

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



Ecommerce_Customers.csv 70.0KB



Successfully uploaded a CSV file with 500 rows of data.

	Email	Address	Avatar
0	mstephenson@fernandez.com	835 Frank Tunnel Wrightmouth, MI 82180-9605	Violet
1	hduke@hotmail.com	4547 Archer Common Diazchester, CA 06566-8576	DarkGreen
2	pallen@yahoo.com	24645 Valerie Unions Suite 582 Cobbborough, DC 99414-7564	Bisque
3	riverarebecca@gmail.com	1414 David Throughway Port Jason, OH 22070-1220	SaddleBrown
4	mstephens@davidson-herman.com	14023 Rodriguez Passage Port Jacobville, PR 37242-1057	MediumAquaMarine


No missing or duplicate values found in the data.




 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:

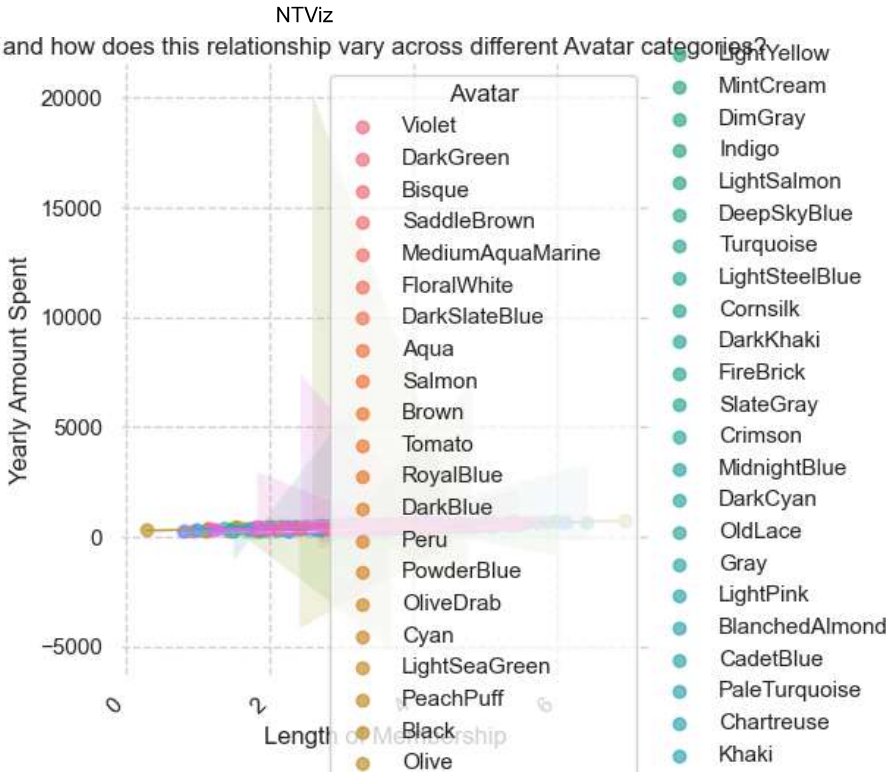
Functions:

Summarize & Goal ▾

Generate Charts

✳ Insight 0:

<pre>main() Goal Goal(question="What is the correlation between 'Length of Membership' and 'Yearly Amount Spent', and how does this relationship vary across different 'Avatar' categories?", visualization="Scatter plot matrix of 'Length of Membership' vs. 'Yearly Amount Spent', with points colored by 'Avatar'. A sep...</pre>	
A visualization goal	
index <code>int</code>	0
question <code>str</code>	"What is the correlation between 'Length of Membership' and 'Yearly Amount Spent', and how does this relationship vary across different 'Avatar' categories?"
rationale <code>str</code>	"This visualization will reveal the strength and direction of the correlation between membership length and yearly spending. Color-coding by 'Avatar' will identify if different avatar groups exhibit different spending patterns based on membership duration. This helps understand customer segmentatio..."
visualization <code>str</code>	"Scatter plot matrix of 'Length of Membership' vs. 'Yearly Amount Spent', with points colored by 'Avatar'. A separate regression line could be shown for each 'Avatar' category."



