- 🏠 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

0.30

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

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!

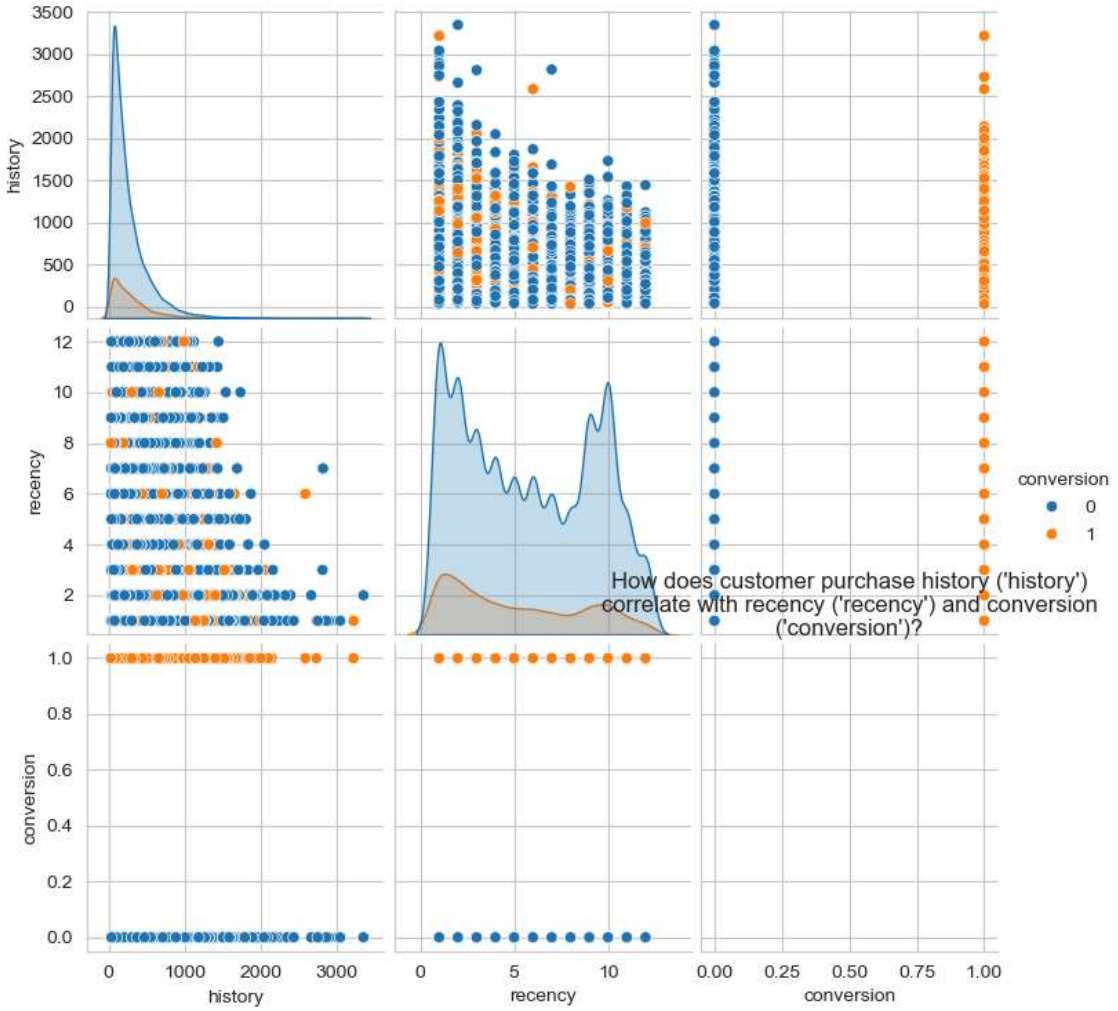
Generate Charts

✷ 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'. Color-code points by 'conversion' (0 or 1).", rationale="This...

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 with 'conversion' will show if higher purchase history leads to hig...
visualization str	"Scatter plot matrix showing the relationship between 'history', 'recency', and 'conversion'. Color-code points by 'conversion' (0 or 1)."



