

Real-time Marketing Reporting with ChatGPT Code Interpreter

Everything your team needs
to know about ChatGPT
reporting to not mess up a
board meeting.

improvado

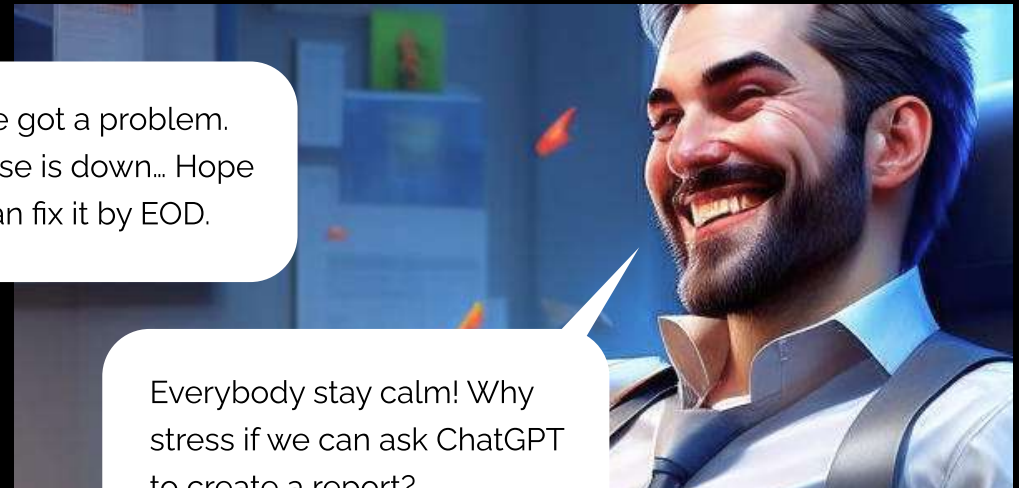
Everything's ready for the board meeting, let's doublecheck the numbers.



Folks, we've got a problem. Our database is down... Hope our guys can fix it by EOD.



Everybody stay calm! Why stress if we can ask ChatGPT to create a report?



Here's a dashboard that you can create in under 40 minutes with ChatGPT to save your neck from an unexpected meeting.

Your ultimate prompt:

Please, create a 2x2 grid of charts based on the provided data.

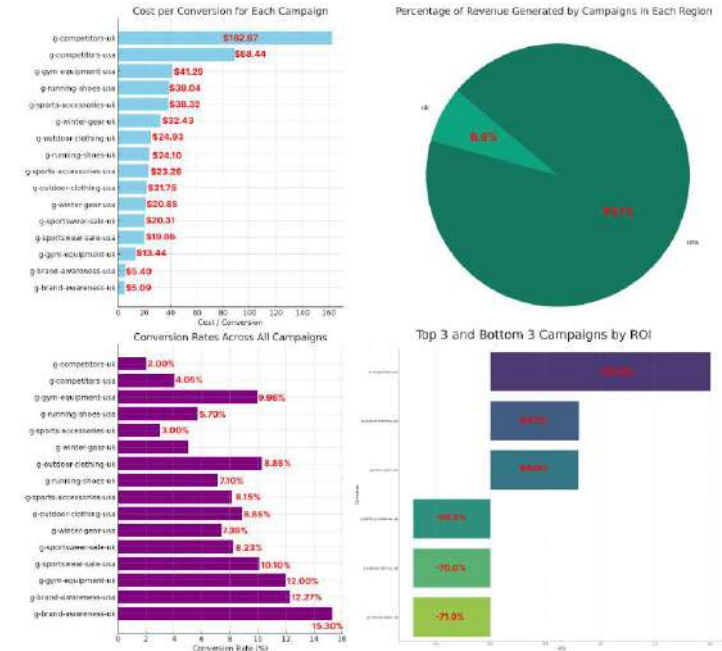
The first chart should show the cost per conversion for each campaign.

