



DatoHome

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week_max5.csv

| | week | units | sales | spend | ROI | ACOS |
|----|------|-------|----------|---------|--------|-------|
| 2 | 29 | 257 | 26887.57 | 2660.69 | 9.105 | 0.099 |
| 3 | 30 | 235 | 24317.82 | 2883.68 | 7.433 | 0.119 |
| 11 | 38 | 220 | 22257.97 | 4189.39 | 4.313 | 0.188 |
| 1 | 28 | 196 | 20684.24 | 1220.07 | 15.953 | 0.059 |
| 10 | 37 | 203 | 20228.2 | 3133.84 | 5.455 | 0.155 |

week_min5.csv

| | week | units | sales | spend | ROI | ACOS |
|----|------|-------|----------|---------|-------|-------|
| 0 | 27 | 95 | 9967.15 | 1280.71 | 6.783 | 0.128 |
| 5 | 32 | 172 | 14969.46 | 2277.13 | 5.574 | 0.152 |
| 7 | 34 | 175 | 16506.33 | 2491.6 | 5.625 | 0.151 |
| 6 | 33 | 183 | 16690.44 | 2771.19 | 5.023 | 0.166 |
| 12 | 39 | 133 | 17077.52 | 3716.0 | 3.596 | 0.218 |

all_data.csv

| | date | units | sales | spend | Acos | CPC |
|----|------------|-------|---------|--------|----------|-----------------|
| 0 | 2020-07-01 | 23 | 2322.8 | 290.51 | 14.05354 | 69911957680206 |
| 1 | 2020-07-02 | 20 | 2056.82 | 256.79 | 45.30734 | 7318107260264 |
| 2 | 2020-07-03 | 21 | 2406.81 | 247.2 | 24.07469 | 51877293697103 |
| 3 | 2020-07-04 | 13 | 1189.87 | 229.2 | 30.70358 | 6126037092414 |
| 4 | 2020-07-05 | 18 | 1990.85 | 257.01 | 13.10798 | 4205380656659 |
| 5 | 2020-07-06 | 30 | 3205.7 | 316.55 | 23.43328 | 56771420609803 |
| 6 | 2020-07-07 | 23 | 2204.82 | 226.36 | 26.30882 | 2766139291583 |
| 7 | 2020-07-08 | 23 | 2310.8 | 144.56 | 17.90265 | 3191955392881 |
| 8 | 2020-07-09 | 39 | 4182.7 | 116.18 | 14.31033 | 8877688830752 |
| 9 | 2020-07-10 | 22 | 2289.79 | 84.29 | 16.00297 | 6183933449842 |
| 10 | 2020-07-11 | 31 | 3598.7 | 160.36 | 19.70562 | 293962815411049 |
| 11 | 2020-07-12 | 28 | 2891.73 | 171.77 | 19.24389 | 3811163016721 |
| 12 | 2020-07-13 | 39 | 4188.61 | 340.57 | 31.86389 | 4795119885149 |
| 13 | 2020-07-14 | 42 | 4450.59 | 346.61 | 16.05343 | 16920312683197 |
| 14 | 2020-07-15 | 38 | 4091.63 | 447.83 | 17.86934 | 1472806583191 |
| 15 | 2020-07-16 | 36 | 3892.66 | 395.05 | 28.16224 | 1893466901947 |
| 16 | 2020-07-17 | 41 | 4233.62 | 320.93 | 22.10279 | 1385950296996 |
| 17 | 2020-07-18 | 31 | 2994.71 | 440.22 | 17.61098 | 77065696274001 |
| 18 | 2020-07-19 | 30 | 3035.75 | 369.48 | 24.20909 | 8343471925605 |
| 19 | 2020-07-20 | 37 | 3411.71 | 468.16 | 26.07452 | 52058509134496 |
| 20 | 2020-07-21 | 34 | 3697.67 | 449.77 | 24.09787 | 7310313462502 |
| 21 | 2020-07-22 | 44 | 4845.57 | 435.22 | 29.36661 | 7841934876323 |
| 22 | 2020-07-23 | 34 | 3417.69 | 459.22 | 29.82390 | 9103246527871 |
| 23 | 2020-07-24 | 34 | 3612.67 | 412.8 | 31.04488 | 85936637799704 |
| 24 | 2020-07-25 | 30 | 3153.71 | 378.93 | 21.50975 | 8940203147395 |
| 25 | 2020-07-26 | 22 | 2178.8 | 279.58 | 36.08998 | 36339858119391 |
| 26 | 2020-07-27 | 36 | 3869.65 | 307.9 | 35.39153 | 7928654773579 |



