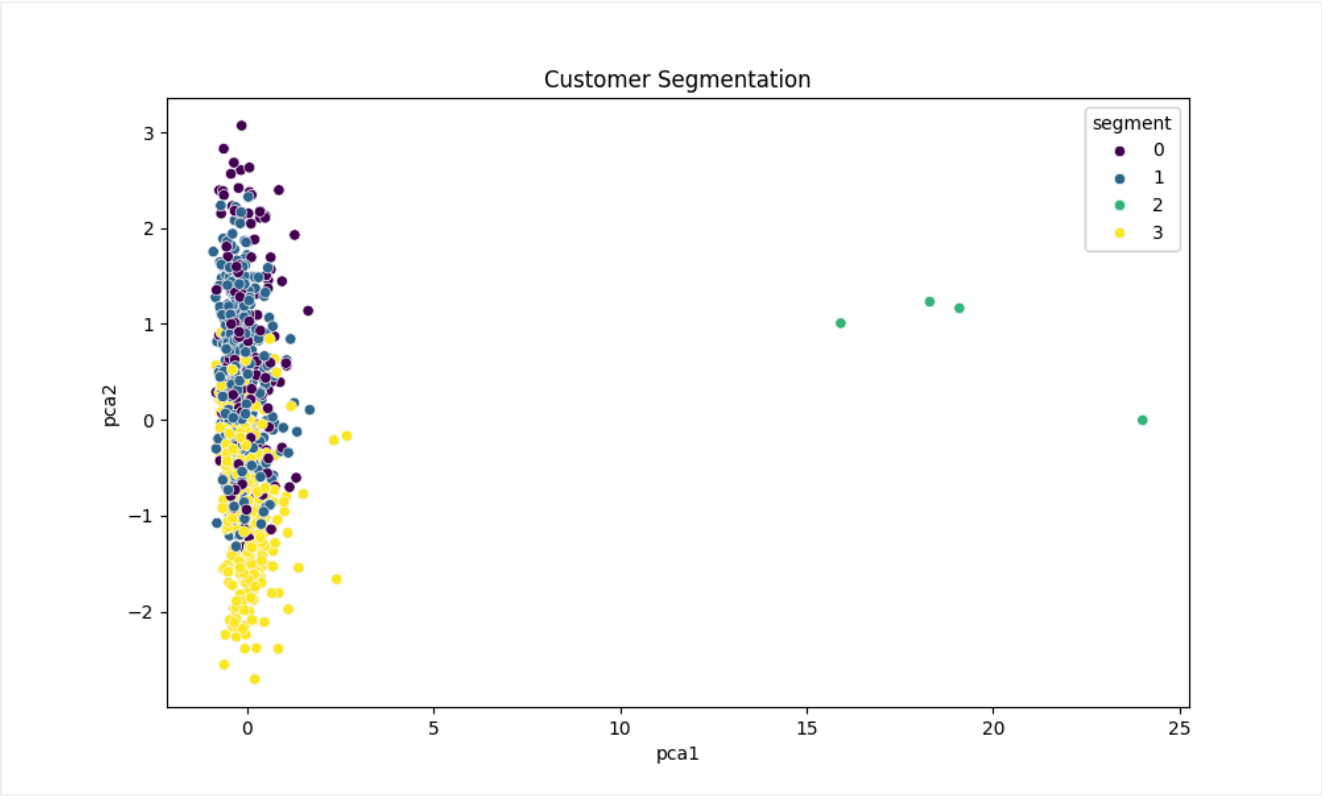# Business Creativity Report

Summary

Privacy Compliance: True

Conversion rate: 0.61
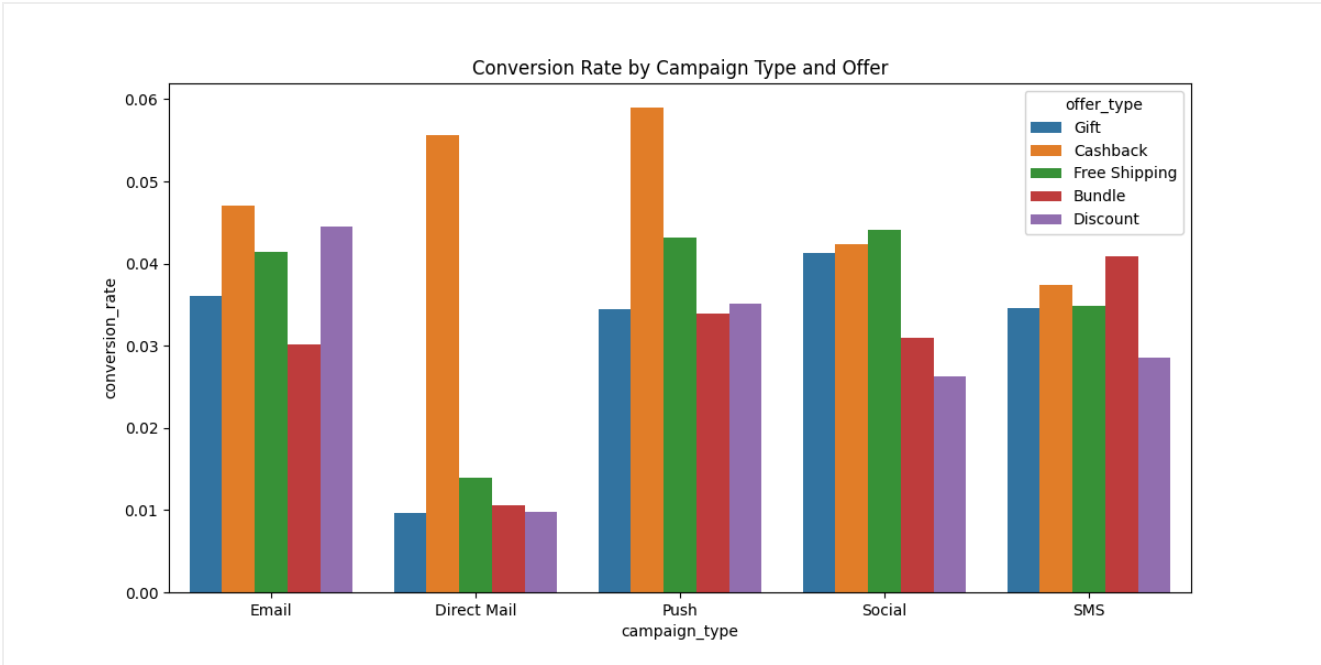
Average order value: 5.92

