Detailed Sales Report

Traffic Analysis

Insights into traffic sources, mediums, and device types.
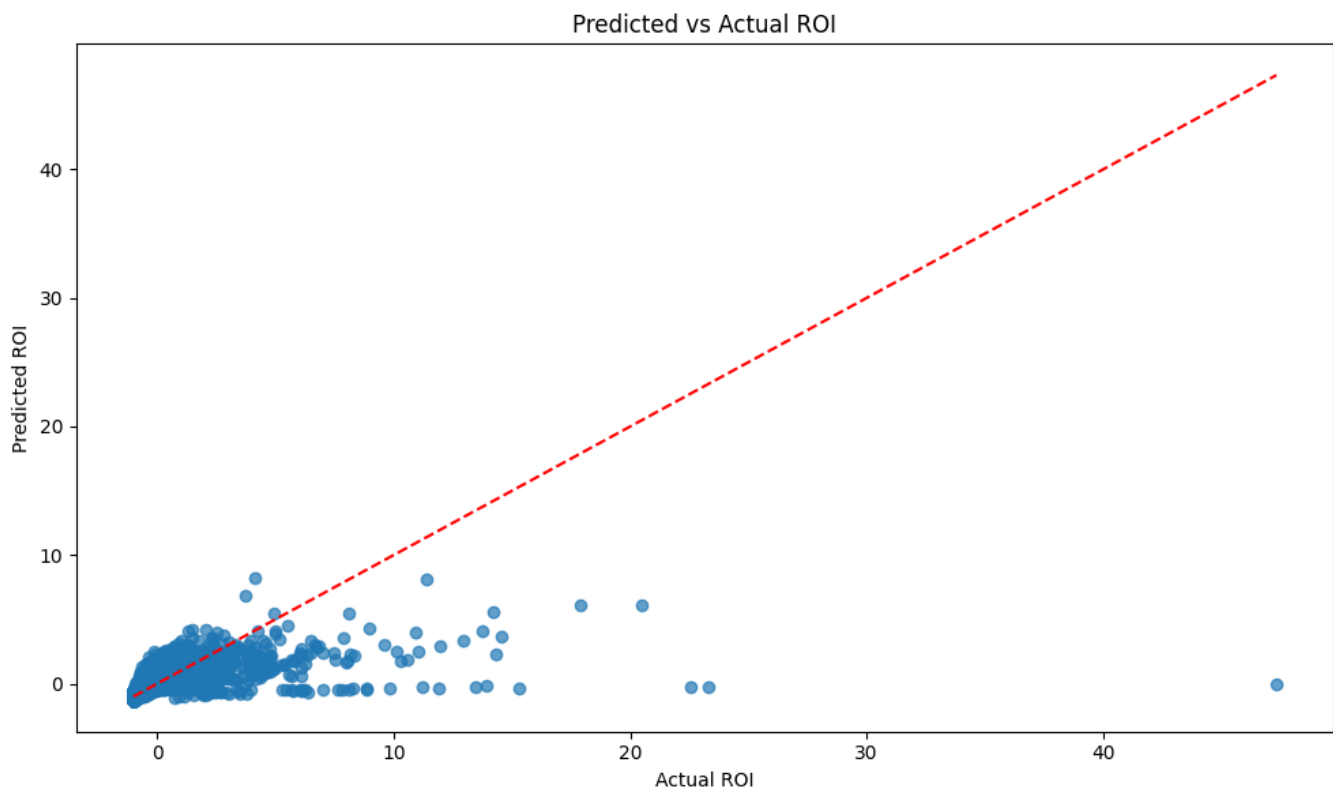

