

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_t1000	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
Google	6.07	4.43	7.44
Facebook	1.13	0.99	1.24
Bing	2.66	2.29	2.98
TikTok	3.68	2.62	4.55

City_State	population	utc
Austin-TX	8%	-6
Atlanta-GA	22%	-5
Chicago-IL	9%	-6
Detroit-MI	13%	-5
New York-NY	29%	-5
Los Angeles-CA	14%	-8
Philadelphia-PA	5%	-5

field	
dts	timestamp
id (pk)	int64
city_state	string
impressions_t800	int64
impressions_t1000	int64
clicks_t800	int64
clicks_t1000	int64
cost_t800	numeric
cost_t1000	numeric
buys_t800	int64
buys_t1000	int64
rev_t800	int64
rev_t1000	int64

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	20,160

dts	
start	March 1 2024
end	March 31 2024
days	30
hours	720
interval_minutes	60
product	720

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%
3/1/2024 23:00:00	23	6.0%	2.0%	1.0%	1.0%	2.0%

