

1.356.988

🛒 Total Products Purchased

28.083

📄 Total Orders

18,55 %

💰 Deal Purchases

11.909

🌐 Last Month Web Visits

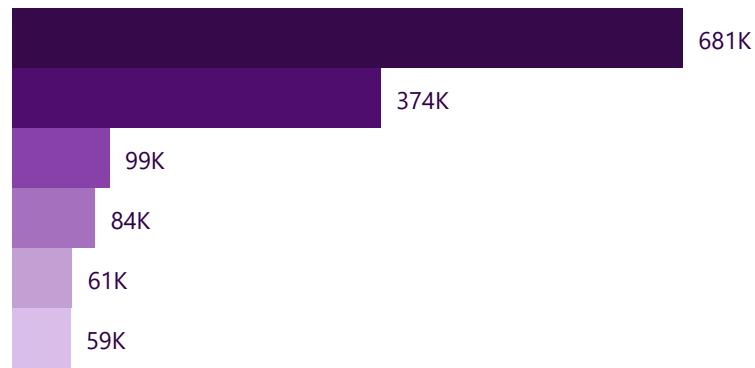
27,19 %

🌟 Some campaign acceptance

## Purchases by Product

[More details](#)

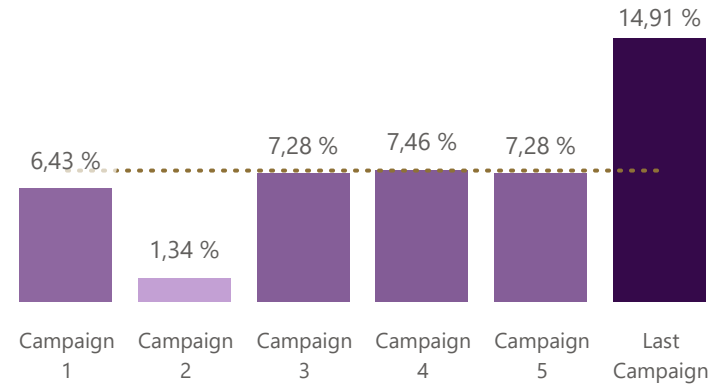
● Wine ● Meat ● Gold ● Fish ● Sweet ● Fruit



## % Acceptance by Campaign

[More details](#)

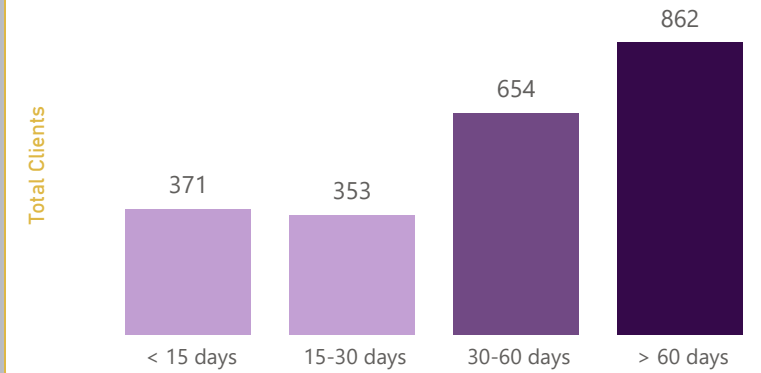
● % Campaign Acceptance ● Mean % Campaign Acceptance



## Recency since Last Purchase

[More details](#)

