- Home
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- 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

0.70

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

dummy_hss.csv 201.6KB

Successfully uploaded a CSV file with 4572 rows of data.

	TV	Radio	Social Media	Influencer	Sales
0	16	6.5662	2.908	Mega	54.7328
1	13	9.2378	2.4096	Mega	46.6779
2	41	15.8864	2.9134	Mega	150.1778
3	83	30.02	6.9223	Mega	298.2463
4	15	8.4374	1.406	Micro	56.5942

Data cleaned!

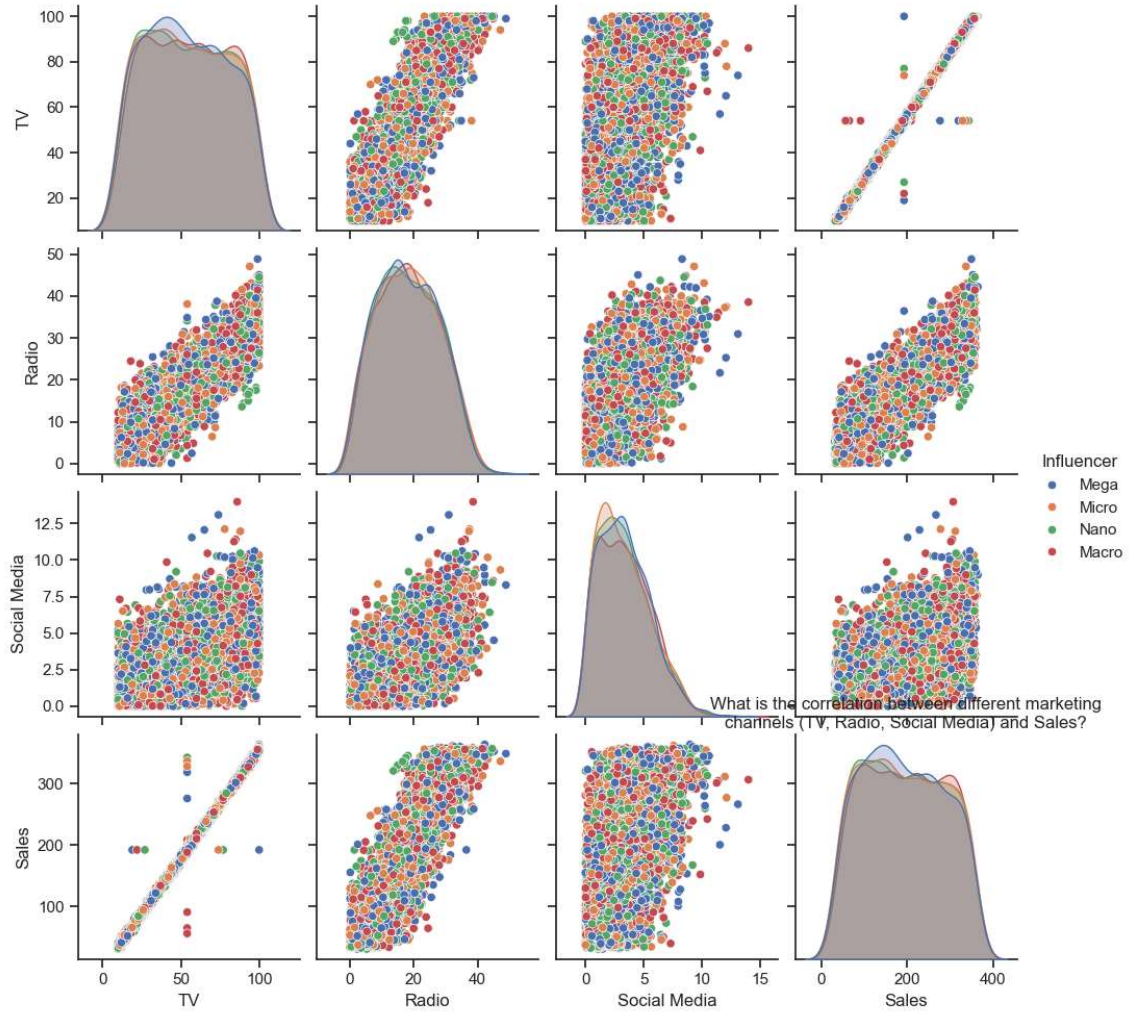
Generate Charts

✷ Insight 0:

```
main() Goal Goal(question='What is the correlation between different marketing channels (TV, Radio, Social Media) and Sales?', visualization="Scatter plot matrix showing the correlation between 'TV', 'Radio', 'Social Media', and 'Sales'", rationale="This visualization will reveal linear relationships between ma...
```