The second chart should show the percentage of total revenue generated by campaigns in the US and UK.

Note, if the campaign has 'usa' in its name, it means that it was launched in the US, while if the name contains 'uk', it means it was launched in the UK. Use a pie chart for this one.

The third chart should show the conversion rates across all campaigns.

The fourth chart should show the ROI of 3 best and 3 worst campaigns in terms of revenue generation.



You don't need to be a data guru



You can write with words instead of SQL



You don't need to Google formulas or specific charts, ChatGPT knows everything



Check the roadmap to get ready for an upcoming meeting.

Here's how you do it

Use this slide for navigation or read on to learn every detail.

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Done in 40 minutes!

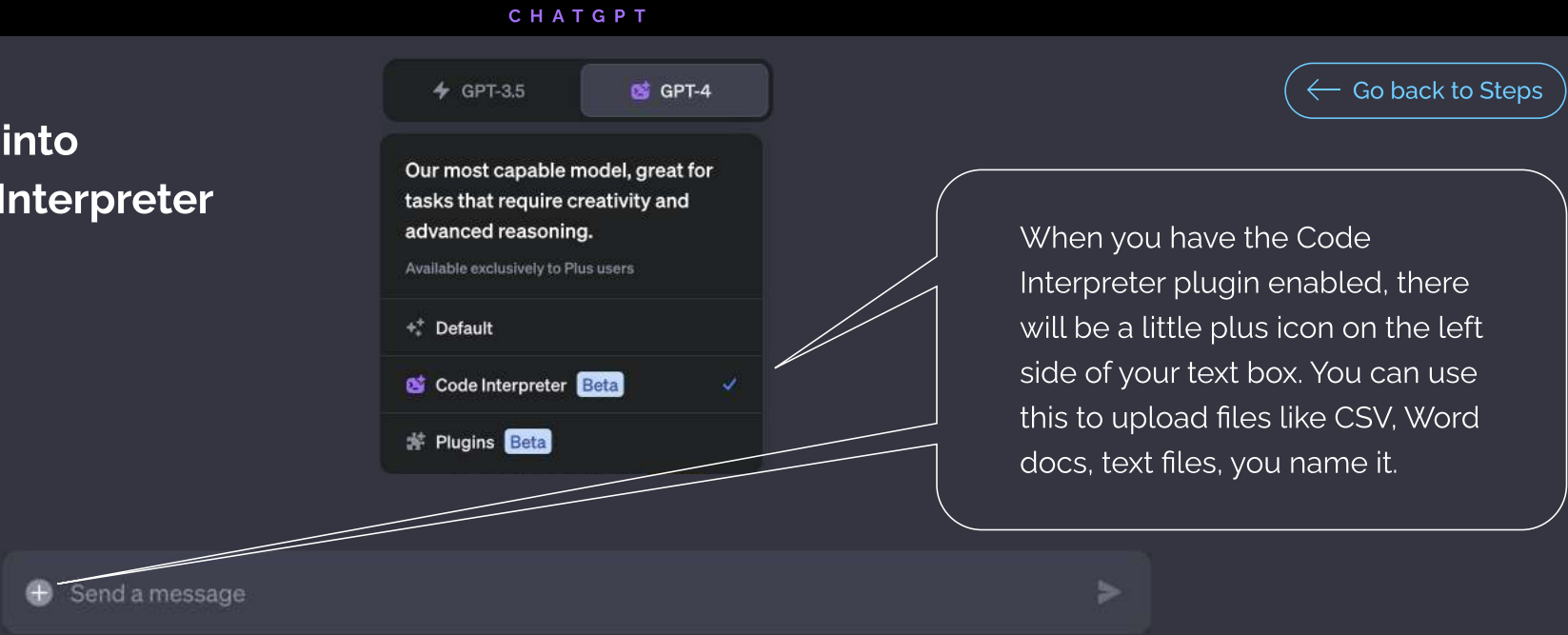
How to Start

- ! Improvado is an advanced AI marketing analytics platform.
- Trained on TBs of revenue data, its AI assistant provides instant, tailored campaign and budget optimization guidance. The platform automatically collects all the relevant data and instantly makes it analysis-ready.