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VizOps

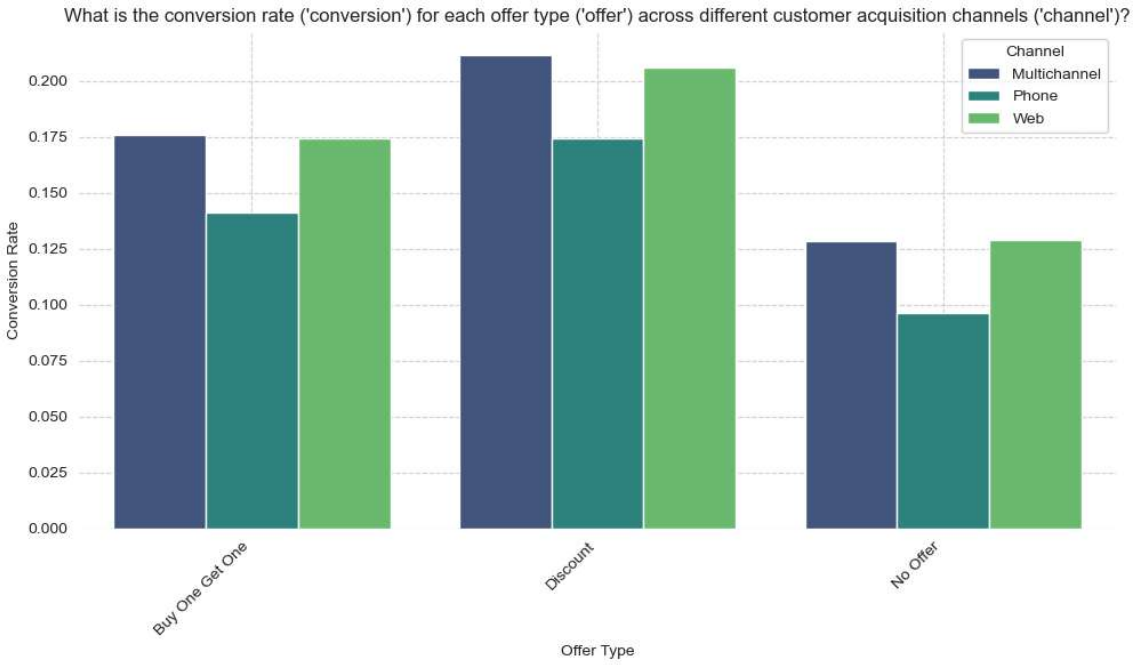
✷ Insight 1:

```
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, separated by 'channel'.", rationale="This will allow us...

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 allow us to identify which offer types and channels are most effective in driving conversions. We can compare the performance 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, separated by 'channel'."



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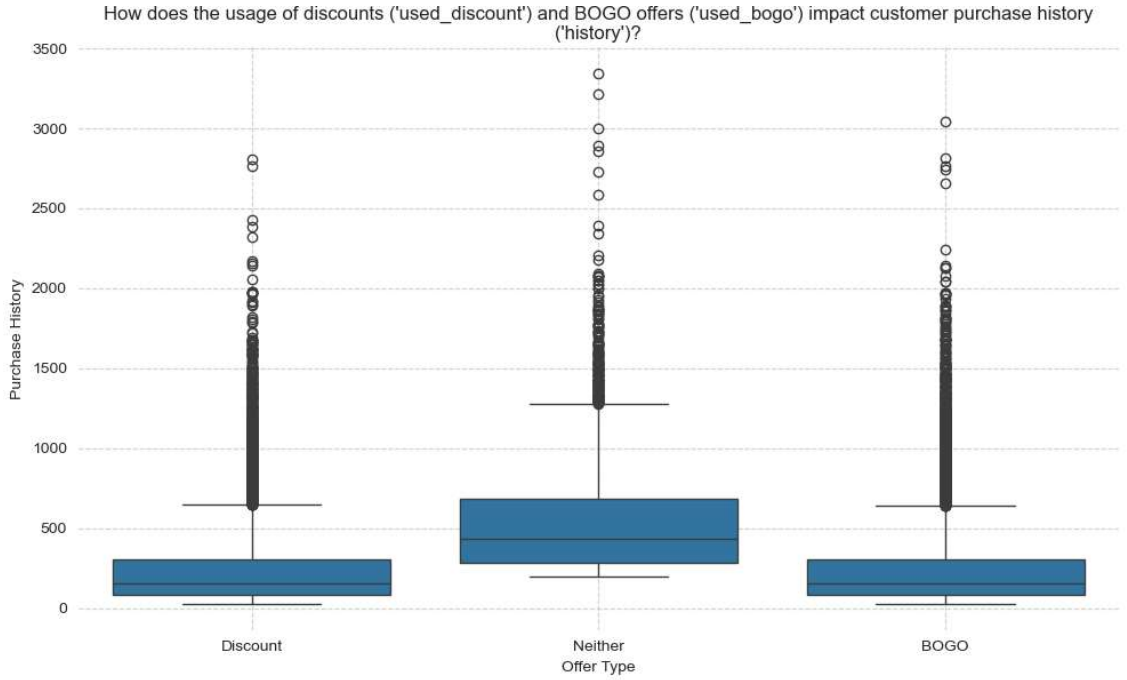
VizOps

✷ Insight 2:

main() Goal Goal(question="How does the usage of discounts ('used_discount') and BOGO offers ('used_bogo') impact customer purchase history ('history')?", visualization="Box plot comparing 