Year, Month

All

CamOptiSales - Customer

2217
Total Customers

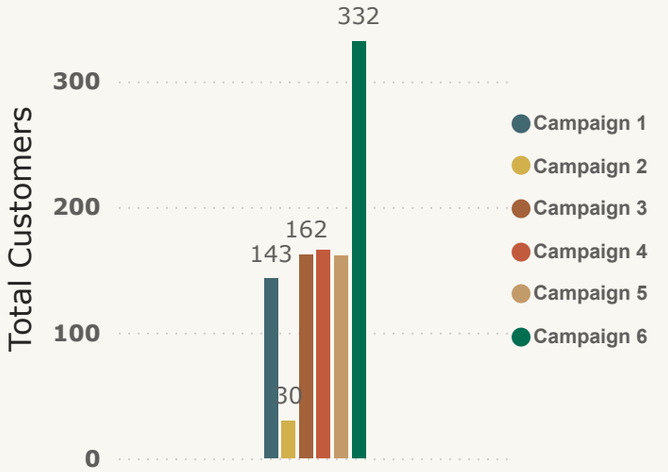
662
Accepted Campaigns

Page Navigation

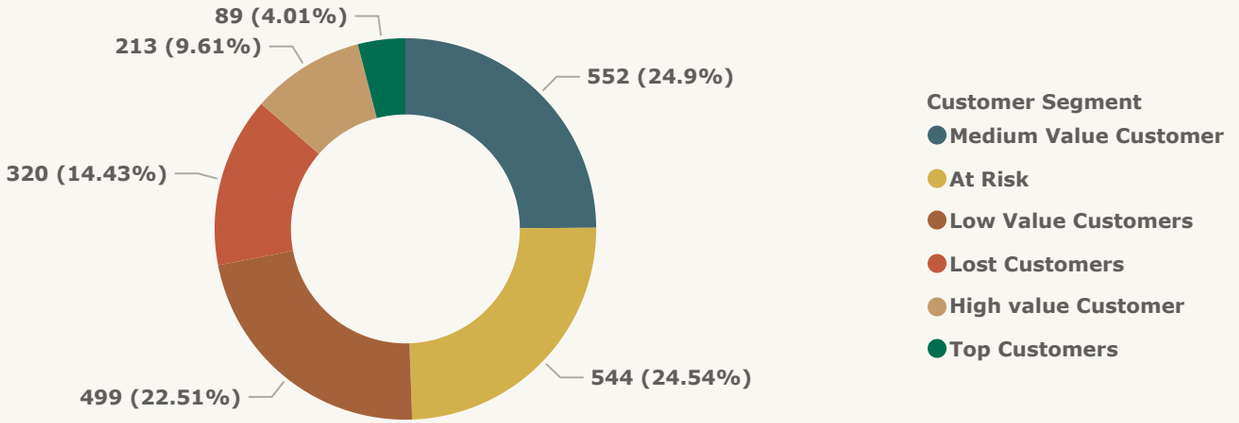
RFM Analysis

GO

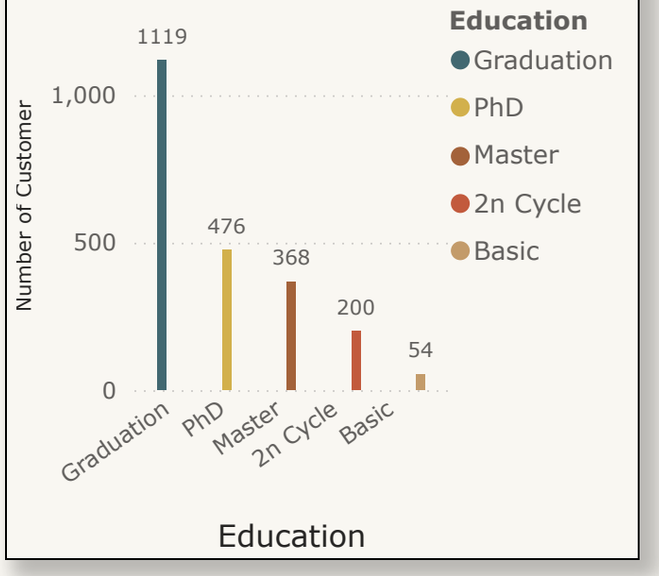
Acceptance of Marketing Campaigns by Customers