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|----|------------|----|---------|--------|---------|--------------|-------|
| 27 | 2020-07-28 | 26 | 2779.74 | 331.76 | 26.37% | 53478292874 | 46979 |
| 28 | 2020-07-29 | 23 | 2117.78 | 375.92 | 32.00% | 72703993276 | 2828 |
| 29 | 2020-07-30 | 22 | 2251.78 | 302.02 | 45.97% | 720322380475 | 5721 |
| 30 | 2020-07-31 | 17 | 1563.83 | 223.6 | 60.44% | 10678158839 | 6104 |
| 31 | 2020-08-01 | 28 | 2432.75 | 249.13 | 48.40% | 15084010558 | 83004 |
| 32 | 2020-08-02 | 33 | 2893.7 | 318.62 | 19.90% | 13294123867 | 3988 |
| 33 | 2020-08-03 | 26 | 2362.74 | 353.7 | 75.40% | 353442492770 | 38997 |
| 34 | 2020-08-04 | 20 | 1783.81 | 258.27 | 37.50% | 62055556033 | 0535 |
| 35 | 2020-08-05 | 23 | 2058.78 | 272.99 | 50.60% | 291976599436 | 66604 |
| 36 | 2020-08-06 | 20 | 1768.82 | 254.51 | 47.60% | 970802942317 | 3811 |
| 37 | 2020-08-07 | 20 | 1864.8 | 191.39 | 48.50% | 18614780895 | 054 |
| 38 | 2020-08-08 | 32 | 2464.77 | 386.02 | 49.30% | 58068821514 | 5372 |
| 39 | 2020-08-09 | 31 | 2665.74 | 560.25 | 53.90% | 65055769728 | 0821 |
| 40 | 2020-08-10 | 35 | 2186.78 | 372.9 | 57.30% | 419937987215 | 46294 |
| 41 | 2020-08-11 | 19 | 1540.84 | 361.41 | 49.70% | 15246816617 | 7682 |
| 42 | 2020-08-12 | 21 | 2152.81 | 410.08 | 33.10% | 182584075383 | 38603 |
| 43 | 2020-08-13 | 26 | 2173.79 | 384.31 | 33.90% | 92320679436 | 2396 |
| 44 | 2020-08-14 | 21 | 2379.79 | 391.72 | 39.60% | 94704769417 | 5677 |
| 45 | 2020-08-15 | 23 | 2481.78 | 376.57 | 36.60% | 52778851024 | 4667 |
| 46 | 2020-08-16 | 38 | 3774.65 | 474.2 | 22.60% | 18875637645 | 7542 |
| 47 | 2020-08-17 | 28 | 2582.75 | 409.27 | 32.90% | 60671687242 | 7785 |
| 48 | 2020-08-18 | 18 | 1938.82 | 256.94 | 107.01% | 045995979411 | 25698 |
| 49 | 2020-08-19 | 17 | 1733.84 | 293.81 | 107.60% | 16836738460 | 3172 |
| 50 | 2020-08-20 | 23 | 2282.77 | 346.74 | 18.60% | 94302917111 | 6391 |
| 51 | 2020-08-21 | 35 | 3051.66 | 382.71 | 31.10% | 93095504151 | 4215 |
| 52 | 2020-08-22 | 22 | 2117.78 | 377.0 | 36.70% | 06575648671 | 0839 |
| 53 | 2020-08-23 | 32 | 2798.71 | 425.13 | 23.40% | 321790563048 | 46004 |
| 54 | 2020-08-24 | 31 | 2537.69 | 440.32 | 27.30% | 86023840464 | 2598 |
| 55 | 2020-08-25 | 40 | 3088.66 | 412.97 | 25.80% | 47873800376 | 5508 |
| 56 | 2020-08-26 | 32 | 3108.71 | 382.49 | 22.10% | 29780322394 | 5708 |
| 57 | 2020-08-27 | 31 | 3247.69 | 438.83 | 25.50% | 25382644544 | 2643 |
| 58 | 2020-08-28 | 21 | 1926.8 | 336.68 | 29.50% | 768700289898 | 5841 |
| 59 | 2020-08-29 | 30 | 3107.73 | 353.72 | 30.10% | 783029248766 | 7571 |
| 60 | 2020-08-30 | 14 | 1280.89 | 387.74 | 40.70% | 467985392755 | 54707 |
| 61 | 2020-08-31 | 29 | 2904.73 | 480.13 | 24.70% | 83484600255 | 7765 |
| 62 | 2020-09-01 | 29 | 3101.77 | 437.08 | 23.89% | 634296444232 | 3139 |
| 63 | 2020-09-02 | 27 | 3023.77 | 419.07 | 19.79% | 27866306723 | 6664 |
| 64 | 2020-09-03 | 27 | 2874.77 | 406.04 | 25.06% | 61827293748 | 3646 |
| 65 | 2020-09-04 | 25 | 2629.79 | 400.78 | 33.32% | 557801447866 | 5129 |
| 66 | 2020-09-05 | 14 | 1435.88 | 427.87 | 38.90% | 38769075730 | 5483 |
| 67 | 2020-09-06 | 20 | 2115.82 | 446.55 | 27.10% | 793402730566 | 9771 |
| 68 | 2020-09-07 | 32 | 3325.71 | 471.11 | 26.40% | 62500702906 | 8115 |
| 69 | 2020-09-08 | 31 | 3343.69 | 434.52 | 24.66% | 713572833587 | 8021 |
| 70 | 2020-09-09 | 28 | 2437.78 | 345.87 | 16.56% | 28845601211 | 1911 |
| 71 | 2020-09-10 | 28 | 2667.77 | 410.7 | 36.28% | 36951930923 | 6282 |
| 72 | 2020-09-11 | 26 | 2895.76 | 444.38 | 31.01% | 728589907612 | 25529 |
| 73 | 2020-09-12 | 24 | 2108.78 | 507.22 | 55.74% | 28624264858 | 3255 |
| 74 | 2020-09-13 | 34 | 3448.71 | 520.04 | 23.60% | 68231299309 | 6517 |
| 75 | 2020-09-14 | 37 | 4055.66 | 572.99 | 25.80% | 40304709271 | 1951 |
| 76 | 2020-09-15 | 27 | 2651.74 | 582.02 | 31.10% | 304728405679 | 3281 |
| 77 | 2020-09-16 | 35 | 3607.69 | 570.42 | 24.46% | 73597255319 | 7825 |



