- 🏠 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

0.00

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.

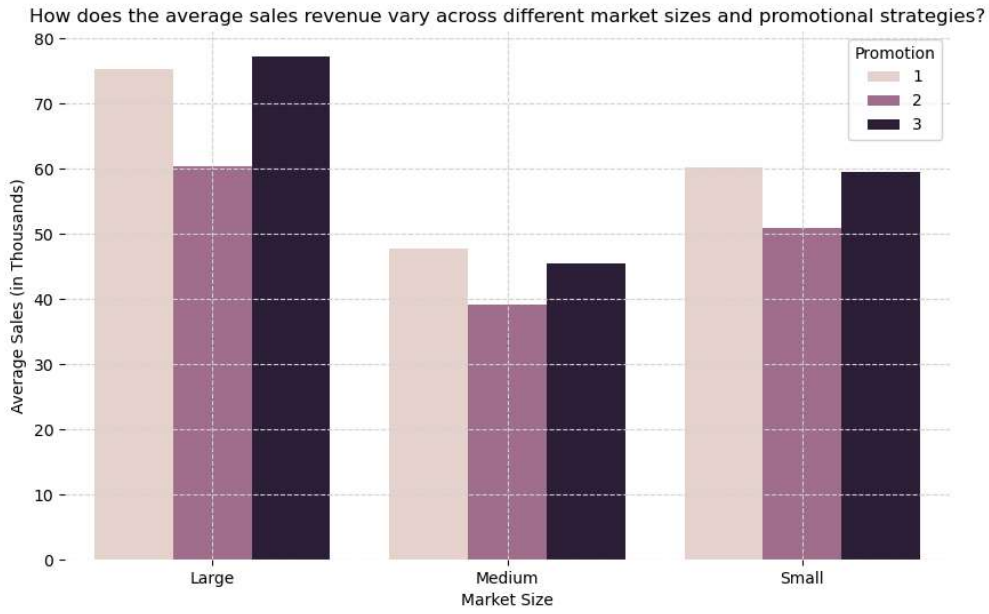
Generate Charts

## ✷ Insight 0:

`main()` Goal Goal(question='How does the average sales revenue vary across different market sizes and promotional strategies?', visualization='grouped bar chart of average `SalesInThousands` by `MarketSize` and `Promotion`', rationale='This visualization will reveal if larger markets or specific promotions signi...

A visualization goal

| | |
|---|---|
| **index** int | 0 |
| **question** str | 'How does the average sales revenue vary across different market sizes and promotional strategies?' |
| **rationale** str | 'This visualization will reveal if larger markets or specific promotions significantly impact sales. Using a grouped bar chart allows for easy comparison across market sizes and promotion types. The `SalesInThousands` field provides the sales data, while `MarketSize` and `Promotion` provide the cat... |
| **visualization** str | 'grouped bar chart of average `SalesInThousands` by `MarketSize` and `Promotion`' |



