🌦 WEATHER ANALYSIS SUMMARY

🔗 Strong Correlations (r > 0.6):

• conversions ↔ rainfall_mm: r=-0.89

• revenue ↔ rainfall_mm: r=-0.92

• visits ↔ rainfall_mm: r=-0.94

• clicks ↔ rainfall_mm: r=-0.89

• impressions ↔ rainfall_mm: r=-0.84

🌧 Rainy Day Impact:

• Rainy days: 3

• Non-rainy days: 3

• conversions: -60.0% on rainy days

• revenue: -34.2% on rainy days

• visits: -28.8% on rainy days

• clicks: -32.3% on rainy days

🌡 Temperature Range Performance: • Cool: 17 avg conversions • Mild: 11 avg conversions

💡 Key Insights:

• Performance correlates with rainfall_mm: conversions decreases when rainfall_mm increases (r=-0.89)

• Performance correlates with rainfall_mm: revenue decreases when rainfall_mm increases (r=-0.92)

• Performance correlates with rainfall_mm: visits decreases when rainfall_mm increases (r=-0.94)

• Performance correlates with rainfall_mm: clicks decreases when rainfall_mm increases (r=-0.89)

• Performance correlates with rainfall_mm: impressions decreases when rainfall_mm increases (r=-0.84)

🎯 Recommendations: • [HIGH] When rainfall_mm is unfavorable, shift budget toward digital channels as conversions drops

• [HIGH] When rainfall_mm is unfavorable, shift budget toward digital channels as revenue drops

• [HIGH] When rainfall_mm is unfavorable, shift budget toward digital channels as visits drops

• [HIGH] When rainfall_mm is unfavorable, shift budget toward digital channels as clicks drops

• [HIGH] When rainfall_mm is unfavorable, shift budget toward digital channels as impressions drops

🔍 By Channel Weather Impact:

• Search:

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 - Temperature impact ✗: -0.69

 - Rainfall impact ✓: -0.89
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