

# Automated Insight Report

Generated: 2025-12-03T07:35:40.274286 UTC

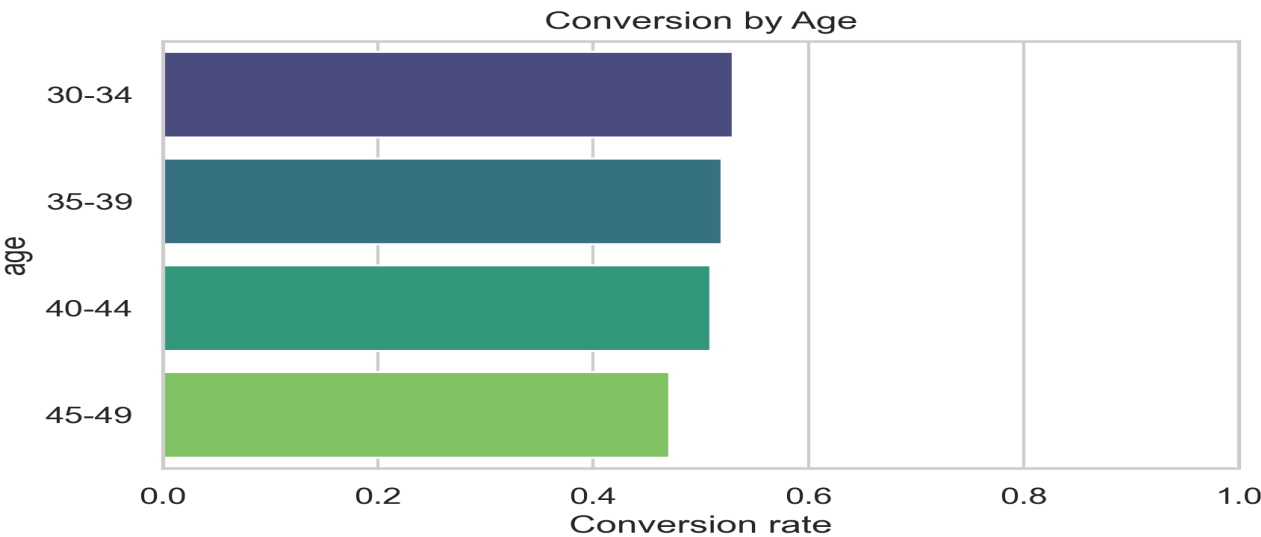
## Model KPIs

Accuracy: 0.661  
Precision: 0.782  
Recall: 0.466  
Roc\_Auc: 0.740

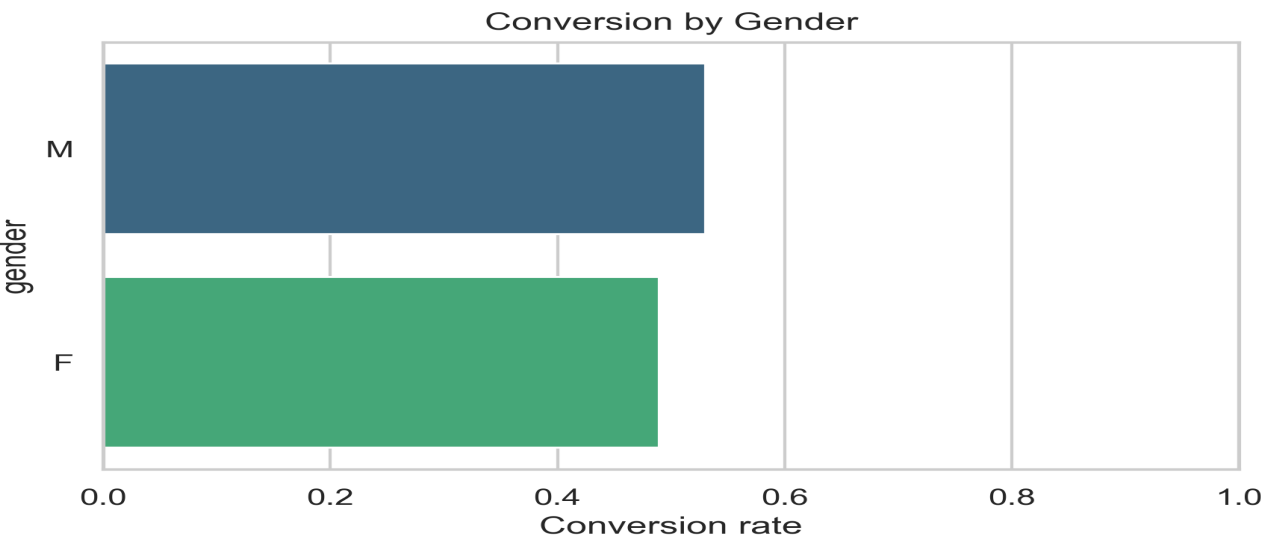
## Narrative Summary

Overall approval conversion rate is 51.1% with model precision 78.2% and recall 46.6%. 30-34 audiences respond best, followed by M users. Campaign 1178 is outperforming at 62.1%, while campaign 936 trails at 37.1%. Reinvest into the winning