- 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

0.30

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

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!

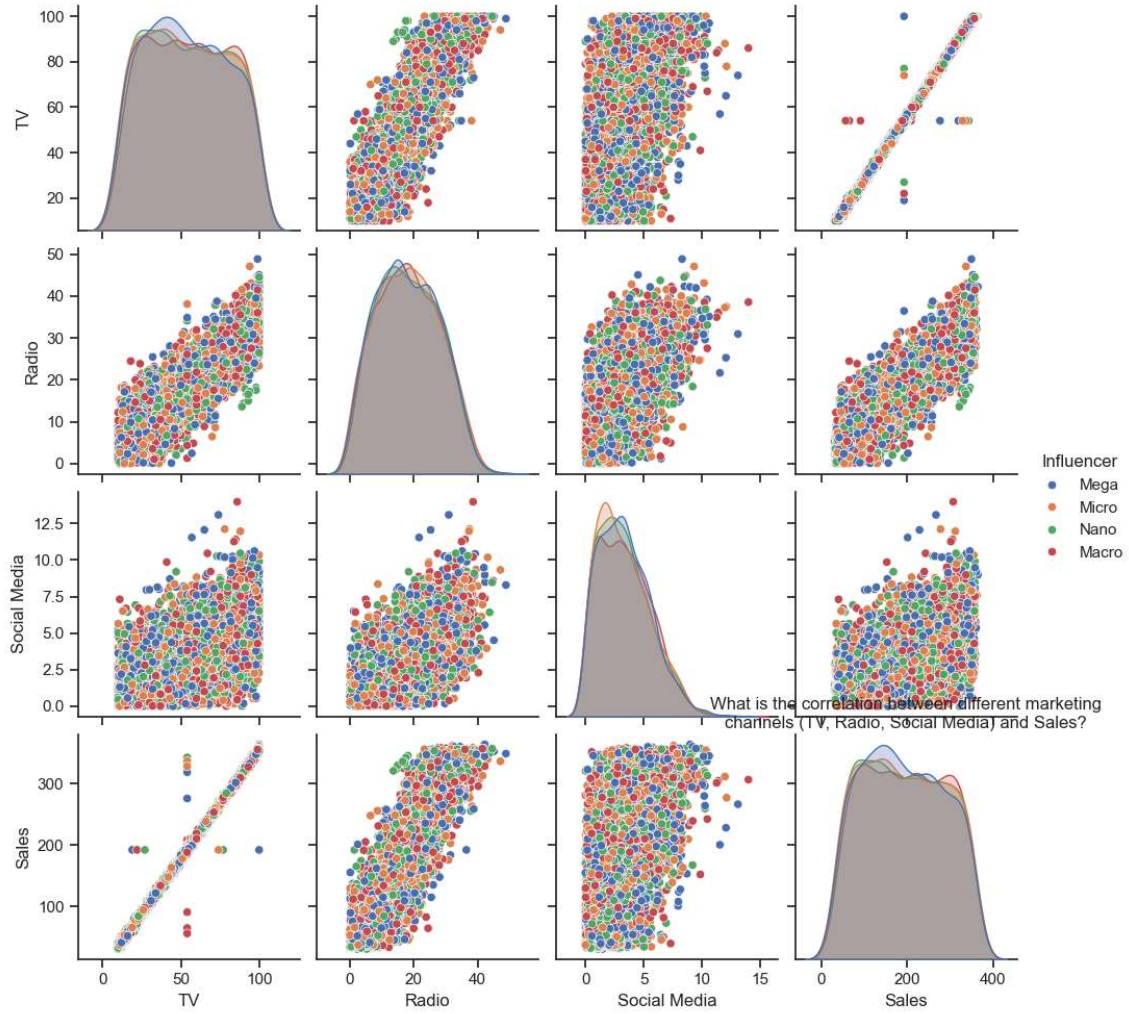
Generate Charts

✷ 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 the pairwise relationships betw...
```

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 the pairwise relationships between marketing spend across different channels and sales. High positive correlations suggest synergistic effects, while low or negative correlations might indicate areas for optimization or reallocation of resources. Using a scatter plot...
visualization str	"Scatter plot matrix showing the correlation between 'TV', 'Radio', 'Social Media', and 'Sales'"



[˚⋆ʕっ•ᴥ•ʔっ Download Chart ˚⋆]

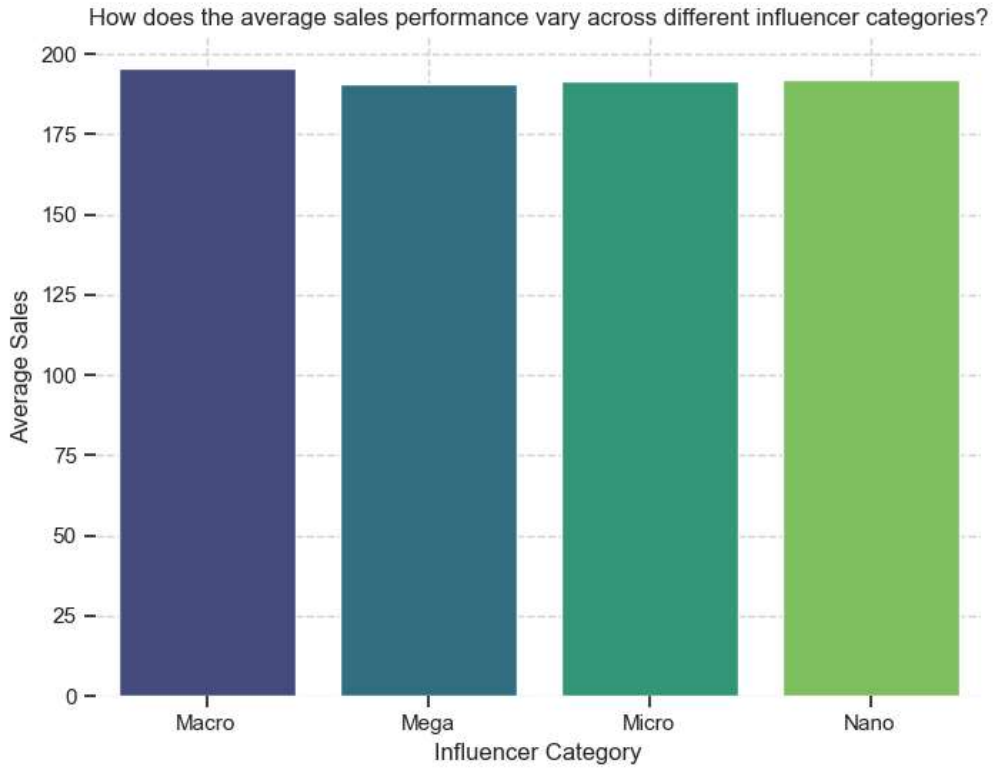
VizOps

✷ Insight 1:

main() Goal Goal(question='How does the average sales performance vary across different influencer categories?', visualization="Bar chart showing the average 'Sales' for each category in 'Influencer'", rationale="This will directly compare the effectiveness of different influencer tiers ('Micro', 'Macro', 'Mega...

A visualization goal

index int	1
question str	'How does the average sales performance vary across different influencer categories?'
