

Average income
of customers

52.25K

Total revenue by
customers

24K

CUSTOMER PERSONALITY ANALYSIS

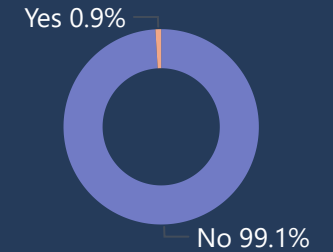
Customer
Purchase Recency

49.01

Campaign
Acceptance Rate

5.97%

Customers by complaint



2n Cycle

Basic

Graduation

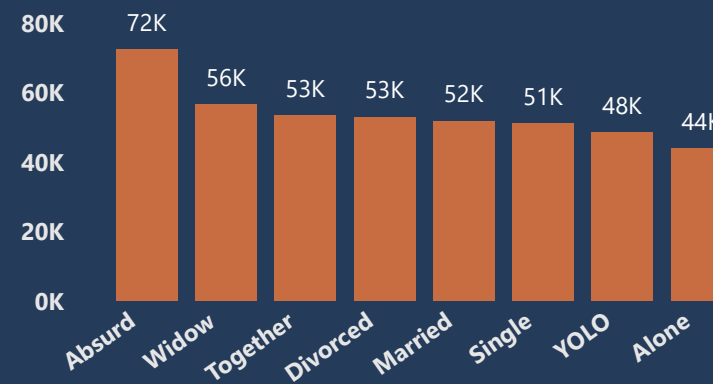
Master

PhD

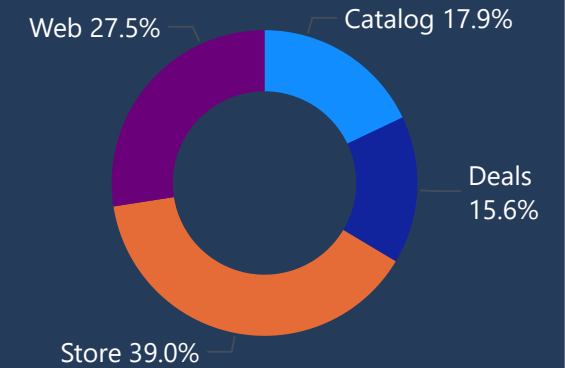
Average monthly income



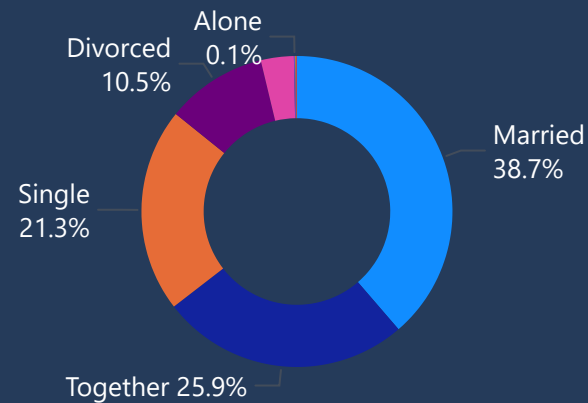
Average Income by Marital Status



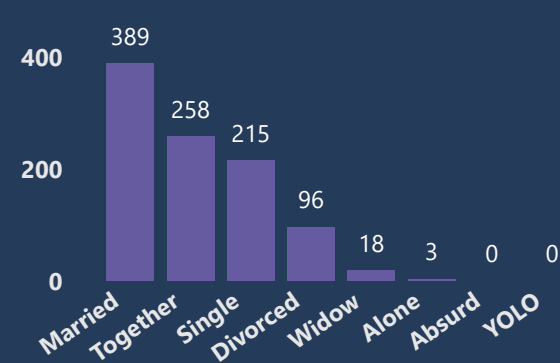
Purchase places



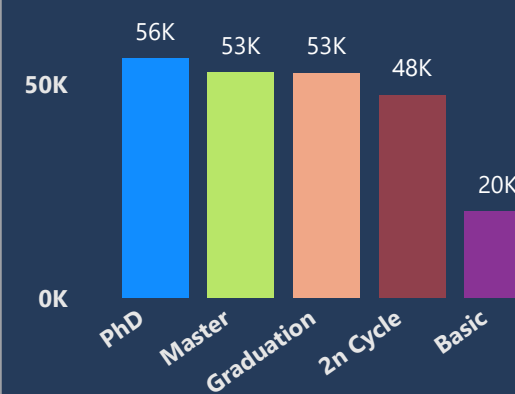
Customers by marital status



Customers by marital status & kids at home



Average Income by Education



Customers by Education