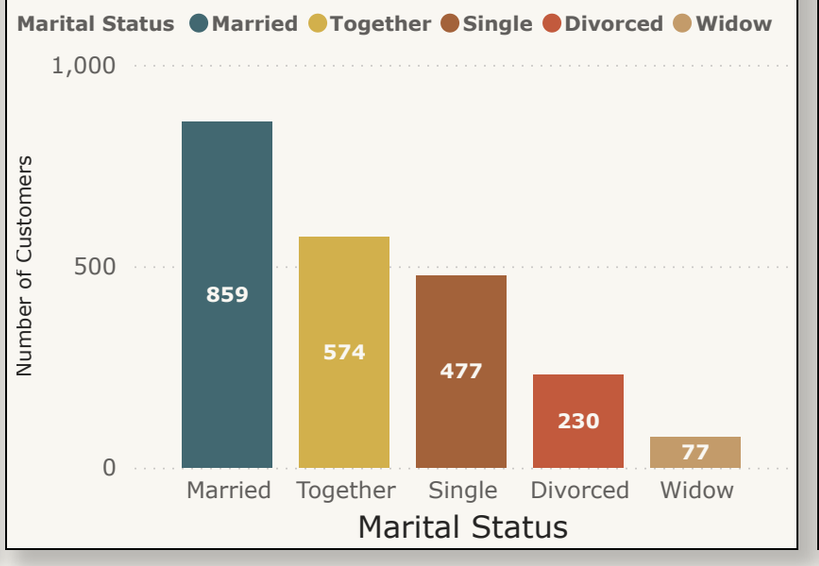
Number of Customers by RFM Segments



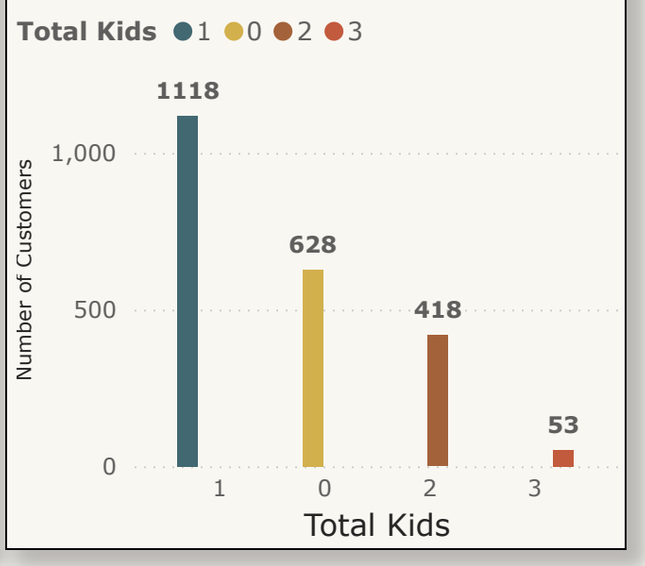
Number of Customers by Education Level



Number of Customers by Marital Status



Number of Customers by Total kids



Year, Month

All

CamOptiSales - RFM Analysis

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Total Customers

662
Accepted Campaigns

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Education

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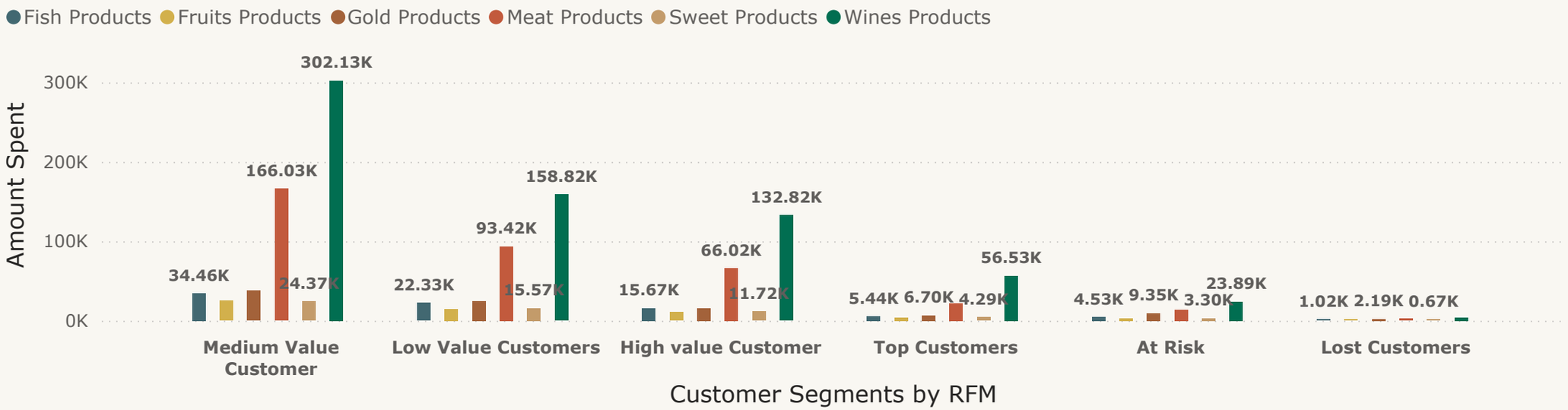
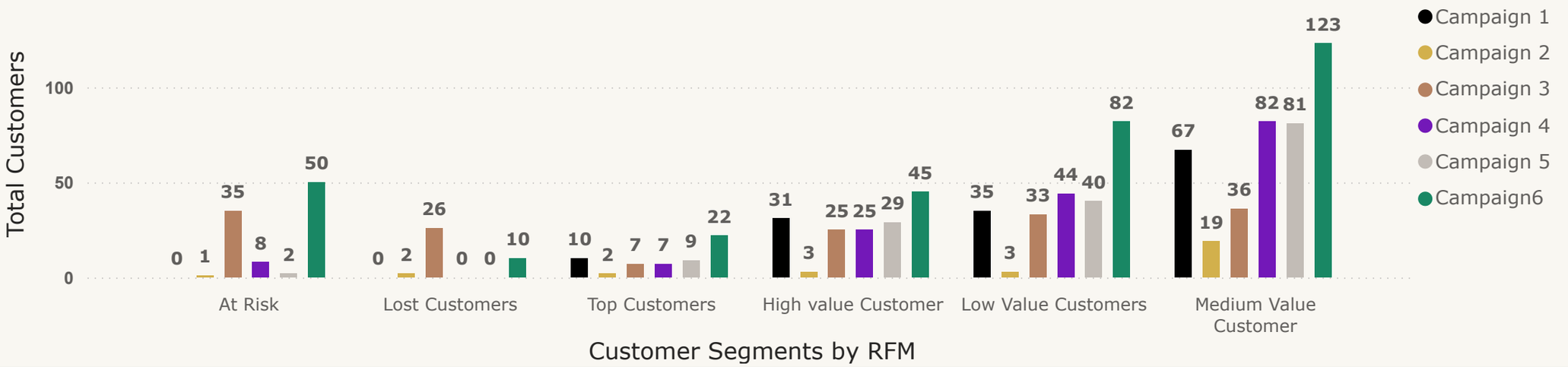
Total Spending on Product Categories by Customer(Segments) by RFM



Performance of marketing campaign by Customer Segments(RFM)



