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Choose your provider and Enter API Key:

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Gemini

Gemini API key:

.....

Successfully connected to Gemini!

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LIDA Tasks

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Temperature

0.30

0.00

1.00

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



WA_Marketing-Campaign.csv 13.9KB



Successfully uploaded a CSV file with 548 rows of data.

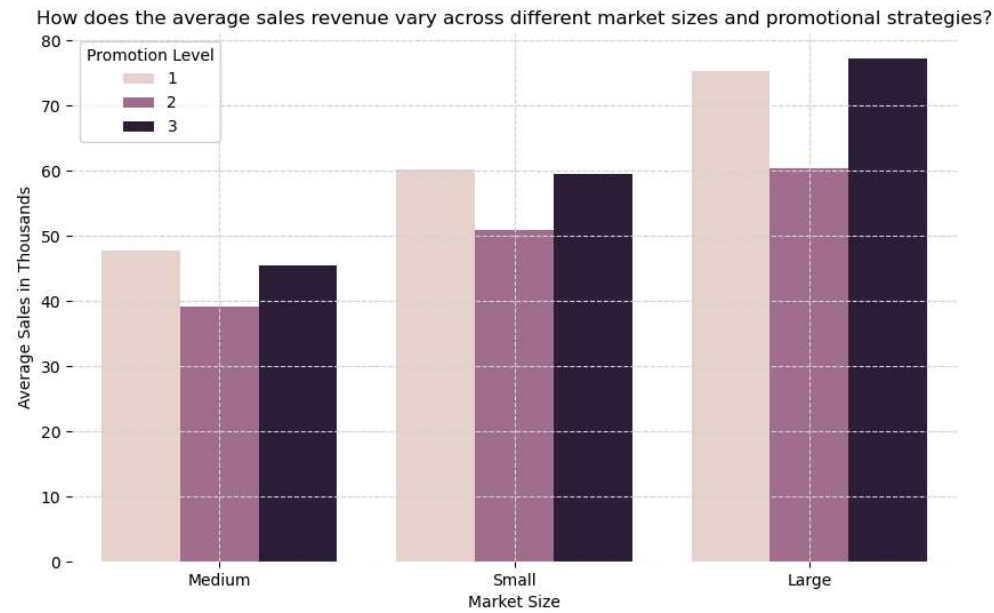
	MarketID	MarketSize	LocationID	AgeOfStore	Promotion	week	SalesInThousands
0	1	Medium	1	4	3	1	33.73
1	1	Medium	1	4	3	2	35.67
2	1	Medium	1	4	3	3	29.03
3	1	Medium	1	4	3	4	39.25
4	1	Medium	2	5	2	1	27.81

No missing or duplicate values found in the data.


Generate Charts

✳ Insight 0:

<pre>main() Goal Goal(question='How does the average sales revenue vary across different market sizes and promotional strategies?', visualization='Grouped bar chart showing average `SalesInThousands` for each `MarketSize` category, further broken down by `Promotion` level.', rationale='This visualization uses `Sales...`</pre>	
A visualization goal	
index <code>int</code>	0
question <code>str</code>	'How does the average sales revenue vary across different market sizes and promotional strategies?'
rationale <code>str</code>	'This visualization uses `SalesInThousands`, `MarketSize`, and `Promotion` to understand the impact of market size and promotional efforts on sales. The grouped bar chart allows for easy comparison of average sales across different market sizes and promotion levels, revealing potential synergies or...
visualization <code>str</code>	'Grouped bar chart showing average `SalesInThousands` for each `MarketSize` category, further broken down by `Promotion` level.'



°*↵••?↵ [Download Chart](#) °*

 VizOps ▾

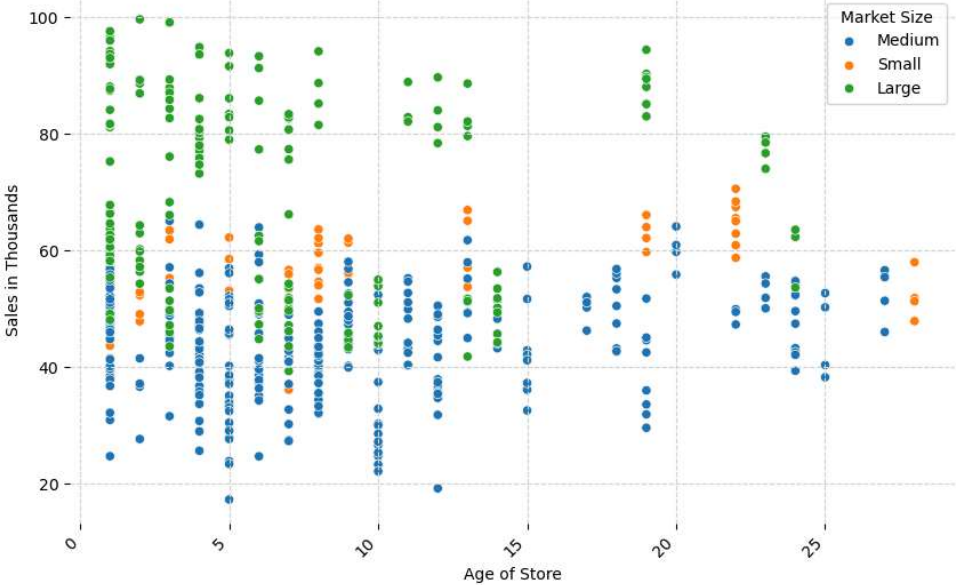
✱ Insight 1:

```
main() Goal Goal(question='What is the relationship between the age of a store and its sales performance, considering different market sizes?', visualization='Scatter plot with `AgeOfStore` on the x-axis, `SalesInThousands` on the y-axis, and different colors representing `MarketSize` categories.', rationale='T...
```

