- 🏠 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

marketingCampaign.csv 2.6MB

Successfully uploaded a CSV file with 64000 rows of data.

	recency	history	used_discount	used_bogo	zip_code	is_referral	channel	offer	conversion
0	10	142.44	1	0	Surburban	0	Phone	Buy One Get One	0
1	6	329.08	1	1	Rural	1	Web	No Offer	0
2	7	180.65	0	1	Surburban	1	Web	Buy One Get One	0
3	9	675.83	1	0	Rural	1	Web	Discount	0
4	2	45.34	1	0	Urban	0	Web	Buy One Get One	0

Data cleaned!

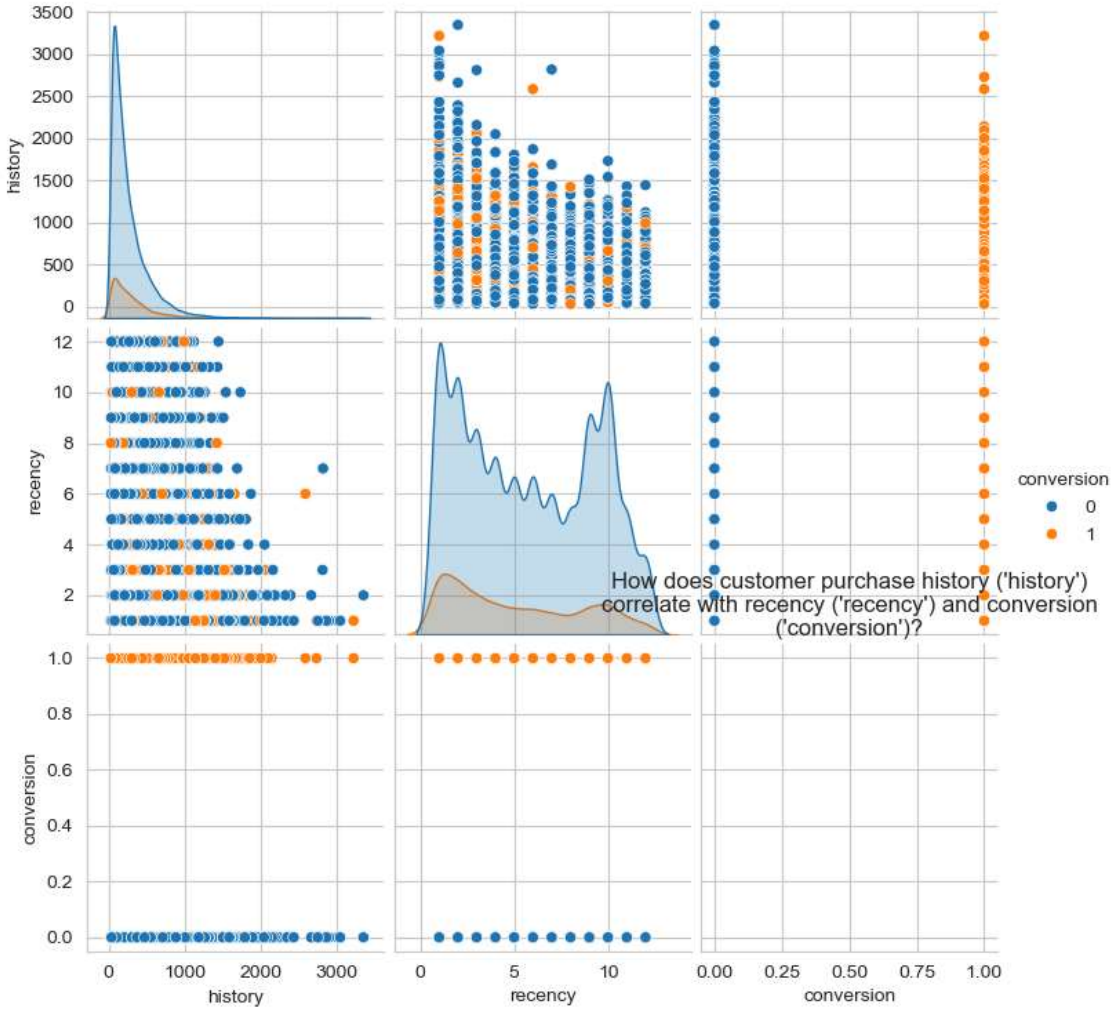
Generate Charts

✷ Insight 0:

```
main() Goal Goal(question="How does customer purchase history ('history') correlate with recency ('recency') and conversion ('conversion')?", visualization="Scatter plot matrix showing the relationship between 'history', 'recency', and 'conversion'.", rationale="This visualization will reveal potential patterns...
```

A visualization goal

index int	0
question str	"How does customer purchase history ('history') correlate with recency ('recency') and conversion ('conversion')?"
rationale str	"This visualization will reveal potential patterns in customer behavior. A strong negative correlation between 'recency' and 'history' might indicate that more recent customers tend to have lower purchase history. The relationship between 'history' and 'conversion' will show if higher spending cus...
visualization str	"Scatter plot matrix showing the relationship between 'history', 'recency', and 'conversion'."