Before feeding Code Interpreter with your figures and context, prepare a spreadsheet with the data extracted from the ad platforms you want to report on (e.g. Google Ads).

Code Interpreter can process files up to 100 Mbs, which is perfect for smaller use cases. However, if you're running global campaigns or work with multiple agencies, this becomes a major bottleneck.

— Load a CSV file into ChatGPT Code Interpreter



Google Ads Table

Campaign		Impr.	Clicks	CTR	Avg. CPC	Cost	Search impr. share	Conv. rate	Conv.	Cost / conv.	Revenue
	g-sportswear-sale-usa	4,853,210	104,378	2.15%	\$2.01	\$209,413	54.30%	10.10%	10,547	\$19.86	\$595,629
	g-running-shoes-usa	3,987,465	79,532	1.99%	\$2.22	\$176,943	52.70%	5.70%	4,532	\$39.04	\$452,974
	g-gym-equipment-usa	3,508,291	67,697	1.93%	\$4.11	\$278,412	50.10%	9.96%	6,743	\$41.29	\$359,158
	g-winter-gear-usa	5,982,314	129,512	2.16%	\$1.54	\$199,532	56.80%	7.39%	9,571	\$20.85	\$277,137
	g-sports-accessories-usa	2,983,456	54,365	1.82%	\$1.90	\$103,132	47.90%	8.15%	4,433	\$23.26	\$185,637
	g-brand-awareness-usa	1,009,876	232,469	23.02%	\$0.66	\$153,965	90.30%	12.27%	28,514	\$5.40	\$318,495
	g-competitors-usa	3,023,109	55,477	1.84%	\$3.58	\$198,543	49.20%	4.05%	2,245	\$88.44	\$100,227
	g-outdoor-clothing-usa	6,014,329	130,358	2.17%	\$1.93	\$251,097	60.70%	8.85%	11,543	\$21.75	\$55,425
	g-sportswear-sale-uk	1,455,963	25,051	1.72%	\$1.67	\$41,883	56.70%	8.23%	2,062	\$20.31	\$500,140
	g-running-shoes-uk	1,196,240	20,678	1.73%	\$1.71	\$35,389	49.20%	7.10%	1,468	\$24.10	\$355,999
	g-gym-equipment-uk	1,052,487	34,525	3.28%	\$1.61	\$55,682	49.30%	12.00%	4,143	\$13.44	\$12,629
	g-winter-gear-uk	1,794,694	24,607	1.37%	\$1.62	\$39,906	58.20%	5.00%	1,230	\$32.43	\$11,974
	g-sports-accessories-uk	895,037	17,940	2.00%	\$1.15	\$20,626	44.20%	3.00%	538	\$38.32	\$11,913
	g-brand-awareness-uk	302,963	39,520	13.04%	\$0.78	\$30,793	91.00%	15.30%	6,047	\$5.09	\$6,188
	g-competitors-uk	906,933	12,205	1.35%	\$3.25	\$39,709	48.10%	2.00%	244	\$162.67	\$15,066
	g-outdoor-clothing-uk	1,804,299	19,554	1.08%	\$2.57	\$50,219	59.00%	10.30%	2,014	\$24.93	\$10,616