A visualization goal

index int	0
question str	'What is the correlation between different marketing channels (TV, Radio, Social Media) and Sales?'
rationale str	"This visualization will reveal linear relationships between marketing spend on each channel and sales. High correlation suggests a strong influence of that channel on sales. We use all four numerical fields ('TV', 'Radio', 'Social Media', 'Sales') to understand the interplay between marketing effo...
visualization str	"Scatter plot matrix showing the correlation between 'TV', 'Radio', 'Social Media', and 'Sales'"



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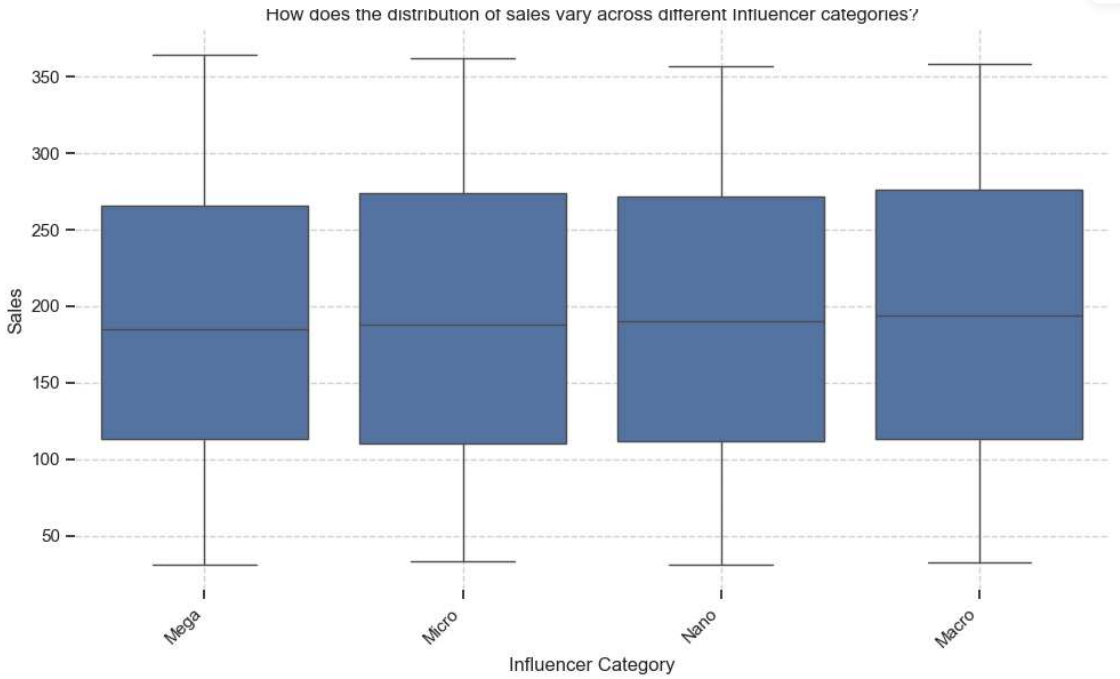
VizOps

✷ Insight 1:

```
main() Goal Goal(question='How does the distribution of sales vary across different Influencer categories?', visualization="Box plot of 'Sales' grouped by 'Influencer'", rationale="This helps compare the central tendency and variability of sales for each influencer category ('Micro', 'Macro', 'Mega'). We use '...
```

A visualization goal

index int	1
question str	'How does the distribution of sales vary across different Influencer categories?'
rationale str	"This helps compare the central tendency and variability of sales for each influencer category ('Micro', 'Macro', 'Mega'). We use 'Sales' and 'Influencer' to assess the effectiveness of different influencer marketing strategies."
visualization str	"Box plot of 'Sales' grouped by 'Influencer'"



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VizOps

✷ Insight 2:

main() Goal Goal(question='What is the combined effect of TV and Radio advertising on Sales?', visualization="3D scatter plot with 'TV' on one axis, 'Radio' on another, and 'Sales' on the third axis, potentially with color-coding for density.", rationale="This allows for a visual exploration of the interaction ...

