- Home
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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

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!

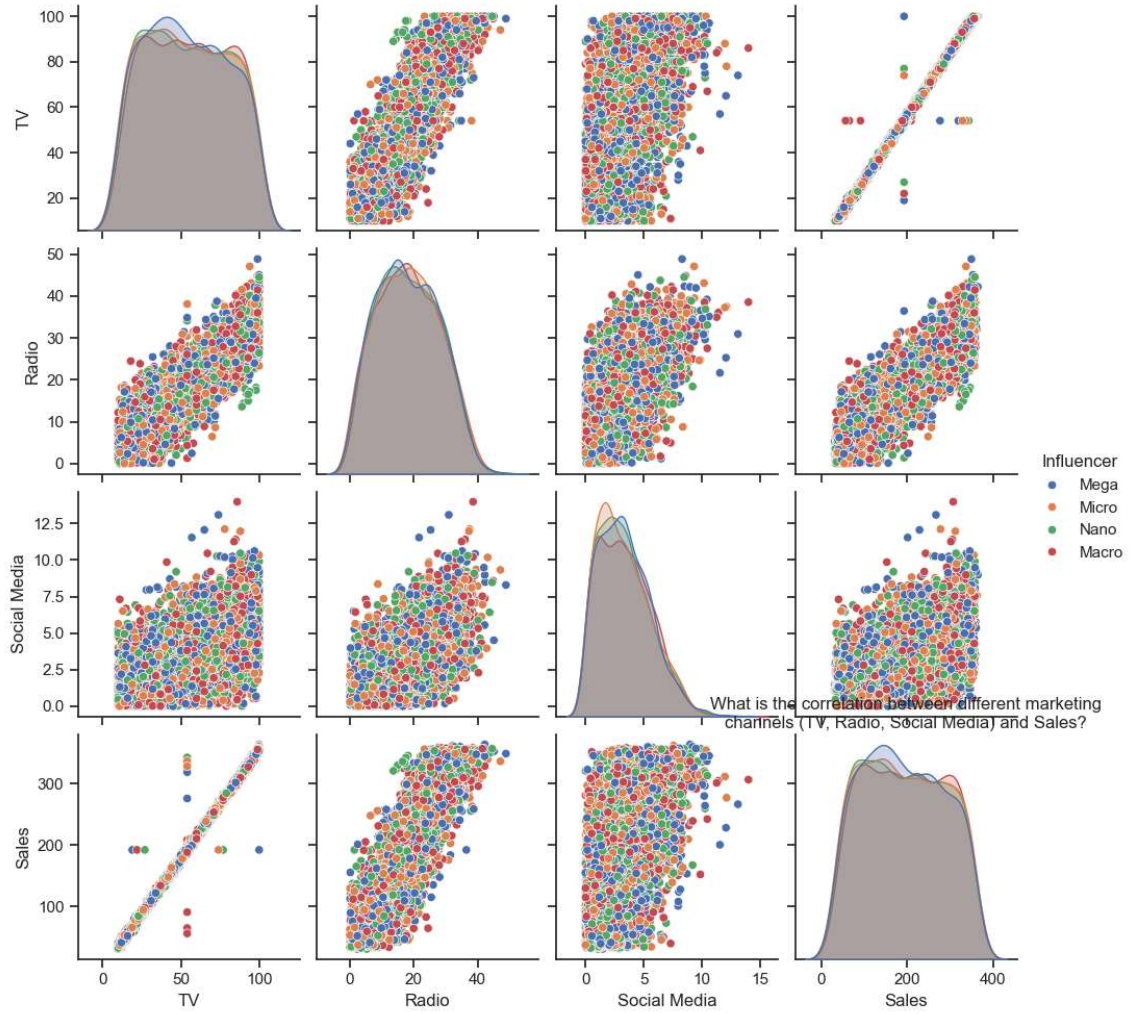
Generate Charts

✷ 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 resulting sales. High correlations suggest synergistic effects, while low or negative correlations indicate potential inefficiencies or the need for channel optimization. Using all four ...
visualization str	"Scatter plot matrix showing the correlation between 'TV', 'Radio', 'Social Media', and 'Sales'"