Year, Month

All

CamOptiSales - Education

2217
Total Customers

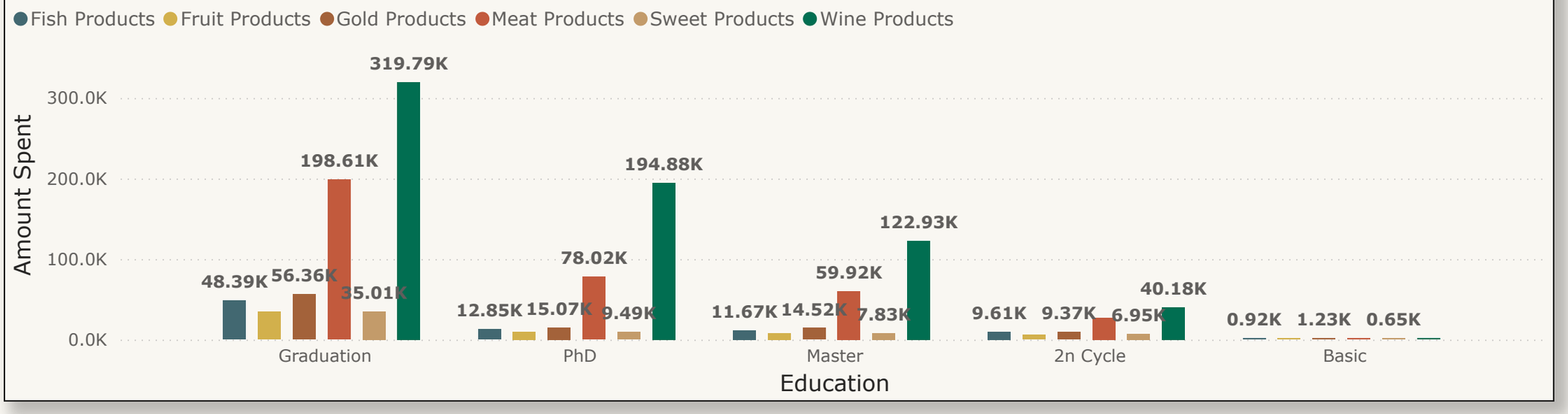
662
Accepted Campaigns

Page Navigation

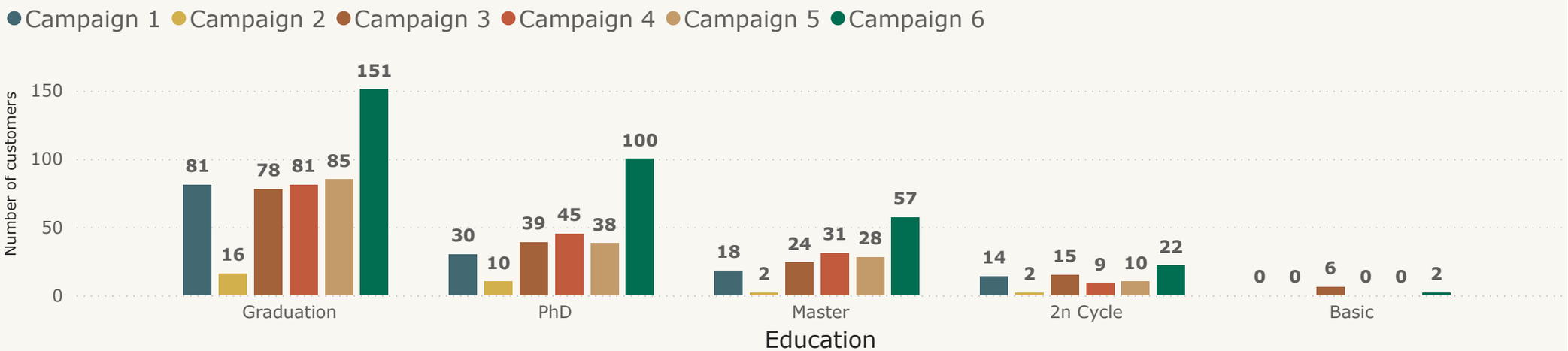
Marital Status

GO

Total Spending on Product Categories by Educational Level



Campaign Acceptance by Educational Level



CamOptiSales - Marital Status

