



DECOMP

Date

All

DECOMP ANALYSIS

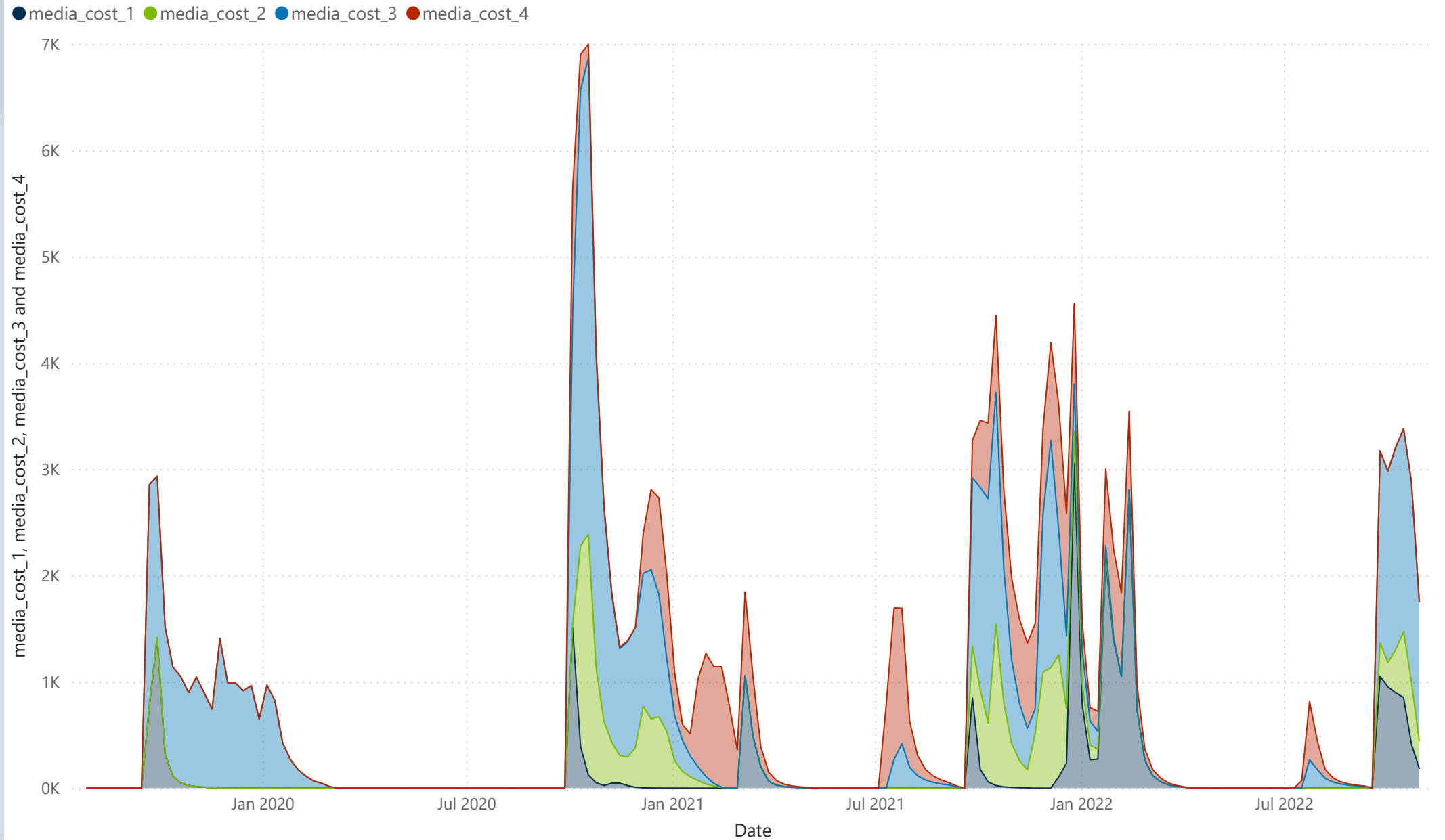
Date	intercept	media_cost_1	media_cost_2	media_cost_3	media_cost_4	holidays	promo_events	trend	weekly	yearly	competitor_spend	covid_index
2019-07-28	1,921.47	0.00	0.00	0.00	0.00	0.00	0.00	7,116.33	6,546.22	-2,779.96	-1,514.81	0.00
2019-08-04	1,921.47	0.00	0.00	0.00	0.00	0.00	0.00	7,124.90	6,546.22	-3,704.22	-60.19	0.00
2019-08-11	1,921.47	0.00	0.00	0.00	0.00	0.00	0.00	7,133.46	6,546.22	-4,689.33	-22.56	0.00
2019-08-18	1,921.47	0.00	0.00	0.00	0.00	0.00	0.00	7,142.03	6,546.22	-5,575.47	-41.36	0.00
2019-08-25	1,921.47	0.00	0.00	0.00	0.00	0.00	0.00	7,150.59	6,546.22	-6,623.10	-86.31	0.00
2019-09-01	1,921.47	0.00	0.00	0.00	0.00	2,375.70	0.00	7,159.16	6,546.22	-7,940.70	-117.64	0.00
2019-09-08	1,921.47	0.00	0.00	0.00	0.00	0.00	0.00	7,167.72	6,546.22	-8,565.32	-112.55	0.00
2019-09-15	1,921.47	0.00	0.00	0.00	0.00	0.00	0.00	7,176.29	6,546.22	-6,691.13	-63.31	0.00
2019-09-22	1,921.47	777.27	0.00	2,080.25	0.00	0.00	26,049.00	7,184.85	6,546.22	-1,433.26	-63.07	0.00
2019-09-29	1,921.47	1,417.18	0.00	1,517.49	0.00	0.00	26,049.00	7,193.42	6,546.22	5,551.68	-41.37	0.00
2019-10-06	1,921.47	323.25	0.00	1,197.28	0.00	0.00	0.00	7,201.98	6,546.22	10,685.33	-268.00	0.00
2019-10-13	1,921.47	112.04	0.00	1,026.85	0.00	-3,692.09	0.00	7,210.55	6,546.22	11,267.75	-929.79	0.00
2019-10-20	1,921.47	48.92	0.00	1,000.05	0.00	0.00	0.00	7,219.11	6,546.22	7,869.97	-4,015.67	0.00
2019-10-27	1,921.47	24.67	0.00	873.73	0.00	0.00	0.00	7,227.68	6,546.22	3,814.17	-1,860.58	0.00
2019-11-03	1,921.47	13.76	0.00	1,031.56	0.00	0.00	0.00	7,236.24	6,546.22	2,129.52	-616.38	0.00
2019-11-10	1,921.47	8.25	0.00	886.92	0.00	2,400.48	0.00	7,244.81	6,546.22	3,012.85	-636.13	0.00
2019-11-17	1,921.47	3.78	0.00	738.97	0.00	0.00	0.00	7,253.37	6,546.22	4,271.74	-310.73	0.00
2019-11-24	1,921.47	0.00	0.00	1,408.45	0.00	4,899.08	0.00	7,261.94	6,546.22	4,048.48	-1,147.19	0.00
2019-12-01	1,921.47	0.00	0.00	987.94	0.00	0.00	0.00	7,270.50	6,546.22	2,801.26	-357.42	0.00
2019-12-08	1,921.47	0.00	0.00	987.19	0.00	0.00	0.00	7,279.07	6,546.22	2,531.03	-617.66	0.00
2019-12-15	1,921.47	0.00	0.00	916.11	0.00	0.00	0.00	7,287.63	6,546.22	4,328.47	-231.69	0.00
2019-12-22	1,921.47	0.00	0.00	964.69	0.00	13,520.20	26,049.00	7,296.20	6,546.22	7,023.48	-605.02	0.00
2019-12-29	1,921.47	0.00	0.00	648.66	0.00	401.83	0.00	7,304.76	6,546.22	8,321.29	-655.40	0.00
2020-01-05	1,921.47	0.00	0.00	969.12	0.00	0.00	0.00	7,313.33	6,546.22	7,068.48	-436.64	0.00
2020-01-12	1,921.47	0.00	0.00	825.62	0.00	0.00	0.00	7,321.89	6,546.22	4,245.62	-218.44	0.00
2020-01-19	1,921.47	0.00	0.00	425.97	0.00	-4,611.97	0.00	7,330.46	6,546.22	1,838.76	-67.48	124.42
Total	328,572.22	25,669.20	22,937.60	76,250.86	33,085.07	34,256.32	312,588.01	1,341,437.96	1,119,402.91	-7,804.39	-67,367.99	495,378.83