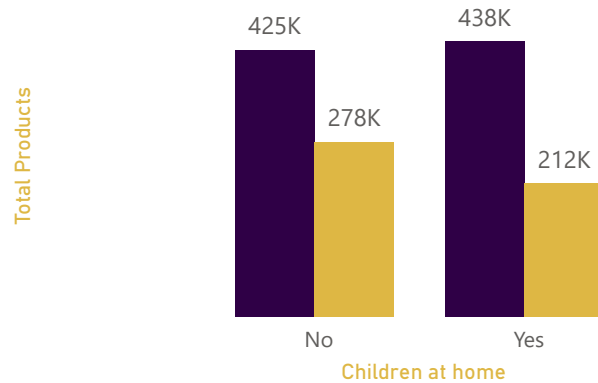
Purchases Num 4,5K 10,83K



## Purchases by Children at home

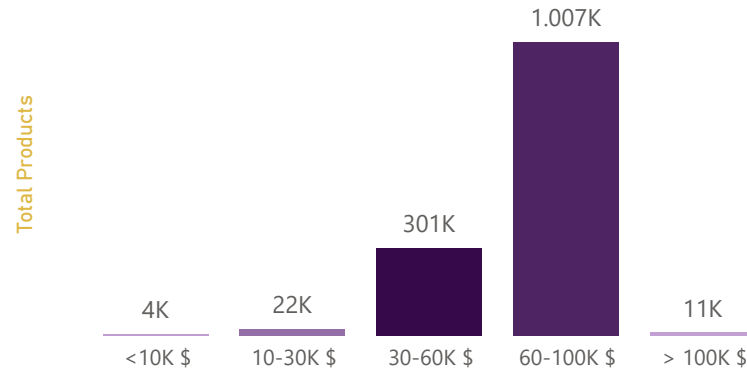
[More details](#)

Paired ● Paired ● Single

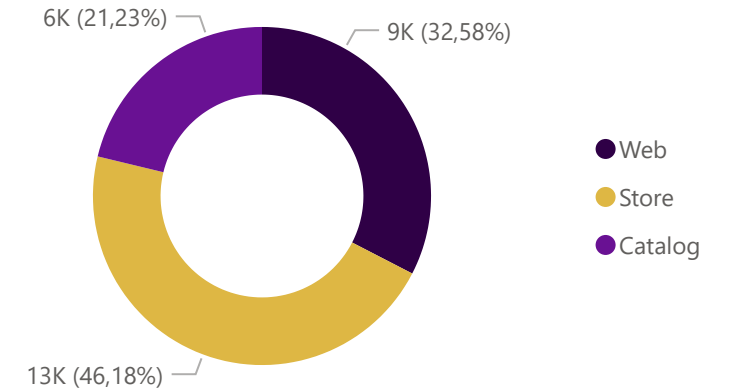


## Purchases by Income

Clients by Income 0,01K 1,01K



## Purchases by Purchase Type



Product

All

Deals Applied

All

Recency since last purchase

0

99



Back

1.357K

Total Products

606

Mean Products by Client

2240

Total Clients

View by Purchases



View by Clients

52,25K

Mean Income

0,94 %

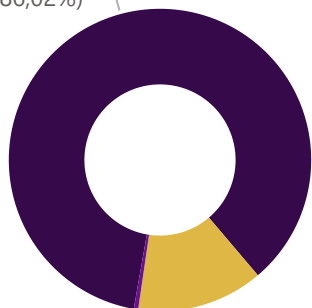
Complains

0,95

Mean Children at Home

## Purchases by Kids at Home

1.157.202 (86,02%)



Kids Num

0

1

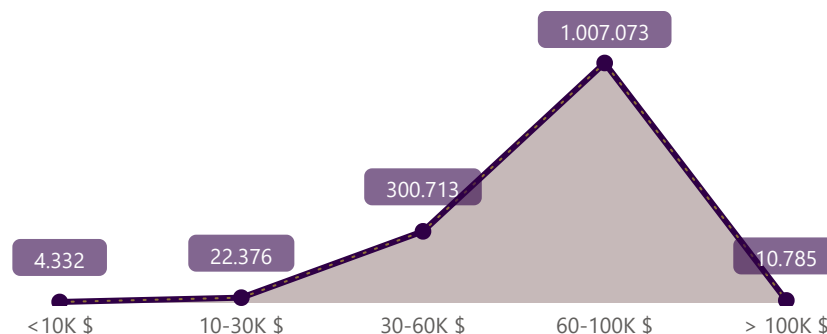
2

6.245 (0,46%)