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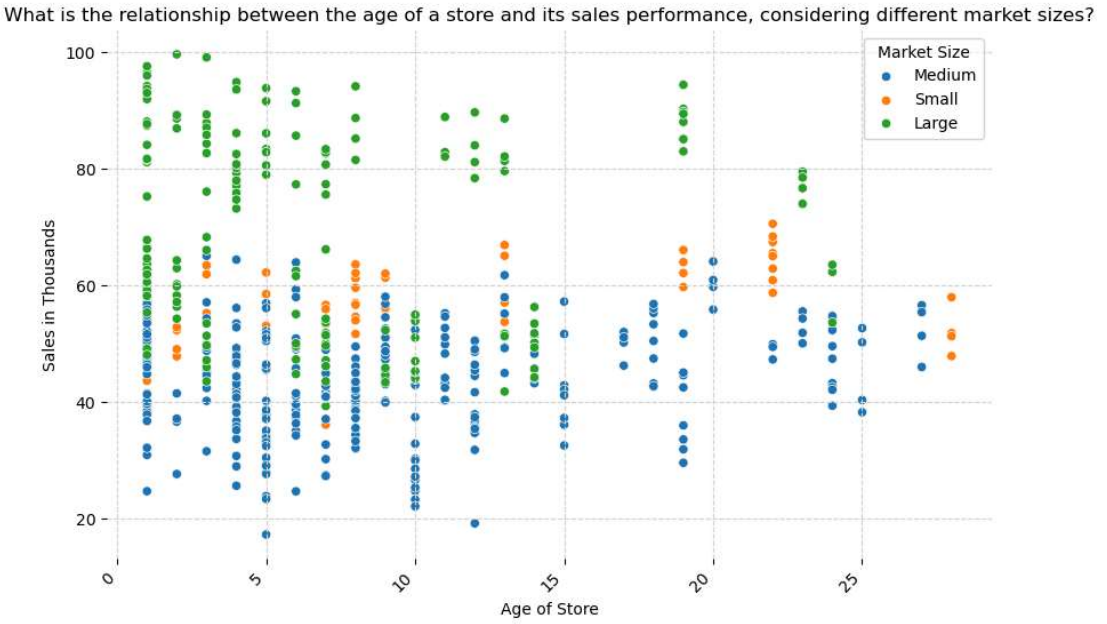
## ✷ Insight 1:

```
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 of `AgeOfStore` vs `SalesInThousands`, with points colored by `MarketSize`', rationale='This will show if older stores perform differently 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 will show if older stores perform differently than newer stores and if market size moderates this relationship. A scatter plot effectively visualizes the relationship between two continuous variables (`AgeOfStore` and `SalesInThousands`), while color-coding by `MarketSize` adds another dimens... |
| **visualization** str | 'scatter plot of `AgeOfStore` vs `SalesInThousands`, with points colored by `MarketSize`' |

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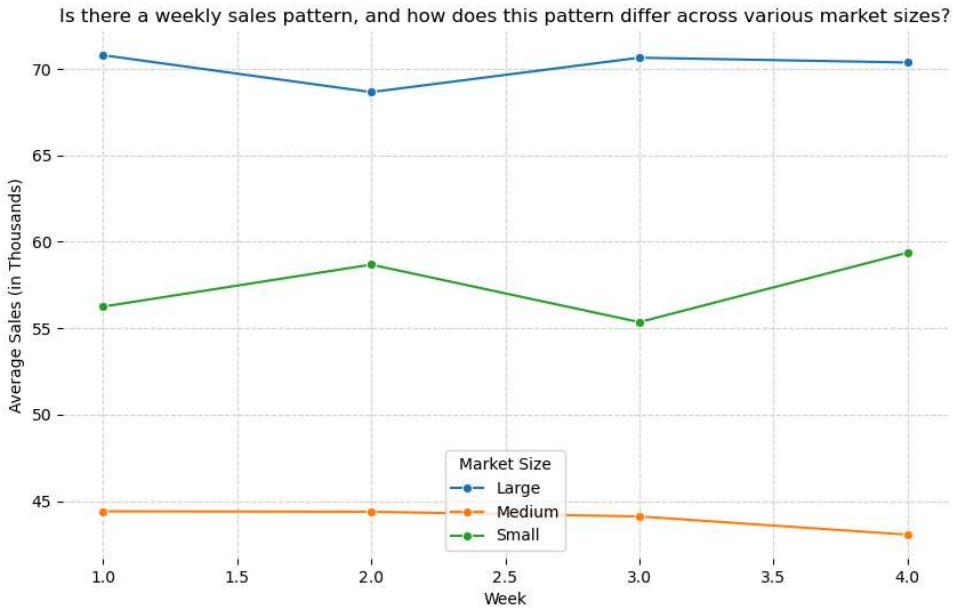
## ✷ Insight 2:

`main()` `Goal` Goal(question='Is there a weekly sales pattern, and how does this pattern differ across various market sizes?', visualization='line chart of average `SalesInThousands` over `week`, with separate lines for each `MarketSize`', rationale='This will identify any weekly trends and whether these trends ar...

A visualization goal

| | |
|---|---|
| **index** int | 2 |
| **question** str | 'Is there a weekly sales pattern, and how does this pattern differ across various market sizes?' |
| **rationale** str | 'This will identify any weekly trends and whether these trends are consistent across different market sizes. A line chart is ideal for |

| | |
|---|---|
| | visualizing trends over time (`week`). Separate lines for each `MarketSize` allow for easy comparison of weekly sales patterns across market segments.' |
| **visualization** str | 'line chart of average `SalesInThousands` over `week`, with separate lines for each `MarketSize`' |

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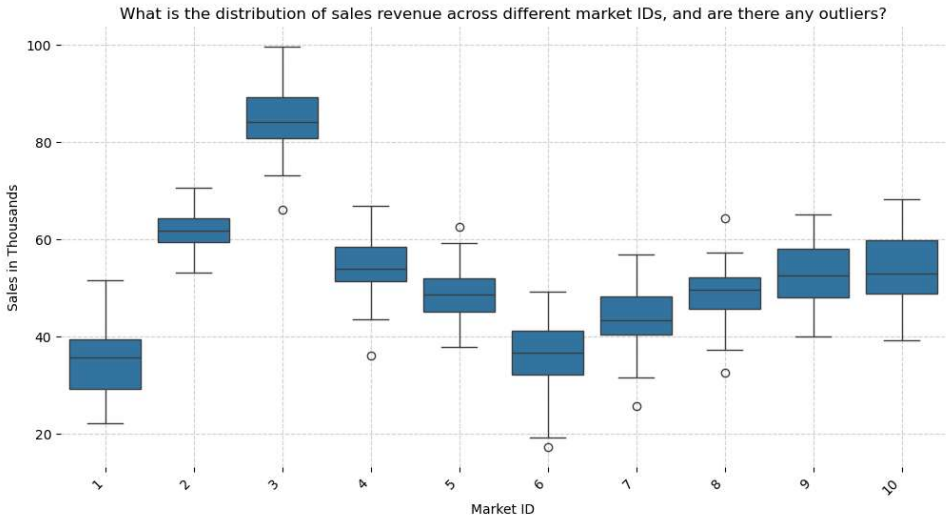