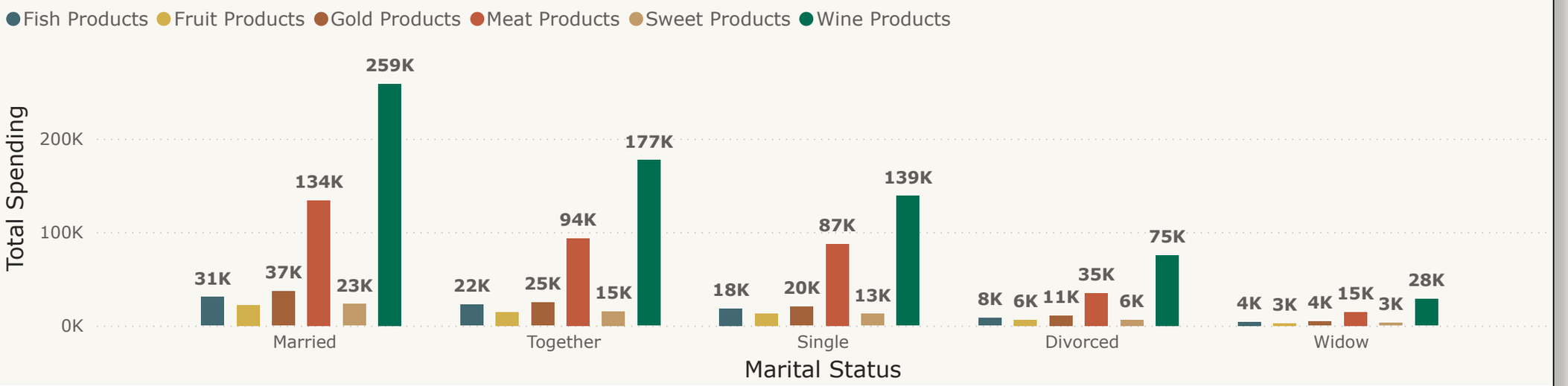
2217
Total Customers

662
Accepted Campaigns

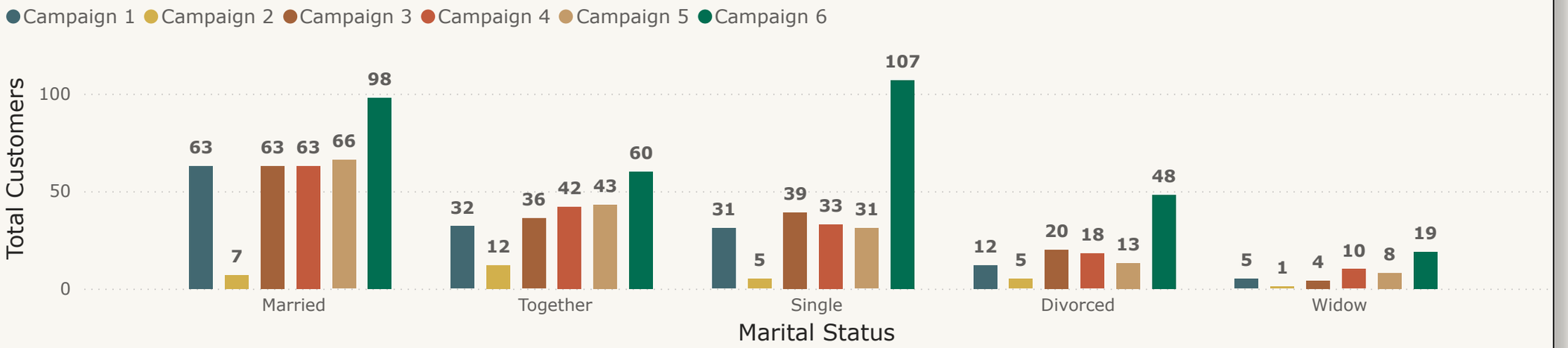
Page Navigation
Customers by Total Kids
GO

Year, Month
All

Total Spending on Product Categories by Marital Status



Campaign Acceptance by Marital Status



Year, Month

All