Pageviews by Medium and Device Type
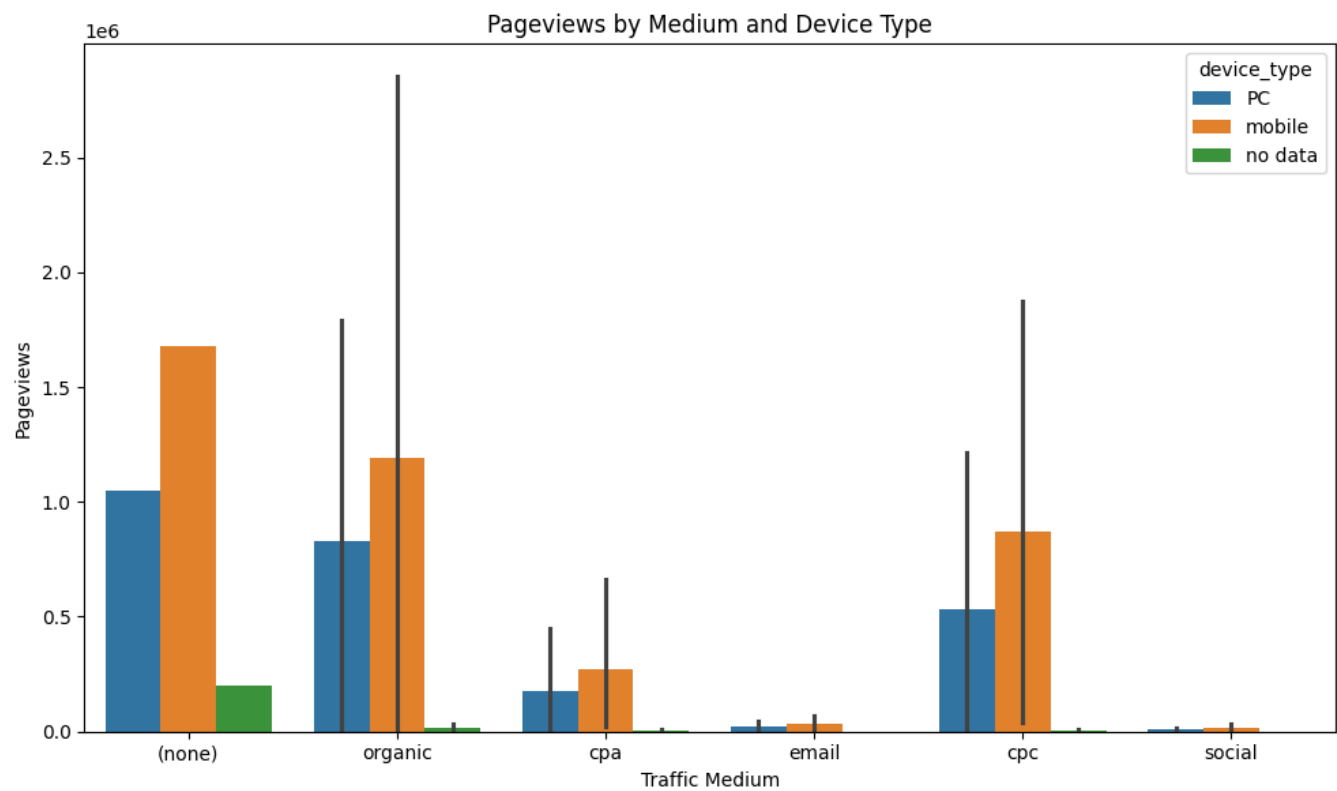
Sales Performance

Analysis of revenue, transactions, and ROI across sources.