A visualization goal

index int	1
question str	'What is the relationship between the age of a store and its sales performance, considering different market sizes?'
rationale str	'This uses `AgeOfStore`, `SalesInThousands`, and `MarketSize` to explore the correlation between store age and sales. The scatter plot with color-coding allows for visualizing potential trends and identifying if the relationship between age and sales differs across market sizes.'
visualization str	'Scatter plot with `AgeOfStore` on the x-axis, `SalesInThousands` on the y-axis, and different colors representing `MarketSize` categories.'

What is the relationship between the age of a store and its sales performance, considering different market sizes?



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✳ Insight 2:

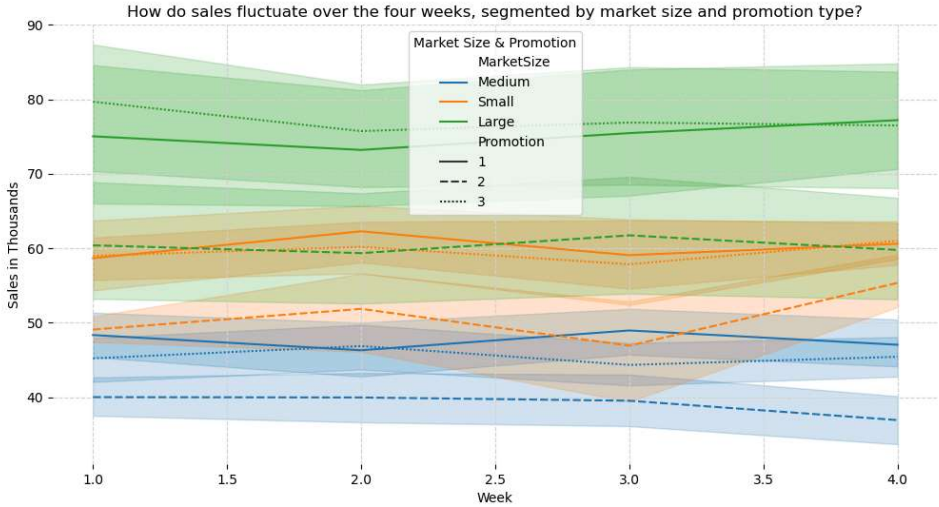
```
main() Goal Goal(question='How do sales fluctuate over the four weeks, segmented by
market size and promotion type?', visualization='Line chart showing `SalesInThousands`
over `week`, with separate lines for each combination of `MarketSize` and `Promotion`.',
rationale='This visualization uses `SalesInThousands`...
```

A visualization goal

index	int	2
question	str	'How do sales fluctuate over the four weeks, segmented by market size and promotion type?'
rationale	str	'This visualization uses `SalesInThousands`, `week`, `MarketSize`, and `Promotion` to analyze weekly sales trends. The line chart effectively

displays the sales fluctuations over time, allowing for comparison across market sizes and promotion types, revealing potential seasonal effects or promotion...

visualization str 'Line chart showing `SalesInThousands` over `week`, with separate lines for each combination of `MarketSize` and `Promotion`.'



