vendor	cpm	p1	p2	ctr_mean	price_t800	price_t1000
Google	\$3.50	1.54%	4.30%	2.92%	\$9	\$19
Facebook	\$12.00	0.11%	4.48%	2.30%	\$9	\$19
Bing	\$4.50	0.33%	3.93%	2.13%	\$9	\$19
TikTok	\$14.00	3.31%	11.02%	7.17%	\$9	\$19
vendor	campaign_t800	campaign_t1000	impressions_t800	impressions_t1000	clicks_t800	clicks_t1000
Google	\$1,000	\$1,200	285,714	342,857	8,340	10,008
Facebook	\$1,000	\$1,200	83,333	100,000	1,913	2,295
Bing	\$1,000	\$1,200	222,222	266,667	4,736	5,683
TikTok	\$1,000	\$1,200	71,429	85,714	5,118	6,142
vendor	buy_rate_t800	buy_rate_t1000	cpc_t800	cpc_1000	buys_t800	buys_t1000
Google	5.90%	4.69%	\$0.12	\$0.12	\$492	\$470
Facebook	5.77%	3.40%	\$0.52	\$0.52	\$110	\$78
Bing	5.37%	3.31%	\$0.21	\$0.21	\$254	\$188
TikTok	5.70%	4.68%	\$0.20	\$0.20	\$292	\$288
vendor	cpa_t800	cpa_t1000	rev_t800	rev_t1000	net_t800	net_t000
Google	\$2.03	\$2.56	\$4,430	\$8,924	\$3,430	\$7,724
Facebook	\$9.06	\$15.38	\$993	\$1,483	-\$7	\$283
Bing	\$3.93	\$6.38	\$2,289	\$3,573	\$1,289	\$2,373
TikTok	\$3.43	\$4.17	\$2,625	\$5,465	\$1,625	\$4,265
vendor	roas	roas_t800	roas_t1000	_	field	
Google	6.07	4.43	7.44		dts	timestamp
Facebook	1.13	0.99	1.24		id (pk)	int64
Bing	2.66	2.29	2.98		city_state	string
TikTok	3.68	2.62	4.55		impressions_t800	int64
					impressions_t1000	int64
City_State	population	utc			clicks_t800	int64
Austin-TX	8%	-6			clicks_t1000	int64
Atlanta-GA	22%	-5			cost_t800	numeric
Chicago-IL	9%	-6			cost_t1000	numeric
Detroit-MI	13%	-5			buys_t800	int64
New York-NY	29%	-5			buys_t1000	int64
Los Angeles-CA	14%	-8			rev_t800	int64
Philadelphia-PA	5%	-5			rev_t1000	int64
dts	hour	pattern	utc-8	utc-6	utc-5	utc-4
3/1/2024 0:00:00	0	4.0%	2.0%	2.0%	1.0%	1.0%
3/1/2024 1:00:00	1	4.0%	3.0%	2.0%	2.0%	1.0%
3/1/2024 2:00:00	2	3.0%	4.0%	2.0%	2.0%	2.0%
3/1/2024 3:00:00	3	2.0%	5.0%	3.0%	2.0%	2.0%
3/1/2024 4:00:00	4	1.0%	6.0%	4.0%	3.0%	2.0%
3/1/2024 5:00:00	5	1.0%	5.0%	5.0%	4.0%	3.0%
3/1/2024 6:00:00	6	2.0%	4.0%	6.0%	5.0%	4.0%
3/1/2024 7:00:00	7	2.0%	3.0%	5.0%	6.0%	5.0%
3/1/2024 8:00:00	8	2.0%	3.0%	4.0%	5.0%	6.0%
3/1/2024 9:00:00	9	3.0%	3.0%	3.0%	4.0%	5.0%
3/1/2024 10:00:00	10	4.0%	7.0%	3.0%	3.0%	4.0%
3/1/2024 11:00:00	11	5.0%	8.0%	3.0%	3.0%	3.0%
3/1/2024 12:00:00	12	6.0%	8.0%	7.0%	3.0%	3.0%
3/1/2024 13:00:00	13	5.0%	7.0%	8.0%	7.0%	3.0%
3/1/2024 14:00:00	14	4.0%	7.0%	8.0%	8.0%	7.0%
3/1/2024 15:00:00	15	3.0%	6.0%	7.0%	8.0%	8.0%
3/1/2024 16:00:00	16	3.0%	4.0%	7.0%	7.0%	8.0%
3/1/2024 17:00:00	17	3.0%	4.0%	6.0%	7.0%	7.0%
3/1/2024 18:00:00	18	7.0%	3.0%	4.0%	6.0%	7.0%
3/1/2024 19:00:00	19	8.0%	2.0%	4.0%	4.0%	6.0%
3/1/2024 20:00:00	20	8.0%	1.0%	3.0%	4.0%	4.0%
3/1/2024 21:00:00	21	7.0%	1.0%	2.0%	3.0%	4.0%
3/1/2024 22:00:00	22	7.0%	2.0%	1.0%	2.0%	3.0%

March 1 2024	Friday	3.88%
March 2 2024	Saturday	4.09%
March 3 2024	Sunday	3.90%
March 4 2024	Monday	2.91%
March 5 2024	Tuesday	2.31%
March 6 2024	Wednesday	2.81%
March 7 2024	Thursday	2.69%
March 8 2024	Friday	4.07%
March 9 2024	Saturday	4.83%
March 10 2024	Sunday	3.99%
March 11 2024	Monday	2.32%
March 12 2024	Tuesday	2.67%
March 13 2024	Wednesday	2.49%
March 14 2024	Thursday	2.33%
March 15 2024	Friday	4.16%
March 16 2024	Saturday	3.76%
March 17 2024	Sunday	3.17%
March 18 2024	Monday	2.82%
March 19 2024	Tuesday	2.27%
March 20 2024	Wednesday	2.33%
March 21 2024	Thursday	2.51%
March 22 2024	Friday	3.79%
March 23 2024	Saturday	3.91%
March 24 2024	Sunday	4.35%
March 25 2024	Monday	2.26%
March 26 2024	Tuesday	2.75%
March 27 2024	Wednesday	2.52%
March 28 2024	Thursday	2.27%
March 29 2024	Friday	3.99%
March 30 2024	Saturday	3.90%
March 31 2024	Sunday	3.95%

 max\_row\_count

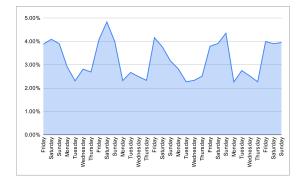
 Vendors
 4

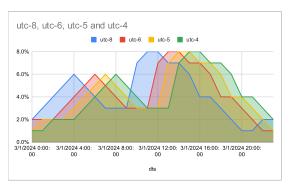
 CityState
 7

 DTS
 720

 max\_row\_count
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dts
start March 1 2024
end March 31 2024
days 30
hours 720
interval\_minutes 60
product 720





3/1/2024 23:00:00 23