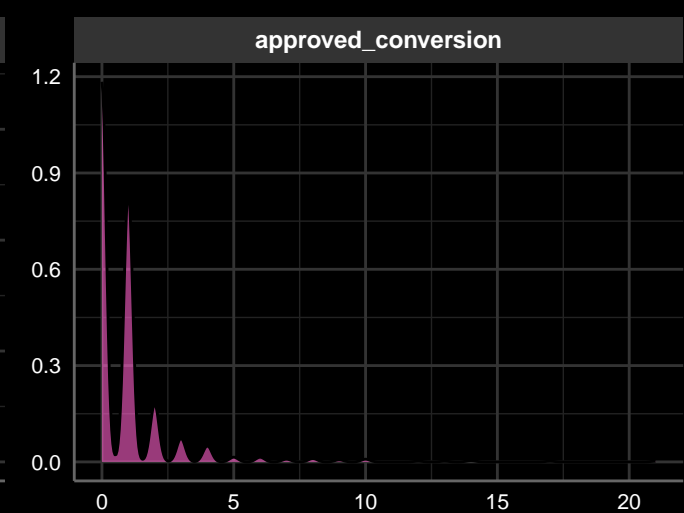
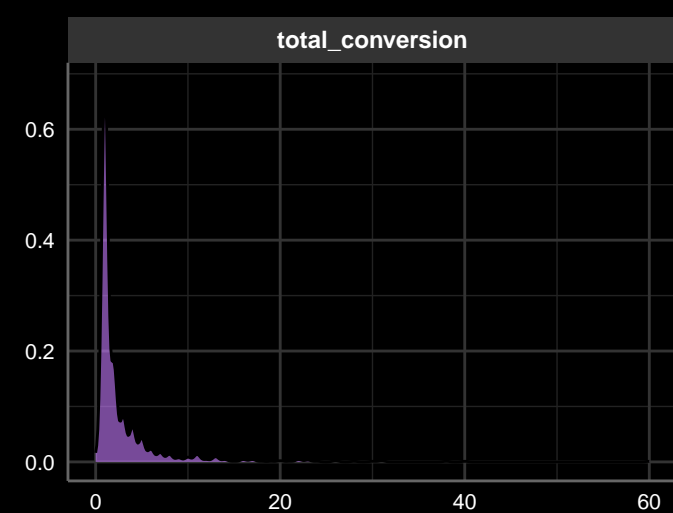
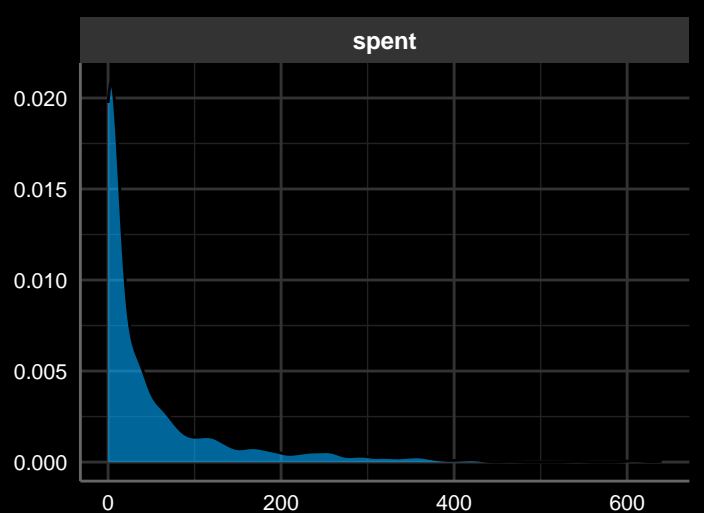
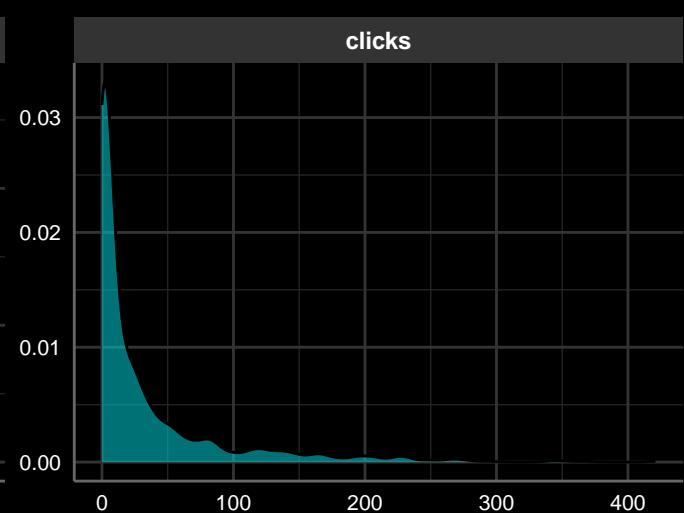
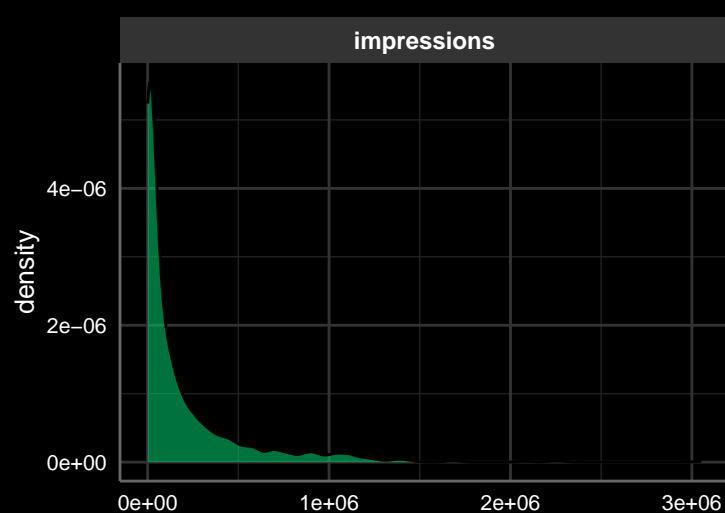