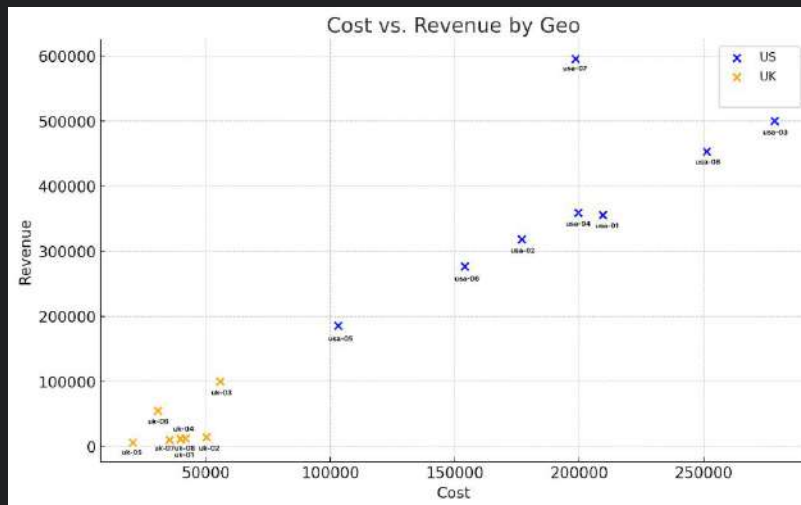
Google Ads Performance Overview

Marketer

What overall campaign performance trends do you see based on the CSV file? Please visualize them and describe any noticeable trends or growth opportunities.



GPT



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From this plot, we can see that as the cost of a campaign increases, the revenue also tends to increase.

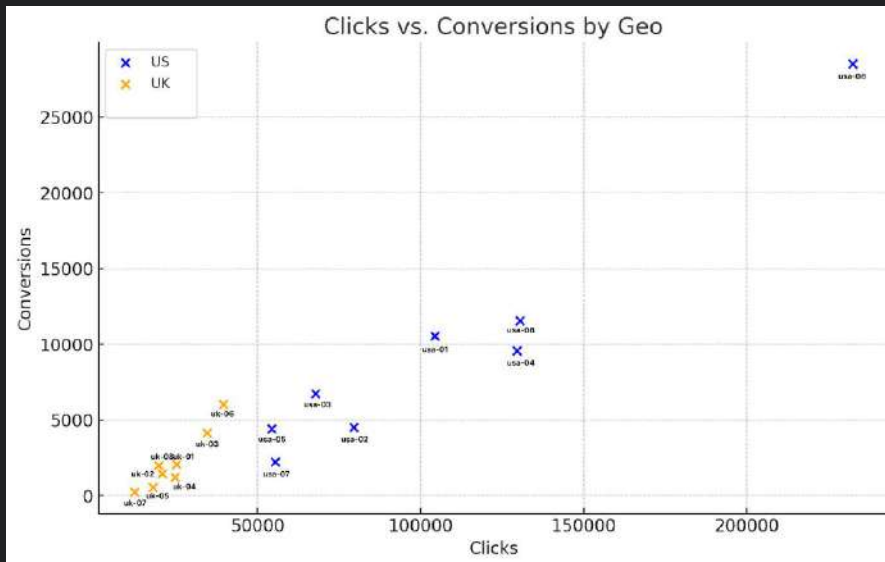
Investing more in a campaign may lead to higher revenue, though the exact relationship may vary by geography and other factors.

We also see that US campaigns (in blue) tend to have higher costs and revenues than UK campaigns (in orange).

Google Ads Performance Overview

GPT

Next, let's create a scatter plot of Clicks vs. Conversions to see if there is any trend in the conversion rate across different campaigns.



GPT

Our next plot shows the relationship between clicks (x-axis) and conversions (y-axis) for each campaign. The colors stand for geographical location of the campaign (blue for US, orange for UK).



From this plot, we can see a positive relationship between clicks and conversions across all campaigns: As the number of clicks increases, the number of conversions also tends to increase.

This suggests that getting more clicks on a campaign may lead to higher conversions, though the exact relationship may vary by geography and other factors.

We also see some differences between the geographic markets. US campaigns (in blue) tend to have higher clicks and conversions than UK campaigns (in orange).

