	951	958	592	1.00	1,998
conversions	47.74	46.00	29.24	0.00	99.00
cost	2,803	2,740	1,928	101	14,216
revenue	4,188	4,245	2,219	203	7,996

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