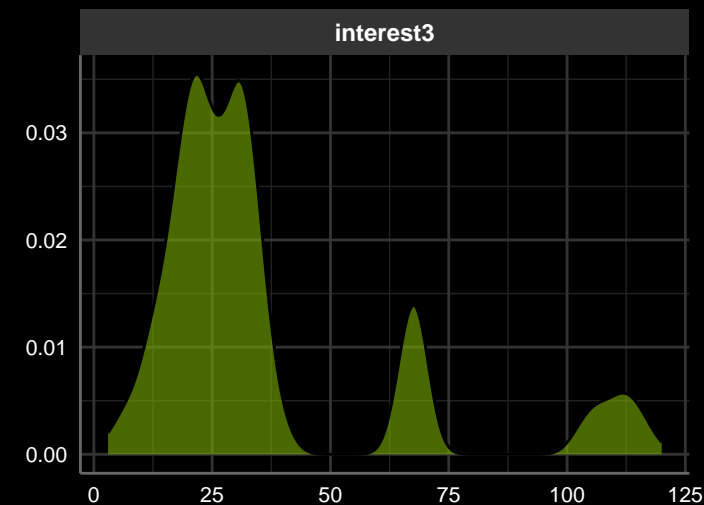
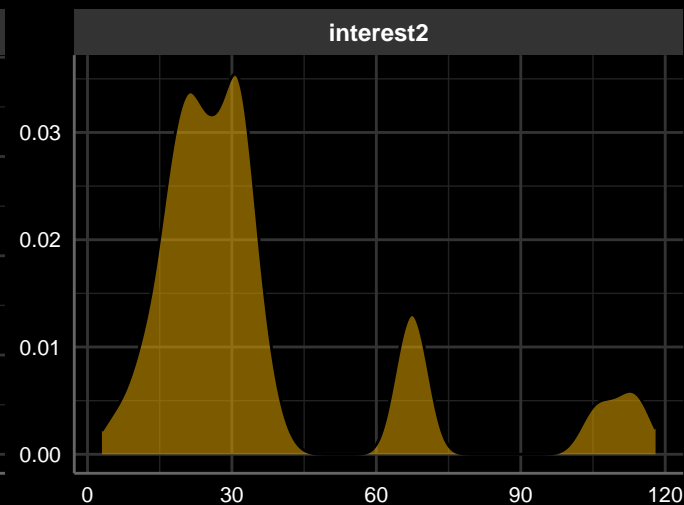
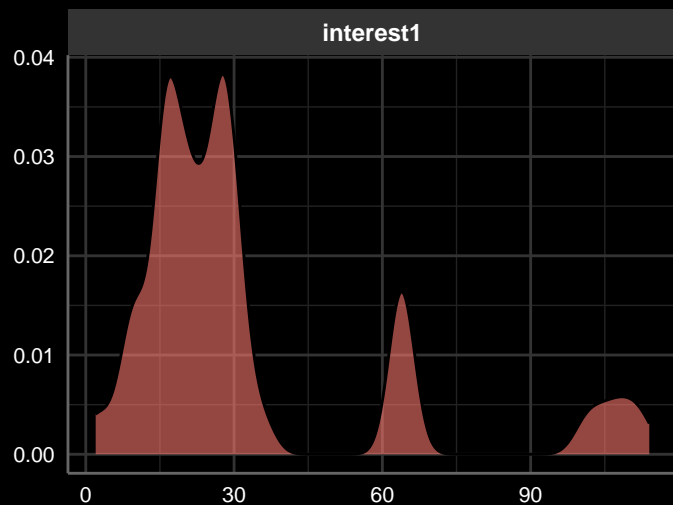
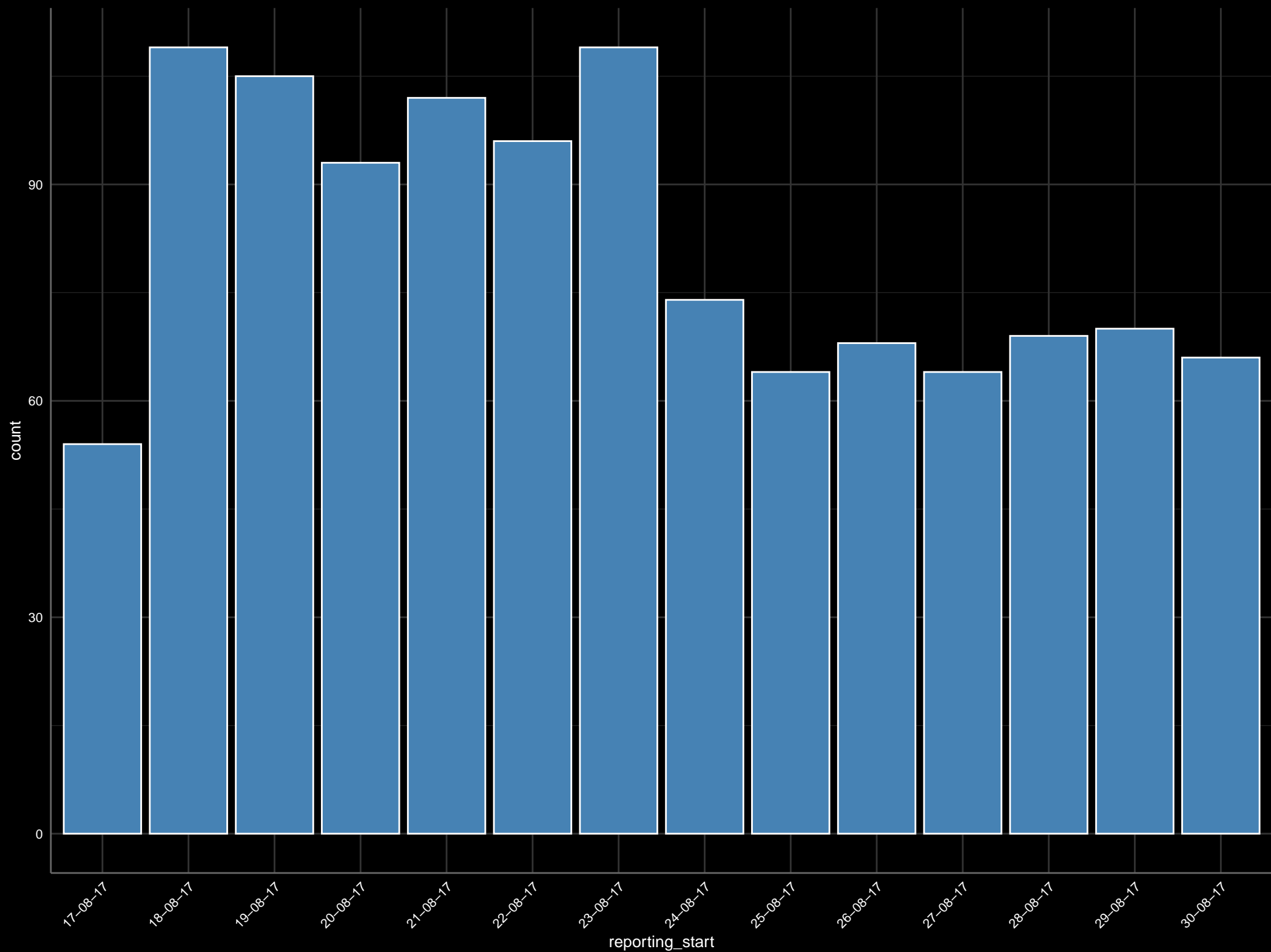


