

Home

Dashboard

Instruction to get API KEY

Overview

Data Report

LIDA's functions

LIDA Tasks

Sections

Provider Instruction

Choose your provider and Enter API Key:

Provider

Gemini

Gemini API key:

.....

Successfully connected to Gemini!

Tasks:

Functions:

Summarize & Goal

LIDA Tasks

 Filter Instruction  Requirements

Instruction: ▾


Temperature



Select Model:

gemini-1.5-flash ▾

Upload a data file in .csv format:

 Drag and drop file here

Limit 200MB per file • CSV

Browse files

 marketingCampaign.csv 2.6MB

×

Successfully uploaded a CSV file with 64000 rows of data.

	recency	history	used_discount	used_bogo	zip_code	is_referral	channel	offer	conversion
0	10	142.44	1	0	Surburban	0	Phone	Buy One Get One	0
1	6	329.08	1	1	Rural	1	Web	No Offer	0
2	7	180.65	0	1	Surburban	1	Web	Buy One Get One	0
3	9	675.83	1	0	Rural	1	Web	Discount	0
4	2	45.34	1	0	Urban	0	Web	Buy One Get One	0

Data cleaned!


Generate Charts

✳ Insight 0:

<pre>main() Goal Goal(question='How does customer recency relate to their purchase history and conversion rate?', visualization="Scatter plot of 'history' vs 'recency', colored by 'conversion'", rationale="This visualization will reveal the relationship between recency of purchase, total spending ('history'), and co...</pre>	
A visualization goal	
index int	0
question str	'How does customer recency relate to their purchase history and conversion rate?'
rationale str	"This visualization will reveal the relationship between recency of purchase, total spending ('history'), and conversion. We can identify if more recent customers spend more or if there's a correlation between recency and conversion likelihood. The coloring by 'conversion' will show if recent cust..."
visualization str	"Scatter plot of 'history' vs 'recency', colored by 'conversion'"

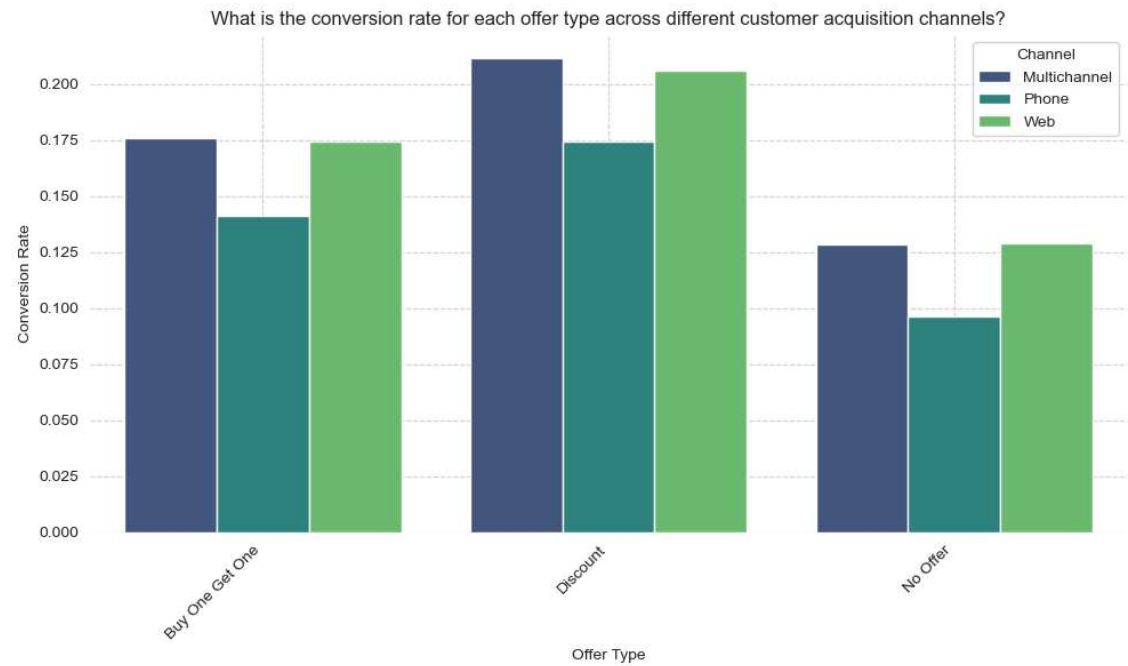


◦*↶•••?↷ Download Chart ◦*

 VizOps ▾

✱ Insight 1:

<pre>main() Goal Goal(question='What is the conversion rate for each offer type across different customer acquisition channels?', visualization="Grouped bar chart showing conversion rate ('conversion') for each 'offer' type, further broken down by 'channel'", rationale="This will allow us to compare the effectiveness...")</pre>	
A visualization goal	
index <code>int</code>	1
question <code>str</code>	'What is the conversion rate for each offer type across different customer acquisition channels?'
rationale <code>str</code>	"This will allow us to compare the effectiveness of different offers ('offer') across various channels ('channel'). We can identify which offer-channel combination yields the highest conversion rate and optimize marketing strategies accordingly. Using a bar chart ensures clear comparison of conver..."
visualization <code>str</code>	"Grouped bar chart showing conversion rate ('conversion') for each 'offer' type, further broken down by 'channel'"