Download Chart

VizOps

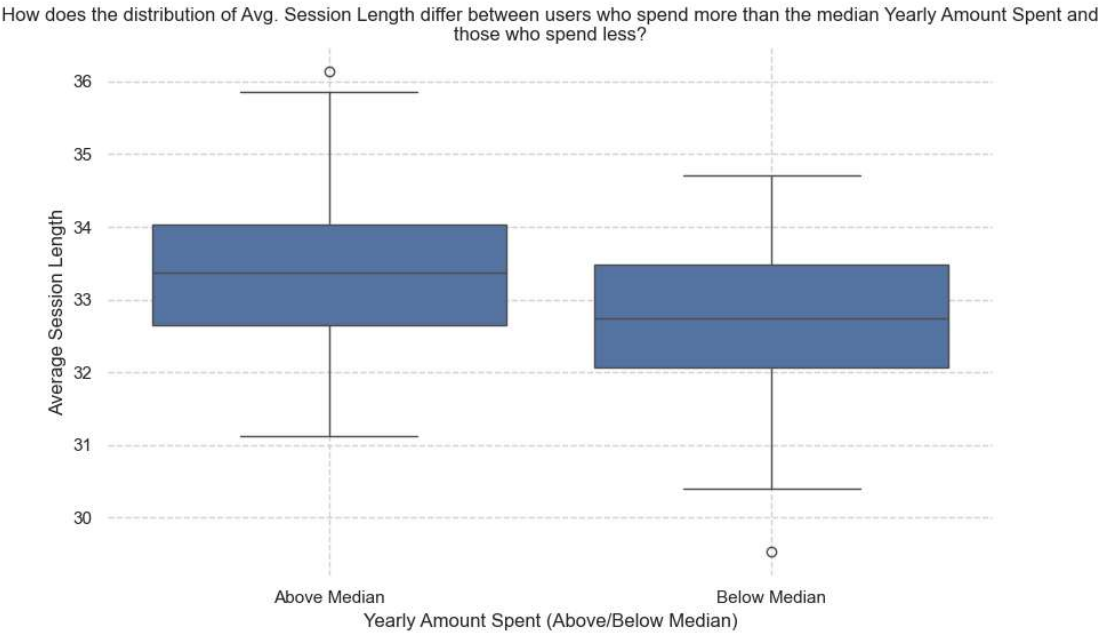
★ Insight 1:

```
main() Goal Goal(question="How does the distribution of 'Avg. Session Length' differ between users who spend more than the median 'Yearly Amount Spent' and those who spend less?", visualization="Box plot comparing 'Avg. Session Length' for two groups: 'Yearly Amount Spent' above median vs. 'Yearly Amount Spent' below median")
```

A visualization goal

index	int	1
question	str	"How does the distribution of 'Avg. Session Length' differ between users who spend more than the median 'Yearly Amount Spent' and those who spend less?"

rationale <code>str</code>	"This will show if there's a significant difference in average session length between high and low spenders. A longer average session length might indicate a stronger engagement and higher propensity to spend."
visualization <code>str</code>	"Box plot comparing 'Avg. Session Length' for two groups: 'Yearly Amount Spent' above median vs. 'Yearly Amount Spent' below median."



[Download Chart](#)