181.832 (13,52%)

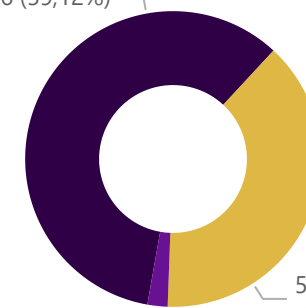
## Purchases by Income

Total Products by product Total Products



## Purchases by Teenagers at Home

795.336 (59,12%)



Teenagers Num

0

1

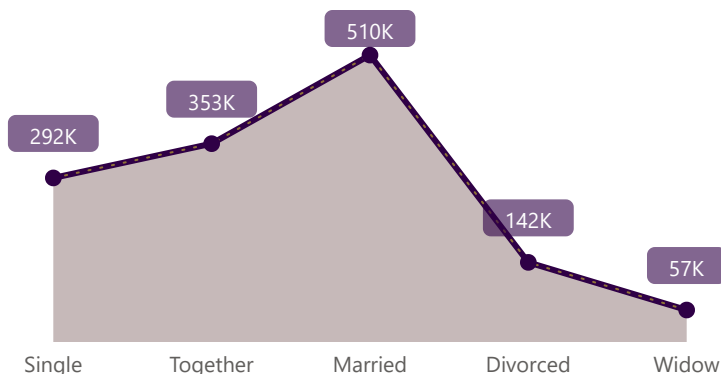
2

29.584 (2,2%)

520.359 (38,68%)

