

Business Creativity Report

Summary

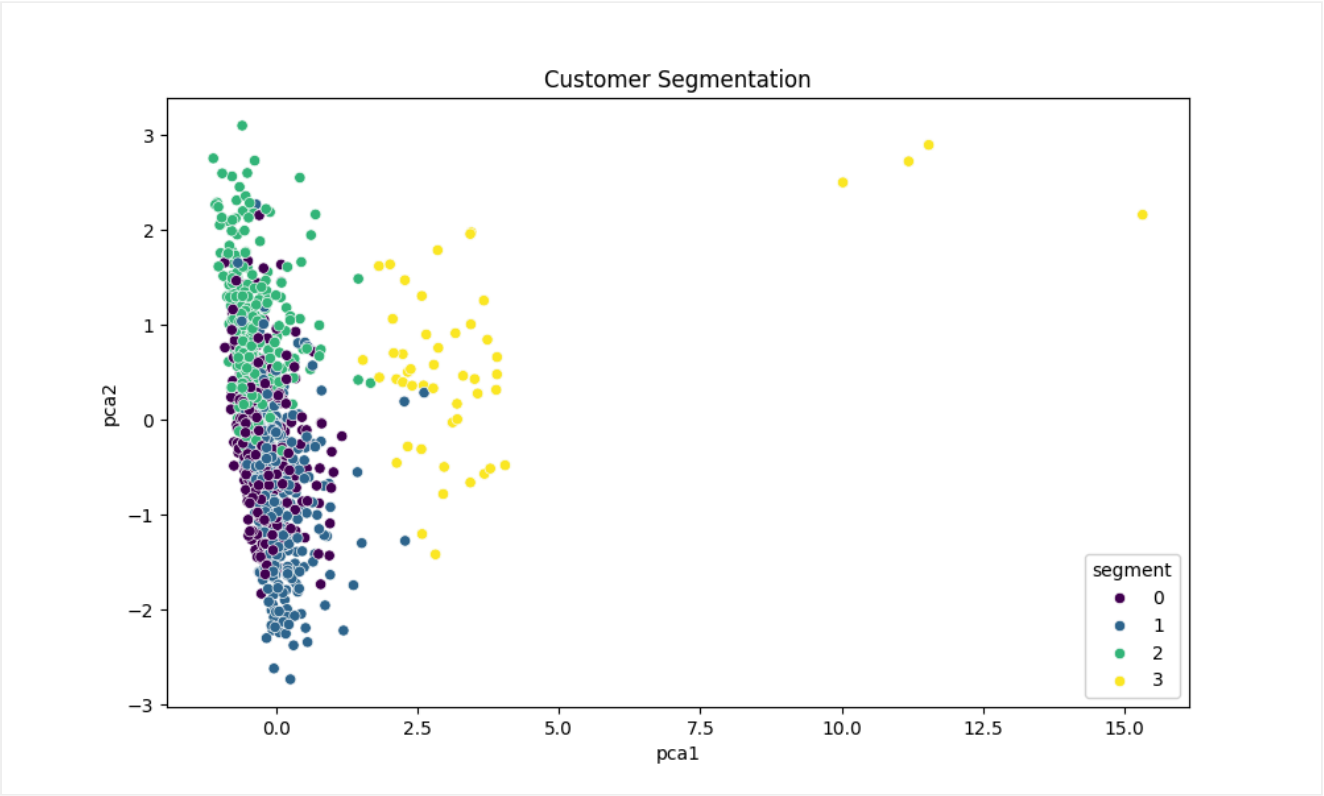
Privacy Compliance: True

Conversion rate: 0.61

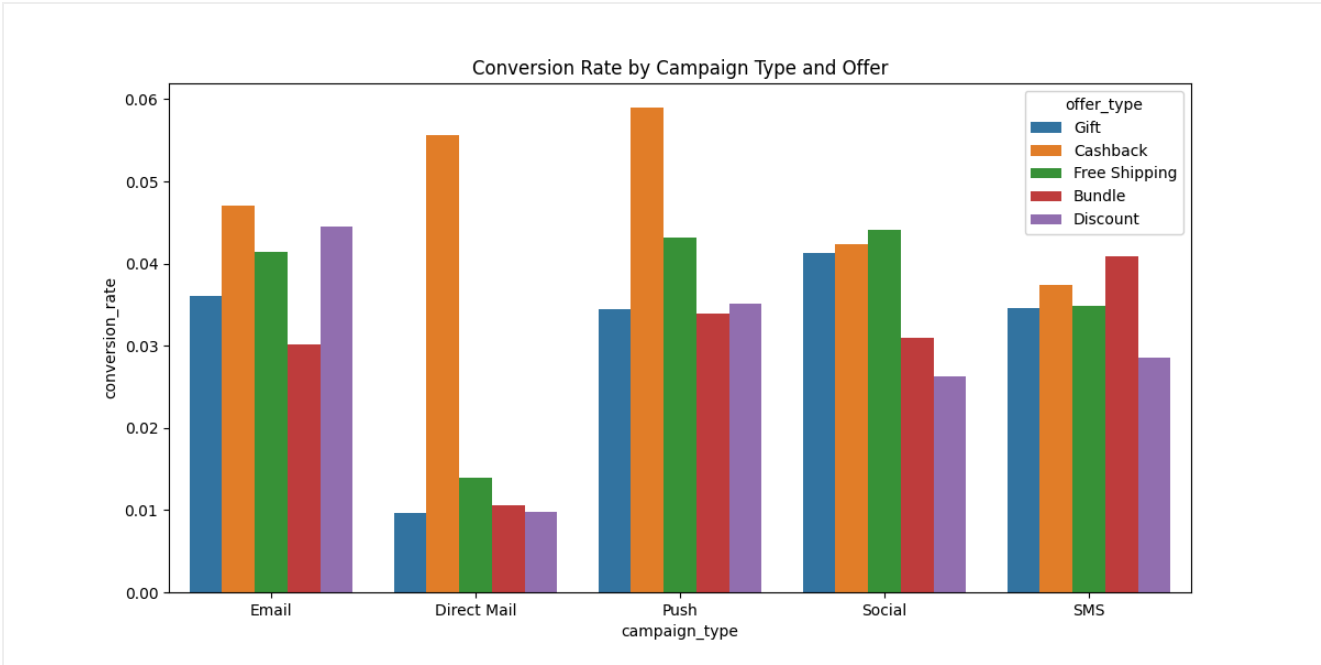
Average order value: 5.92

Visualizations

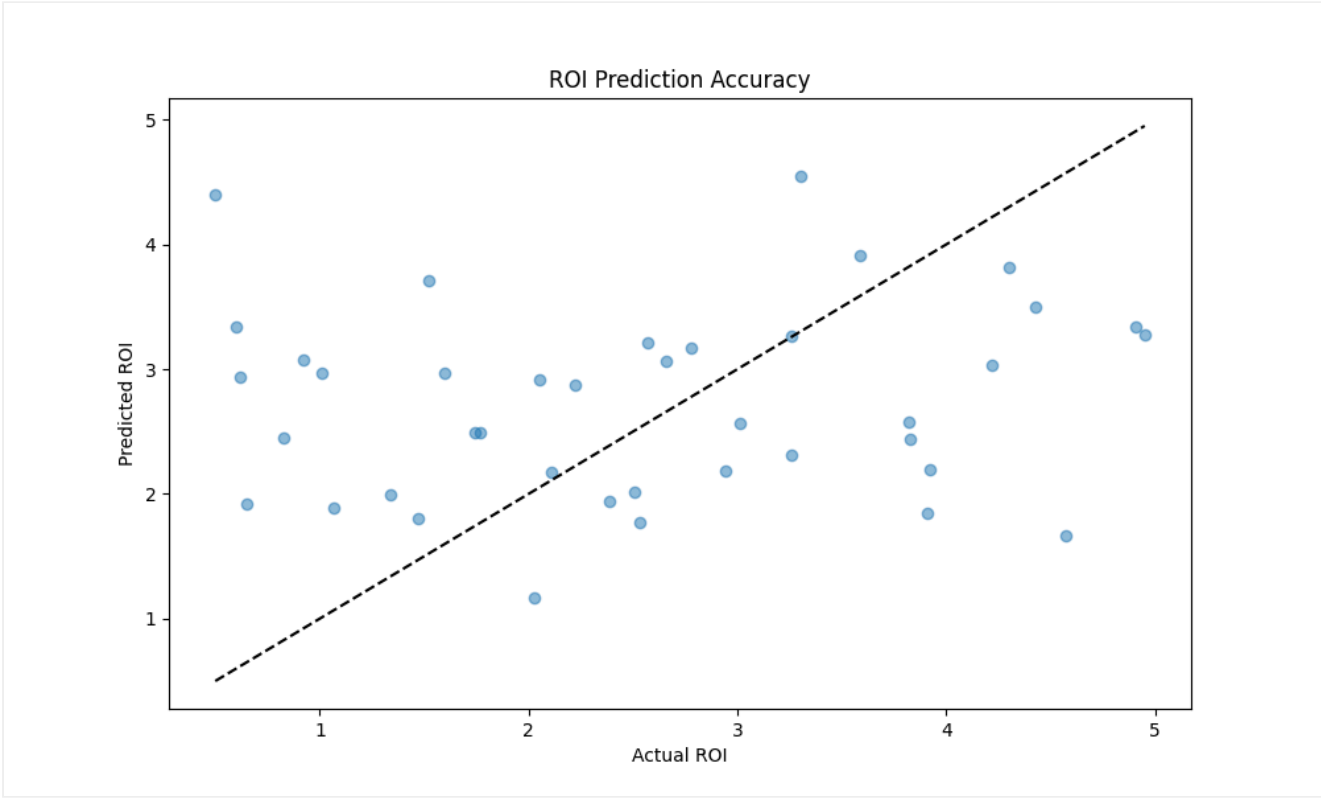
Customer Segmentation



Conversion Rate by Campaign Type and Offer



ROI Prediction Accuracy



Predicted Campaign

| Feature | Value |
|----------------|------------|
| Type | Push |
| Offer | Bundle |
| Target Segment | HighIncome |

| | |
|-------------|---------|
| Discount | 20% |
| Budget | \$10000 |
| Target Size | 5000 |

Analysis Results

```
{
  "segment_distribution": {
    "segment": {