'history' for customers who used discounts ('used_discount' = 1), those who used BOGO offers ('used_bogo' = 1), and those w...

A visualization goal

index int	2
question str	"How does the usage of discounts ('used_discount') and BOGO offers ('used_bogo') impact customer purchase history ('history')?"
rationale str	"This will help determine the effectiveness of different promotional strategies. We can see if offering discounts or BOGO deals significantly increases customer spending ('history')."
visualization str	"Box plot comparing 'history' for customers who used discounts ('used_discount' = 1), those who used BOGO offers ('used_bogo' = 1), and those who used neither."



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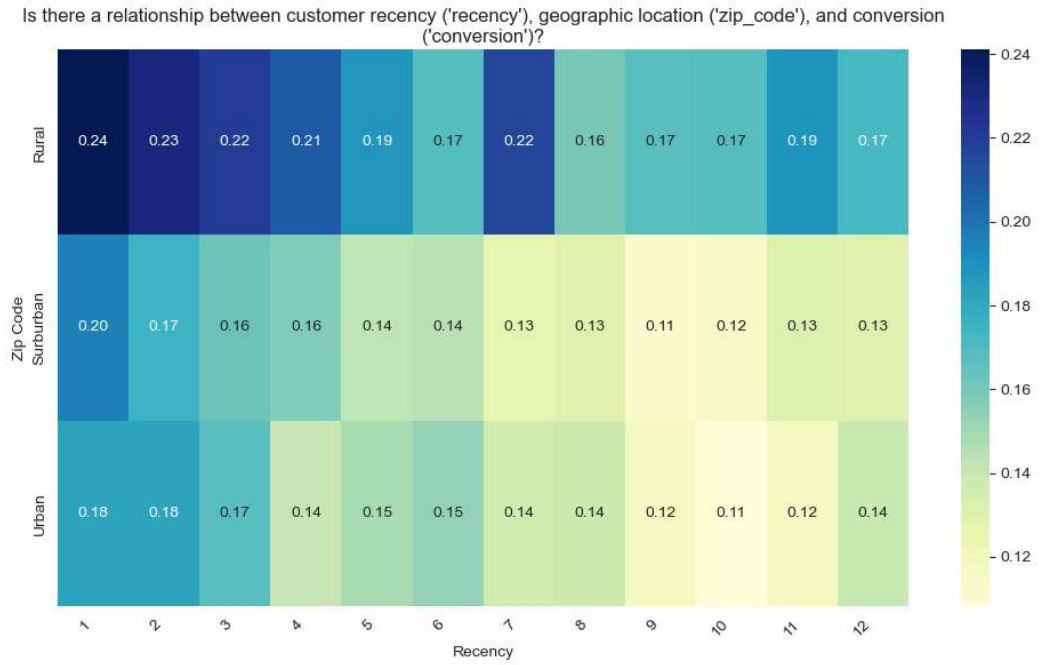
VizOps

✷ Insight 3:

```
main() Goal Goal(question="Is there a relationship between customer recency ('recency'), geographic location ('zip_code'), and conversion ('conversion')?",
visualization="Heatmap showing the conversion rate ('conversion') for each 'zip_code' category, with the intensity of color representing the recency ('recen...
```

A visualization goal

index int	3
question str	"Is there a relationship between customer recency ('recency'), geographic location ('zip_code'), and conversion ('conversion')?"
rationale str	'This visualization will help identify geographic areas with high or low conversion rates and how recency affects these rates within each area. This could reveal insights into regional marketing strategies.'
visualization str	"Heatmap showing the conversion rate ('conversion') for each 'zip_code' category, with the intensity of color representing the recency ('recency')."



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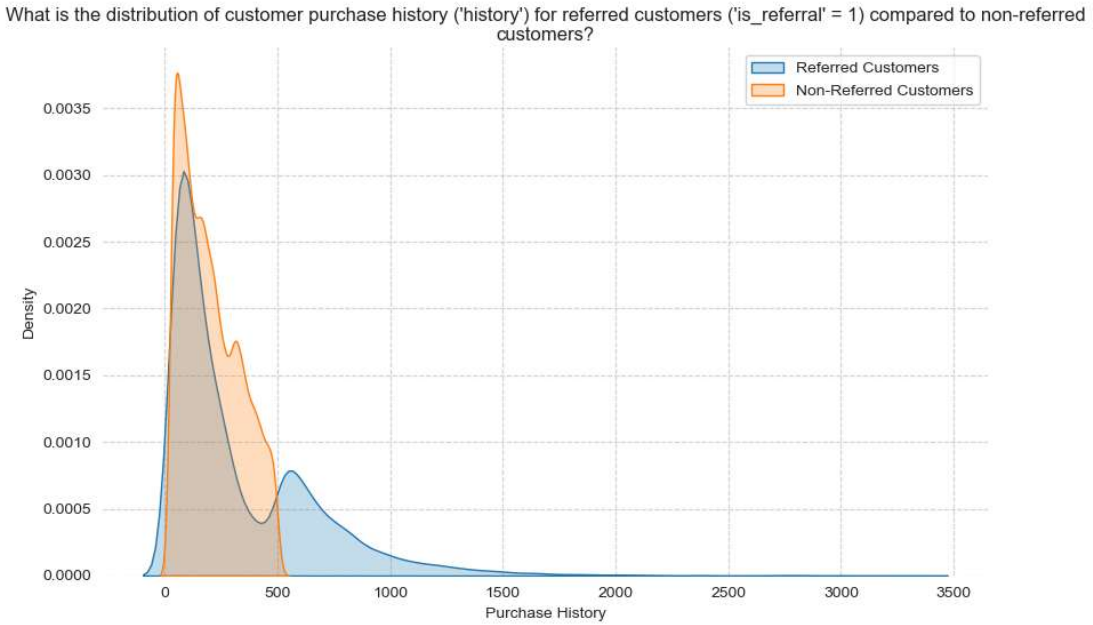
✷ Insight 4:

```
main() Goal Goal(question="What is the distribution of customer purchase history ('history') for referred customers ('is_referral' = 1) compared to non-referred customers?", visualization="Density plot comparing the distribution of 'history' for customers with 'is_referral' = 1 and 'is_referral' = 0.", rational...
```

A visualization goal

index int	4
question str	"What is the distribution of customer purchase history ('history') for referred customers ('is_referral' = 1) compared to non-referred customers?"

rationale str	"This will reveal if referral programs are attracting customers with significantly different purchase behaviors. We can compare the average and variability of 'history' between the two groups."
visualization str	"Density plot comparing the distribution of 'history' for customers with 'is_referral' = 1 and 'is_referral' = 0."



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