MDU Engine — Sample Audit Snapshot
Timestamp:
Engine Version:
Ruleset Version:
Data Window: (e.g., 2025-12-01 to 2025-12-30)

Validation: PASS/FAIL (plus key reasons)
Risk outputs: (volatility, drift flags, loss risk notes)
Decision: HOLD/SCALE/REDUCE
Confidence tier: (High/Medium/Low)
Notes: "Decision-support only; no auto execution."

Sample Audit:

Meta Ads

Engine: 1.1.0 | Ruleset: 1.0.0 | Seed: n/a

Raw Preview (uploaded file)

	Reporting starts	Reporting ends	Campaign name	Campaign delivery	Ad set budg
0	2025-12-01	2025-12-31		not_delivering	Using ad se
1	2025-12-01	2025-12-31		inactive	500
2	2025-12-01	2025-12-31		inactive	Using ad se
3	2025-12-01	2025-12-31		not_delivering	Using ad se

Data Window

Days of data

1

Date range

2025-12-01 → 2025-1...

> Validation failed: Insufficient daily data window: 1 day(s). Provide at least 7 daily rows (7–30 recommended).

> Validation metrics

Detected column mapping

> Detected column mapping

> Only 1 day(s) of data detected after aggregation. Decision confidence may be unstable; ideally use 14–30 days.

Decision

> DECISION BLOCKED: Insufficient daily data window: 1 day(s). Provide at least 7 daily rows (7–30 recommended).

Action	Confidence Tier	Budget change
HOLD	n/a	0% (no chan...

Reason: Insufficient daily data window: 1 day(s). Provide at least 7 daily rows (7–30 recommended).

User Explanation: I can't make a reliable scale/reduce decision because the export/data window is not suitable. Fix the export (daily breakdown, 7–30 days) and re-upload.

Next review: After fixing export

Why this decision?

What happened

- Insufficient daily data window: 1 day(s). Provide at least 7 daily rows (7–30 recommended).

What could go wrong

- Acting on insufficient or malformed data can lead to incorrect budget changes.

What to do next

- Export a daily report (Breakdown: Day) with at least 7 days (7–30 recommended) and re-upload.

Summary

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Decision blocked: Insufficient daily data window: 1 day(s). Provide at least 7 dai
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Generate Report File (Meta Ads)

Google Ads

Engine: 1.1.0 | Ruleset: 1.0.0 | Seed: None

Raw Preview (uploaded file)

	Day	Campaign status	Campaign	Budget	Budget name	Budget type	Status	Status reas
0	2024-03-01	Paused		1233.28	--	Daily	Paused	campaign
1	2024-03-02	Paused		1233.28	--	Daily	Paused	campaign
2	2024-03-03	Paused		1233.28	--	Daily	Paused	campaign
3	2024-03-04	Paused		1233.28	--	Daily	Paused	campaign
4	2024-03-05	Paused		1233.28	--	Daily	Paused	campaign
5	2024-03-06	Paused		1233.28	--	Daily	Paused	campaign
6	2024-03-07	Paused		1233.28	--	Daily	Paused	campaign
7	2024-03-08	Paused		1233.28	--	Daily	Paused	campaign
8	2024-03-09	Paused		1233.28	--	Daily	Paused	campaign
9	2024-03-10	Paused		1233.28	--	Daily	Paused	campaign

Data Window

Days of data	Date range
15	2024-03-01 → 2024-0...

> Validation passed: data is suitable for decisioning.

> Validation metrics

Decision

Decision issued with caution.

Action	Confidence Tier	Budget change
HOLD	LOW	0% (no chan…

Reason: Confidence is LOW, so scaling/reducing is blocked for safety.

User Explanation: The data signal is not reliable enough to change budgets. Hold spend and collect more daily data before scaling or reducing.

Next review: 3–5 days

Why this decision?

What happened

- Downside risk spiked to 0.579, above the REDUCE threshold for balanced.
- The system sees a high chance of negative net outcomes at current allocation.

What could go wrong

- Continuing current spend may amplify losses while the signal is unstable.
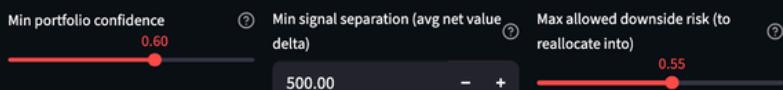- If tracking/conversion quality is broken, decisions will be misleading.

What to do next

- Reduce spend immediately to control downside exposure.
- Validate tracking and conversion integrity; fix data quality issues.
- Re-run after 7 more days of stable data before scaling again.

Summary

Portfolio Decision (Cross-channel)

Portfolio Controls

Min portfolio confidence
0.60

Min signal separation (avg net value delta)
500.00   −   +

Max allowed downside risk (to reallocate into)
0.55

Upload both Meta and Google files (and pass validation) to get a portfolio recommendation.

Decision History (last 10 runs)

No decision history yet. Generate a report to create history.