      "0": 0,
      "1": 1,
      "2": 2,
      "3": 3
    },
    "age": {
      "0": 50.241721854304636,
      "1": 27.390625,
      "2": 54.0640243902439,
      "3": 42.96
    },
    "income": {
      "0": 26505.02152317881,
      "1": 21787.7875,
      "2": 23431.028963414636,
      "3": 22297.7
    },
    "total_spent": {
      "0": 508.4420529801325,
      "1": 506.909375,
      "2": 422.577743902439,
      "3": 1320.98
    },
    "purchase_frequency": {
      "0": 2.9503311258278146,
      "1": 3.103125,
      "2": 2.841463414634146,
      "3": 77.04
    },
    "last_purchase_days": {
      "0": 81.76490066225166,
      "1": 188.91875,
      "2": 273.5914634146341,
      "3": 191.96
    }
  },
  "key_segments": [
    0,
    1,
    2
  ],
  "best_performing_type": "Push",
  "best_performing_offer": "Bundle",
  "predicted_campaign": {
    "campaign_type": "Push",
    "offer_type": "Bundle",
    "target_segment": "HighIncome",
    "discount_pct": 20,
    "budget": 10000,
```

```
"target_size": 5000
}
}
```

Full Context Keys

- analysis_results
- avg_order_value
- campaign_analysis_image_url
- conversion_rate
- prediction_results
- privacy_compliance
- roi_prediction_image_url
- segmentation_image_url
- simulation_results



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