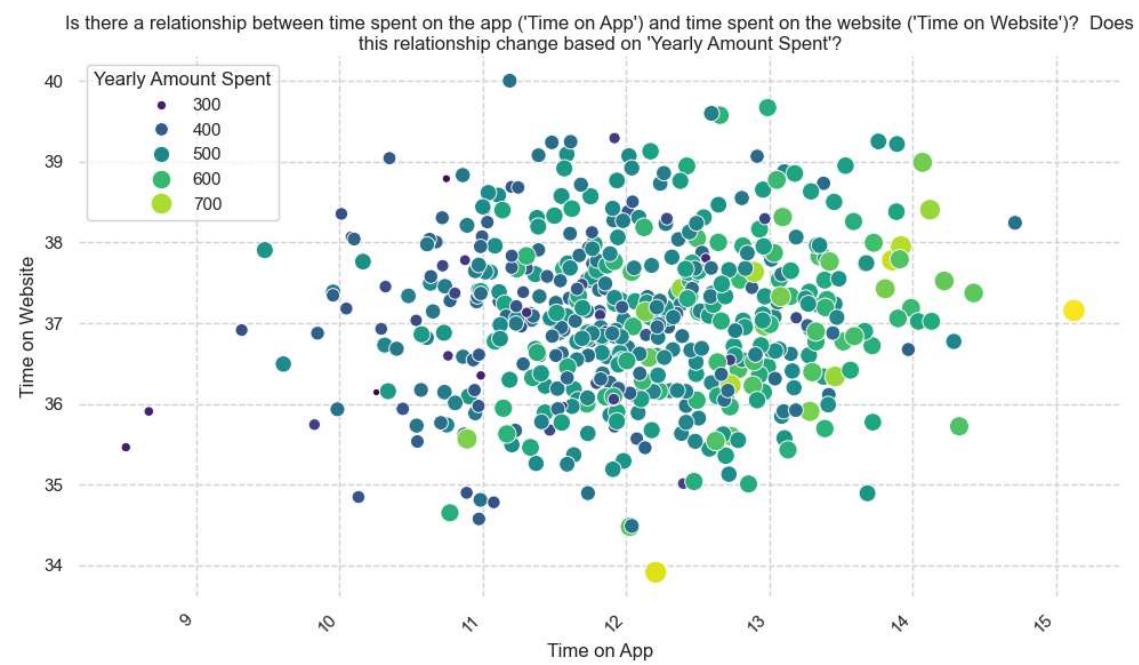
VizOps

✱ Insight 2:

```
main() Goal Goal(question="Is there a relationship between time spent on the app ('Time on App') and time spent on the website ('Time on Website')? Does this relationship change based on 'Yearly Amount Spent'?", visualization="Scatter plot of 'Time on App' vs. 'Time on Website', with points sized or colored by...")
```

A visualization goal

index <code>int</code>	2
question <code>str</code>	"Is there a relationship between time spent on the app ('Time on App') and time spent on the website ('Time on Website')? Does this relationship change based on 'Yearly Amount Spent'?"
rationale <code>str</code>	'This explores the interplay between app usage and website usage. The size/color based on spending will show if higher spenders tend to use either platform more. This helps understand user behavior and channel effectiveness.'
visualization <code>str</code>	"Scatter plot of 'Time on App' vs. 'Time on Website', with points sized or colored by 'Yearly Amount Spent'."



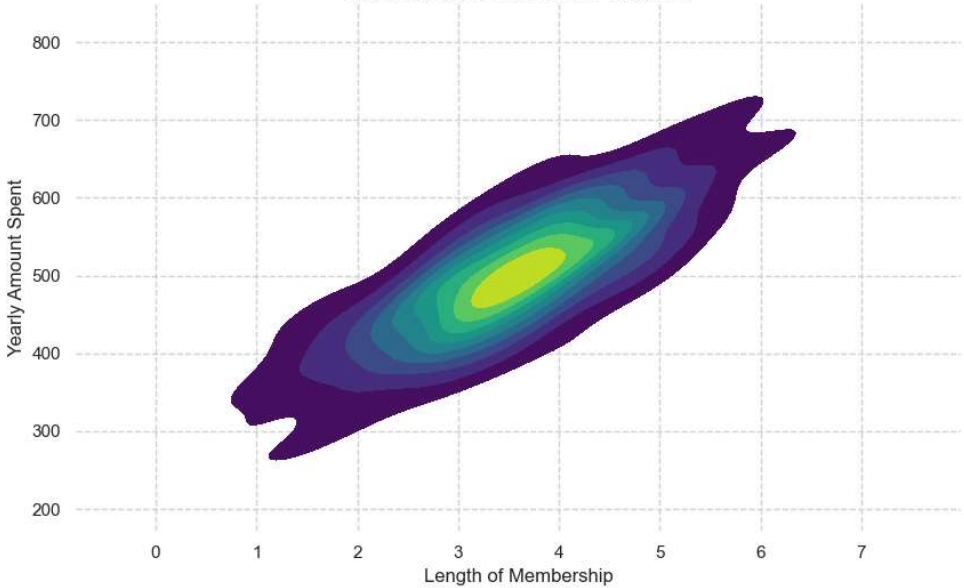
[Download Chart](#)

VizOps


★ Insight 3:

<pre>main() Goal Goal(question="What is the distribution of 'Yearly Amount Spent', and how does it relate to the 'Length of Membership'? Can we identify clusters of customers based on these two variables?", visualization="2D density plot or heatmap of 'Length of Membership' and 'Yearly Amount Spent'.", rationale='T...</pre>	
A visualization goal	
index <code>int</code>	3
question <code>str</code>	"What is the distribution of 'Yearly Amount Spent', and how does it relate to the 'Length of Membership'? Can we identify clusters of customers based on these two variables?"
rationale <code>str</code>	'This visualization will reveal the density of customers across different combinations of membership length and yearly spending. It can help identify clusters of customers with similar behavior, potentially indicating different customer segments requiring tailored strategies.'
visualization <code>str</code>	"2D density plot or heatmap of 'Length of Membership' and 'Yearly Amount Spent'."

