■ Automated Data Analysis Report

Analysis of test_campaign2.csv • Generated December 03, 2025 at 12:10 PM

■ Key Performance Indicators

■ Total Records	■ Anomalies	■■ Anomaly Rate
1000	**100**	**10.0%**

■ AI-Generated Executive Insights

Executive Summary: Campaign Performance Analysis

Overall Data Health Our dataset comprises 1,000 campaign records, providing a comprehensive view of performance metrics including impressions, clicks, conversions, cost, and revenue. The data appears robust, offering a solid foundation for evaluating campaign effectiveness.

Key Findings • Total campaigns generated $4,187,908.11 in revenue against a total cost of $2,803,048.05, resulting in a net profit of $1,384,859.06. • The overall Return on Ad Spend (ROAS) is approximately 1.49, indicating a positive return for every dollar spent. • Across all campaigns, the average Click-Through Rate (CTR) is about 3.82% (951,178 clicks / 24,923,625 impressions), with an average Conversion Rate of 5.02% (47,742 conversions / 951,178 clicks) from clicks. • Campaign performance shows significant variability, with average costs around $2,803 and average revenue around $4,188 per campaign.

Anomalies Detected We identified 100 anomalous campaigns, representing 10% of the dataset. These anomalies often exhibit unusual patterns, such as very high costs (e.g., up to $14,215.68) paired with relatively low clicks or impressions, or high conversions despite low click volumes. This suggests potential inefficiencies or data discrepancies that warrant immediate attention.

Recommended Actions 1. Prioritize a detailed investigation into the 100 anomalous campaigns to understand the root causes of their unusual performance and mitigate potential losses. 2. Analyze campaigns with the highest ROAS to identify successful strategies and replicate best practices across future initiatives. 3. Implement ongoing monitoring for key performance indicators and anomaly detection to proactively address campaign inefficiencies.

■ Statistical Summary

Metric	Mean	Median	Std Dev	Min	Max
impressions	24,924	24,536	14,345	1,009	49,984
clicks	951	958	592	1.00	1,998
conversions	47.74	46.00	29.24	0.00	99.00
cost	2,803	2,740	1,928	101	14,216
revenue	4,188	4,245	2,219	203	7,996