ROI by Source
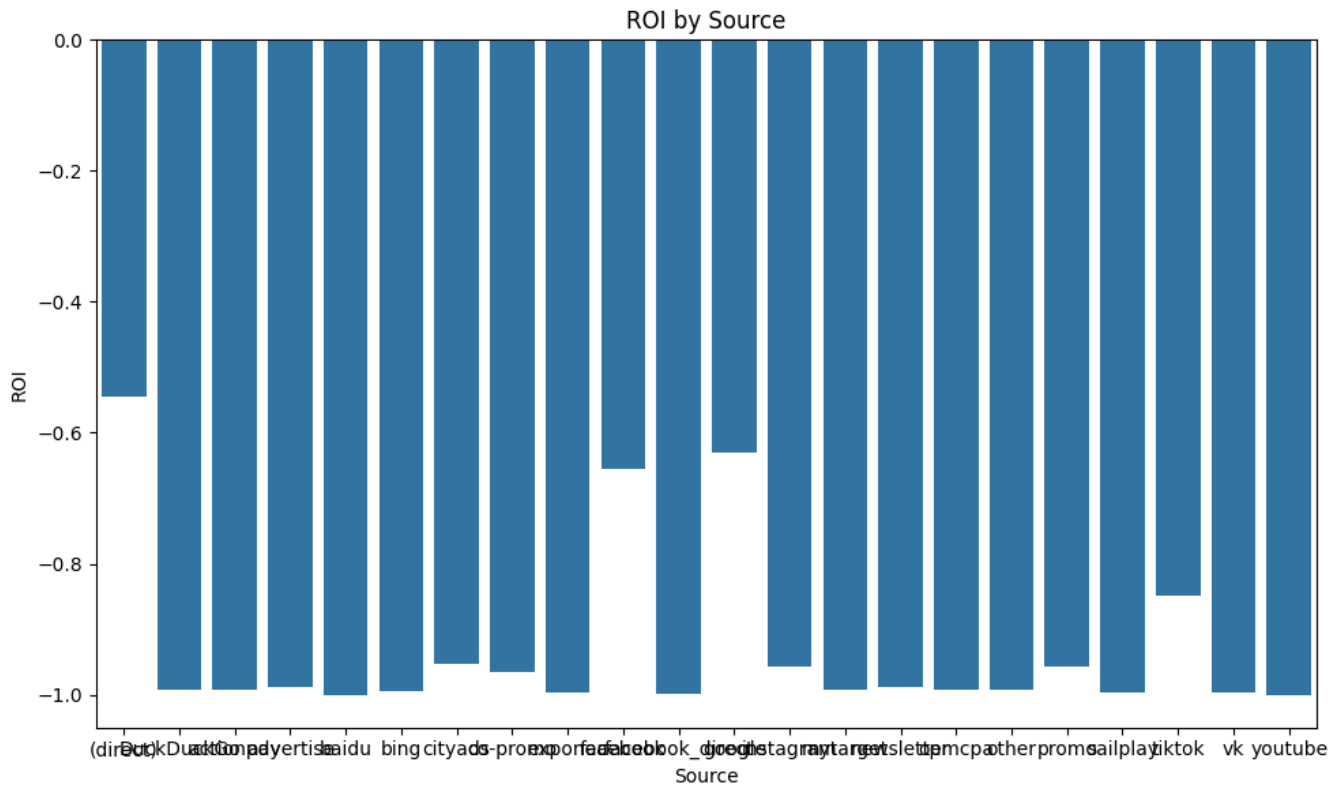
Predictive Modeling

Evaluation of the predictive model for ROI.
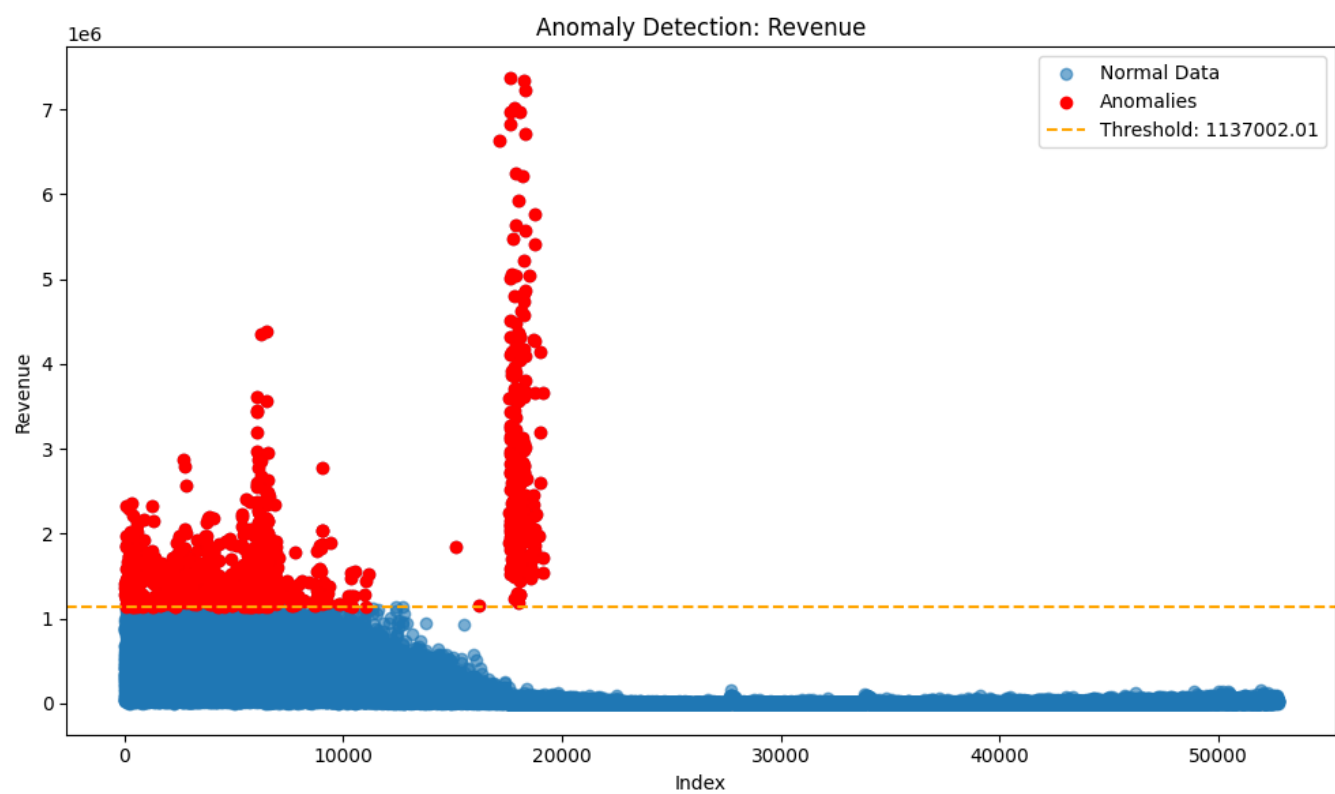