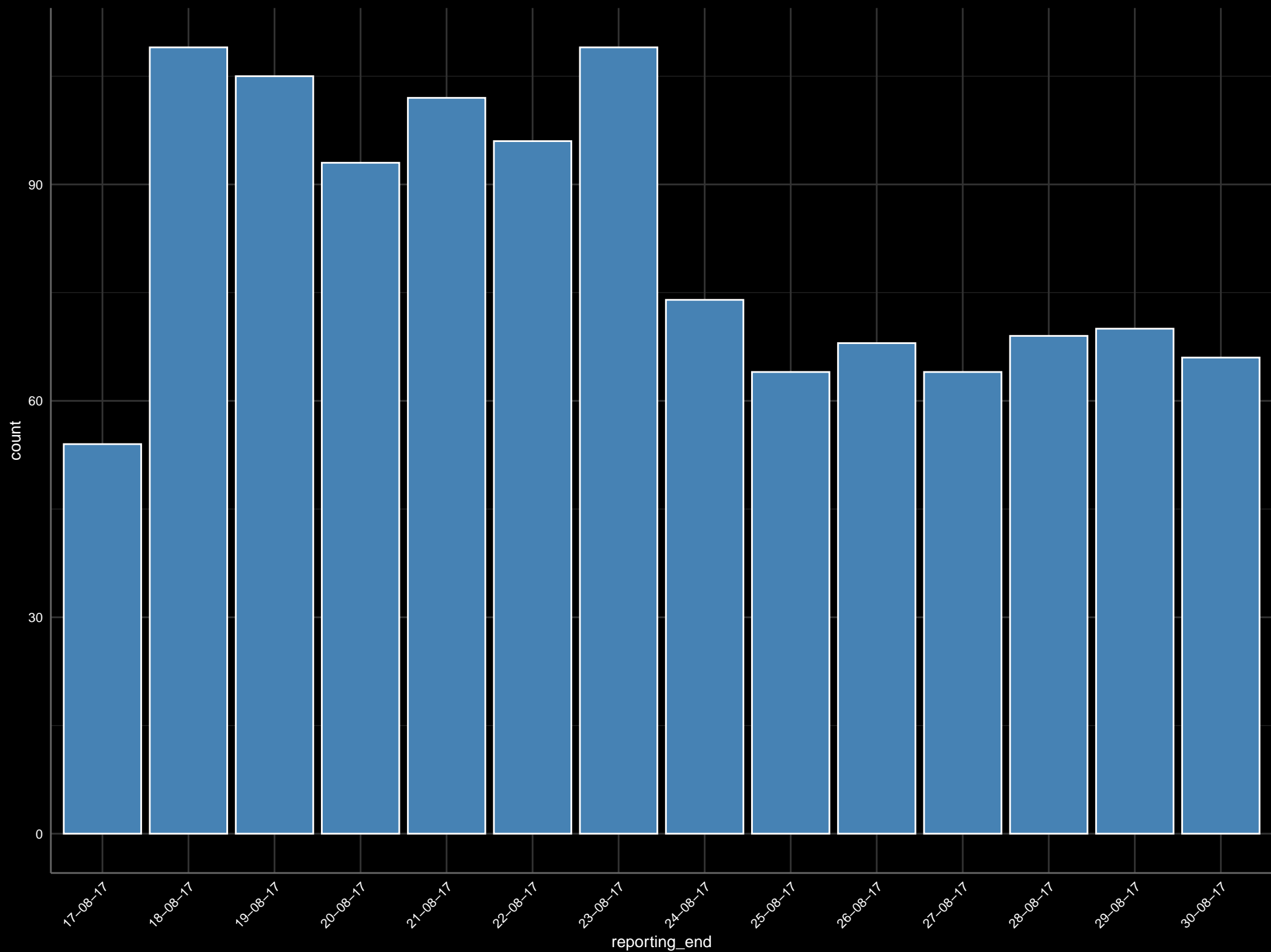
Distributions of Numerical Variables



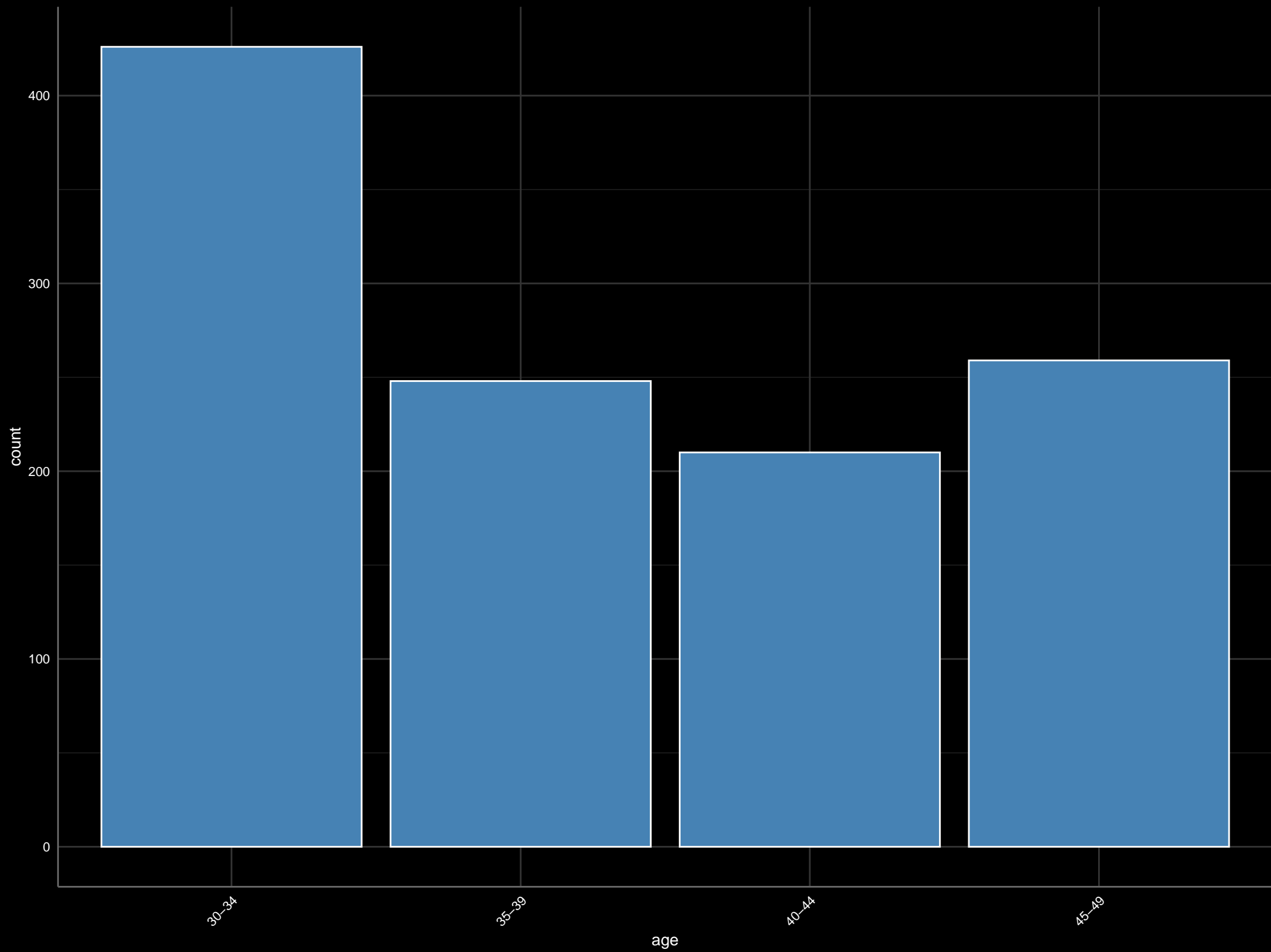
Frequency of reporting_start



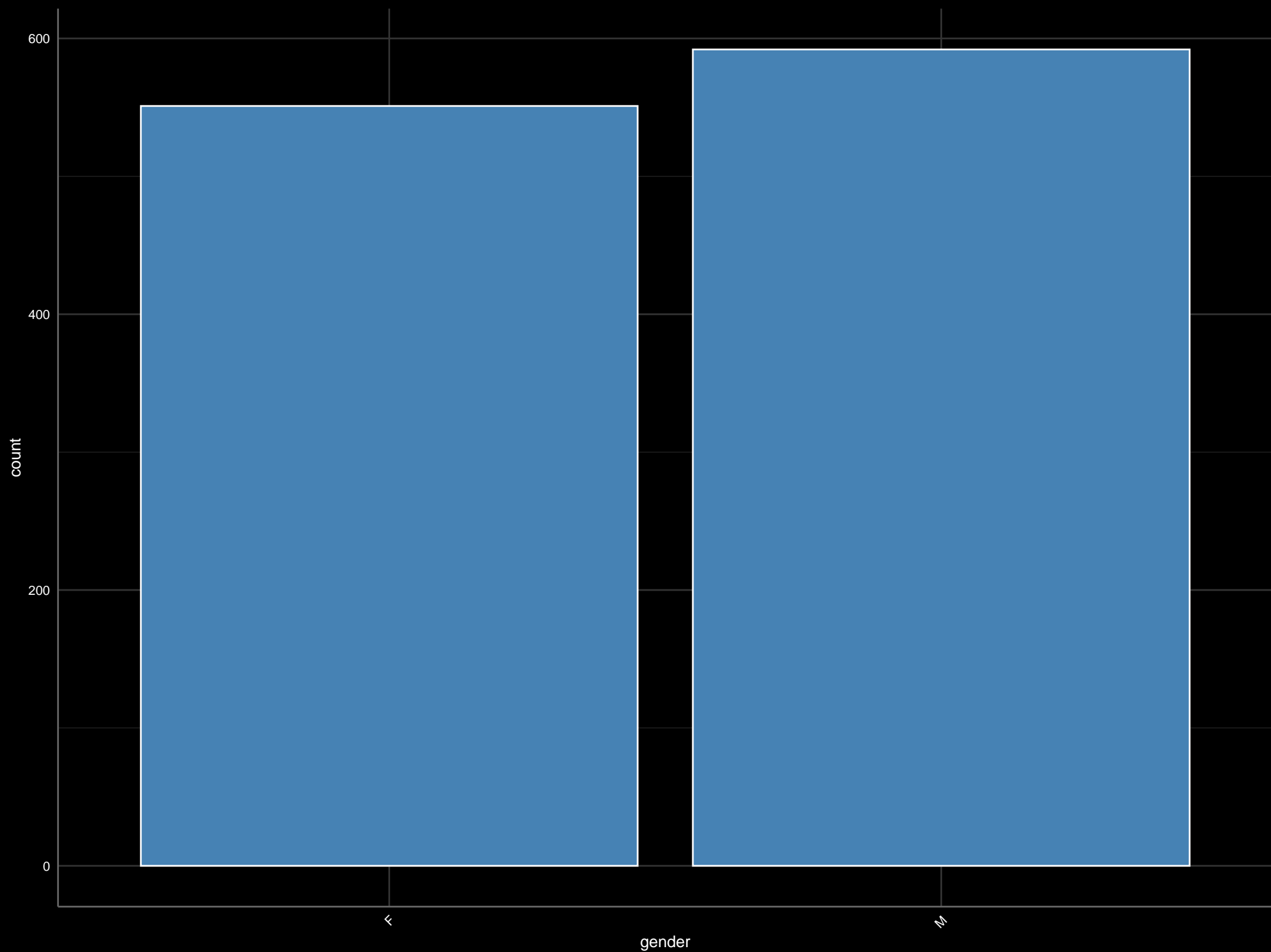
