

# Performance Report

Automated Insight Engine Report

Generated on December 03, 2025

Report ID: 4209b364...

# Executive Summary

This report analyzes 84 data records spanning 2024-01-01 00:00:00 to 2024-01-21 00:00:00. The overall click-through rate is 4.09%. Total revenue generated is \$1,924,300.00. Return on ad spend stands at 7.59x.

## Key Performance Indicators

Metric	Value
Total Impressions	7,387,000
Total Clicks	301,820
Overall CTR	4.09%
Total Spend	\$253,410.00
Total Conversions	18,888
Conversion Rate	6.26%
Cost Per Click	\$0.84
Total Revenue	\$1,924,300.00
ROAS	7.59x

## Key Highlights

- Total impressions reached 7,387,000
- Generated 301,820 total clicks
- Achieved 18,888 conversions
- Top performer: Brand Awareness with 4,528,000.00 impressions
- Top performer: Brand Awareness with 156,560.00 clicks

## Performance Issues

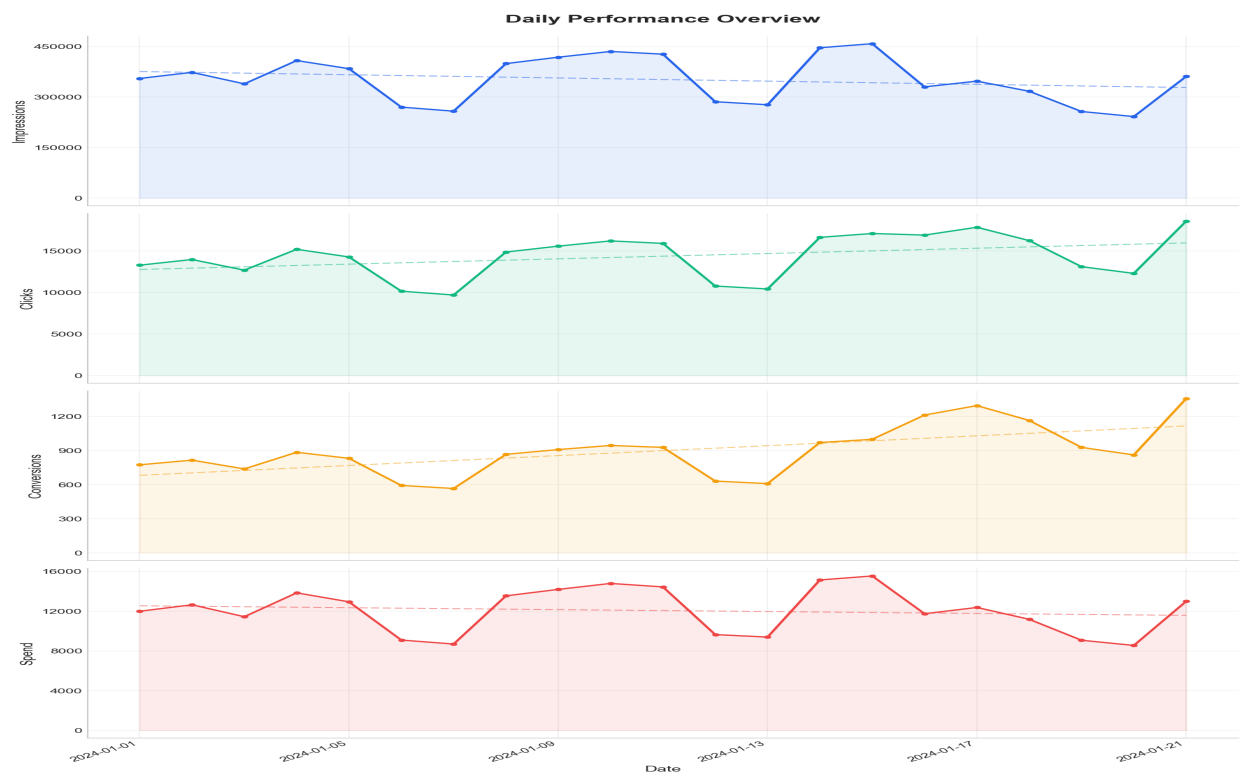
- Detected 5 anomalies in clicks (6.0% of data)
- Consider implementing additional data validation checks
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## Recommendations