Predicted vs Actual ROI

Correlation Analysis

Heatmap of variable correlations to identify key relationships.
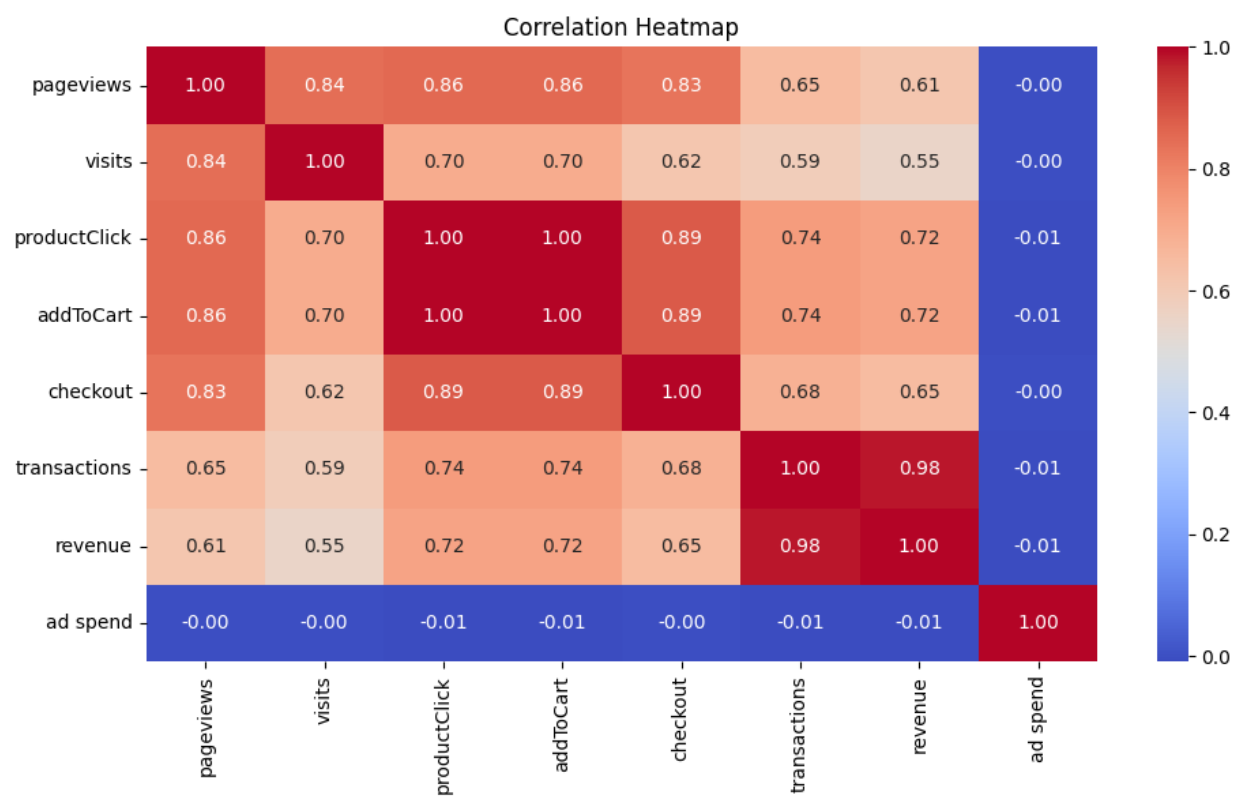