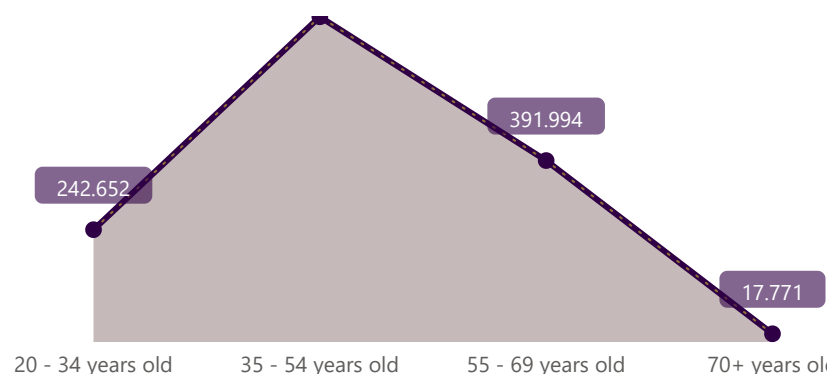
## Purchases by Marital Status

Total Products by product Total Products



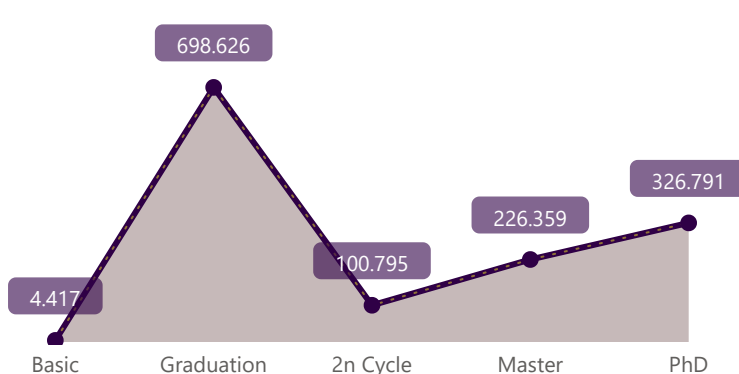
## Purchases by Age

Total Products by product Total Products



## Purchases by Education

Total Products by product Total Products



Campaign

All

Recency since last Purchase

0 99

2240

👤 Total Clients

27,19 %

🌟 Campaign Acceptance

52,25K

Mean Income

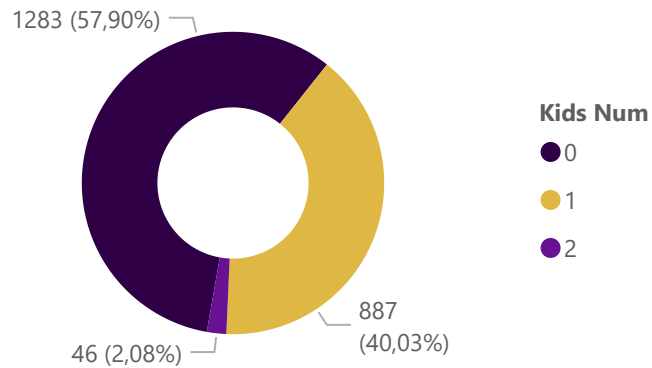
0,94 %

😡 Complain

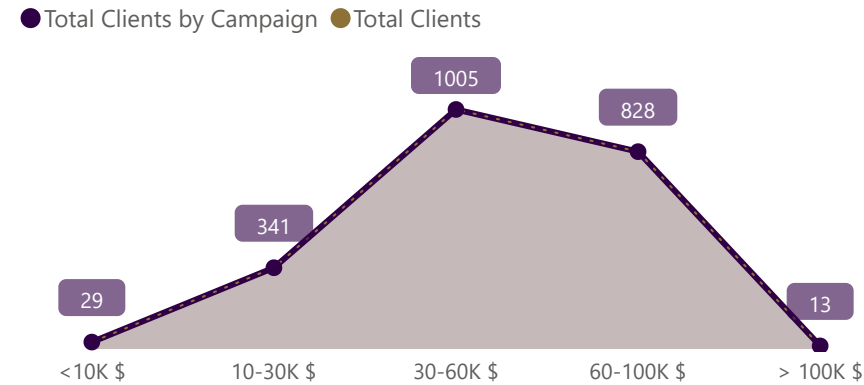
0,95

👶 Mean Children at Home

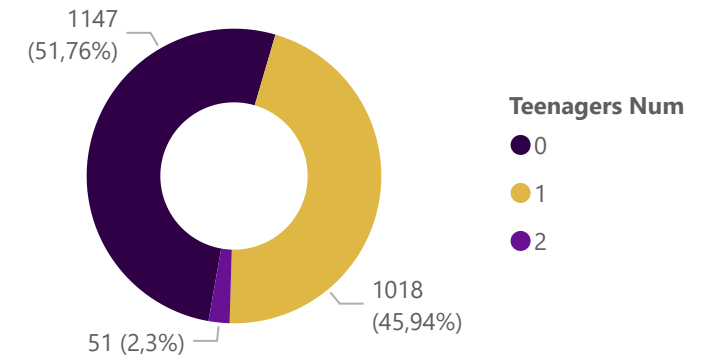
Clients by Kids at Home



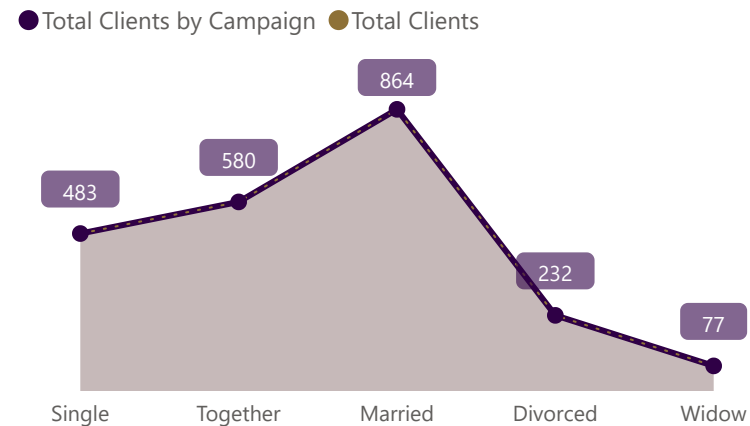
Clients by Income



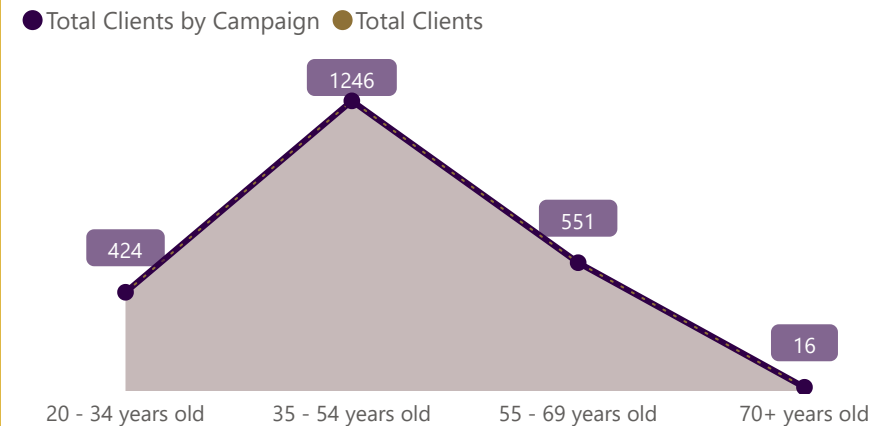