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VizOps

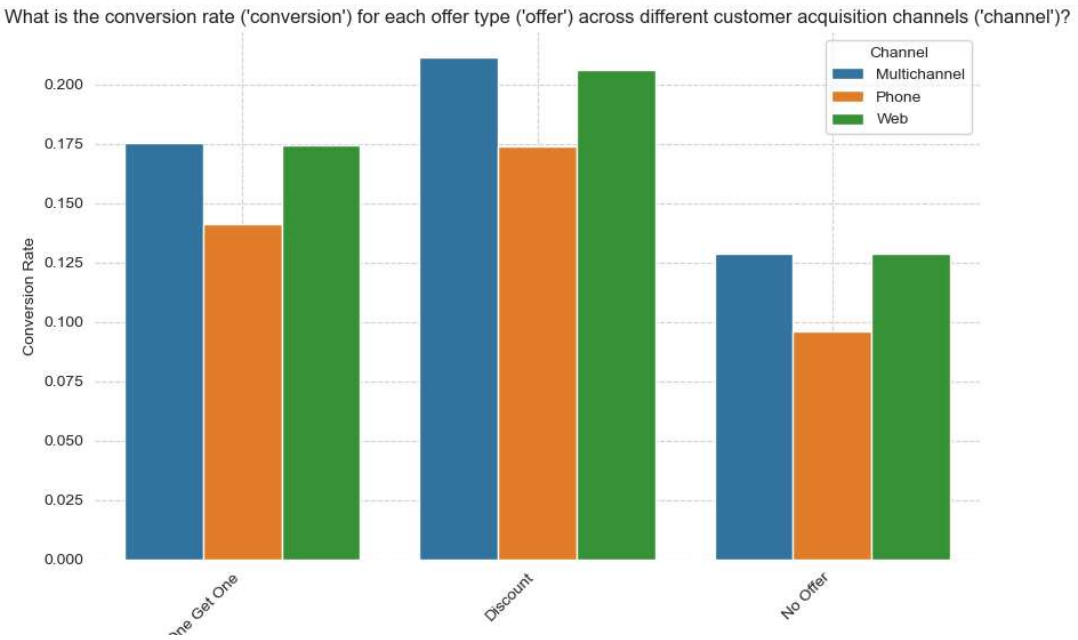
✷ Insight 1:

```
main() Goal Goal(question="What is the conversion rate ('conversion') for each offer
type ('offer') across different customer acquisition channels ('channel')?",
```

visualization="Grouped bar chart showing conversion rate ('conversion') for each 'offer' type, broken down by 'channel'.", rationale="This will identi...

A visualization goal

index int	1
question str	"What is the conversion rate ('conversion') for each offer type ('offer') across different customer acquisition channels ('channel')?"
rationale str	"This will identify which offer types and channels are most effective in driving conversions. We can compare the effectiveness of 'Buy One Get One' vs 'No Offer' across 'Phone' and 'Web' channels."
visualization str	"Grouped bar chart showing conversion rate ('conversion') for each 'offer' type, broken down by 'channel'."