CamOptiSales - Customers by Total Kids

2217
Total Customers

662
Accepted Campaigns

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Purchasing Habits 1

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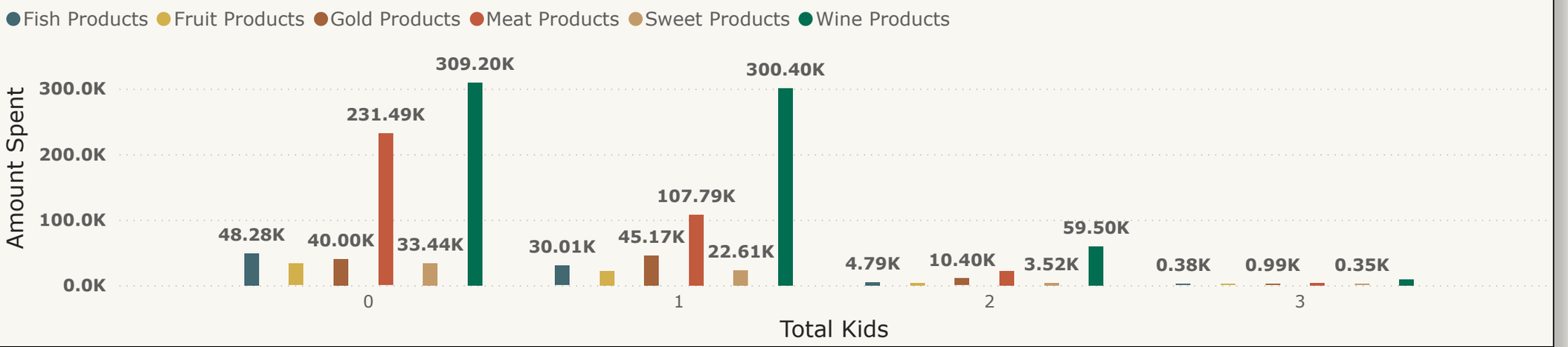
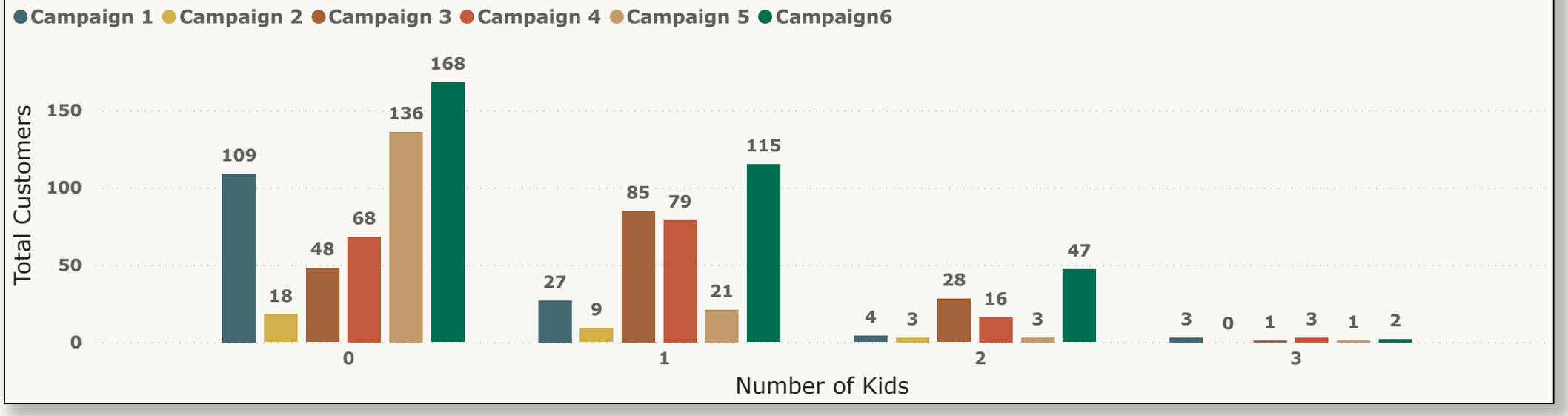
Total Spending on product categories by number of kids



