

■ KPI Analysis Report

Data Source: Kaggle: julialy900/marketing-campaign-analysis

Generated: September 26, 2025

Professional Data Insights Dashboard

■ Executive Summary

Dataset Overview: 1,116 rows, 8 columns

Key Findings:

1. Looking at this data, your impressions has been pretty steady over time. Sometimes boring is good - it means you can count on consistent performance. ...
2. Something interesting I noticed: your impressions has been pretty steady over time. Sometimes boring is good - it means you can count on consistent pe...
3. The data tells an interesting story - most of your impressions values are pretty typical, but you've got some real standouts pulling the average up. Y...
4. Here's what caught my eye: most of your impressions values are pretty typical, but you've got some real standouts pulling the average up. Your highest...

How Impressions Changed Over Time

Chart Visualization: Interactive chart available in dashboard

Metric	Value
Average	2469.62
Maximum	17357.00
Minimum	155.00
Standard Dev	2369.05

Note: Full interactive visualization available in the web dashboard

■ **Key Insight:** Looking at this data, your impressions has been pretty steady over time. Sometimes boring is good - it means you can count on consistent performance. These insights are just the starting point - there's probably more interesting stuff hiding in the details.

Your Ctr Journey

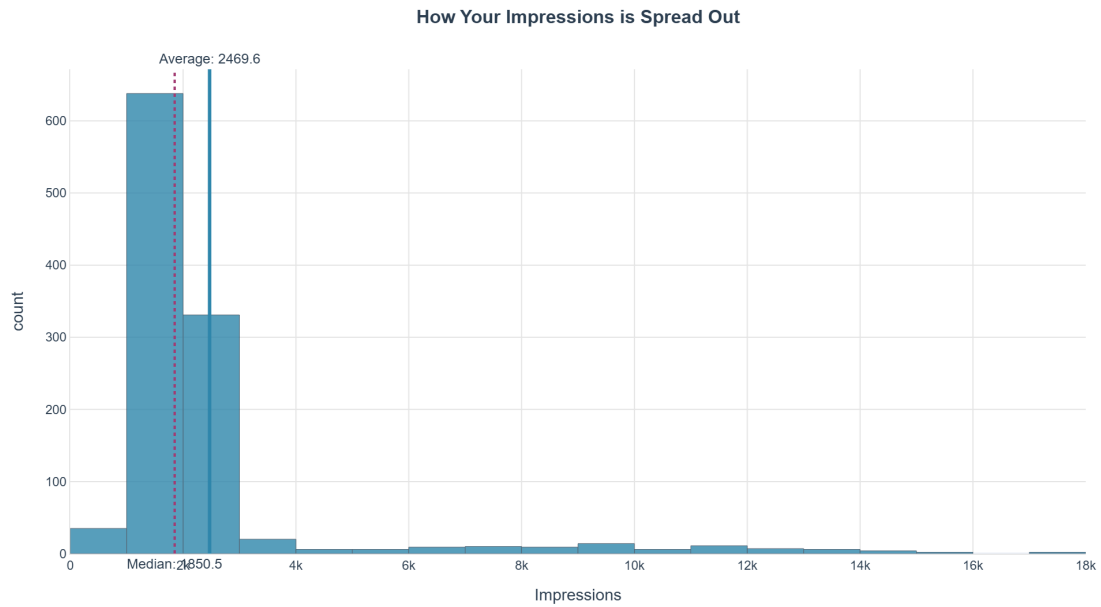
Chart Visualization: Interactive chart available in dashboard

