

MARKETING CAMPAIGN ANALYSIS

2216

Total Customer

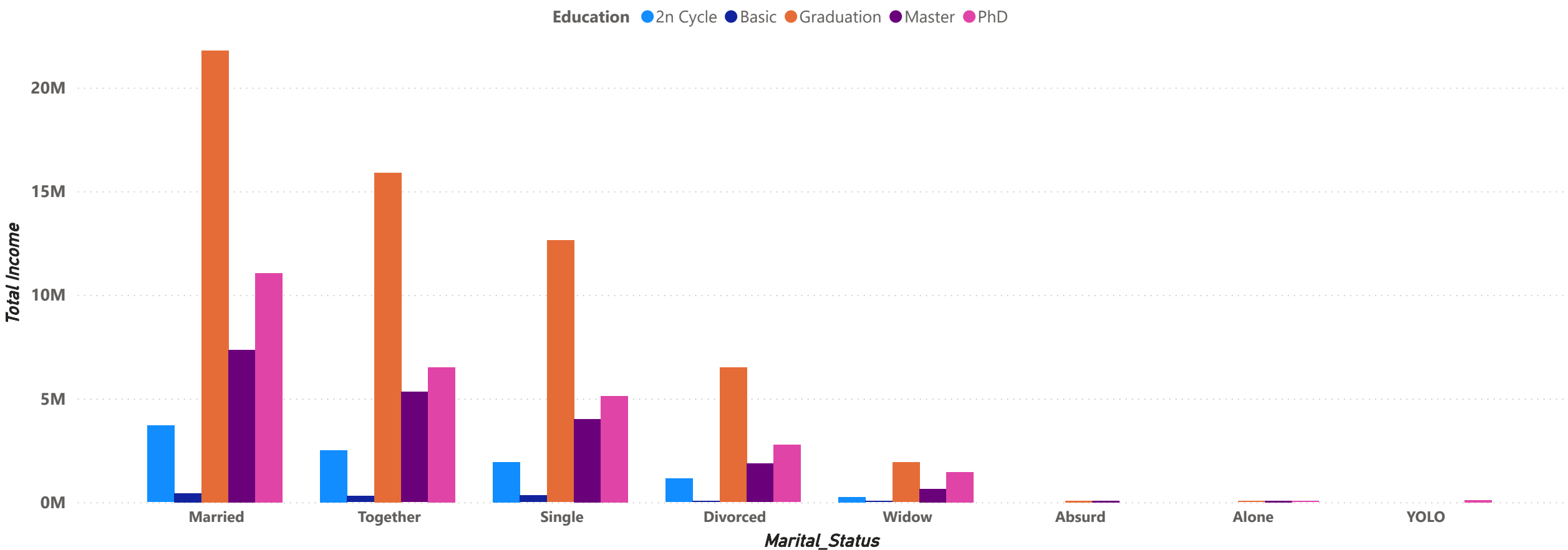
115.78M

Total Income Of Customers

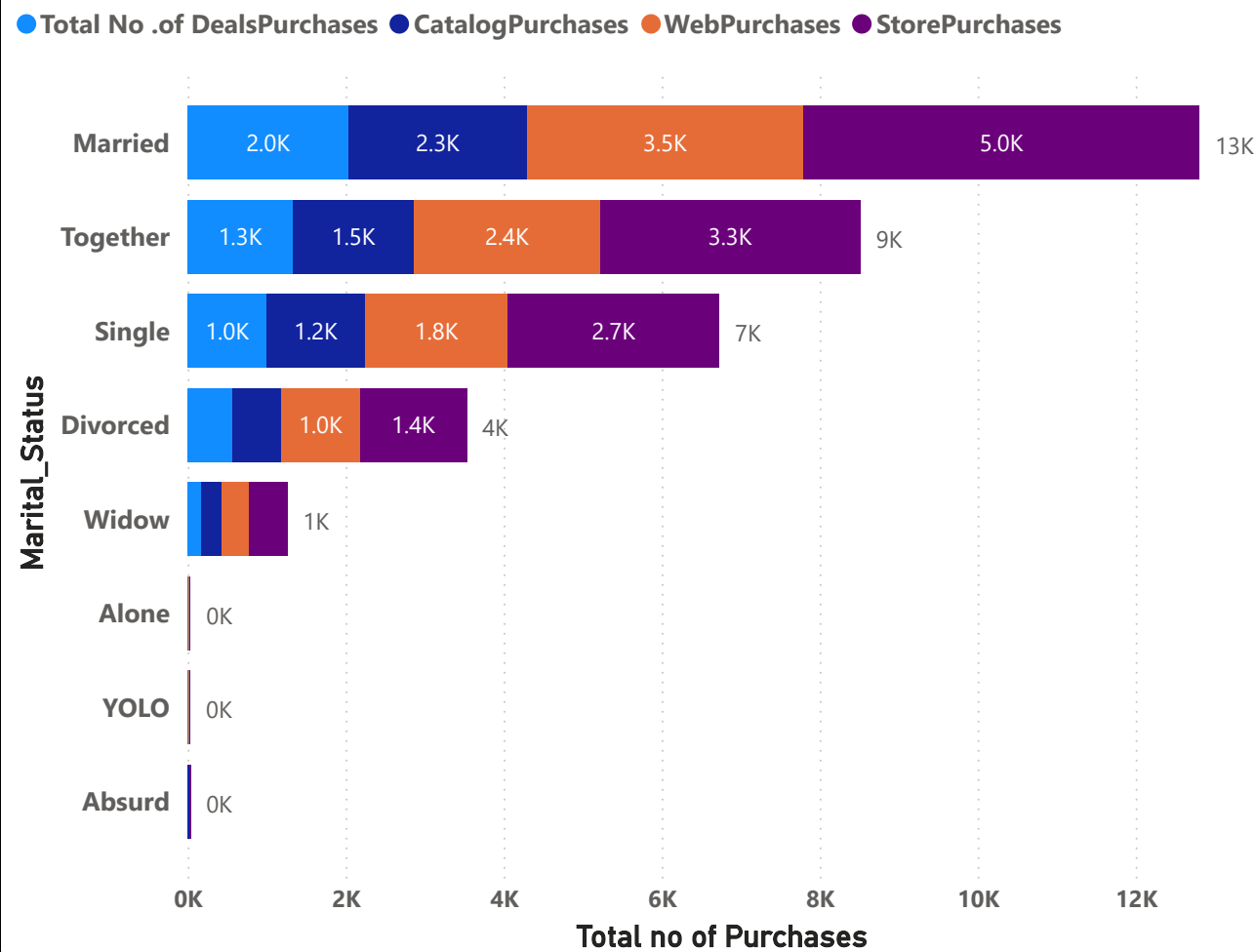
8

Total No of Marital_Status

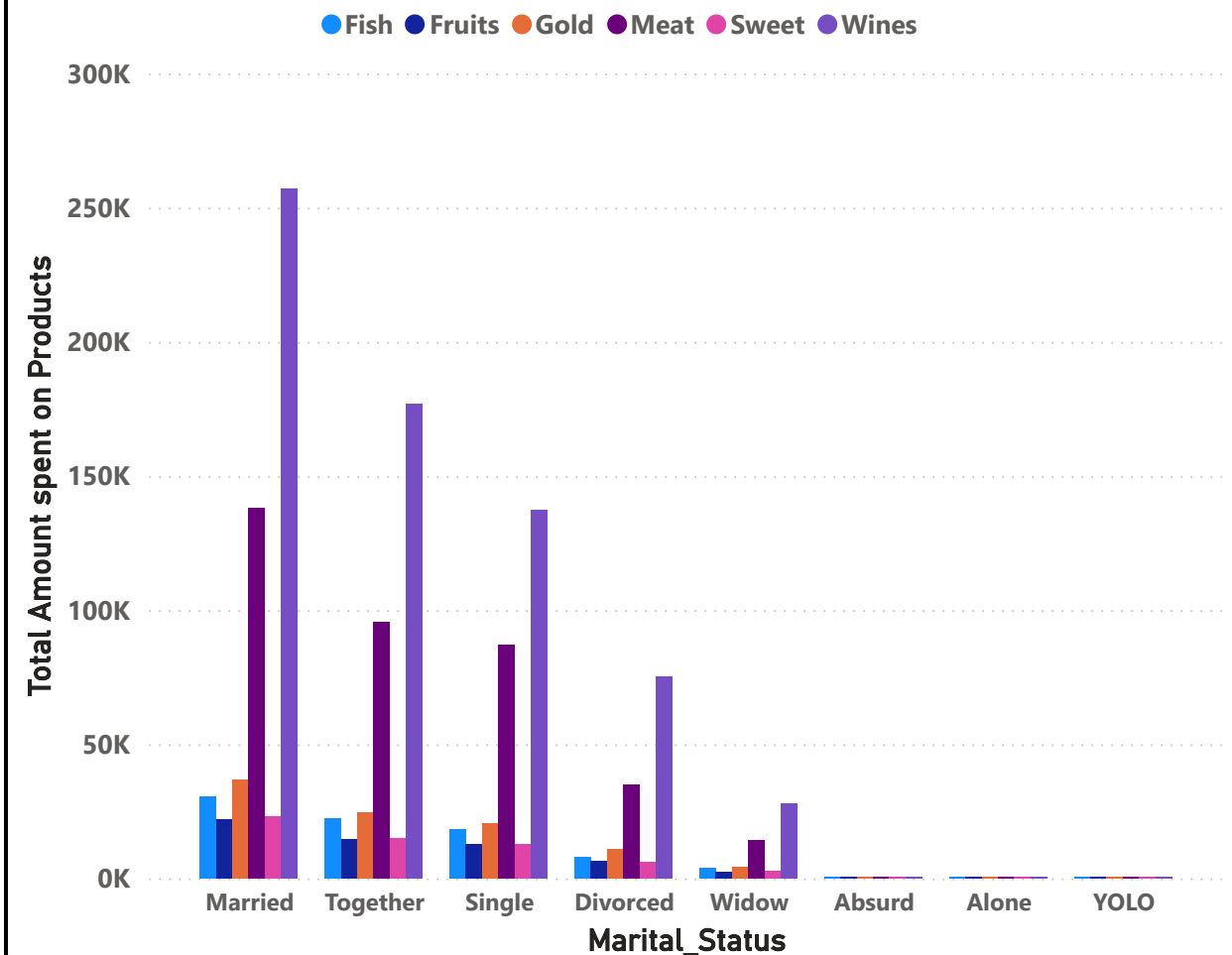
Total Income by Marital_Status and Education



Total No .of Purchases By Catogories and Marital_Status



Amount spent on products in the last 2 years by Marital_Status



Insights :

At 2042, Married had the highest Total No .of DealsPurchases and was 50,950.00% higher than Absurd, which had the lowest Total No .of DealsPurchases at 4.

Total No .of DealsPurchases and total CatalogPurchases are positively correlated with each other.

Married accounted for 39.66% of Total No .of DealsPurchases.

Across all 8 Marital_Status, Total No .of DealsPurchases ranged from 4 to 2042, CatalogPurchases ranged from 2 to 2254, and WebPurchases ranged from 7 to 3501.