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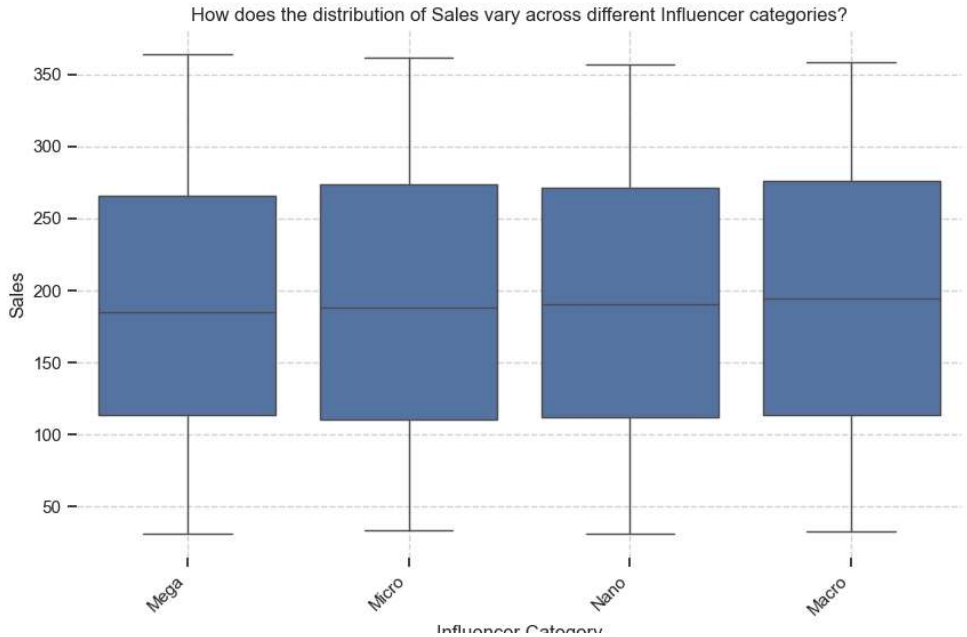
VizOps

✷ 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 will show the central tendency, spread, and potential outliers of sales for each influencer category ('Micro', 'Macro', 'Mega'...
```

A visualization goal

index int	1
question str	'How does the distribution of Sales vary across different Influencer categories?'
rationale str	"This will show the central tendency, spread, and potential outliers of sales for each influencer category ('Micro', 'Macro', 'Mega'). It helps determine which influencer type yields the highest average sales and whether the variability in sales is significantly different across categories. This us...
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 Social Media spending on Sales?', visualization="3D scatter plot with 'TV' and 'Social Media' on the x and y axes, and 'Sales' on the z-axis.", rationale="This visualization allows for exploration of the interaction between TV and Social Media adv...
```

A visualization goal

index int	2
question str	'What is the combined effect of TV and Social Media spending on Sales?'
rationale str	"This visualization allows for exploration of the interaction between TV and Social Media advertising on sales. We can identify potential synergistic effects or diminishing returns by observing the 3D distribution of the data points. This uses 'TV', 'Social Media', and 'Sales' fields."
visualization str	"3D scatter plot with 'TV' and 'Social Media' on the x and y axes, and 'Sales' on the z-axis."

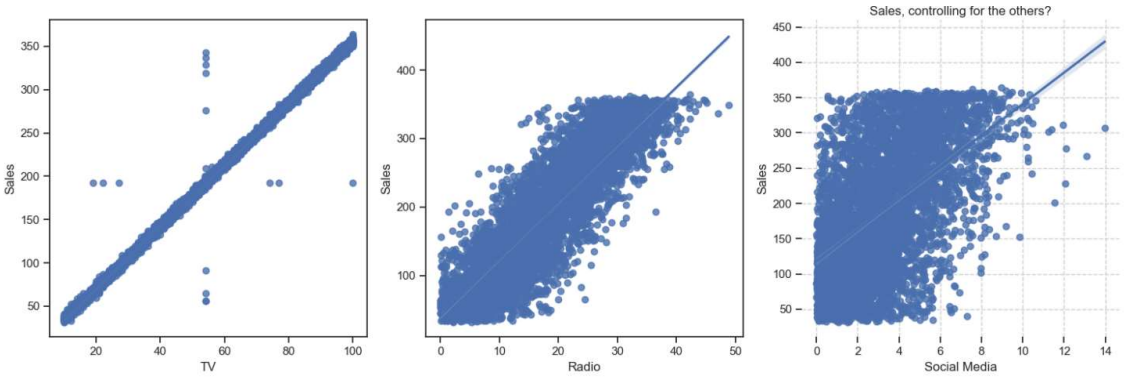
✷ Insight 3:

```
main() Goal Goal(question='What are the marginal effects of each marketing channel on Sales, controlling for the others?', visualization="Regression plot showing the relationship between each marketing channel ('TV', 'Radio', 'Social Media') and 'Sales', with regression lines and confidence intervals.", rationa...
```

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 more sophisticated analysis than simple correlations, accounting for the potential confounding effects of other marketing channels. The regression lines and confidence intervals will

	show the estimated effect of each channel on sales, holding other channels constant. This uses ...
visualization str	"Regression plot showing the relationship between each marketing channel ('TV', 'Radio', 'Social Media') and 'Sales', with regression lines and confidence intervals."



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VizOps

✷ Insight 4:

main() Goal Goal(question='What is the distribution of spending across each marketing channel?', visualization="Bar chart showing the total spending for each channel ('TV', 'Radio', 'Social Media'). Calculate the sum of each channel's spending.", rationale="This provides a high-level overview of the marketing ...

A visualization goal

index int	4
question str	'What is the distribution of spending across each marketing channel?'
rationale str	"This provides a high-level overview of the marketing budget allocation across different channels. It helps identify which channels receive the most investment and can inform decisions about resource allocation. This uses 'TV', 'Radio', and 'Social Media' fields, requiring aggregation to calculate...

visualization str	"Bar chart showing the total spending for each channel ('TV', 'Radio', 'Social Media'). Calculate the sum of each channel's spending."