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|----|------------|----|---------|--------|--------|--------------|-------|
| 78 | 2020-09-17 | 34 | 3563.68 | 596.39 | 38.80% | 2182434534 | 5838 |
| 79 | 2020-09-18 | 29 | 2896.74 | 589.74 | 29.55% | 29117509265 | 3971 |
| 80 | 2020-09-19 | 27 | 2387.75 | 600.16 | 40.40% | 44318937020 | 8531 |
| 81 | 2020-09-20 | 31 | 3094.71 | 677.67 | 40.70% | 99128952554 | 4579 |
| 82 | 2020-09-21 | 37 | 4083.65 | 512.27 | 22.01% | 183732280030 | 34002 |
| 83 | 2020-09-22 | 14 | 2338.81 | 526.62 | 22.52% | 430931881128 | 10205 |
| 84 | 2020-09-23 | 16 | 1820.86 | 540.07 | 29.66% | 176587958248 | 57898 |
| 85 | 2020-09-24 | 16 | 2501.79 | 550.5 | 22.20% | 88349903549 | 9413 |
| 86 | 2020-09-25 | 19 | 1994.8 | 546.7 | 27.40% | 23586701629 | 6995 |
| 87 | 2020-09-26 | 15 | 1380.86 | 521.2 | 37.74% | 50943139122 | 0719 |
| 88 | 2020-09-27 | 16 | 2956.75 | 518.64 | 17.54% | 352897027219 | 9529 |