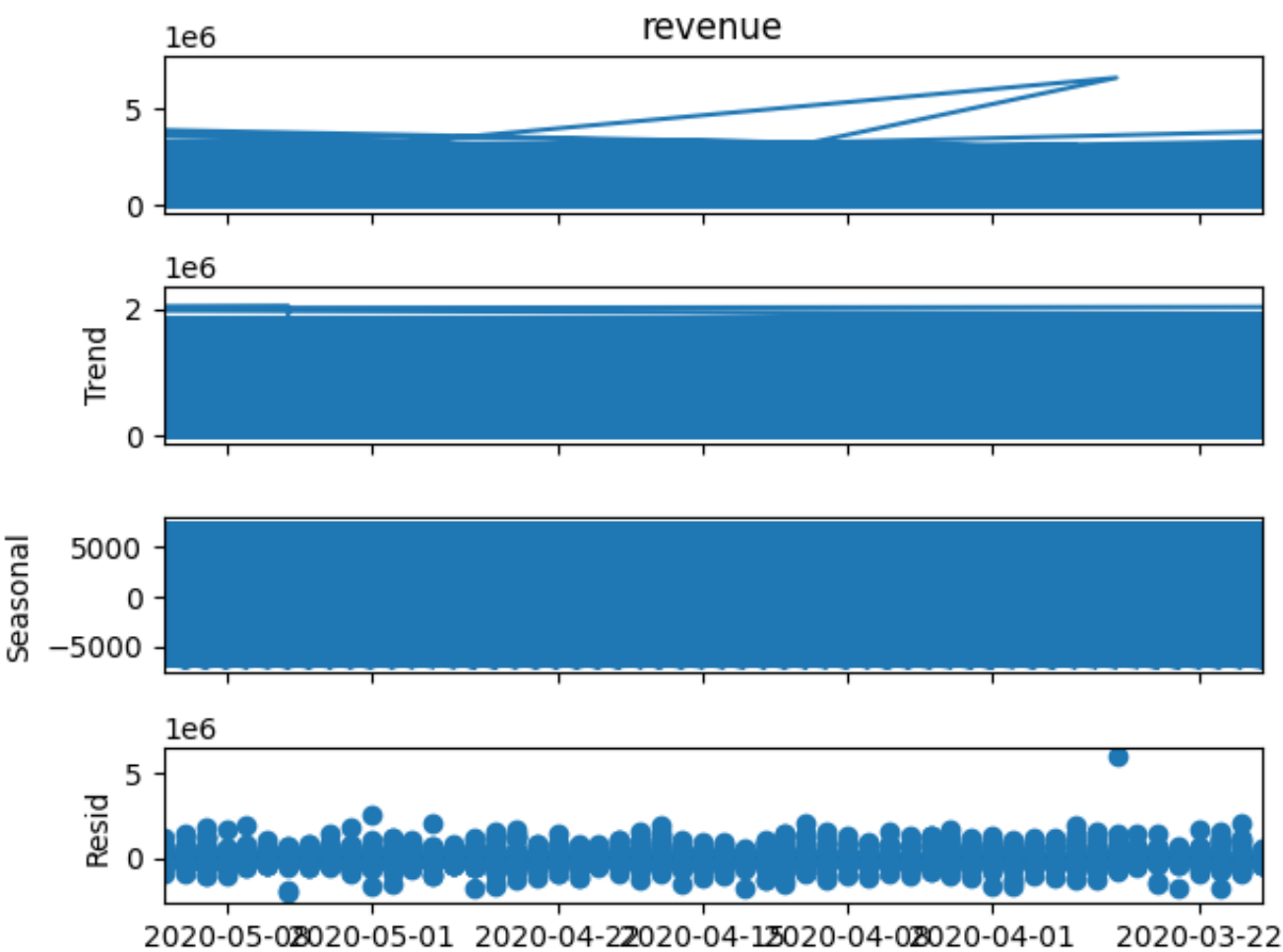# Anomaly Detection

993 anomalies detected. Details saved to 'anomalies.csv'.