Frequency of reporting_end



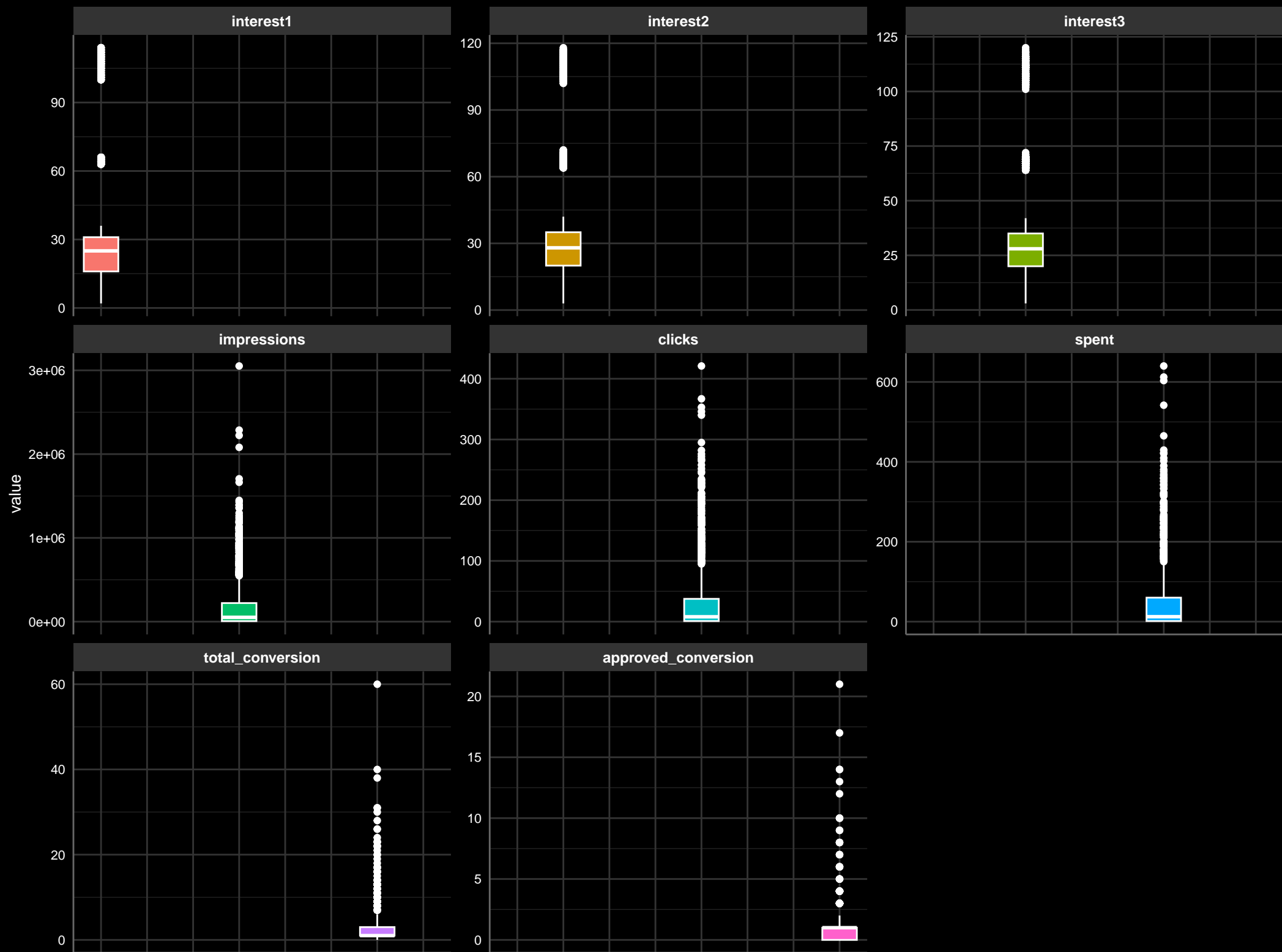
Frequency of age



Frequency of gender

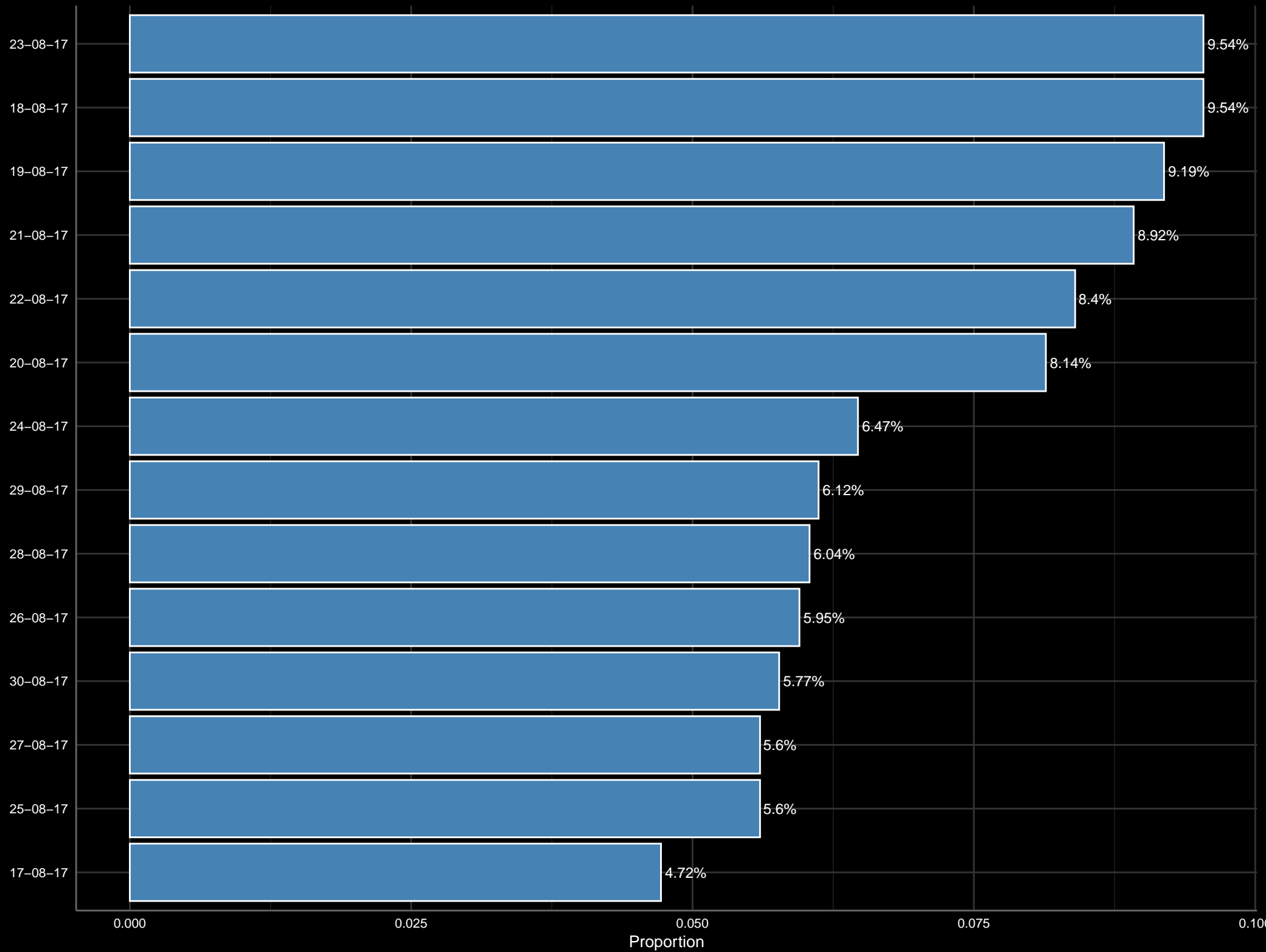


Box Plots of Numerical Variables (Outlier Visualization)