Metric	Value
Average	0.02
Maximum	0.16
Minimum	0.00
Standard Dev	0.02

Note: Full interactive visualization available in the web dashboard

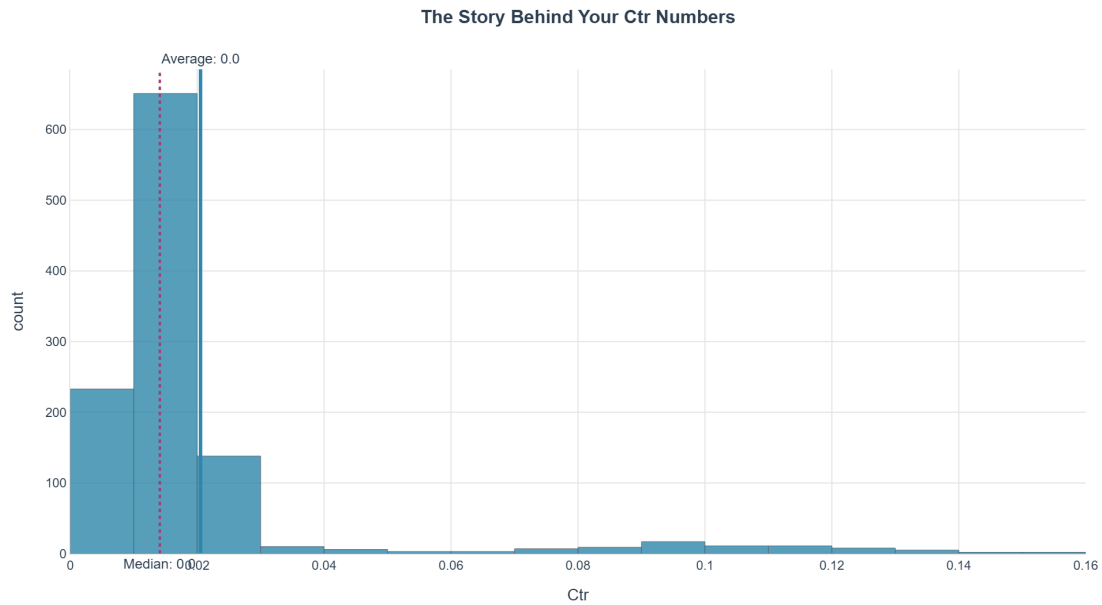
■ **Key Insight:** Something interesting I noticed: your impressions has been pretty steady over time. Sometimes boring is good - it means you can count on consistent performance. This gives you a good foundation, but I'd be curious to see what you discover when you dig deeper into specific areas.

How Your Impressions is Spread Out



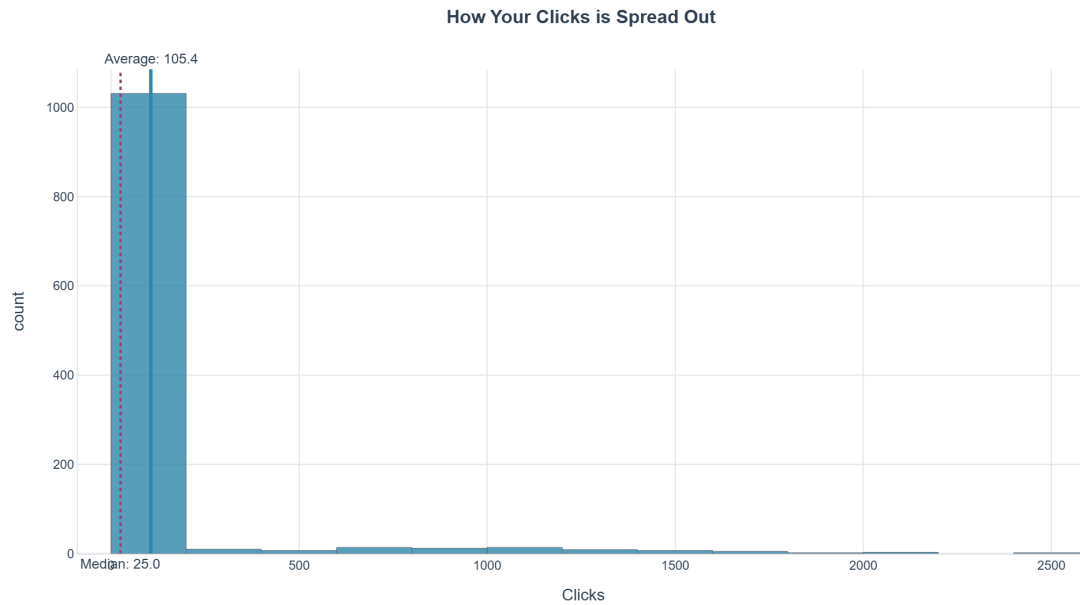
■ **Key Insight:** The data tells an interesting story - most of your impressions values are pretty typical, but you've got some real standouts pulling the average up. Your highest value is 17,357, which is way above what most entries show. Based on what I'm seeing, you've got some clear next steps for investigation.