Acceptance of Marketing Campaign by Total Kids



Year, Month

All

CamOptiSales - Purchasing Patterns

2217
Total Customers

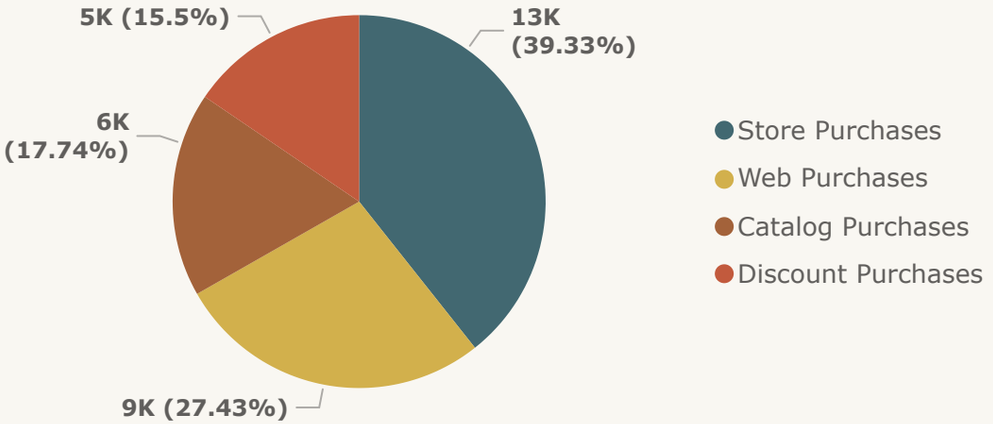
662
Accepted Campaigns

Page Navigation

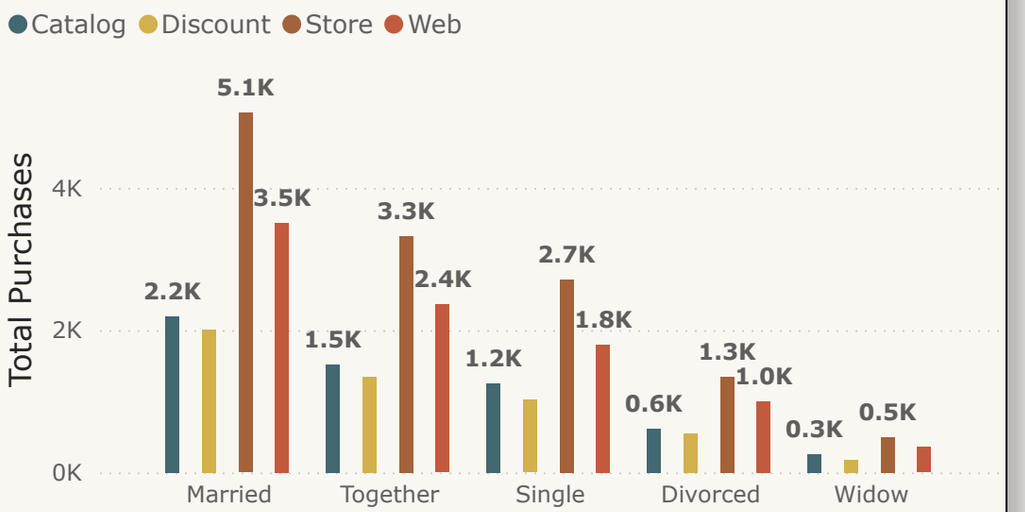
Spending Patterns

GO

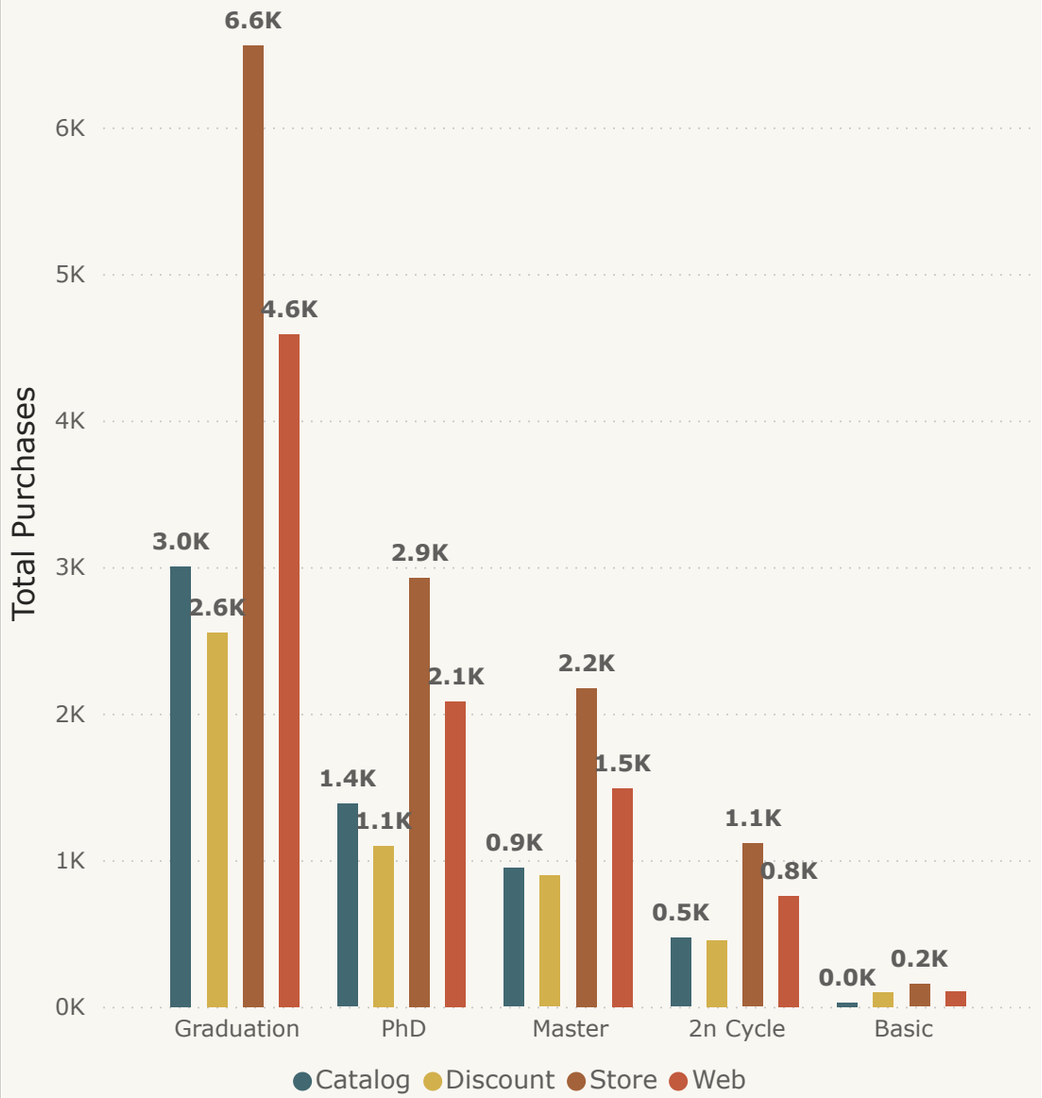