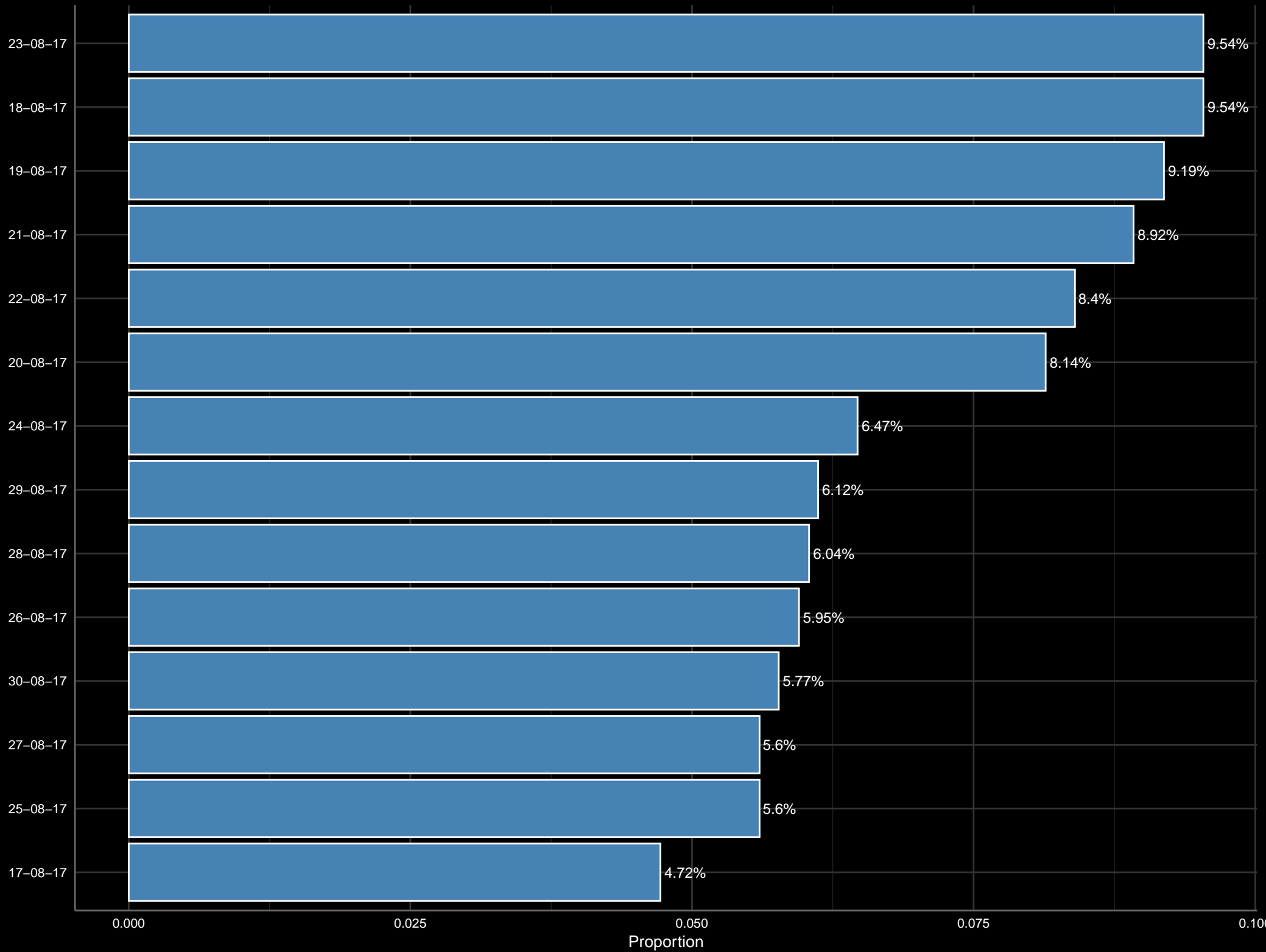


Metric	interest1	interest2	interest3	impressions	clicks	spent	total_conversion	approved_conversion
Mean	32.77	36.25	36.22	1.867321e+05	33.39	51.36	2.86	0.94
Median	25.00	28.00	28.00	5.150900e+04	8.00	12.37	1.00	1.00
Standard Deviation	26.95	26.94	26.92	3.127622e+05	56.89	86.91	4.48	1.74
Variance	726.42	725.65	724.94	9.782018e+10	3236.75	7553.07	20.10	3.02
Skewness	1.76	1.75	1.75	3.000000e+00	2.71	2.70	5.08	4.82
Kurtosis	2.20	2.16	2.17	1.303000e+01	8.48	8.78	38.34	34.37
Min	2.00	3.00	3.00	8.700000e+01	0.00	0.00	0.00	0.00
Max	114.00	118.00	120.00	3.052003e+06	421.00	639.95	60.00	21.00