Cost vs. conversions chart

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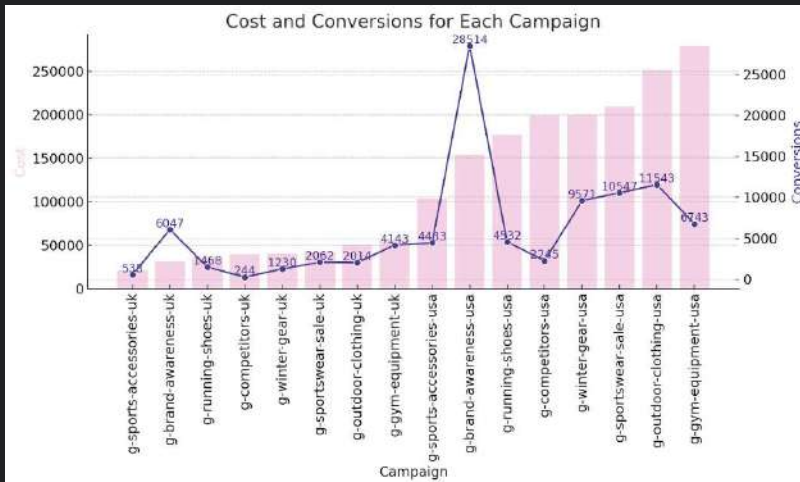
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Marketer

Please draw a bar chart showing the correlation between the ad spend and conversions across all analyzed campaigns. Put a line chart on top of the bar chart that will represent the number of conversions for each campaign.



GPT



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'g-gym-equipment-usa': had the highest cost but also the third highest number of conversions. So, despite the campaign's cost, it generates a high number of conversions, indicating that it is effectively reaching potential customers.

'g-sportswear-sale-usa': this campaign had relatively high costs and also high numbers of conversions. This campaign seems to provide a good balance between cost and conversions and could be continued.

'g-running-shoes-usa': this campaign had relatively low costs and low numbers of conversions. It needs to be re-evaluated, as they are not leading to as many conversions relative to their costs

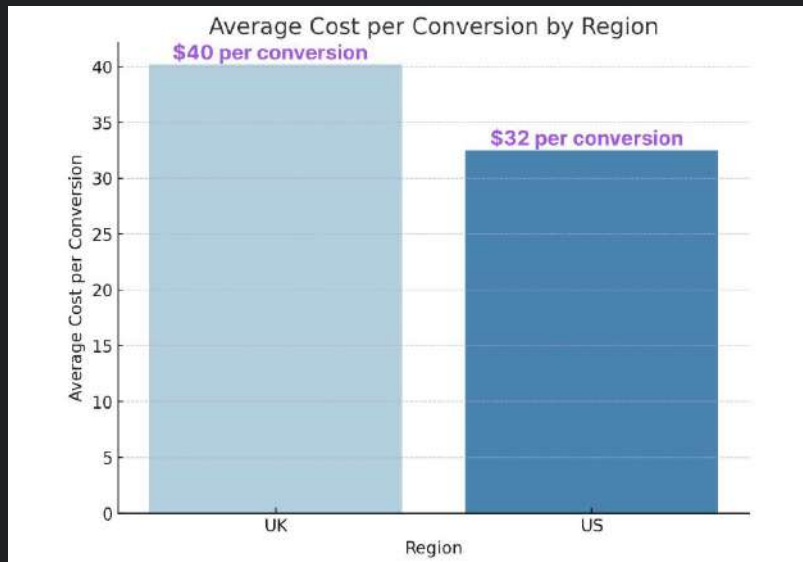
Average cost per conversion by region

Marketer

Please draw a bar chart representing the average cost per conversion across each region. Note that campaigns that contain 'usa' were launched in the US, while campaigns containing 'uk' were launched in the UK.



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This bar chart represents the average cost per conversion in each region. As per the chart.