rationale str	"This will directly compare the effectiveness of different influencer tiers ('Micro', 'Macro', 'Mega') in driving sales. A bar chart effectively visualizes the mean sales for each category, allowing for easy comparison and identification of the most effective influencer type."
visualization str	"Bar chart showing the average 'Sales' for each category in 'Influencer'"



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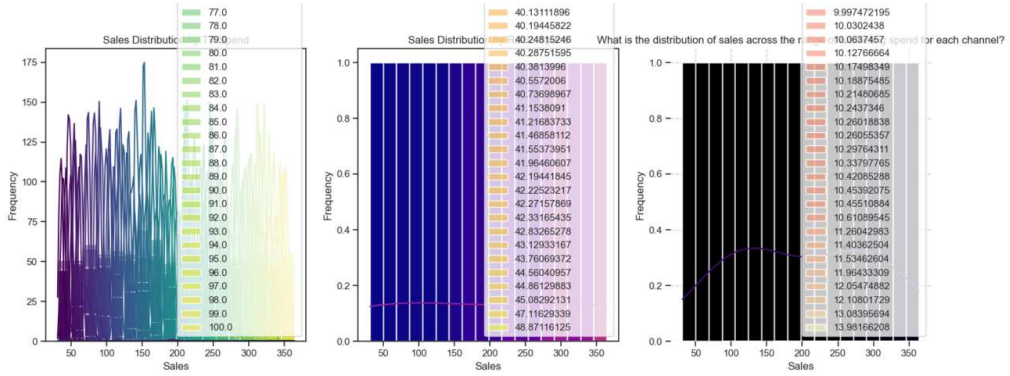
VizOps

✷ Insight 2:

main() Goal Goal(question='What is the distribution of sales across the range of marketing spend for each channel?', visualization="Multiple histograms, one for each of 'TV', 'Radio', and 'Social Media', showing the distribution of 'Sales' for different ranges of spend in each channel.", rationale='This will he...

A visualization goal

index int	2
question str	'What is the distribution of sales across the range of marketing spend for each channel?'
rationale str	'This will help identify potential thresholds or diminishing returns in marketing spend. Separate histograms for each channel allow for a detailed analysis of the relationship between marketing investment and sales outcomes in each channel independently.'
visualization str	"Multiple histograms, one for each of 'TV', 'Radio', and 'Social Media', showing the distribution of 'Sales' for different ranges of spend in each channel."



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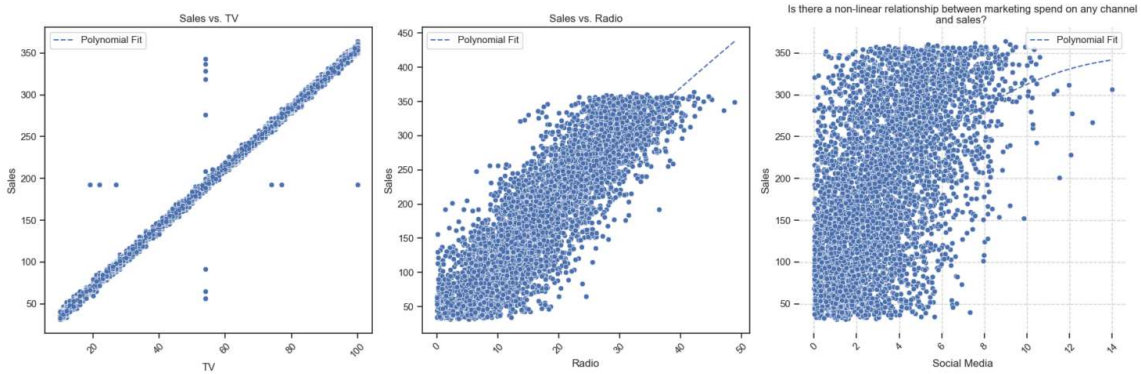
✷ Insight 3:

```
main() Goal Goal(question='Is there a non-linear relationship between marketing spend on any channel and sales? ', visualization="Scatter plots of 'Sales' vs. 'TV', 'Sales' vs. 'Radio', and 'Sales' vs. 'Social Media', with trend lines fitted.", rationale='Linear relationships are easily spotted, but non-linear ...
```

A visualization goal

index int	3
question str	'Is there a non-linear relationship between marketing spend on any channel and sales? '
rationale str	'Linear relationships are easily spotted, but non-linear relationships (e.g., diminishing returns) require a more nuanced approach. Scatter plots with trend lines help visualize the overall trend and identify potential non-linear patterns that might not be apparent in simpler visualizations. This ...
visualization str	"Scatter plots of 'Sales' vs. 'TV', 'Sales' vs. 'Radio', and 'Sales' vs. 'Social Media', with trend lines fitted."



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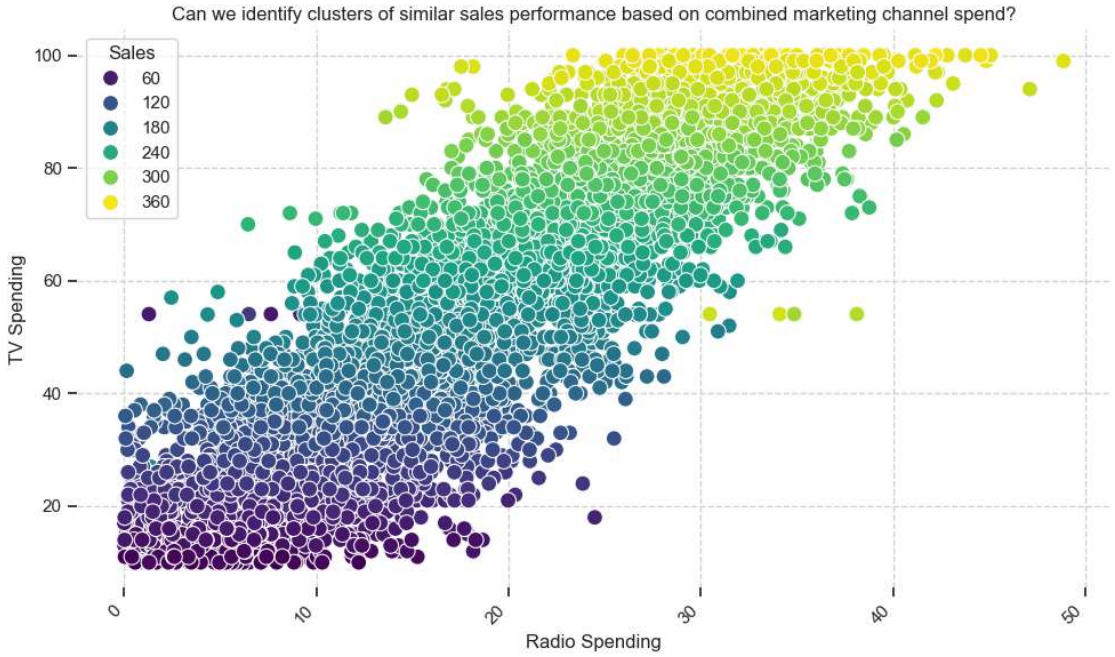
✷ Insight 4:

main() Goal Goal(question='Can we identify clusters of similar sales performance based on combined marketing channel spend?', visualization="Scatter plot of 'Radio' vs. 'TV', colored by 'Sales' using a color gradient.", rationale="This visualization aims to identify potential clusters of similar sales performan...

A visualization goal

index int	4
question str	'Can we identify clusters of similar sales performance based on combined marketing channel spend?'
rationale str	"This visualization aims to identify potential clusters of similar sales performance based on the combined effect of TV and Radio advertising. Coloring the points by sales allows for visual identification of regions with high and low sales, potentially revealing patterns or interactions between the...
visualization str	"Scatter plot of 'Radio' vs. 'TV', colored by 'Sales' using a color gradient."



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