

# Customer Personality Analysis



2.213K

Total Customers

52.24K

Average of Income

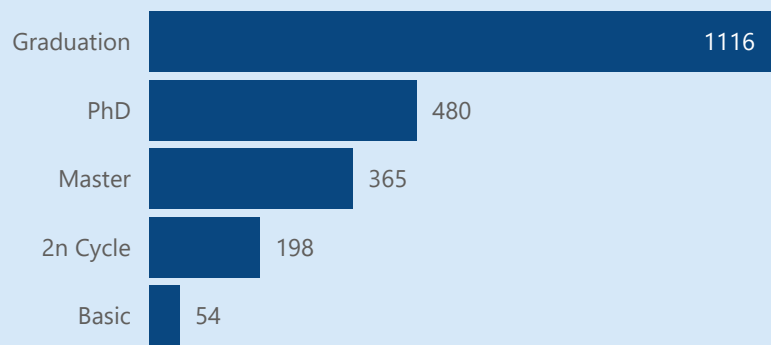
20

Total of Complains

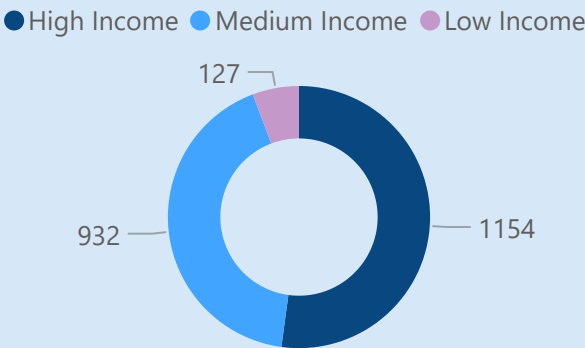
49.01

Days Scince Last Purchase

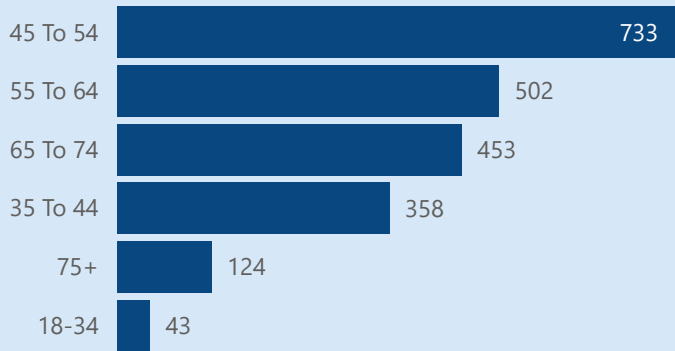
Customers by Education



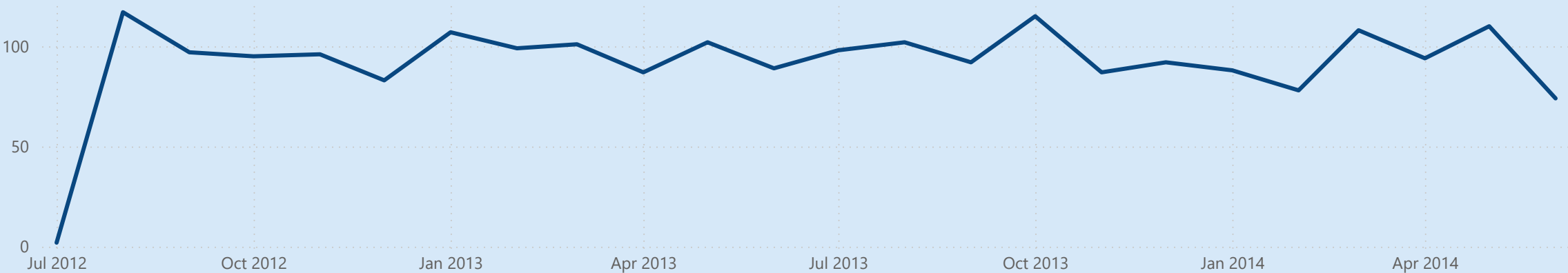
Customers by Age Group



Customers by Age Group