creative mix and pressure-test underperforming campaigns with fresh copy and tighter targeting.

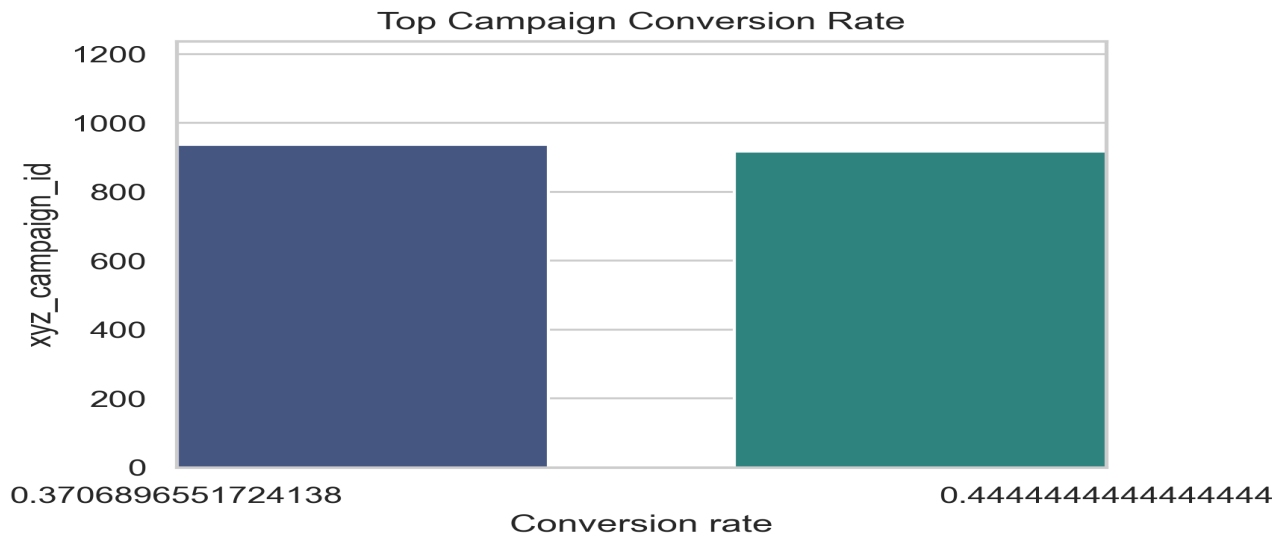
## Conversion by Age



## Conversion by Gender



Top Campaigns



## **Appendix: Cohort Summary**

### **Overall Rate**

51.1%

### **By Age**

30-34: 53.1%

35-39: 52.0%

40-44: 51.0%

45-49: 47.1%

### **By Gender**

M: 53.0%

F: 49.0%

### **Top Campaigns**

1178: 62.1%

916: 44.4%

936: 37.1%

### **Efficient Campaigns**

916: 16.0%

936: 5.9%

1178: 0.7%