1. Increase budget allocation to top-performing segments identified in this report
2. Investigate and address detected anomalies to improve data quality
3. Implement A/B testing for underperforming campaigns to optimize conversion rates

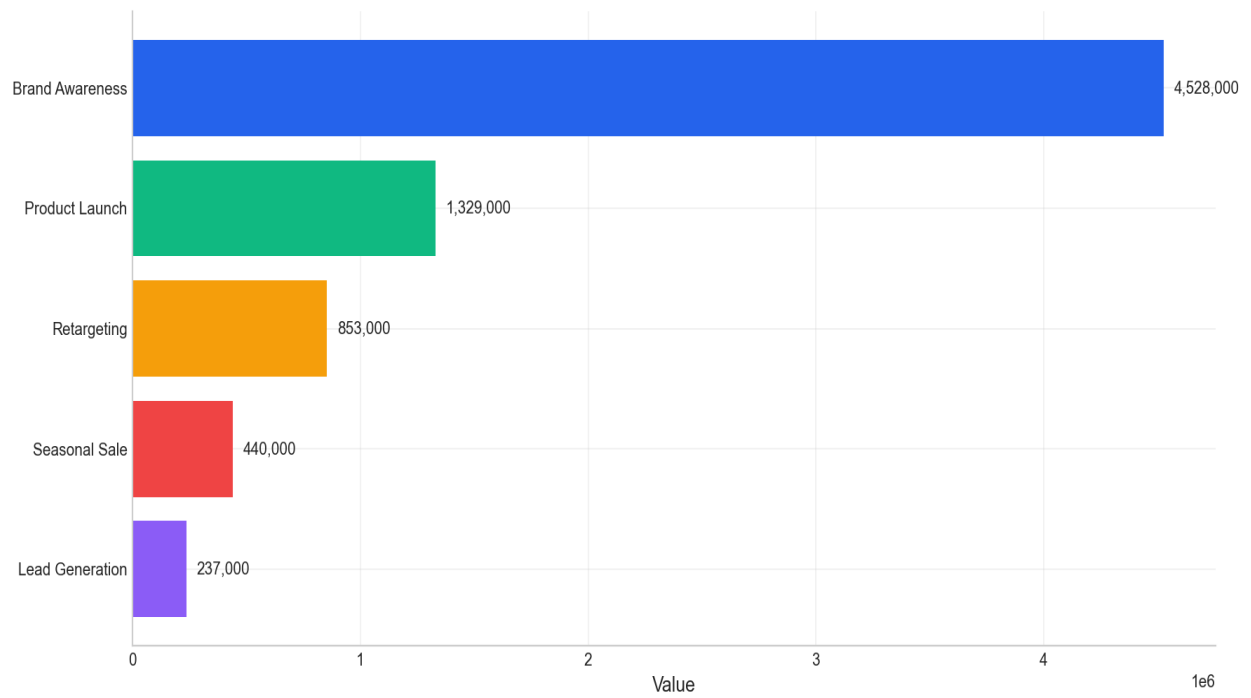
# Visual Analytics

## Daily Performance



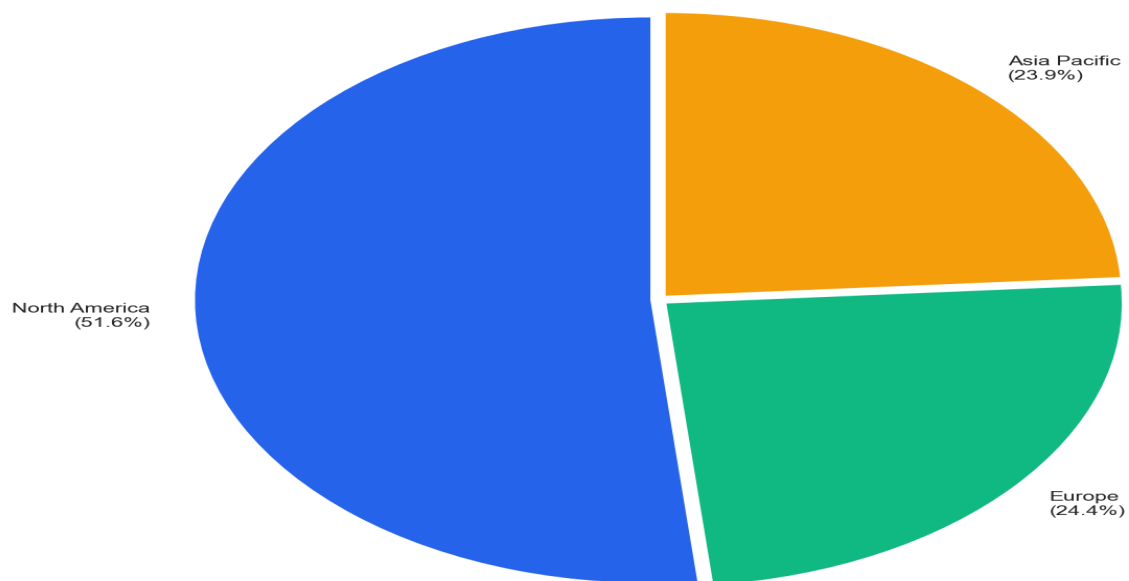
## Top Categories

Top Campaign By Impressions

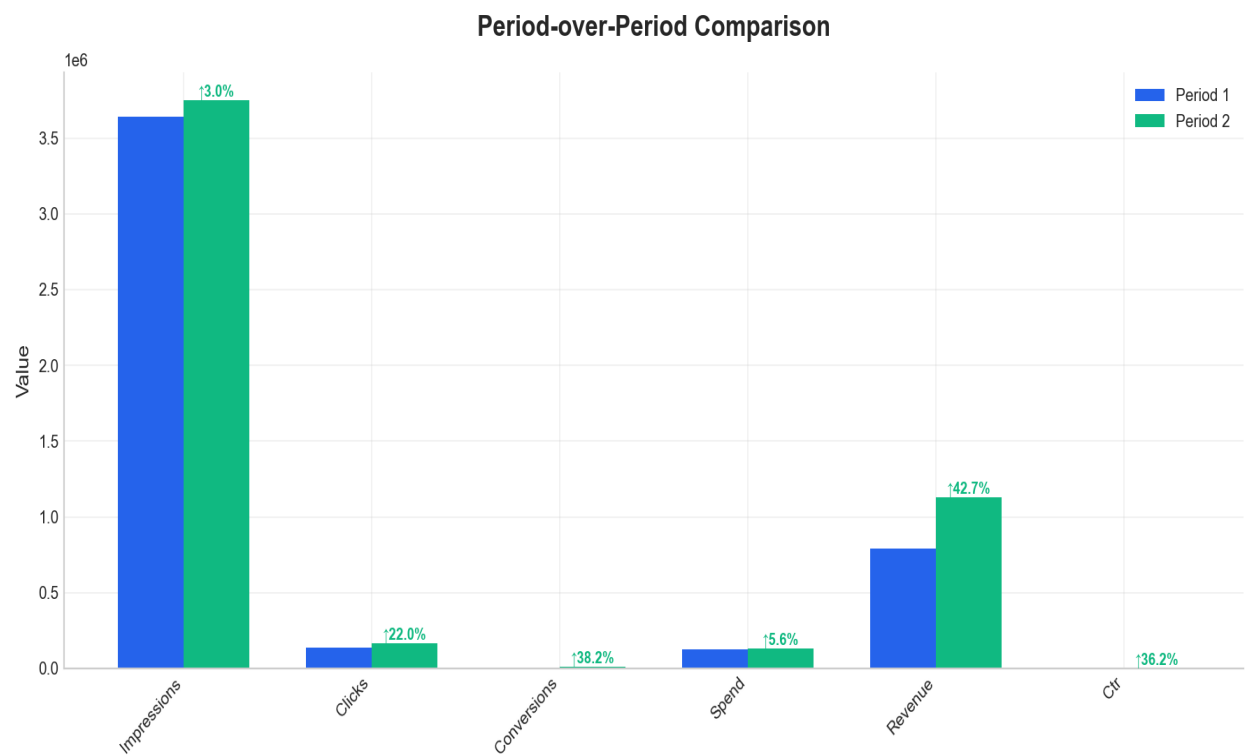


## Segmentation Pie

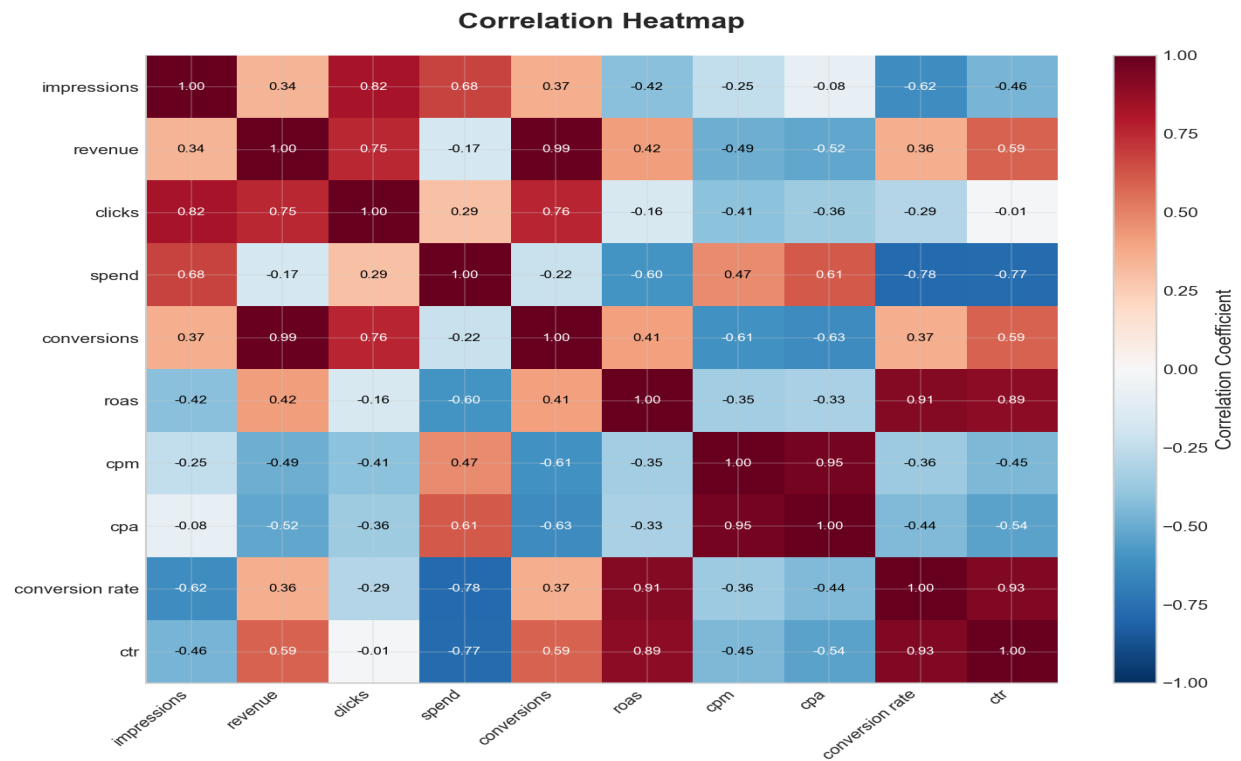
Revenue Distribution by Region



# Period Comparison



# Correlation Heatmap



## Data Summary

- Total Records: 84
- Total Columns: 15
- Date Range: 2024-01-01 00:00:00 to 2024-01-21 00:00:00
- Total Days: 20
- Missing Values: 0.00%