Total Purchases by different channels



Buying Channels used by different marital status



Buying Channels used by different Educational level



Year, Month

All

CamOptiSales - Spending Patterns

2217
Total Customers

662
Accepted Campaigns

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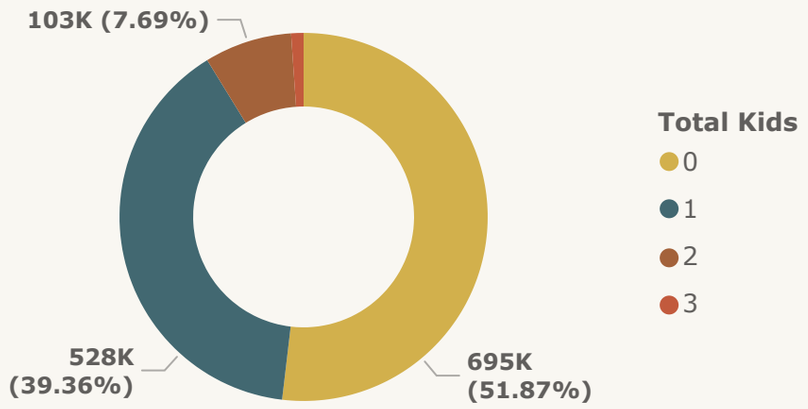
