

Sum of Total Spend

**\$1.36M**

Response Rate

**14.91%**

Campaign Conversions

**334**

Avg Spend

**\$605.80**

Total Customers

**2K**

Education

2n Cycle	Basic	Graduation
Master	PhD	

Year

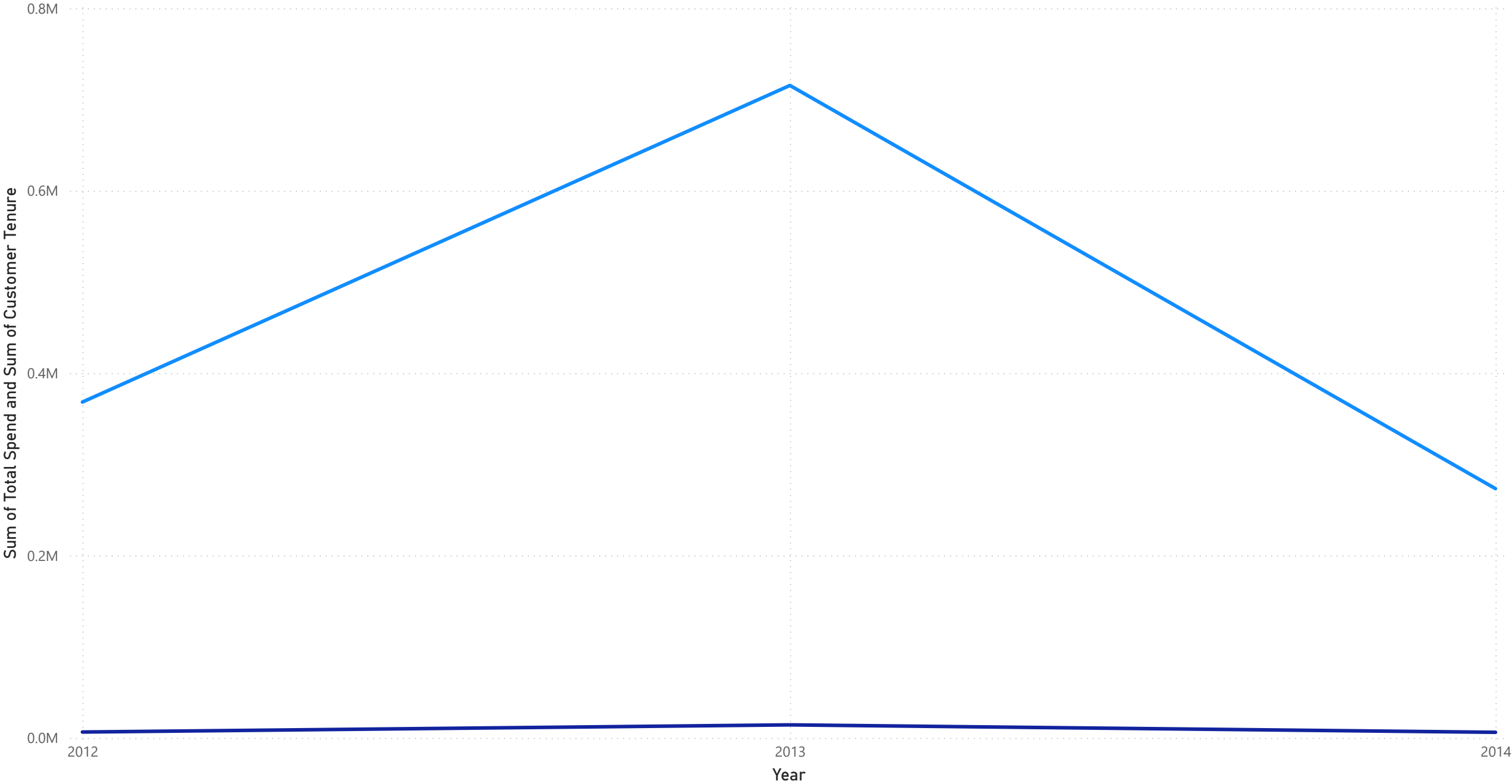
2012	2013	2014
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Marital Status