A visualization goal

index int	2
question str	'What is the combined effect of TV and Radio advertising on Sales?'
rationale str	"This allows for a visual exploration of the interaction between TV and Radio advertising on sales. The visualization will show how different combinations of TV and Radio spending affect sales. We use 'TV', 'Radio', and 'Sales' to identify synergistic or antagonistic effects between these channels....
visualization str	"3D scatter plot with 'TV' on one axis, 'Radio' on another, and 'Sales' on the third axis, potentially with color-coding for density."

✷ Insight 3:

main() Goal Goal(question='What are the marginal effects of each marketing channel on sales, controlling for the others?', visualization="Multiple regression model output (table showing coefficients and p-values for 'TV', 'Radio', and 'Social Media' predicting 'Sales')", rationale="This will provide a statistic...

A visualization goal

index int	3
question str	'What are the marginal effects of each marketing channel on sales, controlling for the others?'
rationale str	"This will provide a statistically rigorous assessment of the individual impact of each marketing channel on sales, accounting for the influence of other channels. We utilize 'TV', 'Radio', 'Social Media', and 'Sales' to quantify the independent contribution of each marketing channel to the overall ...

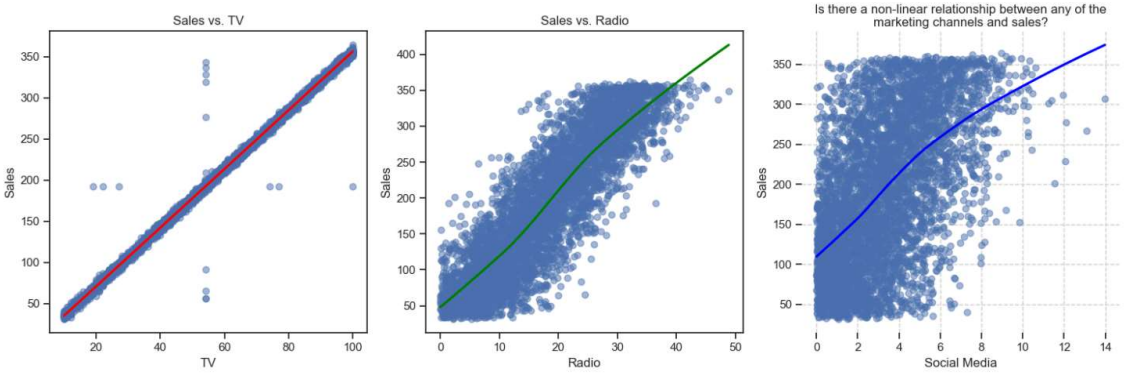
visualization str	"Multiple regression model output (table showing coefficients and p-values for 'TV', 'Radio', and 'Social Media' predicting 'Sales')"

✷ Insight 4:

main() Goal Goal(question='Is there a non-linear relationship between any of the marketing channels and sales?', visualization="Scatter plots of 'Sales' vs. 'TV', 'Sales' vs. 'Radio', and 'Sales' vs. 'Social Media', with potentially smoothed lines (e.g., LOESS) added to highlight potential non-linear trends.", ...

A visualization goal

index int	4
question str	'Is there a non-linear relationship between any of the marketing channels and sales?'
rationale str	"Linear correlation alone might miss non-linear relationships. These scatter plots with smoothed lines will reveal potential curves or other non-linear patterns. We use 'Sales' against each of 'TV', 'Radio', and 'Social Media' individually to investigate the possibility of diminishing returns or o...
visualization str	"Scatter plots of 'Sales' vs. 'TV', 'Sales' vs. 'Radio', and 'Sales' vs. 'Social Media', with potentially smoothed lines (e.g., LOESS) added to highlight potential non-linear trends."



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