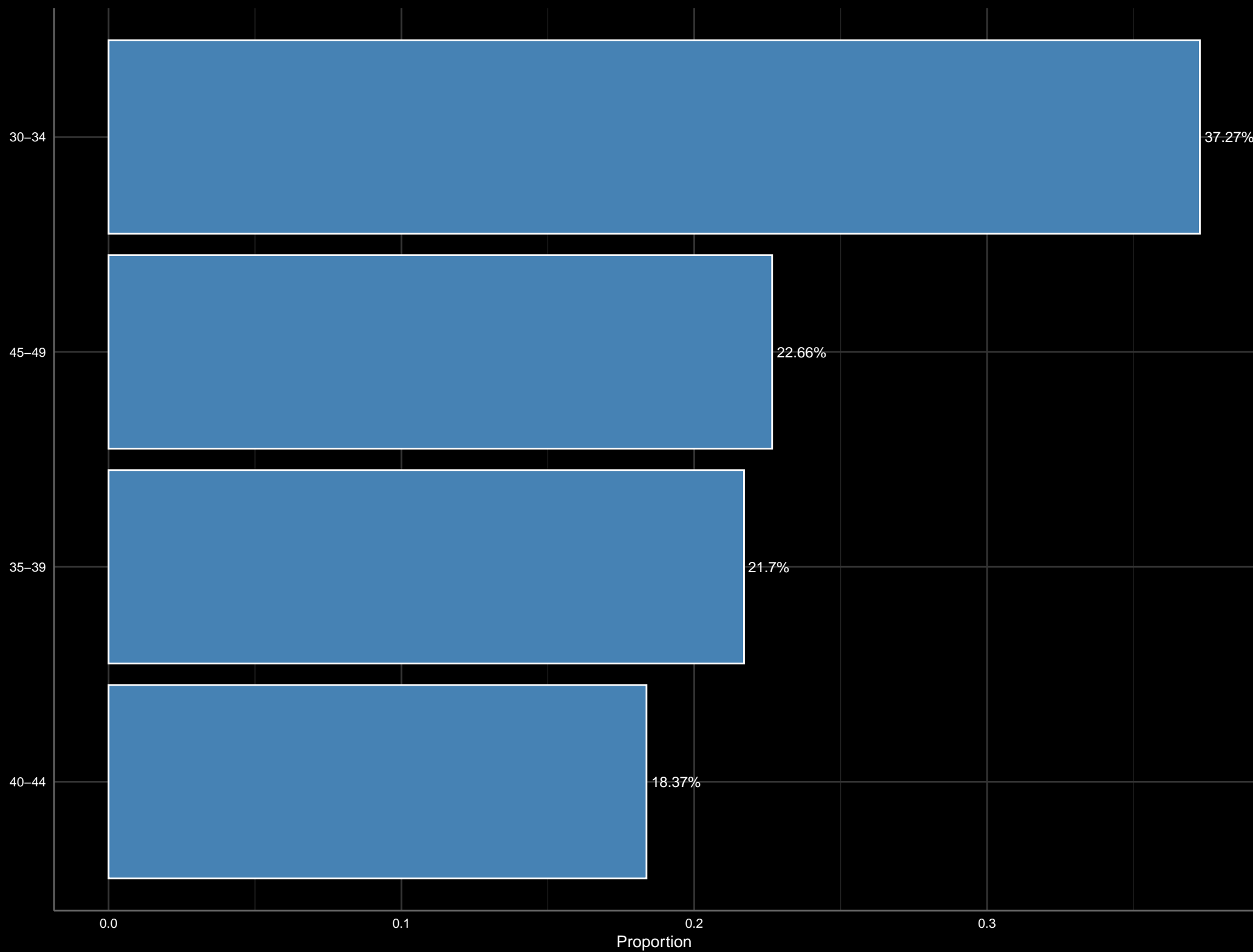
Proportion of reporting_start



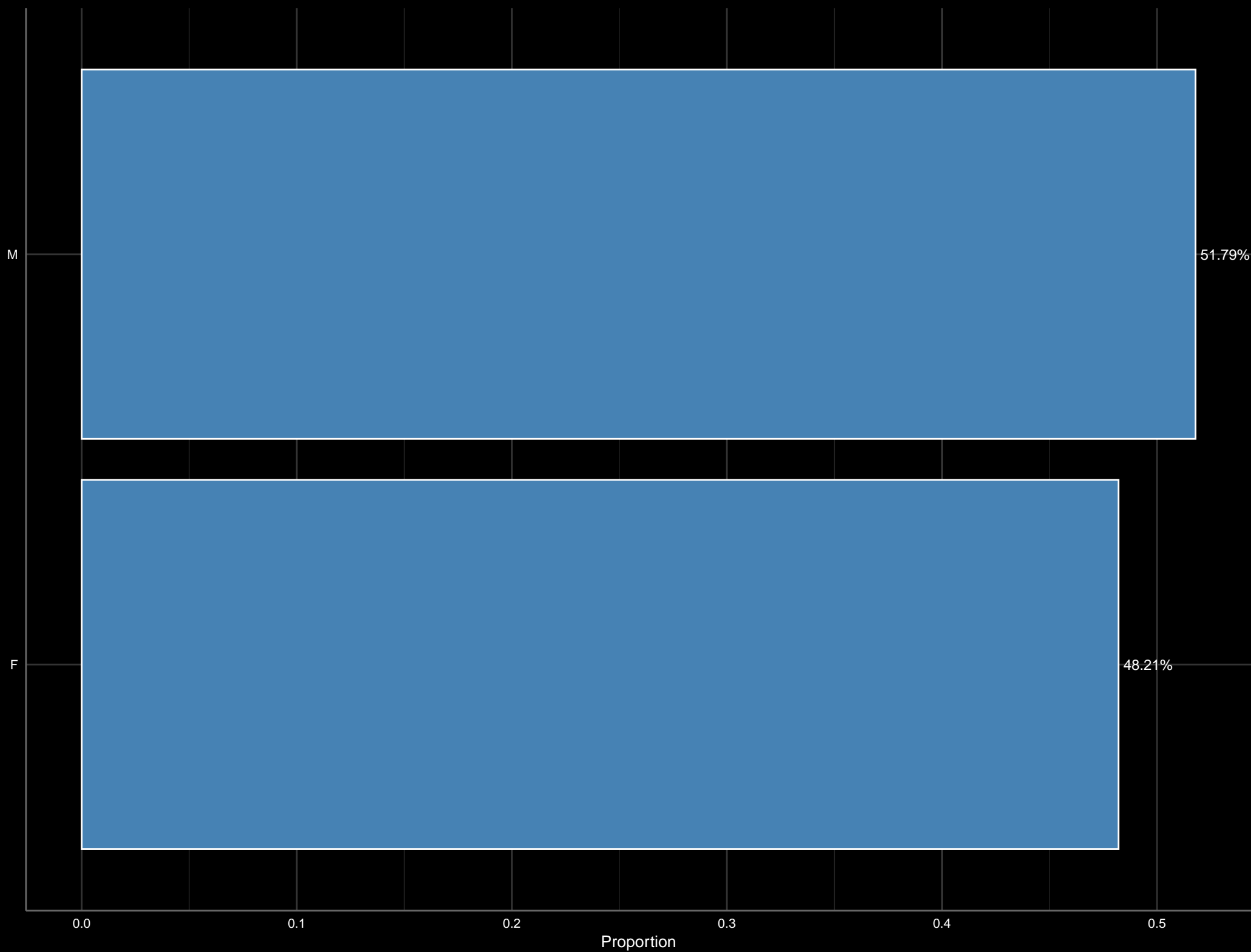
Proportion of reporting_end



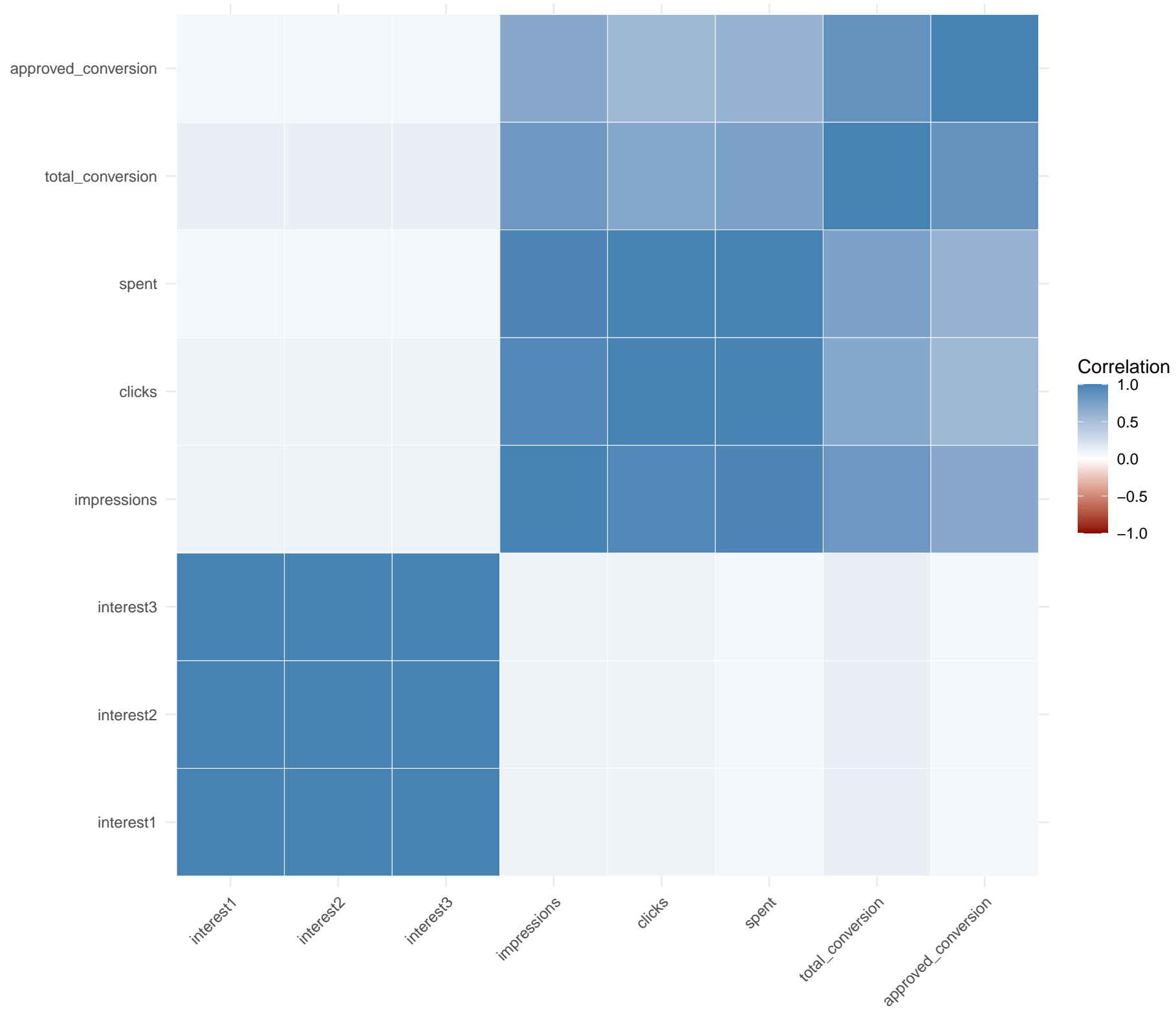
Proportion of age



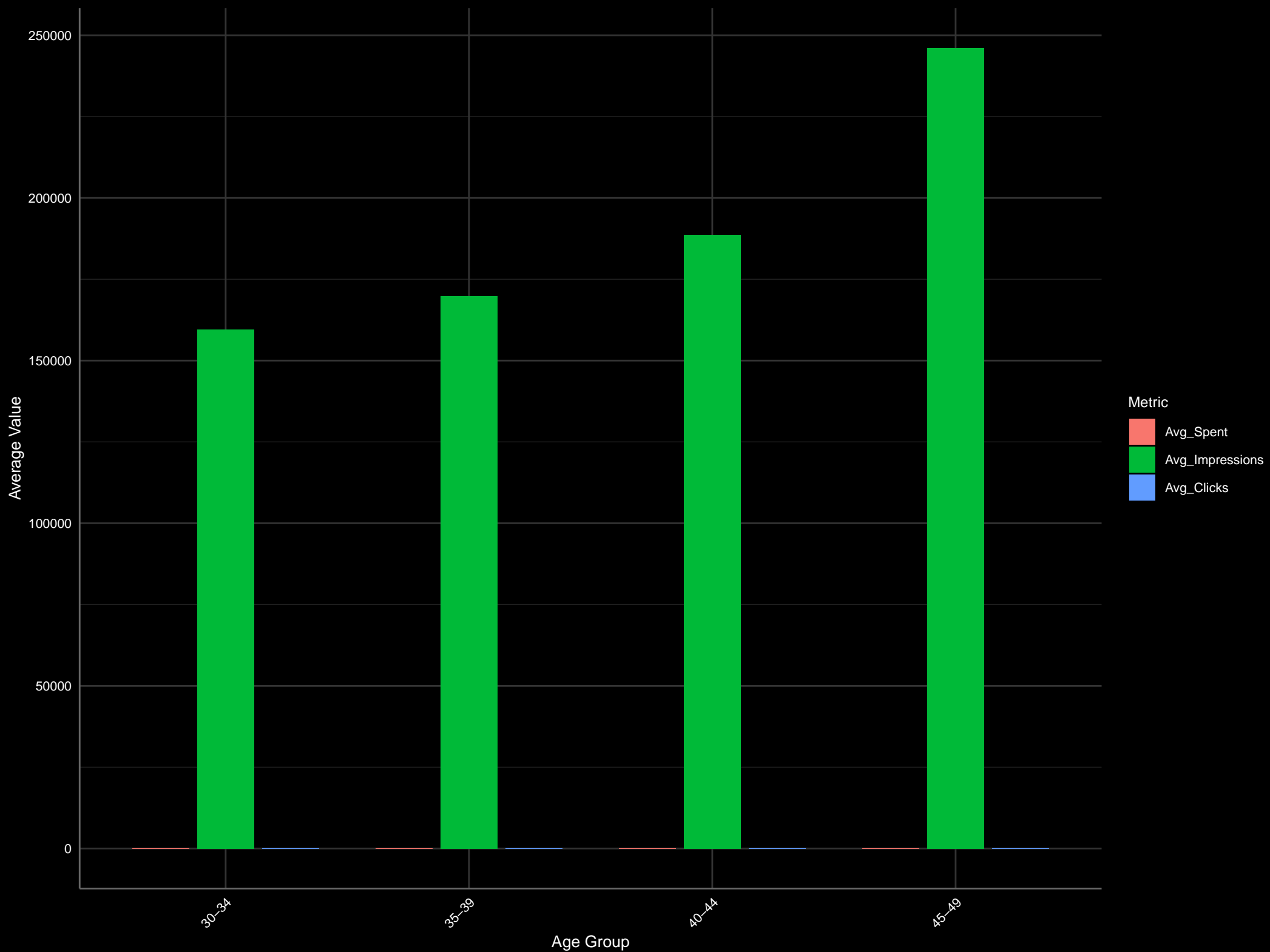