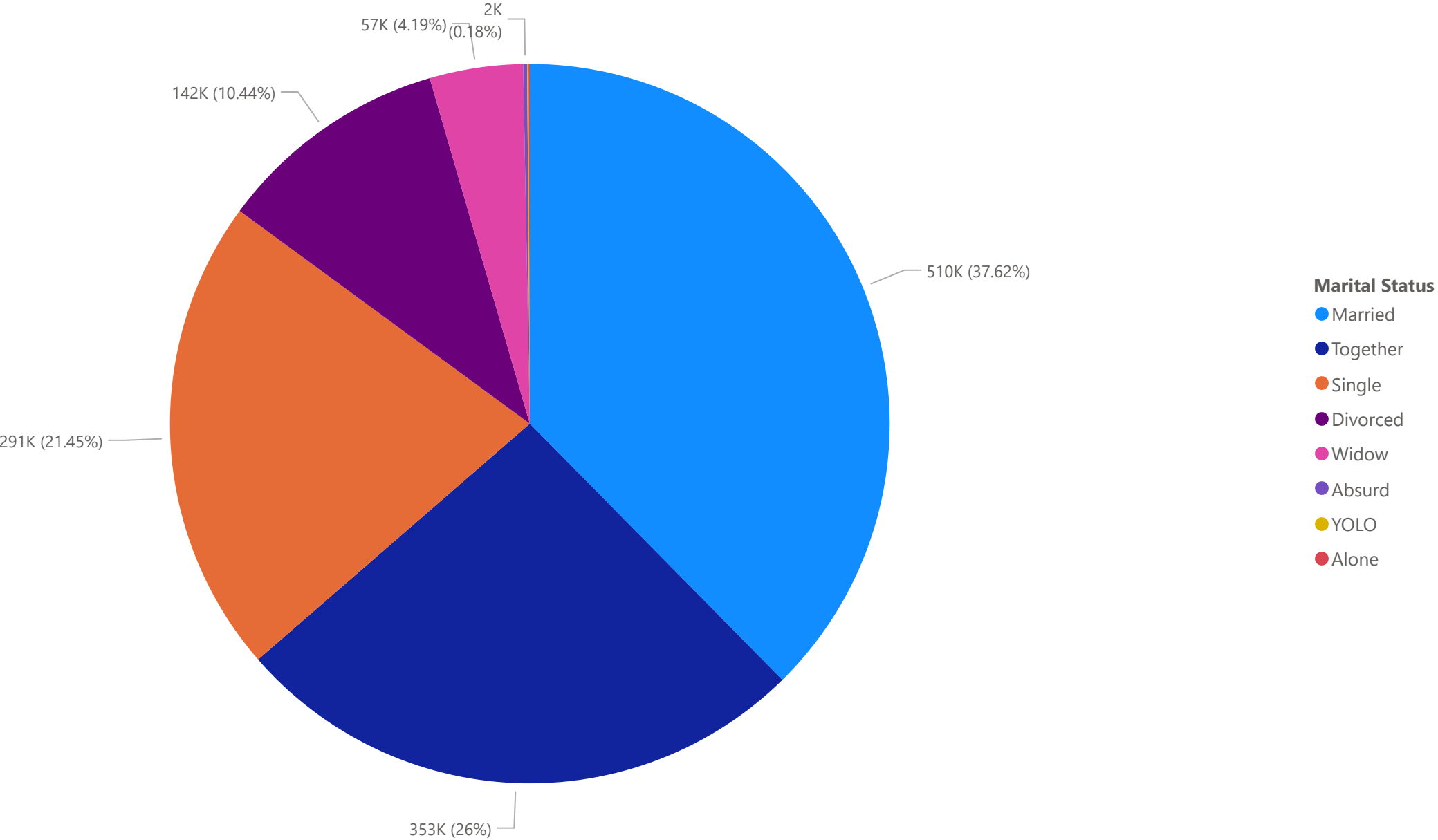
Absurd	Alone	Divorced
Married	Single	Together
Widow	YOLO	