## ✷ Insight 3:

**main()** Goal Goal(question='What is the distribution of sales revenue across different market IDs, and are there any outliers?', visualization='box plot of `SalesInThousands` for each `MarketID`', rationale='This will identify the range and central tendency of sales for each market, highlighting potential outlie...

A visualization goal

| | |
|---|---|
| **index** int | 3 |
| **question** str | 'What is the distribution of sales revenue across different market IDs, and are there any outliers?' |
| **rationale** str | 'This will identify the range and central tendency of sales for each market, highlighting potential outliers that warrant further investigation. A box plot effectively displays the distribution of `SalesInThousands` for each `MarketID`, making it easy to spot outliers and compare the distributions a...' |
| **visualization** str | 'box plot of `SalesInThousands` for each `MarketID`' |

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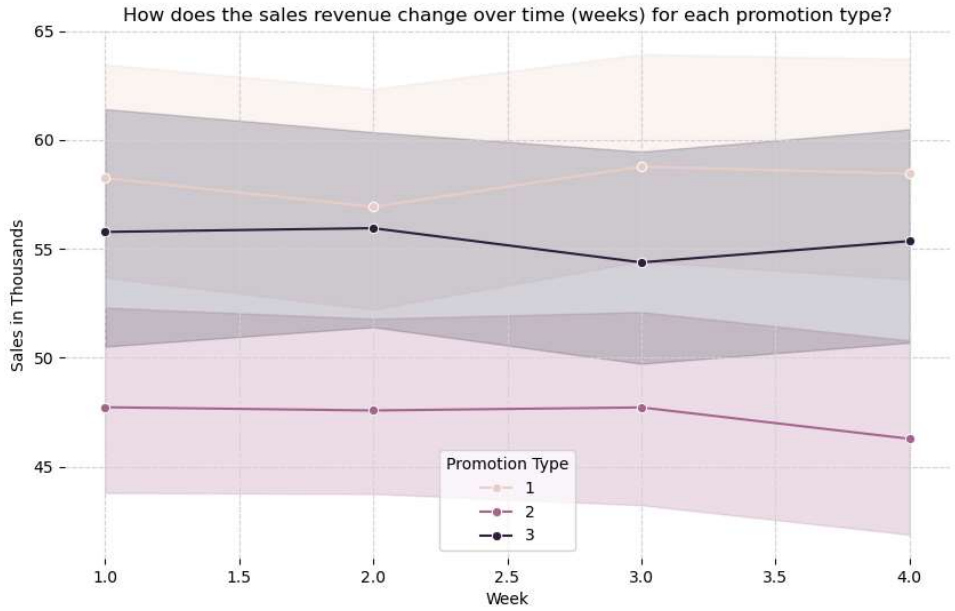
## ✷ Insight 4:

**main()** Goal Goal(question='How does the sales revenue change over time (weeks) for each promotion type?', visualization='line chart showing `SalesInThousands` over `week`, with separate lines for each `Promotion` level', rationale='This helps understand the effectiveness of different promotion strategies over t...

A visualization goal

| | |
|---|---|
| **index** int | 4 |
| **question** str | 'How does the sales revenue change over time (weeks) for each promotion type?' |
| **rationale** str | 'This helps understand the effectiveness of different promotion strategies over time. The line chart effectively visualizes trends in `SalesInThousands` over `week`, and separate lines for each `Promotion` level allow for direct comparison of the impact of different promotion types.' |
| **visualization** str | 'line chart showing `SalesInThousands` over `week`, with separate lines for each `Promotion` level' |

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