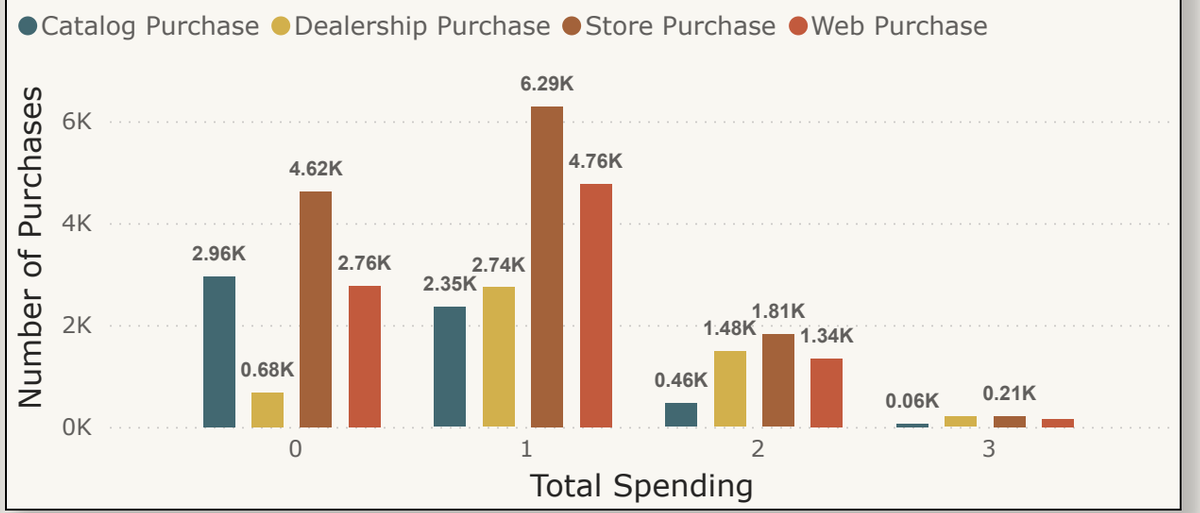
Main Dashboard

GO

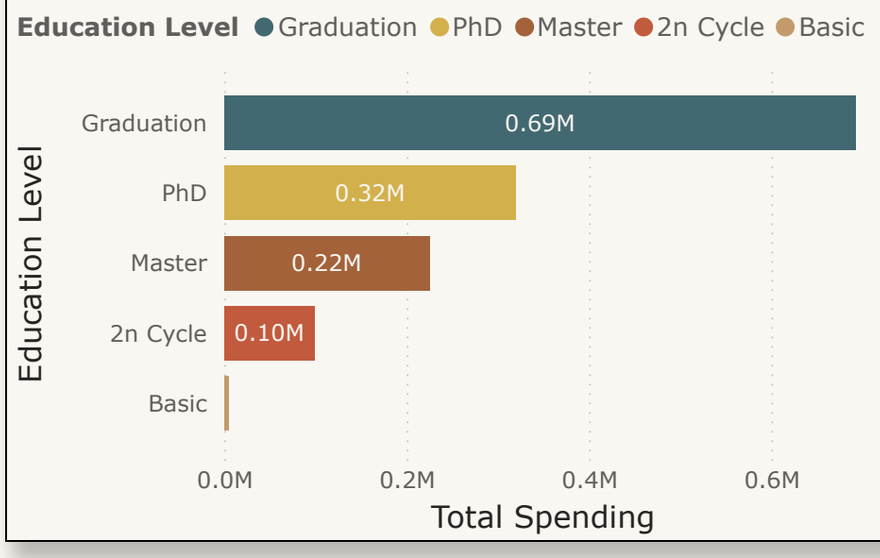
Customer Spending Patterns by Total Kids



Spending Patterns by total kids



Total Spending by Educational Level



Spending Patters by Customer segments(RFM)