The chart suggests that, on average, each conversion in the UK costs \$8 more than each conversion in the US. This doesn't mean that advertising in the UK is less efficient.

It could be valuable to investigate why conversions are more costly in the UK and whether there are strategies to lower these costs. Conversely, if the UK campaigns are generating more revenue despite the higher cost per conversion, they may be the better investment.

AI analytics starts with a clean and normalized dataset. While ChatGPT uses native Matplotlib normalization features, they're quite limited and you have no control over them. Eventually, you might end up with wrong chart and insights due to a lack of normalization.

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- With Improvado, you will never even have to think of it as our platform can normalize data both manually and automatically without requiring data engineering knowledge.

CHATGPT

Percentage of revenue by region

Marketer

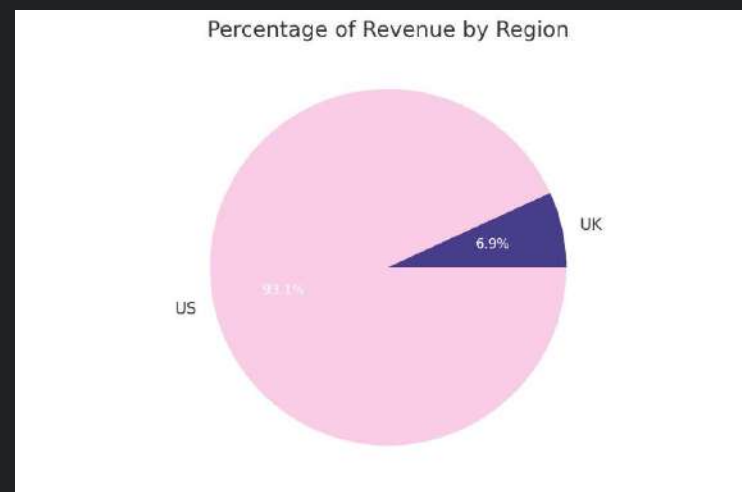
Please, show the percentage of revenue generated by campaigns in each region. Use a pie chart. Explain the findings you see on the resulting chart.



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Percentage of revenue by region

GPT



This chart visually demonstrates that, while the campaigns in the UK are more costly per conversion, they are generating a significantly smaller portion of revenue. Conversely, the campaigns in the US, which have a lower cost per conversion, contribute more to the total revenue.

Budget allocation suggestions:

Market Saturation:

The USA market might be near saturation, with additional spending not leading to a proportional increase in revenue. On the other hand, the UK market might have more untapped potential.

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Cost:

The cost of advertising can vary significantly between markets. It might be less expensive to advertise in the UK, leading to better ROI despite the lower revenue.

ROI:

Even though the USA market generates more revenue, we need to consider the return on investment (ROI). If the UK market is generating a higher ROI, it might still be beneficial to invest there.

Weekly Ad Spend vs. Conversions

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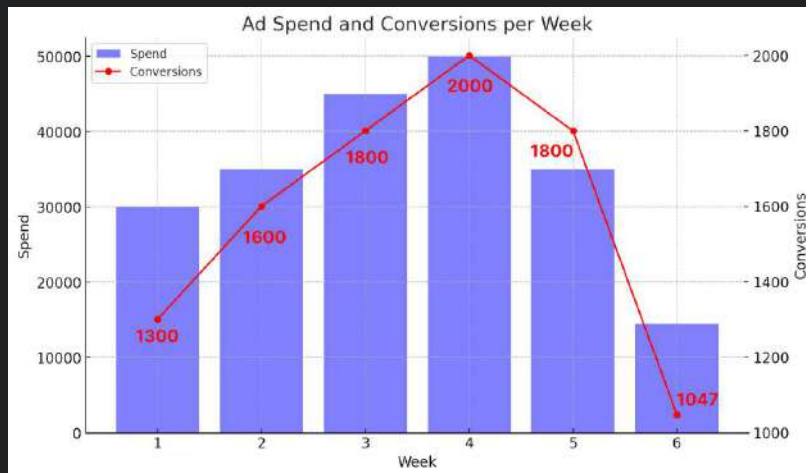
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Marketer

Please draw a chart analyzing 'g-sportswear-sale-usa' campaign. The chart should show the link between the ad spend change and the occurrence of conversions. Represent the spend value as a bar chart and put a conversion line chart on top of it. Please analyze the resulting chart and describe the trends or growth opportunities you notice.