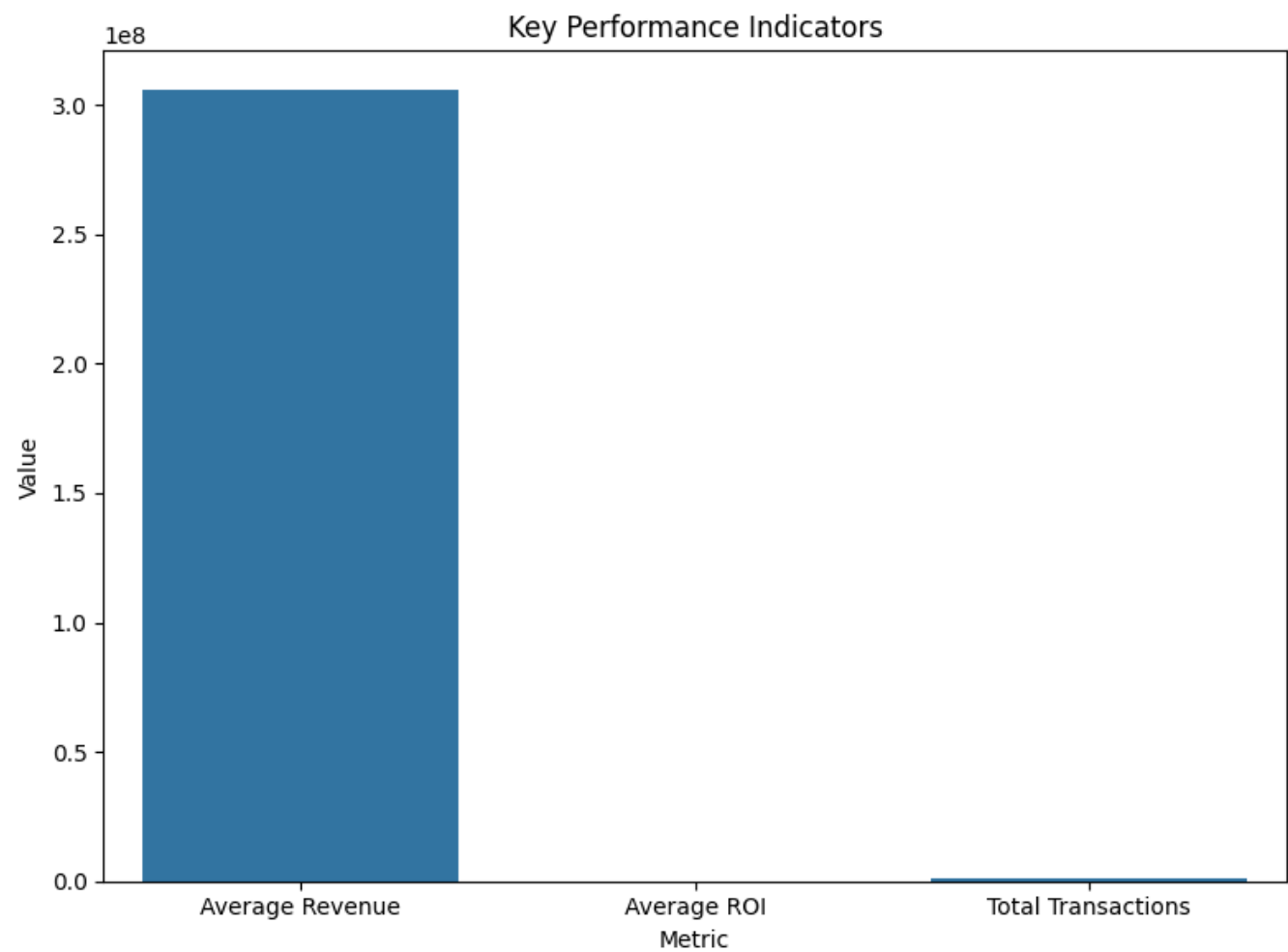Anomaly Detection: Revenue

Trend Analysis

Decomposition of revenue trends over time.