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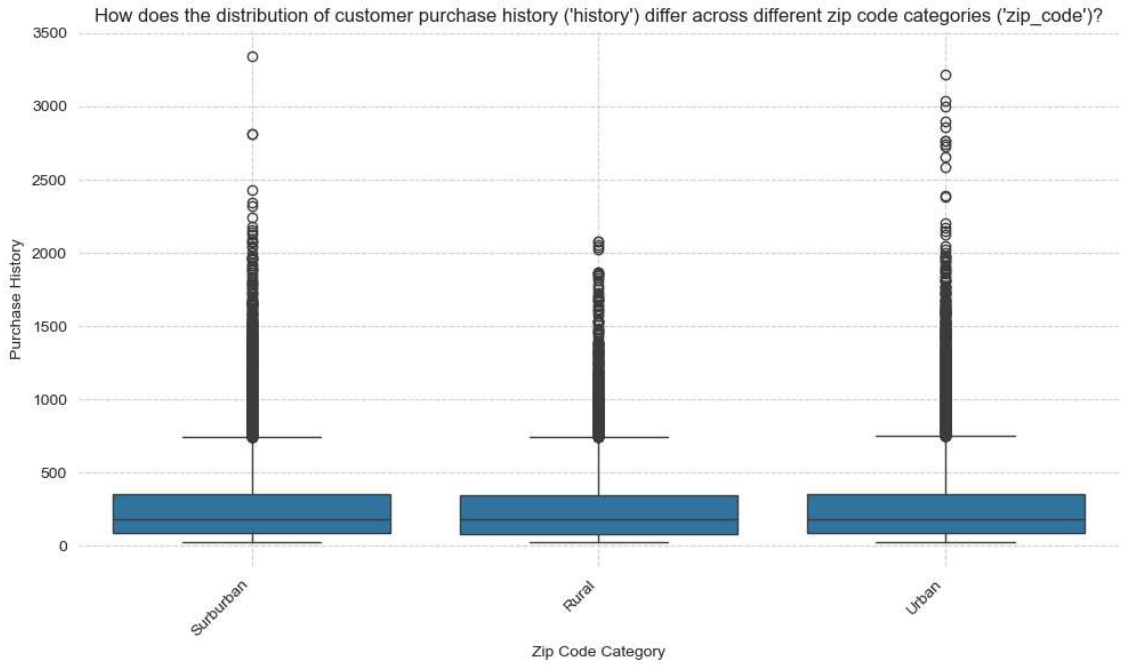
VizOps

✷ Insight 2:

```
main() Goal Goal(question="How does the distribution of customer purchase history
('history') differ across different zip code categories ('zip_code')?",
visualization="Box plot showing the distribution of 'history' for each 'zip_code'
category.", rationale="This helps understand if there are geographic variati...
```

A visualization goal

index int	2
question str	"How does the distribution of customer purchase history ('history') differ across different zip code categories ('zip_code')?"
rationale str	"This helps understand if there are geographic variations in customer spending habits. We can compare the median, quartiles, and outliers of 'history' for 'Surburban', 'Rural', and any other 'zip_code' categories."
visualization str	"Box plot showing the distribution of 'history' for each 'zip_code' category."



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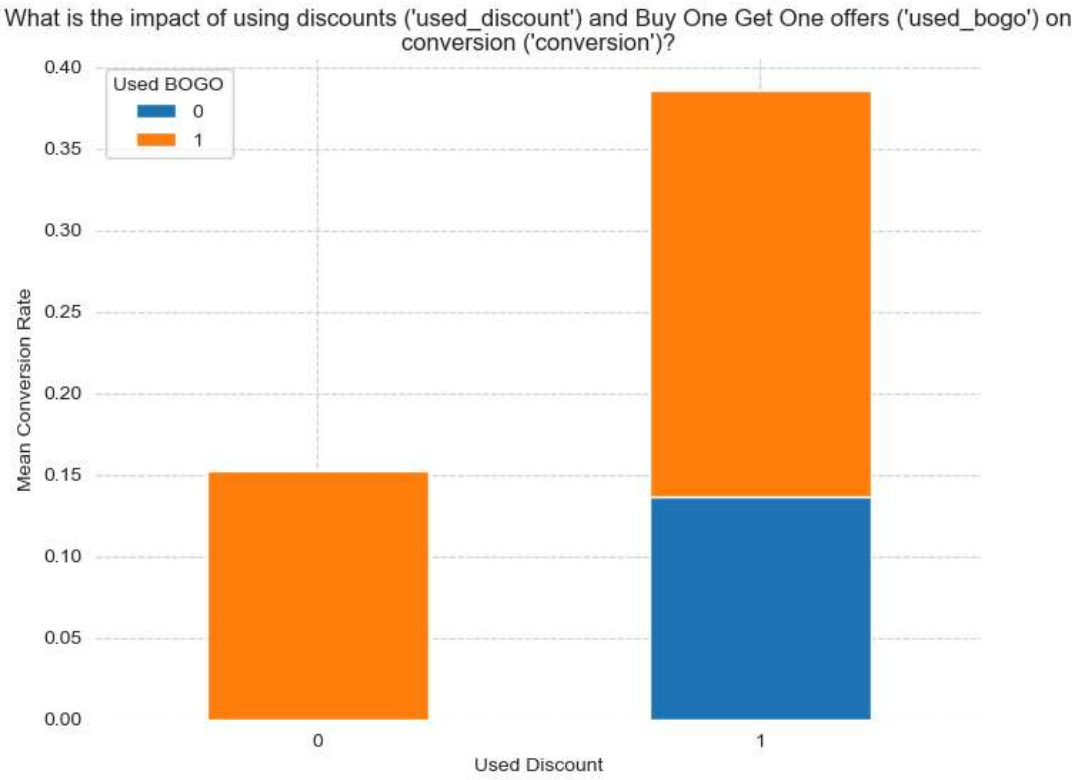
VizOps