Proportion of gender



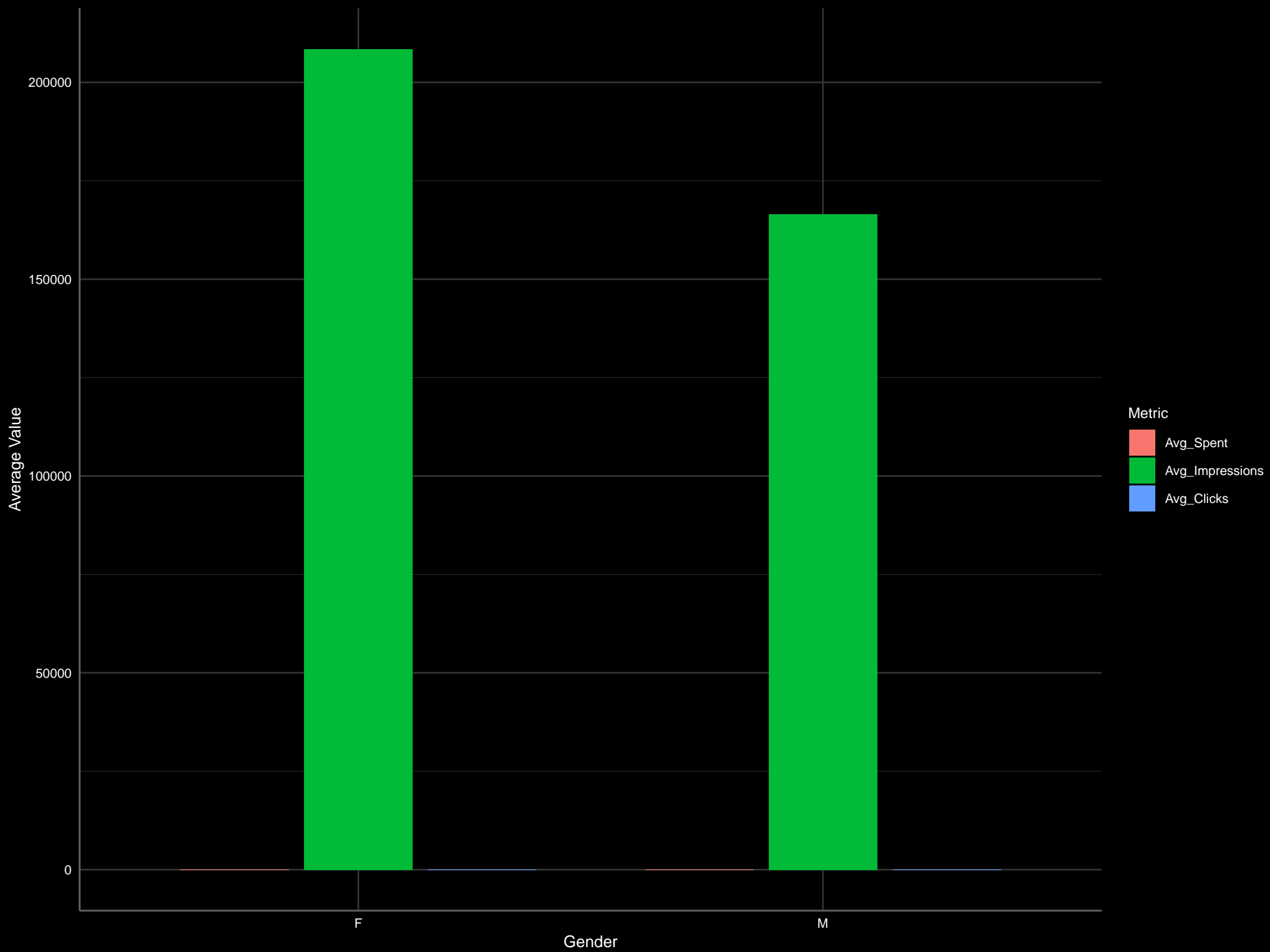
Correlation Matrix Heatmap



Average Metrics by Age Group



Average Metrics by Gender



Outlier Identification Summary

Column	Num_Outliers	Lower_Bound	Upper_Bound
interest1	219	−6.50	53.50
interest2	219	−2.50	57.50
interest3	219	−2.50	57.50
impressions	123	−316394.75	544667.25
clicks	127	−53.75	92.25
spent	125	−86.34	147.84
total_conversion	105	−2.00	6.00
approved_conversion	95	−1.50	2.50