GPT



GPT

Positive correlation: There appears to be a positive correlation between ad spend and conversions, especially in the first four weeks. This suggests that increasing ad spend could potentially lead to more conversions, which might be a growth opportunity.



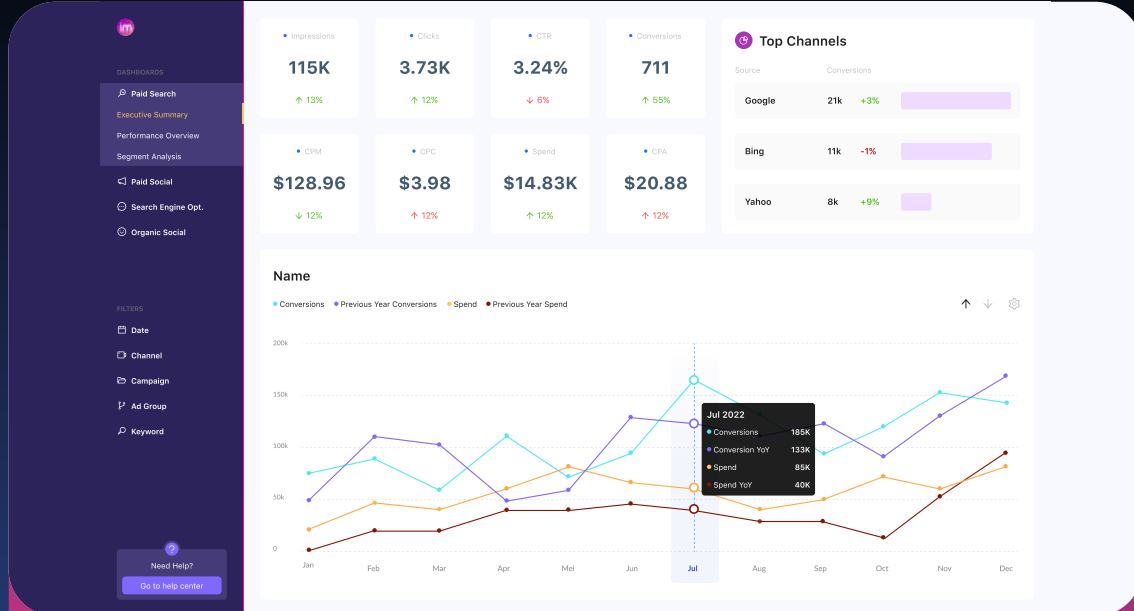
The efficiency of Spend: The spend in Week 5 was the same as in Week 2, but the conversions were higher in Week 5. It would be useful to understand what caused this difference, as it could lead to more efficient use of ad spend.

Code Interpreter is a real gem when it comes to reports for unexpected meetings. But it has its limitations, like processing one dataset at a time, limited data cleaning capacities, and vanishing charts from chats.

So, why stress before each meeting if there are AI-powered marketing analytics platforms?

Improvado laughs in the face of limitations.

- ✓ Processing hundreds of datasets at a time
- ✓ Automated data normalization
- ✓ Customizable, real-time charts and dashboards



And if you need a copilot to guide your marketing decision-making, Improvado's Revenue AI Assistant does this job. It guides you on marketing spend optimization, identifies the most promising campaigns, and much more. Simply put, Improvado is your reliable sidekick in making sense of the marketing world.

SWITCH TO AI-DRIVEN ANALYTICS WITH IMPROVADO