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✳ Insight 2:

```
main() Goal Goal(question='How does the use of discounts and BOGO offers impact customer purchase history and subsequent conversions?', visualization="Box plot of 'history' grouped by 'used_discount' and 'used_bogo', with a separate box plot showing 'conversion' rate for each group.", rationale="This helps unde...
```

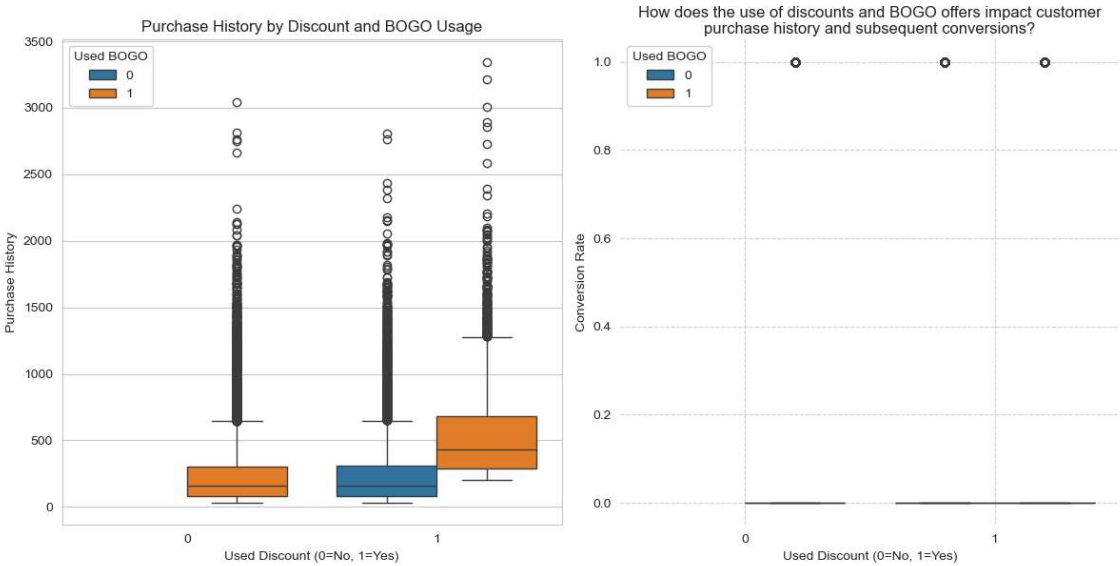
A visualization goal

index	int	2
question	str	'How does the use of discounts and BOGO offers impact customer purchase history and subsequent conversions?'
rationale	str	"This helps understand if discount usage ('used_discount') and BOGO usage ('used_bogo') influence purchase history ('history') and

conversion ('conversion'). We can determine if these promotional strategies are effective in driving sales and conversions. Box plots effectively show the distribution a...

visualization str

"Box plot of 'history' grouped by 'used_discount' and 'used_bogo', with a separate box plot showing 'conversion' rate for each group."



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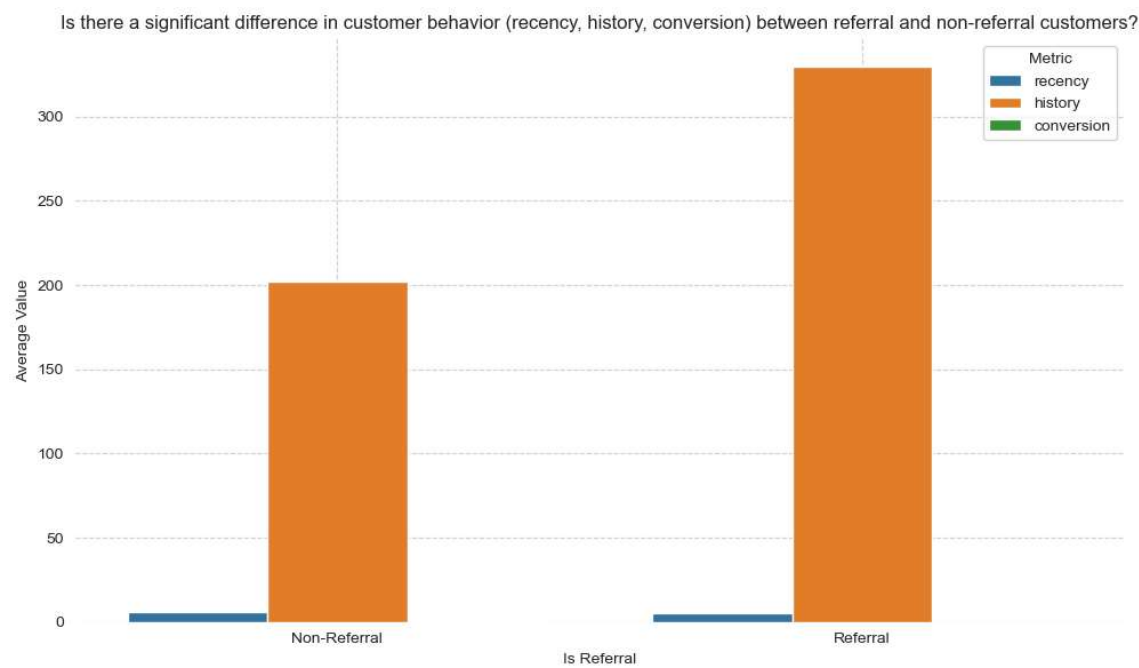
Insight 3:

```
main() Goal Goal(question='Is there a significant difference in customer behavior (recency, history, conversion) between referral and non-referral customers?', visualization="Grouped bar chart comparing the average 'recency', 'history', and 'conversion' rate for customers based on 'is_referral'", rationale="Thi...
```

