

@copilot

There are still some issues and changes I want to make.

On the Connect your data page with the "TOTAL"/"OTHER" tags. I want to restructure that.

Let's assume the columns names have following structure <CHANNELNAME>.

Each column can also have a categorisation (paid_media_spends, paid_media_vars,

context_vars, factor_vars, organic_vars) set by the user or automatically determined

Instead of adding "OTHER" tag as we do now, I want to add <CUSTOM_TAGS> (multiple comma

seperated custom tags (column Custom Tags (optional) as follows:

<CHANNEL_NAME><CUSTOMTAG_1>CUSTOM, <CHANNEL_NAME>

<CUSTOMTAG_2>_CUSTOM etc. Those should be grouped by and aggregated by .

Lets, say we have the following mappings table and let's look at the mappings for BING.

[2025-10-23T08-45_export.csv](#).

With the values provided for BING, I want following in the "mapping" dict in the metadata.

```
"mapping":{  
    "paid_media_spends": [  
        ...  
        6:"BING_SUPPLY_COST"  
        7:"BING_DEMAND_COST"  
        8:"BING_OTHER_COST"  
        9:"BING_COMPETITOR_COST"  
        10:"BING_BRAND_COST"  
        11:"BING_APP_COST"  
        12:"BING_TOTAL_COST" #(all columns aggregated by "agg_stategy", sum in this case)  
        13:"BING_OTHER_COST_CUSTOM" # BING_OTHER_COST+ BING_COMPETITOR_COST  
        + BING_BRAND_COST + BING_APP_COST  
        14:"BING_CAMPAIGN_COST_CUSTOM" # BING_BRAND_COST + BING_APP_COST  
        ...  
    ]  
  
    "paid_media_vars": [  
        ...  
        6:"BING_SUPPLY_SESSIONS"  
        7:"BING_DEMAND_SESSIONS"  
        8:"BING_OTHER_SESSIONS"  
        9:"BING_COMPETITOR_SESSIONS"  
        10:"BING_BRAND_SESSIONS"
```

```

11:"BING_APP_SESSIONS"
12:"BING_TOTAL_SESSIONS" #(all columns aggregated by "agg_stategy", sum in this case)
13:"BING_OTHER_COST_SESSIONS" # BING_OTHER_SESSIONS+
BING_COMPETITOR_SESSIONS + BING_BRAND_SESSIONS + BING_APP_SESSIONS
14:"BING_CAMPAIGN_SESSIONS_CUSTOM" # BING_BRAND_SESSIONS +
BING_APP_SESSIONS
...
21:"BING_SUPPLY_IMPRESSIONS"
22:"BING_DEMAND_IMPRESSIONS"
23:"BING_OTHER_IMPRESSIONS"
24:"BING_COMPETITOR_IMPRESSIONS"
25:"BING_BRAND_IMPRESSIONS"
26:"BING_APP_IMPRESSIONS"
27:"BING_TOTAL_IMPRESSIONS" #(all columns aggregated by "agg_stategy", sum in this
case)
28:"BING_OTHER_COST_IMPRESSIONS" # BING_OTHER_IMPRESSIONS+
BING_COMPETITOR_IMPRESSIONS + BING_BRAND_IMPRESSIONS +
BING_APP_IMPRESSIONS
29:"BING_CAMPAIGN_IMPRESSIONS_CUSTOM" # BING_BRAND_IMPRESSIONS +
BING_APP_IMPRESSIONS
...
etc. (same for _CLICKS and so on)
]

```

When I later got to the Experiment page and do "Variable mapping". I want the paid_media_spends and paid_media_vars to be displayed as follows (with a nested multiselect dropdown, when I click the or <CHANNEL_NAME> select box- for example cost, impressions, ga, bing etc.- all values nested under are selected/deselected .

paid_media_spends

- cost
- - ga
 - - -GA_SUPPLY_COST
 - - -GA_DEMAND_COST
 - - -GA_OTHER_COST

- cost
- - bing
- - -BING_SUPPLY_COST
- - -BING_DEMAND_COST
- - -...
- - -BING_OTHER_COST_CUSTOM
- - -BING_CAMPAIGN_COST_CUSTOM
- cost
- -meta
- -- ...
- cost
- -partnerships
- - ...
- paid_media_vars
- cost
- - ga
- - -GA_SUPPLY_COST
- - -GA_DEMAND_COST
- - -GA_OTHER_COST
- - -...
- cost
- -bing

- BING_SUPPLY_COST
- BING_DEMAND_COST
- -BING_OTHER_COST_CUSTOM
- -BING_CAMPAIGN_COST_CUSTOM
- cost
 - meta
 - -...
- cost
 - partnerships
 - -...
- impressions
 - ga
 - -GA_SUPPLY_IMPRESSIONS
 - -GA_DEMAND_IMPRESSIONS
 - -GA_OTHER_IMPRESSIONS
 - -...
- impressions
 - bing

- - -BING_SUPPLY_IMPRESSIONS
- - -BING_DEMAND_IMPRESSIONS
- - -..
- - -BING_OTHER_COST_IMPRESSIONS
- - -BING_CAMPAIGN_COST_IMPRESSIONS
- impressions
 - meta
- - -...
- impressions
- -partnerships
- -- ...
- sessions
 - ga
- - -GA_SUPPLY_SESSIONS
- - -GA_DEMAND_SESSIONS
- - -GA_OTHER_SESSIONS
- - -...
- sessions
 - bing
- - -BING_SUPPLY_SESSIONS
- - -BING_DEMAND_SESSIONS

- -..
- - -BING_OTHER_COST_SESSIONS
- - -BING_CAMPAIGN_COST_SESSIONS
- sessions
 - meta
- - -...
- sessions
 - partnerships
- - -...

Only one category can be selected per paid_media_spends and paid_media_vars.

Use the best looking option to implement the nested multiselect drop down (streamlit-tree-select,