The Story Behind Your Ctr Numbers



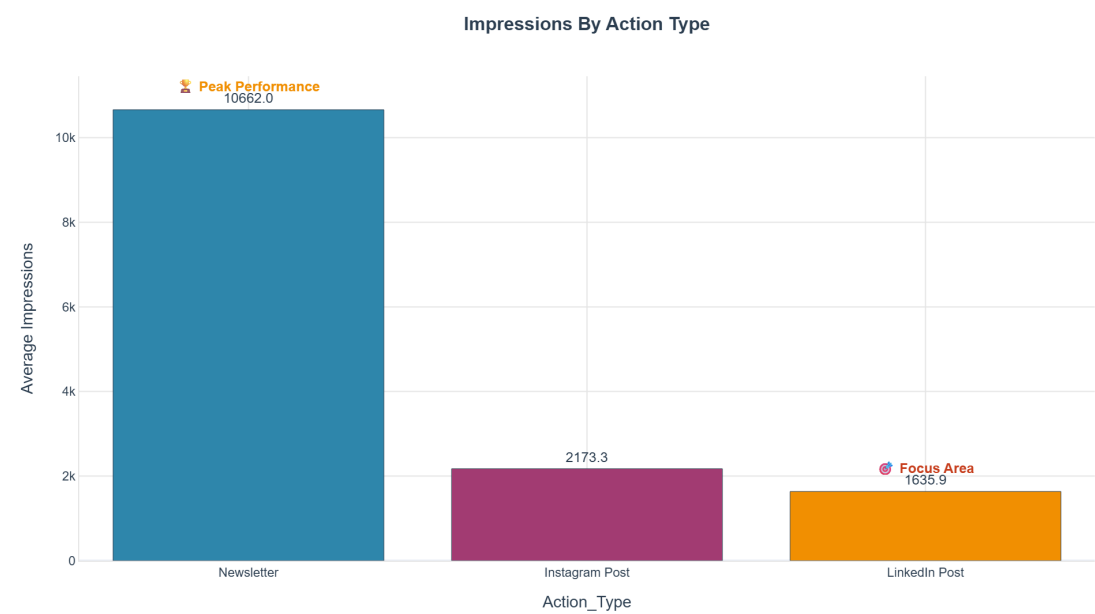
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How Your Clicks is Spread Out



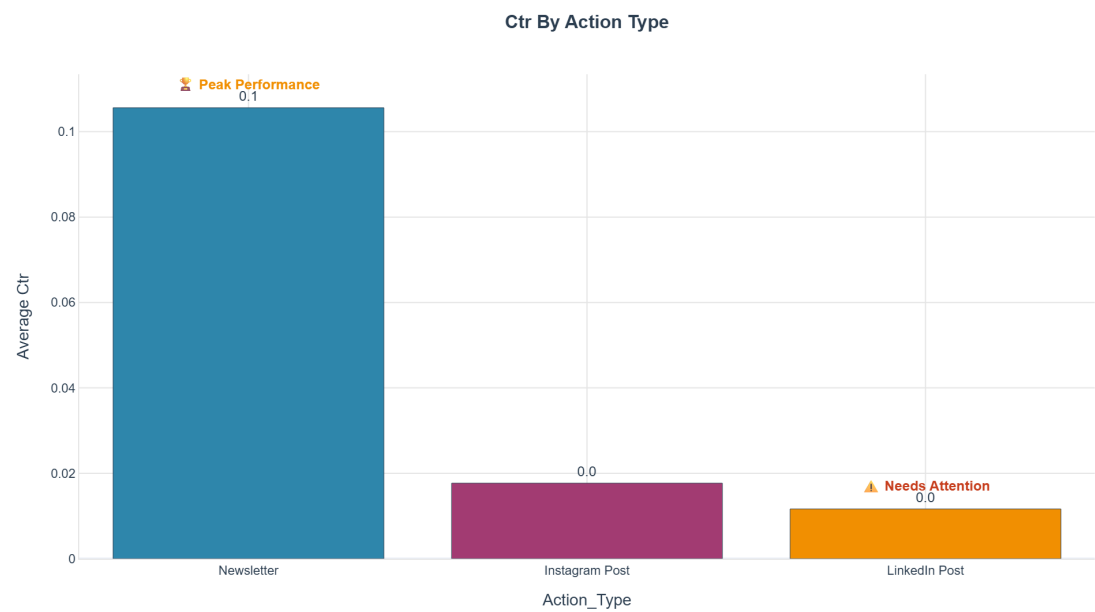
■ **Key Insight:** The data tells an interesting story - most of your impressions values are pretty typical, but you've got some real standouts pulling the average up. Your highest value is 17,357, which is way above what most entries show. The patterns here definitely give you some directions to explore further.