✷ Insight 3:

```
main() Goal Goal(question="What is the impact of using discounts ('used_discount') and
Buy One Get One offers ('used_bogo') on conversion ('conversion')?",
visualization="Stacked bar chart showing the proportion of conversions ('conversion')
for customers who used discounts ('used_discount' = 1) vs. those who d...
```

A visualization goal

index int	3
question str	"What is the impact of using discounts ('used_discount') and Buy One Get One offers ('used_bogo') on conversion ('conversion')?"
rationale str	"This will assess the effectiveness of different promotional strategies. We can determine if discounts and BOGO offers significantly improve conversion rates and if there's any interaction effect between them."
visualization str	"Stacked bar chart showing the proportion of conversions ('conversion') for customers who used discounts ('used_discount' = 1) vs. those who didn't ('used_discount' = 0), further broken down by 'used_bogo'."



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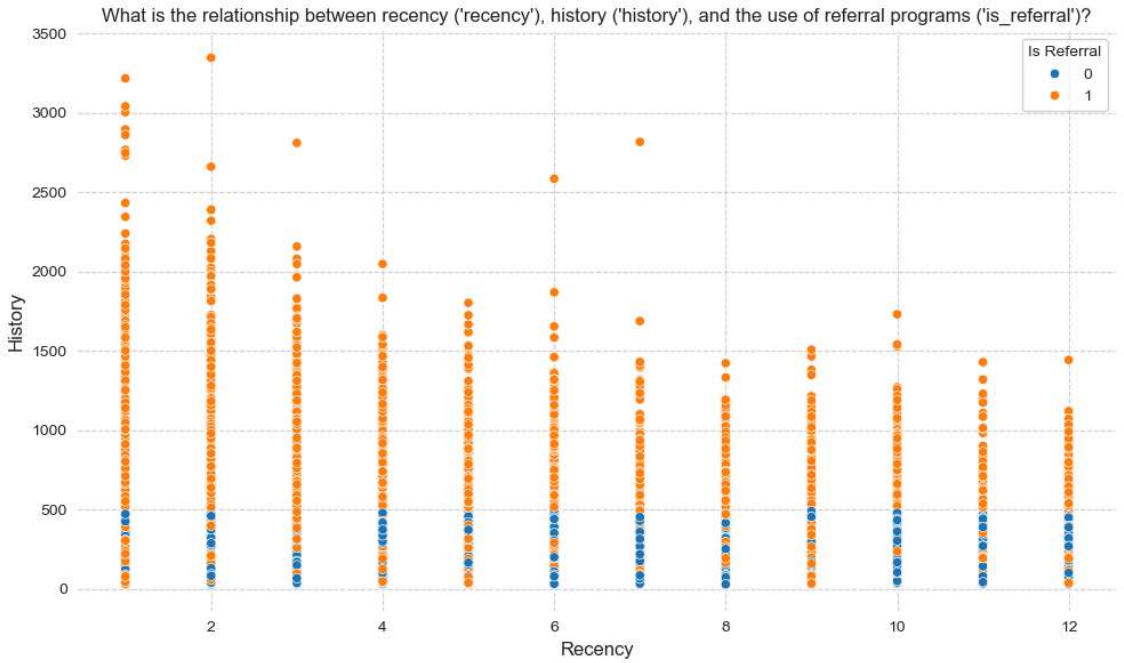
✷ Insight 4:

```
main() Goal Goal(question="What is the relationship between recency ('recency'), history ('history'), and the use of referral programs ('is_referral')?", visualization="Scatter plot of 'recency' vs. 'history', with points colored by 'is_referral' (0 or 1).", rationale='This visualization will help understand if...
```

A visualization goal

index int	4
question str	"What is the relationship between recency ('recency'), history ('history'), and the use of referral programs ('is_referral')?"
rationale str	'This visualization will help understand if referral customers exhibit different patterns in recency and purchase history compared to non-referral customers. We can identify potential differences in customer lifetime value based on referral status.'
visualization str	"Scatter plot of 'recency' vs. 'history', with points colored by 'is_referral' (0 or 1)."



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