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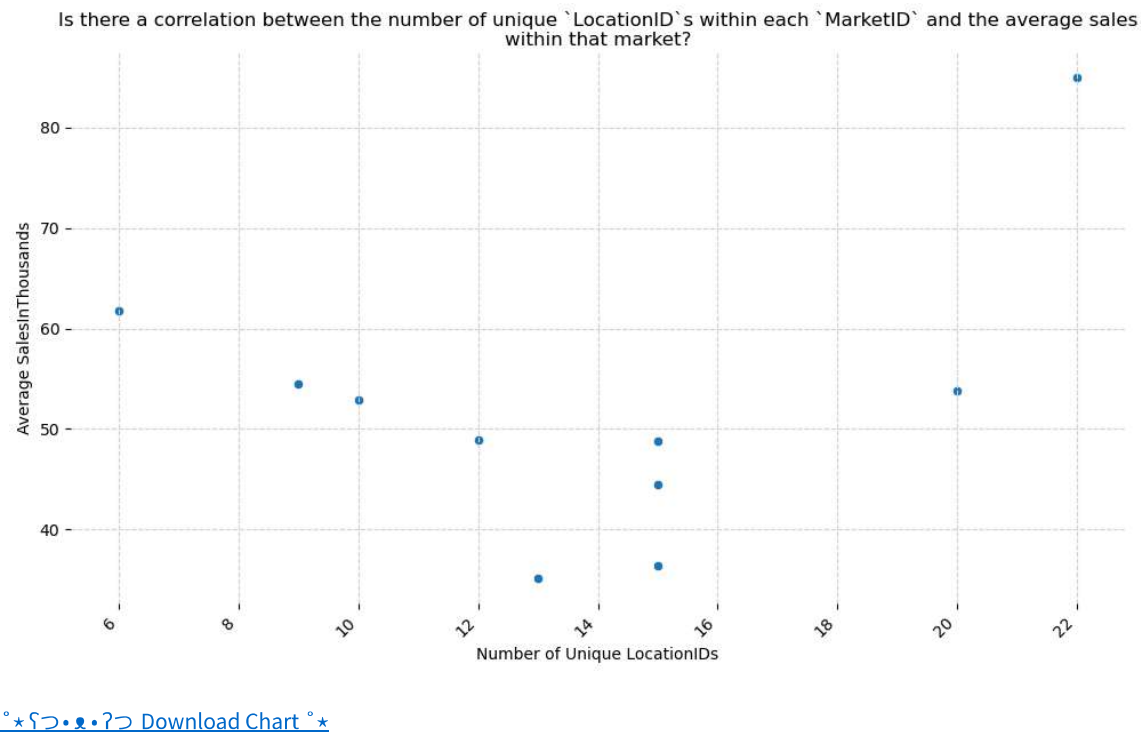
✳ Insight 3:



```
main() Goal Goal(question='Is there a correlation between the number of unique `LocationID`s within each `MarketID` and the average sales within that market?', visualization='Scatter plot with the count of unique `LocationID`s per `MarketID` (requires aggregation) on the x-axis and the average `SalesInThousands`...')
```

A visualization goal

index int 3

question str	'Is there a correlation between the number of unique `LocationID`s within each `MarketID` and the average sales within that market?'
rationale str	'This requires aggregation to count unique `LocationID`s per `MarketID` and calculate average `SalesInThousands` per `MarketID`. The scatter plot will reveal if markets with more locations tend to have higher or lower average sales, suggesting potential economies of scale or other market dynamics.'
visualization str	'Scatter plot with the count of unique `LocationID`s per `MarketID` (requires aggregation) on the x-axis and the average `SalesInThousands` per `MarketID` (requires aggregation) on the y-axis.'

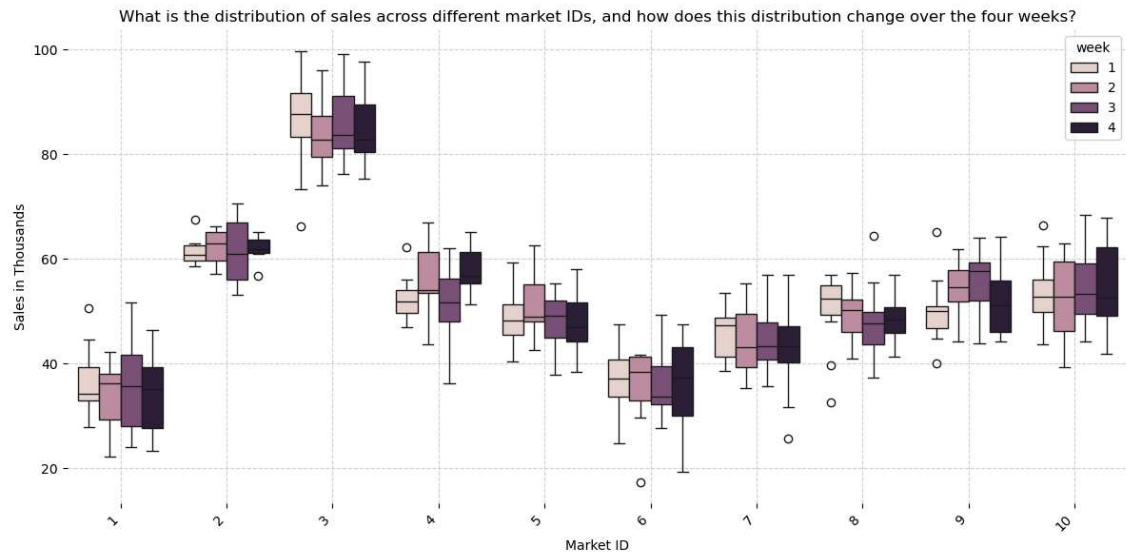


 VizOps 

✳ Insight 4:

```
main() Goal Goal(question='What is the distribution of sales across different market IDs, and how does this distribution change over the four weeks?', visualization='Box plot showing the distribution of `SalesInThousands` for each `MarketID` across the four `week`s. ', rationale='This visualization uses `SalesI...
```

A visualization goal	
index int	4
question str	'What is the distribution of sales across different market IDs, and how does this distribution change over the four weeks?'
rationale str	'This visualization uses `SalesInThousands`, `MarketID`, and `week` to show the sales distribution across different markets over time. The box plot effectively displays the median, quartiles, and outliers of sales for each market, highlighting any significant changes in sales distribution over the f...
visualization str	'Box plot showing the distribution of `SalesInThousands` for each `MarketID` across the four `week`s. '



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