Clients by Teenagers at Home



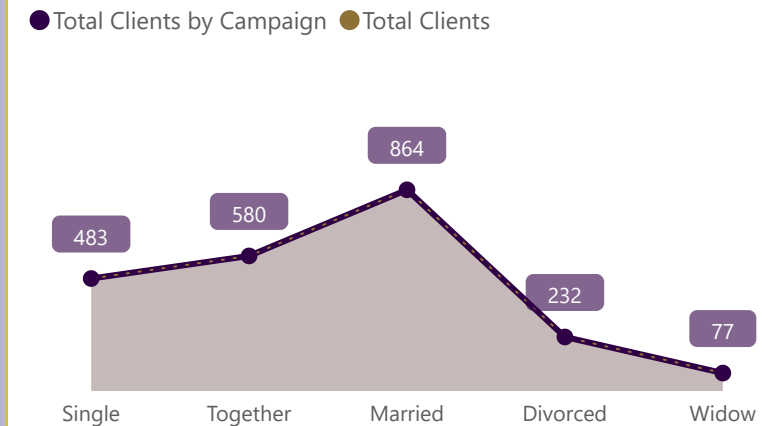
Clients by Marital Status



Clients by Age



Clients by Education



Deals applied

All

Complains

All

Paired

All

Back

2240

👤 Total Clients

606

🛒 👤 Mean Products by Client

13

📄 👤 Mean Orders by Client

52,25K

💰 Mean Income

0,94 %

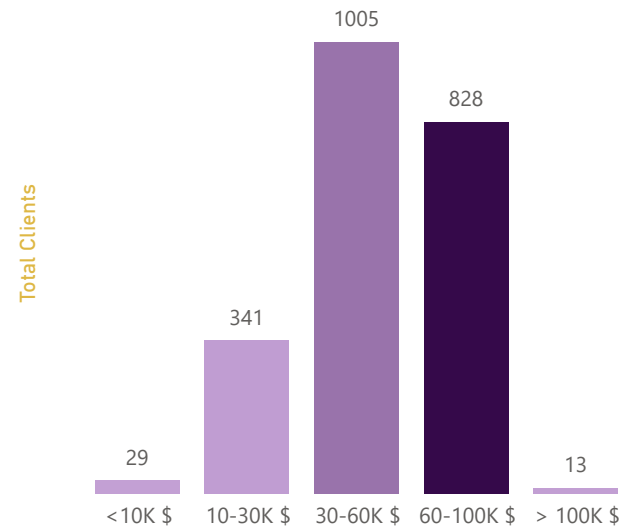
😞 Complains

0,95

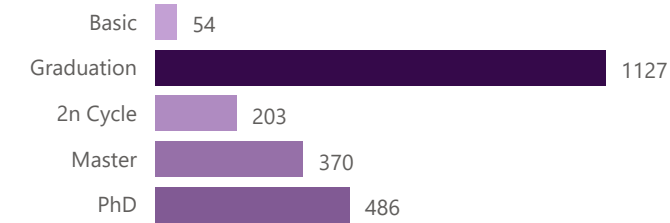
👶 Mean Children at Home

## Clients by Income

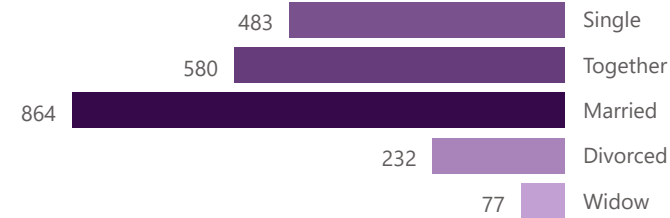
Total Products 0M 1,01M



## Clients by Education

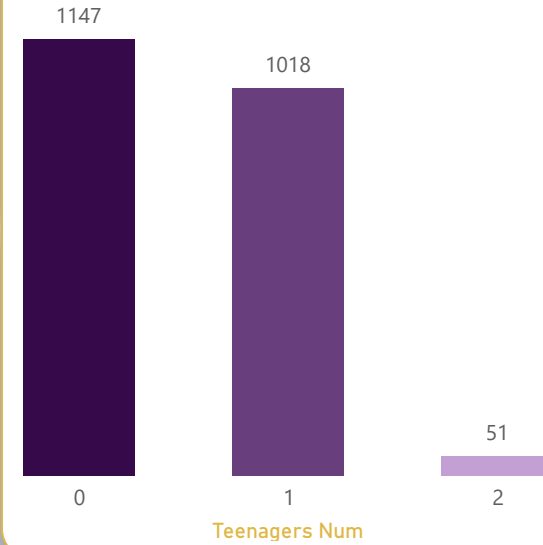


## Clients by Marital Status



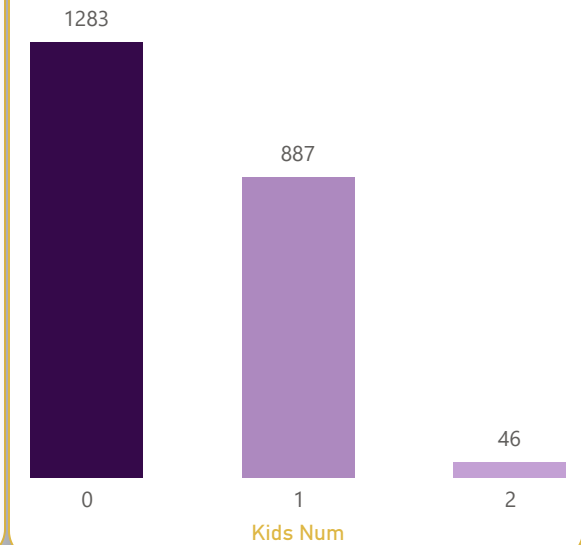
## Clients by Teenagers at Home

Total Products 0,03M 0,8M