What is the distribution of Yearly Amount Spent, and how does it relate to the Length of Membership? Can we identify clusters of customers based on these two variables?



°★↶•••?↷ Download Chart °★

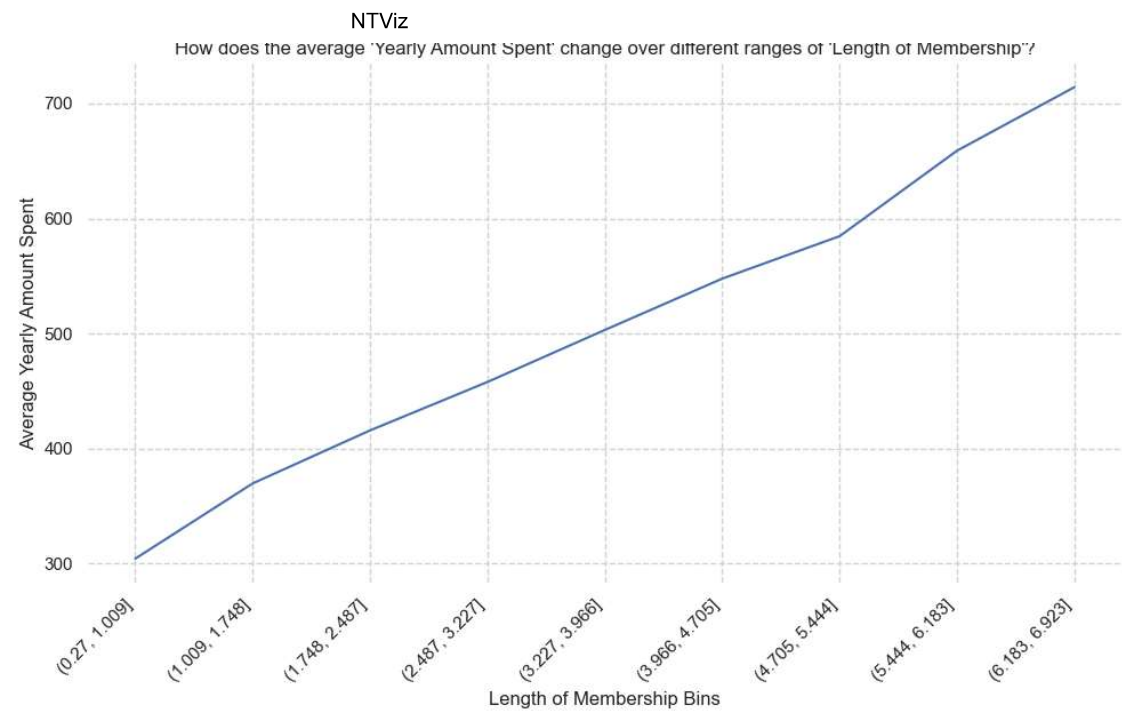
 VizOps ▾

✳ Insight 4:

```
main() Goal Goal(question="How does the average 'Yearly Amount Spent' change over
different ranges of 'Length of Membership'?", visualization="Line chart showing the
average 'Yearly Amount Spent' for different bins of 'Length of Membership'.",
rationale='This will illustrate the trend of yearly spending as memb...
```

A visualization goal

index	int	4
question	str	"How does the average 'Yearly Amount Spent' change over different ranges of 'Length of Membership'?"
rationale	str	'This will illustrate the trend of yearly spending as membership length increases. This helps understand the return on investment of customer retention efforts and identify potential inflection points in customer lifetime value.'
visualization	str	"Line chart showing the average 'Yearly Amount Spent' for different bins of 'Length of Membership'."



[Download Chart](#)

VizOps