**Business Insights:**

1. **Steady Conversion Rate despite Increased Impressions**: Despite the increase in total impressions from 28.69M to 30.30M and the corresponding increase in the Cost per Mille (CPM) from $668.15K to $787.83K, the total conversion remained relatively stable at 125.96K. This suggests that while the advertising exposure has increased, the effectiveness of converting impressions into conversions has remained consistent.
2. **Substantial Growth in Total Sales and Profit**: Total sales for the current year increased significantly from 27.06M to 39.05M, resulting in a Total Year-over-Year (YOY) growth rate of 36.11%. Similarly, the total profit for the current year increased substantially from 18.54M to 26.45M, resulting in a Total Profit Percentage of 210.00%. This indicates that the increased advertising efforts have been successful in driving higher revenue and profitability.
3. **Increase in Total Clicks and Ad Costs**: The total number of clicks on advertisements increased from 1.06M to 1.12M, indicating higher user engagement. However, this increase in engagement led to higher advertising costs, with the Total Ads Cost CY increasing from $19.37M to $19.87M. Businesses should monitor these costs to ensure they are proportional to the returns generated.
4. **Campaign and Platform Performance**: Campaign 3 saw a slight increase in its conversion percentage from 40.10% to 40.61%, while Campaign 1 and Campaign 2 experienced minor fluctuations. This suggests that Campaign 3 might be the most effective in terms of driving conversions. Additionally, Platform A maintained a high conversion rate of 37.86%, indicating its effectiveness in generating conversions compared to other platforms.
5. **Types of Ads and User Engagement**: Non-skippable and Display ads accounted for the highest proportions of impressions, with 14% and 28% respectively. This indicates their popularity among users and suggests that these ad formats are effective in capturing attention. Additionally, the average time on site increased from 3.52 to 3.60, indicating improved user engagement with the website content.