Sum of Total Spend and Sum of Customer Tenure by Year

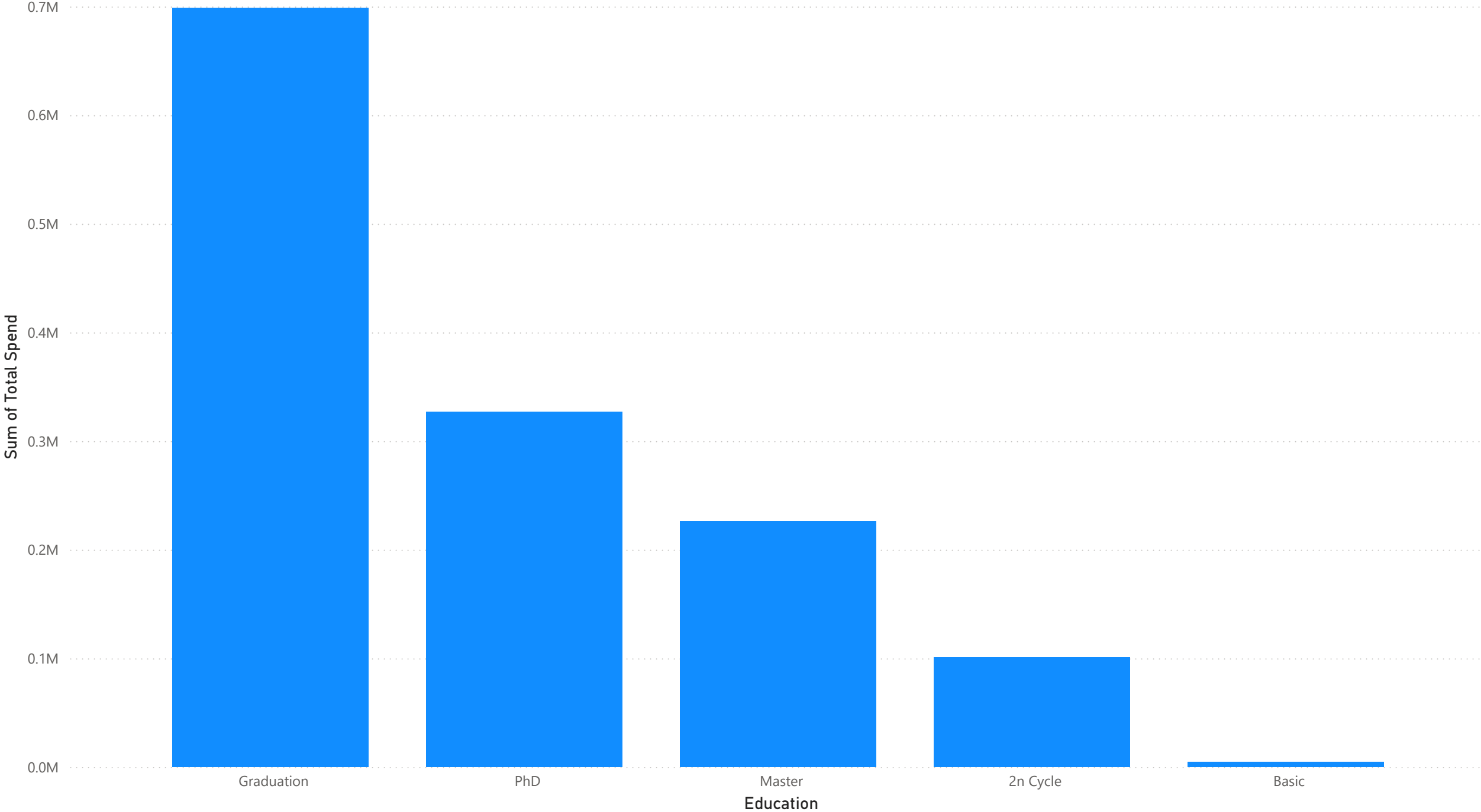
● Sum of Total Spend ● Sum of Customer Tenure



Sum of Total Spend by Marital Status



Sum of Total Spend by Education



Sum of Response by Age Group and Education

Education 2n Cycle Basic Graduation Master PhD