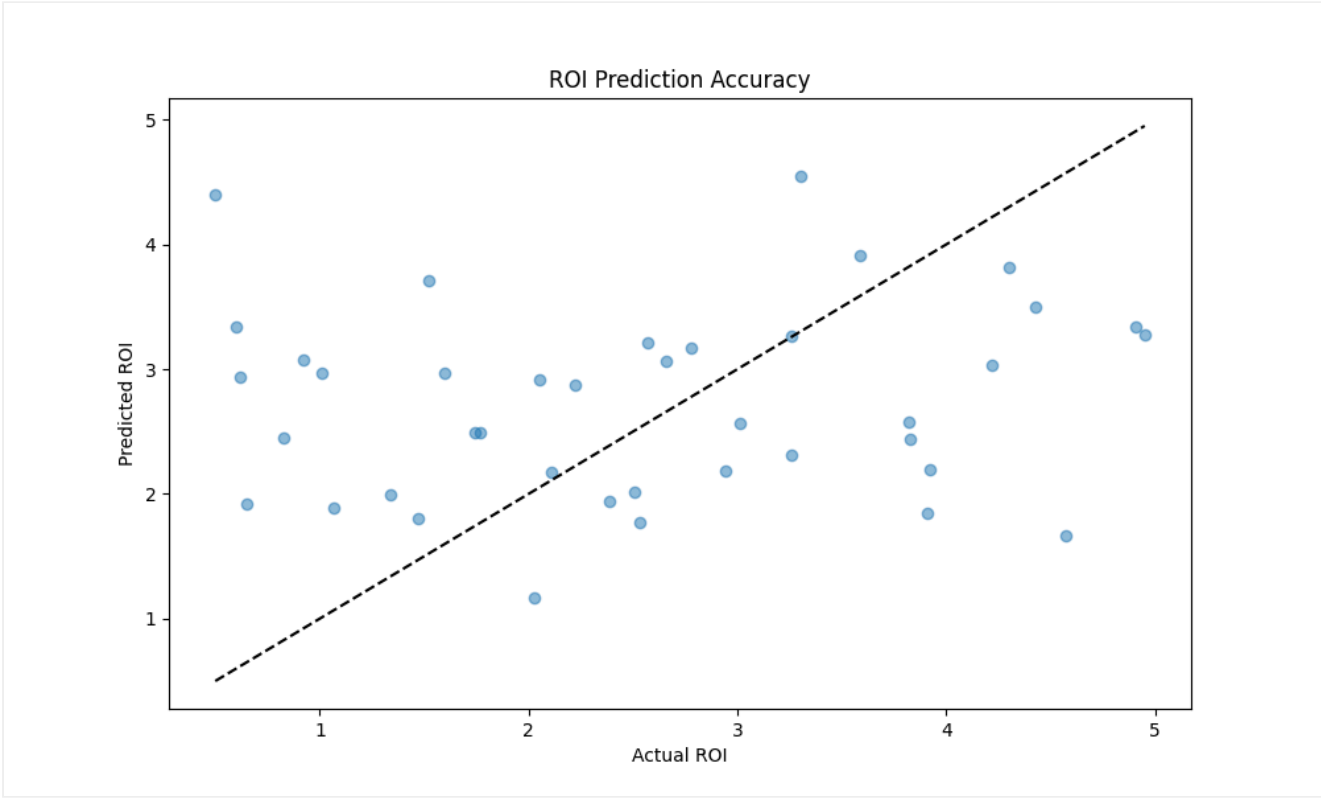## Visualizations

Customer Segmentation

Conversion Rate by Campaign Type and Offer

Conversion Rate by Campaign Type and Offer

ROI Prediction Accuracy

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": 44.29556650246305,
      "1": 56.91842105263158,
      "2": 45.0,
      "3": 30.016528925619834
    },
    "income": {
      "0": 37439.32019704433,
      "1": 20211.486842105263,
      "2": 24554.0,
      "3": 20091.0
    },
    "total_spent": {
      "0": 543.8472906403941,
      "1": 437.4315789473684,
      "2": 12274.5,
      "3": 485.58402203856747
    },
    "purchase_frequency": {
      "0": 2.8866995073891624,
      "1": 2.8815789473684212,
      "2": 75.75,
      "3": 3.0826446280991737
    },
    "last_purchase_days": {
      "0": 169.14285714285714,
      "1": 194.2157894736842,
      "2": 208.0,
      "3": 181.77961432506888
    }
  },
  "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