A visualization goal

index int 3

question str	'Is there a significant difference in customer behavior (recency, history, conversion) between referral and non-referral customers?'
rationale str	"This helps assess the value of referral programs. By comparing key metrics ('recency', 'history', 'conversion') between referral and non-referral customers ('is_referral'), we can determine if referrals lead to higher lifetime value and improved conversion rates. A grouped bar chart facilitates ea...
visualization str	"Grouped bar chart comparing the average 'recency', 'history', and 'conversion' rate for customers based on 'is_referral'"



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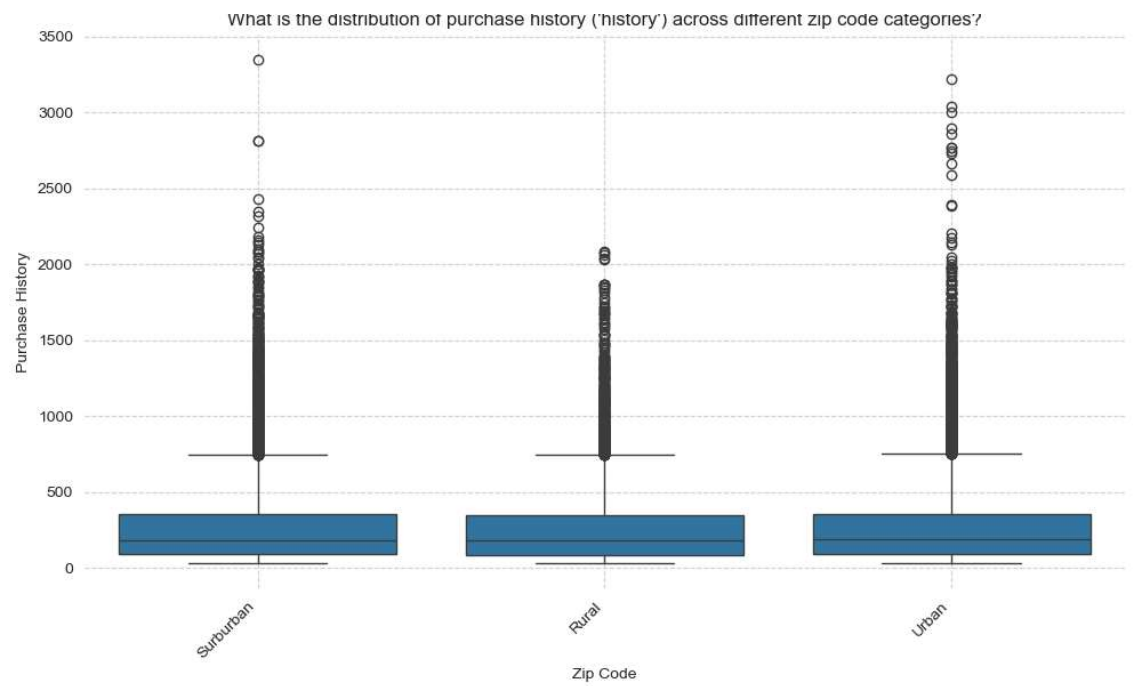
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✱ Insight 4:

```
main() Goal Goal(question="What is the distribution of purchase history ('history') across different zip code categories?", visualization="Box plot of 'history' grouped by 'zip_code'", rationale="This visualization helps identify potential geographic variations in customer spending. By analyzing the distributi...
```

A visualization goal

index	int	4
question	str	"What is the distribution of purchase history ('history') across different zip code categories?"
rationale	str	"This visualization helps identify potential geographic variations in customer spending. By analyzing the distribution of purchase history ('history') across different zip code categories ('zip_code'), we can understand regional differences in purchasing behavior and tailor marketing strategies acc...
visualization	str	"Box plot of 'history' grouped by 'zip_code'"



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