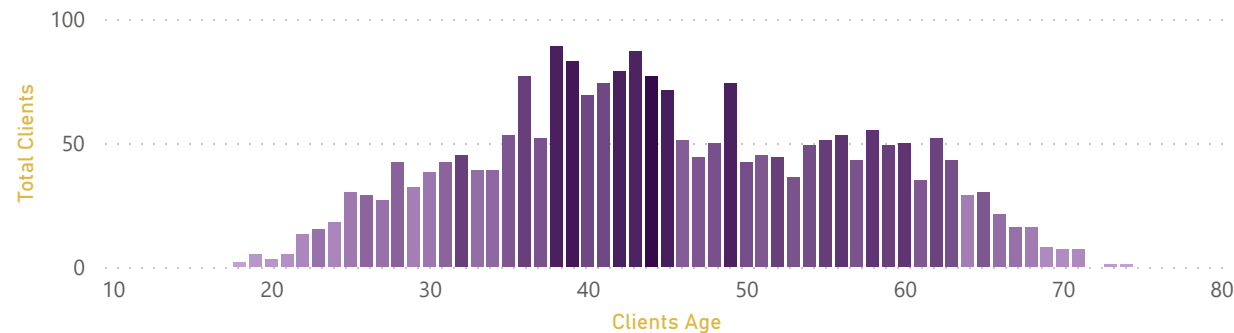


## Cientes con Niños en el Hogar

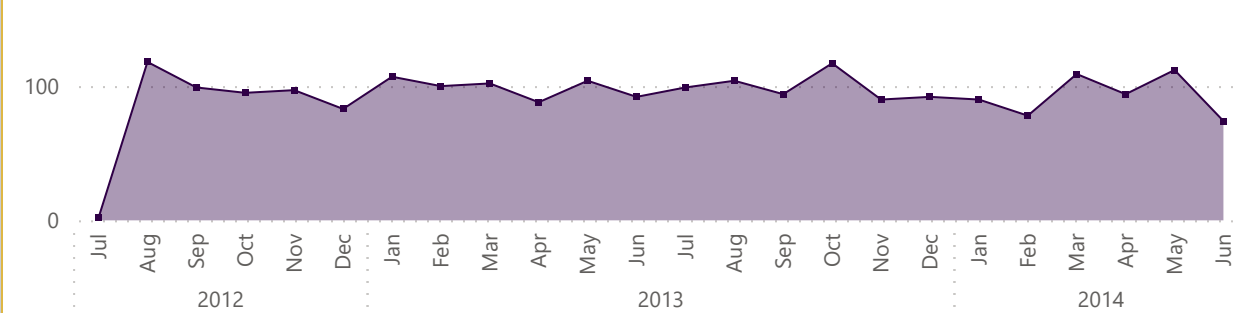
Total Products 0,01M 1,16M



## Clients by Age



## New Customer Registration Evolution



Top  
Clients



Bottom  
Clients

Registration Year

All

Registration Month

All

Complain

All

Deals Applied

All

Recency since last purchase

0

99

## Purchase Details per Customer

Top Clients

Ranking	Client ID	Purchased Products	Orders Placed	Campaigns accepted	Different Products Purchased
1	1763	2.524	28	4	6
2	5350	2.525	17	2	6
3	5735	2.525	17	1	6
4	4580	2.486	25	4	6
5	4475	2.440	24	0	5
6	10133	2.349	25	4	6
7	5453	2.352	23	1	6
8	9010	2.346	22	4	6
9	5386	2.302	18	4	6
9	6024	2.302	18	4	6
10	1553	2.283	22	2	6
11	2147	2.279	22	2	6
12	2186	2.257	21	4	6
13	1173	2.252	12	3	5
14	6248	2.217	27	2	6
15	737	2.231	13	3	6
16	3334	2.211	21	2	6
17	7503	2.209	22	2	6
18	5236	2.194	20	3	5
19	477	2.157	21	5	6
20	7274	2.153	21	1	6
21	3698	2.130	18	2	6
22	2747	2.126	19	0	6
22	8867	2.126	19	0	6
23	6932	2.119	22	1	5

## Recent Activity Details per Customer

Top Clients

Ranking	Client ID	Days since Last Purchase	Last Month Web Visits
1	4246	2	17
2	5430	0	8
2	8432	0	8
3	1241	1	9
4	1473	0	8
5	10352	2	9
6	5985	0	7
7	3887	2	9
8	8805	1	8
9	3158	1	8
10	4065	0	7
11	3657	1	8
12	5585	1	8
13	2285	0	7
14	2795	0	7
15	5794	1	8
16	5371	0	7
17	1386	0	7
18	7919	2	8
19	10968	0	6
20	1519	2	8
20	9080	2	8
21	2964	0	6
22	3068	1	7
23	4073	0	6