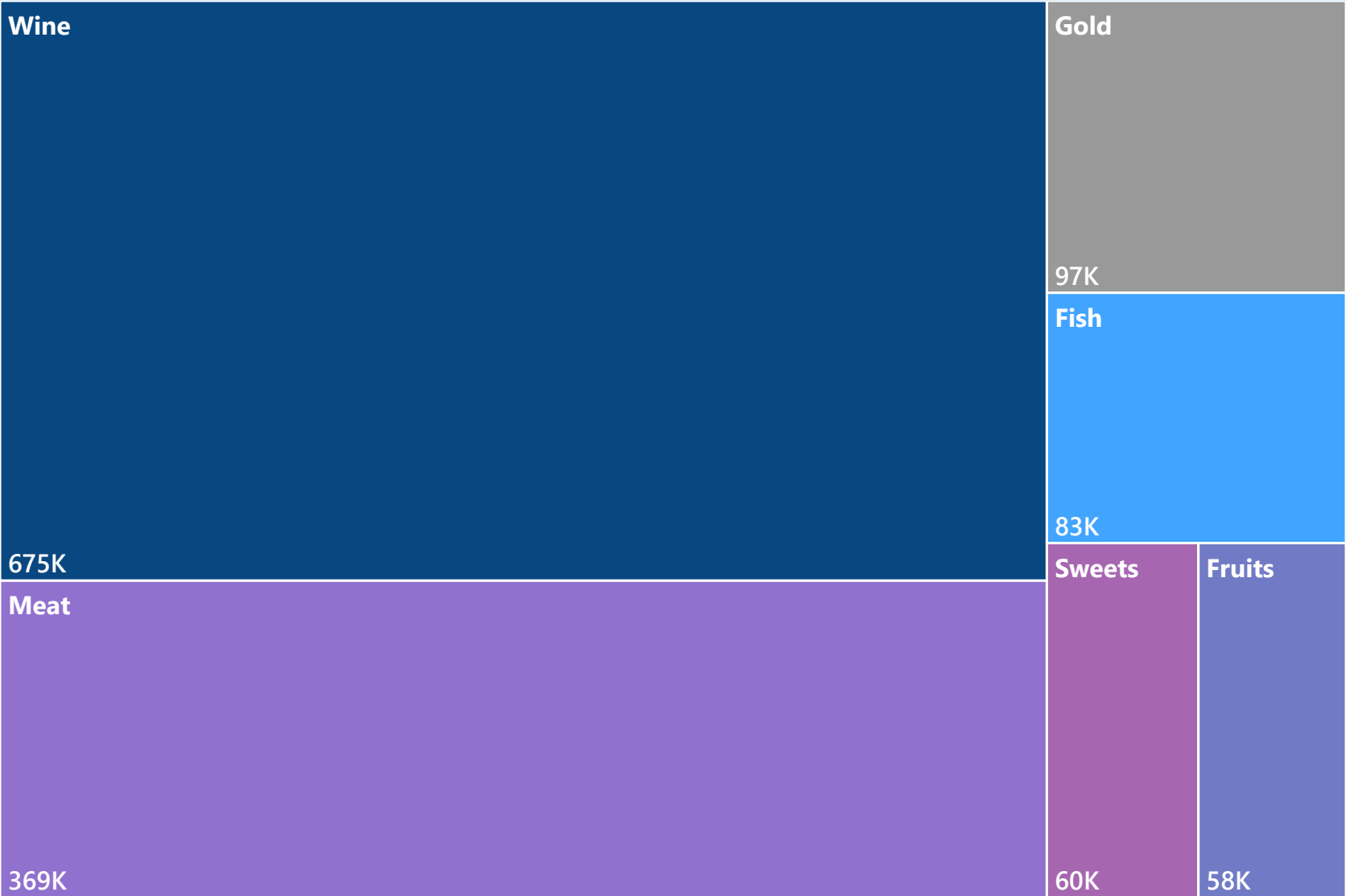
Number of New Customers



# Customer Personality Analysis



Total Spent By Category



Age Group

- ☐ 18-34
- ☐ 35 To 44
- ☐ 45 To 54
- ☐ 55 To 64
- ☐ 65 To 74
- ☐ 75+

Education Level

- ☐ 2n Cycle
- ☐ Basic
- ☐ Graduation
- ☐ Master
- ☐ PhD

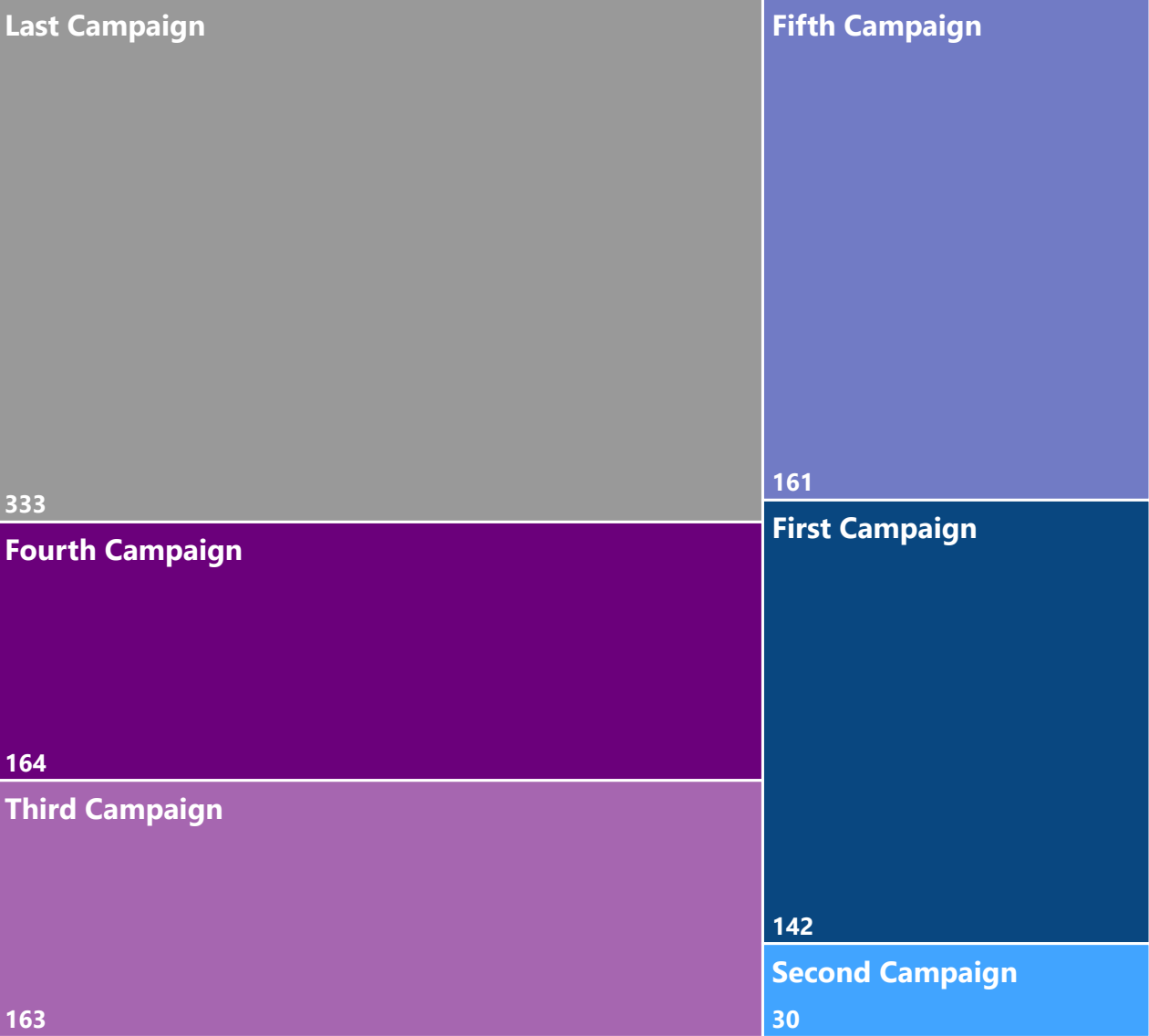
Income Level

- ☐ High Income
- ☐ Low Income
- ☐ Medium Income

# Customer Personality Analysis



## Customers Response to Campaigns



Age Group

☐ 18-34  
☐ 35 To 44  
☐ 45 To 54  
☐ 55 To 64  
☐ 65 To 74  
☐ 75+

Education L...

☐ 2n Cycle  
☐ Basic  
☐ Graduation  
☐ Master  
☐ PhD

Income Level

☐ High Income  
☐ Low Income  
☐ Medium Income

## Total Sales By Channel

● Web Purchases ● Catalog Purchases ● Store Purchases