DECOMP

Share of total effect among paid media

Date

All



blended

72.70

median

355.07

mean

10.62

0.05

746.32

0.95

media_cost_1

87.03

median

303.71

mean

31.85

0.05

722.29

0.95

media_cost_2

25.01

median

150.30

mean

5.31

0.05

342.18

0.95

media_cost_3

121.98

median

718.09

mean

41.03

0.05

1,321.97

0.95

media_cost_4

68.03

median

248.21

mean

21.16

0.05

663.49

0.95

MODEL

Model summary

parameter	ess_bulk	ess_tail	hdi_5%	mcse_mean	hdi_95%	mcse_sd	mean	median	r_hat	sd
alpha[media_cost_1]	554	78	0.00	0.01	0.54	0.01	0.25	0.21	1.01	0.20
alpha[media_cost_2]	7702	6470	0.00	0.00	0.71	0.00	0.35	0.31	1.00	0.24
alpha[media_cost_3]	5659	5382	0.00	0.00	0.78	0.00	0.44	0.46	1.00	0.26
alpha[media_cost_4]	2043	5094	0.00	0.01	0.60	0.00	0.28	0.24	1.00	0.21
beta_channel[media_cost_1]	2521	4252	0.00	0.00	0.23	0.00	0.11	0.07	1.00	0.18
beta_channel[media_cost_2]	4702	6248	0.00	0.00	0.23	0.00	0.10	0.05	1.00	0.17
beta_channel[media_cost_3]	3959	5525	0.00	0.00	0.38	0.00	0.17	0.09	1.00	0.25
beta_channel[media_cost_4]	5262	6201	0.00	0.00	0.11	0.00	0.05	0.03	1.00	0.09
intercept	399	93	0.00	0.00	0.09	0.00	0.03	0.01	1.01	0.04
lam[media_cost_1]	5818	3870	0.12	0.02	4.24	0.01	2.22	1.90	1.00	1.51
lam[media_cost_2]	3521	2481	0.15	0.02	4.19	0.01	2.14	1.78	1.00	1.52
lam[media_cost_3]	2883	5467	0.11	0.04	5.08	0.03	2.60	2.17	1.00	1.85
lam[media_cost_4]	3732	4512	0.12	0.02	4.59	0.02	2.27	1.85	1.00	1.66
likelihood_sigma	682	144	0.07	0.00	0.08	0.00	0.08	0.08	1.01	0.00

SEASONALITY

Date

All

Seasonal and holiday effects

Holiday effects



Annual cyclical



Trend



MEDIA SPEND

Date

All

Raw media spend