Impressions By Action Type



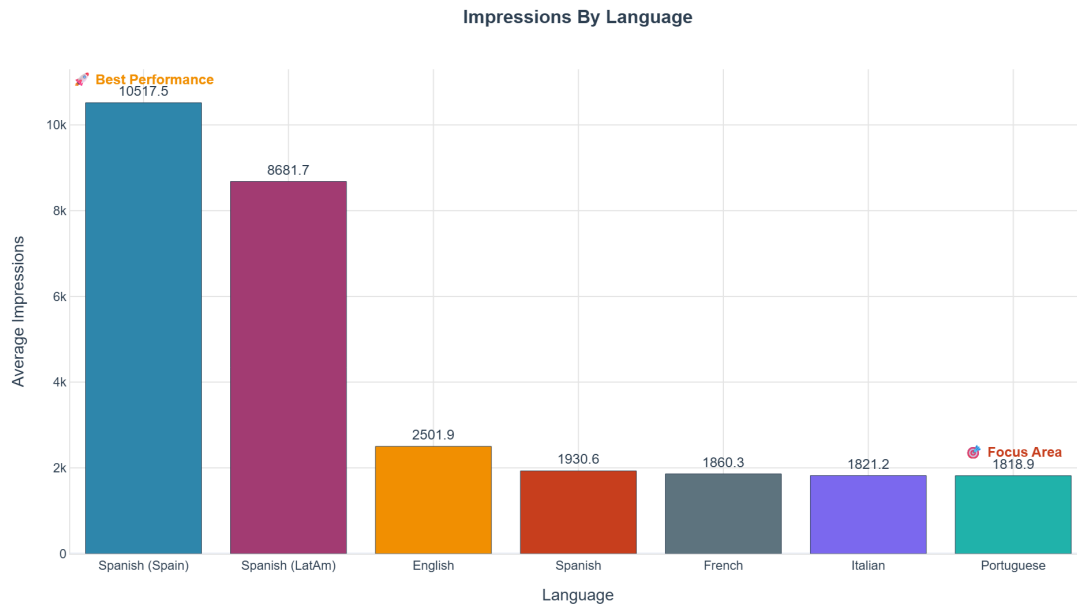
■ **Key Insight:** I found something worth mentioning: 2024-09-15 is absolutely crushing it compared to 2023-12-25 - we're talking 7658% better performance in impressions. Whatever they're doing, you might want to bottle it! I noticed there's quite a bit of variation between different date groups. Some are doing much better than others, which might mean there's room to help the lower performers catch up.

Ctr By Action Type



■ **Key Insight:** Something interesting I noticed: 2024-09-15 is absolutely crushing it compared to 2023-12-25 - we're talking 7658% better performance in impressions. Whatever they're doing, you might want to bottle it! I noticed there's quite a bit of variation between different date groups. Some are doing much better than others, which might mean there's room to help the lower performers catch up.

Impressions By Language



■ **Key Insight:** What stands out to me is 2024-09-15 is absolutely crushing it compared to 2023-12-25 - we're talking 7658% better performance in impressions. Whatever they're doing, you might want to bottle it! I noticed there's quite a bit of variation between different date groups. Some are doing much better than others, which might mean there's room to help the lower performers catch up.

■ Data Quality Summary

Metric	Value
Total Rows	1,116
Total Columns	8
Numeric Columns	3
Categorical Columns	5
Missing Data Percentage	0.0%
Data Completeness	100.0%