Total Accepted Cmp 1

142

Total Accepted Cmp 2

30

Total Accepted Cmp 3

163

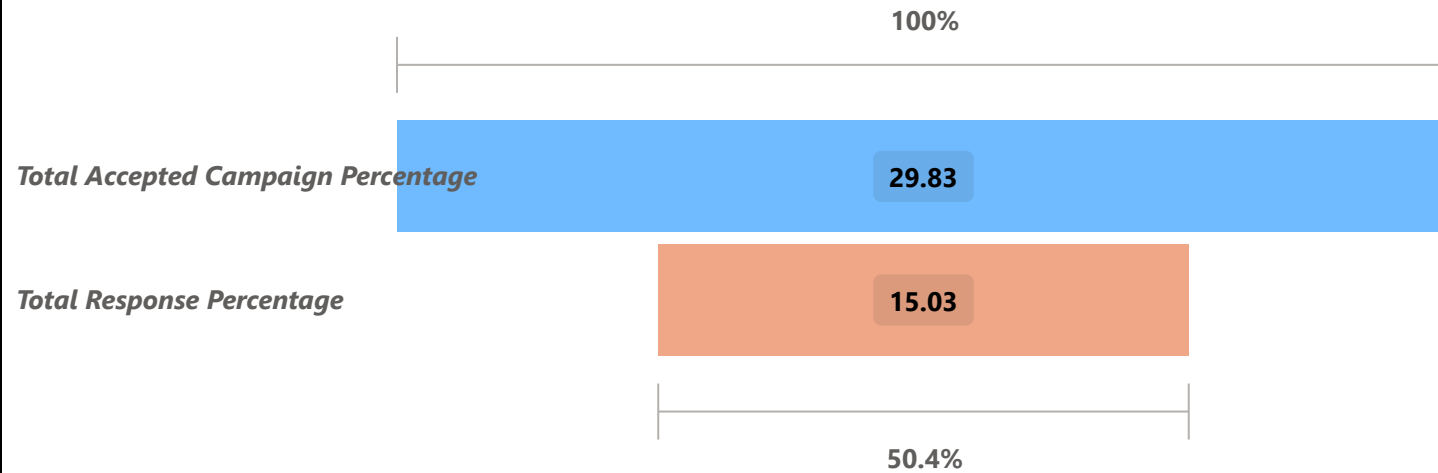
Sum of Accepted Cmp 4

164

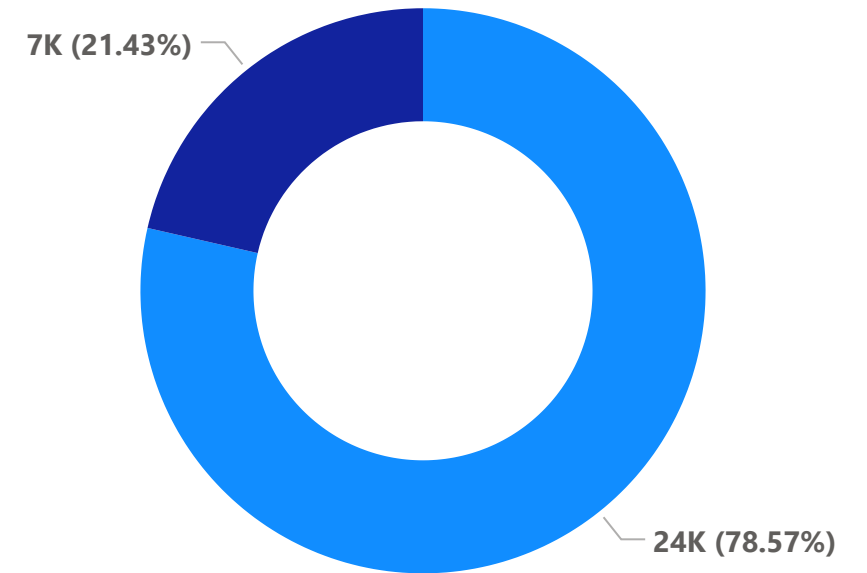
Sum of Accepted Cmp5

162

Total Accepted Campaign Percentage and Total Response Percentage



Revenue from the campaign and Cost of Campaign



● Revenue from the campaign ● Cost of Campaign