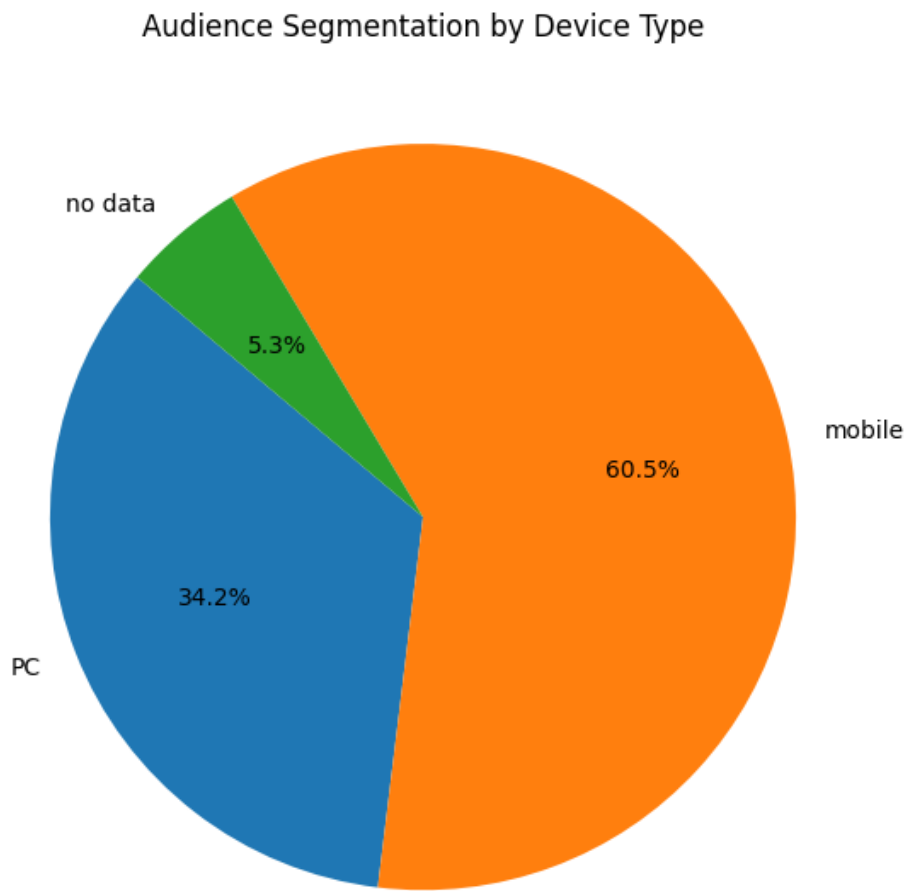# KPI Summary

Overview of key performance indicators such as revenue and ROI.

Audience Segmentation

Distribution of audience across device types.

Audience Segmentation by Device Type

Key Findings

Key findings from the analysis, along with recommendations, challenges, and improvements.

Key Findings:

1. Traffic sources with the highest ROI are identified.

2. Anomalies in revenue indicate potential one-off events or outliers.

3. Seasonal trends in revenue show consistent patterns.

4. Audience segmentation highlights device types contributing to higher visits.

Business Recommendations:

1. Increase investment in high-ROI traffic sources.

2. Investigate anomalies to understand causes (e.g., spikes in revenue).

3. Tailor campaigns to capitalize on seasonal trends.

4. Optimize for device types generating the most visits (e.g., mobile-first design).

Technical Challenges:

1. Inconsistent or missing data in raw sources requiring cleaning.

2. Limited granularity in audience segmentation (e.g., region-level data missing).

3. Difficulties in accurately modeling ROI due to outliers.

Future Improvements:

1. Implement real-time anomaly detection and alerts.

2. Integrate regional data for more granular segmentation.

3. Enhance data collection to reduce missing or inconsistent records.

4. Experiment with advanced machine learning models for better predictions.