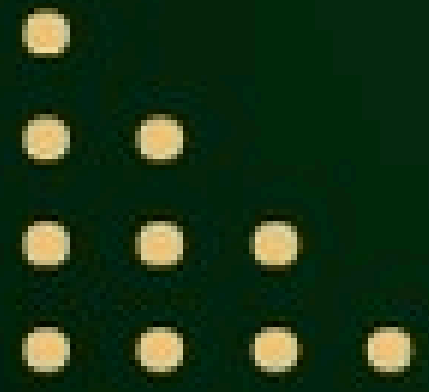




# Marketing Campaign Analysis

*This dashboard aims to provide insights into the effectiveness of marketing campaigns and track complaints by analyzing customer demographics, behaviors and Preferences.*



Overview

Complaints

Campaign





Okolo Elsie

# Overview

Clear Filters

2012

2013

2014

Number of Customers  
**2240**  
▲ 33.10% vs last year

Total Complaints  
**21**  
▲ 16.67% vs last year

Accepted Campaigns  
**667**

Average Recency  
**49 days**

Average Income  
**\$52.24K**

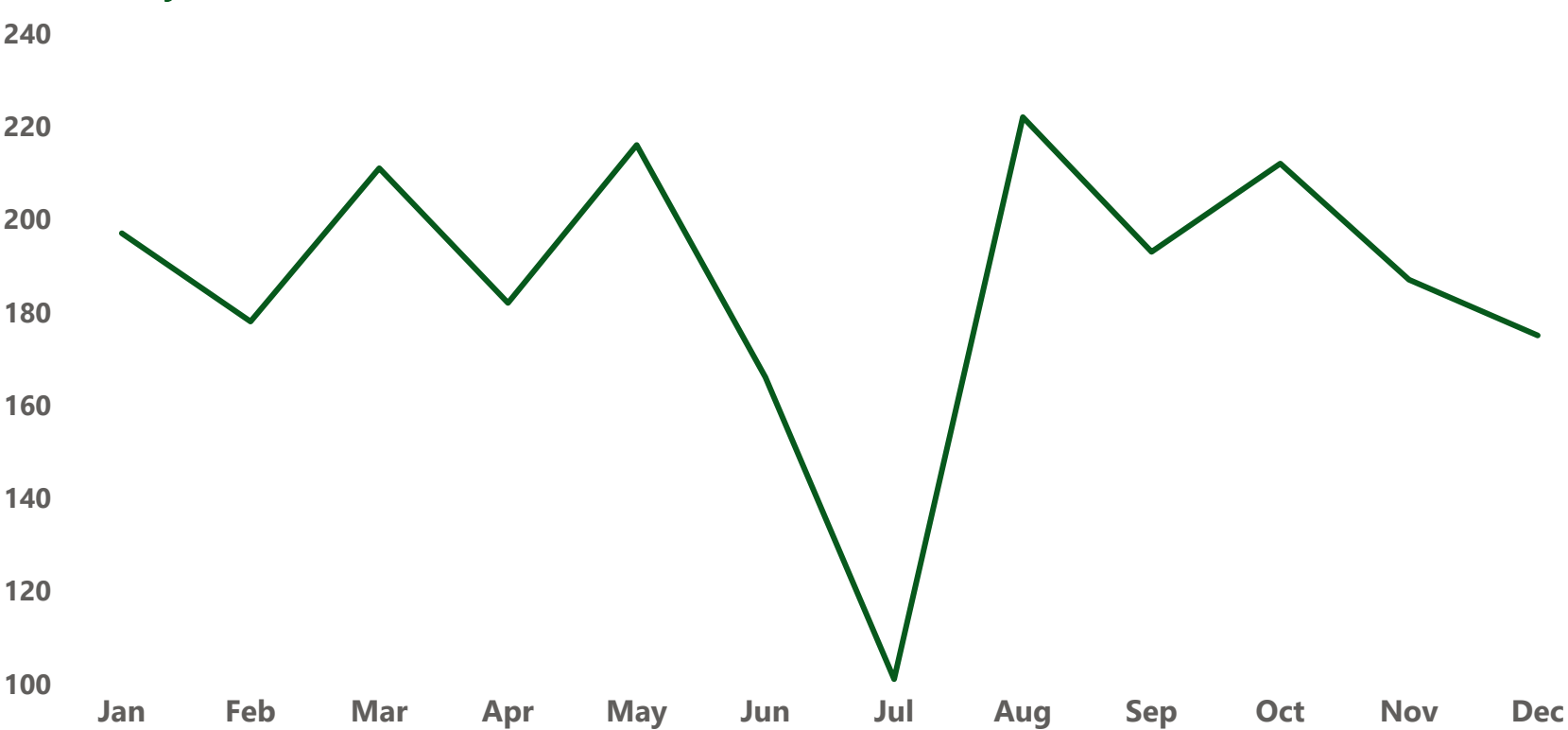
Average Age  
**59 Yrs**

Customers

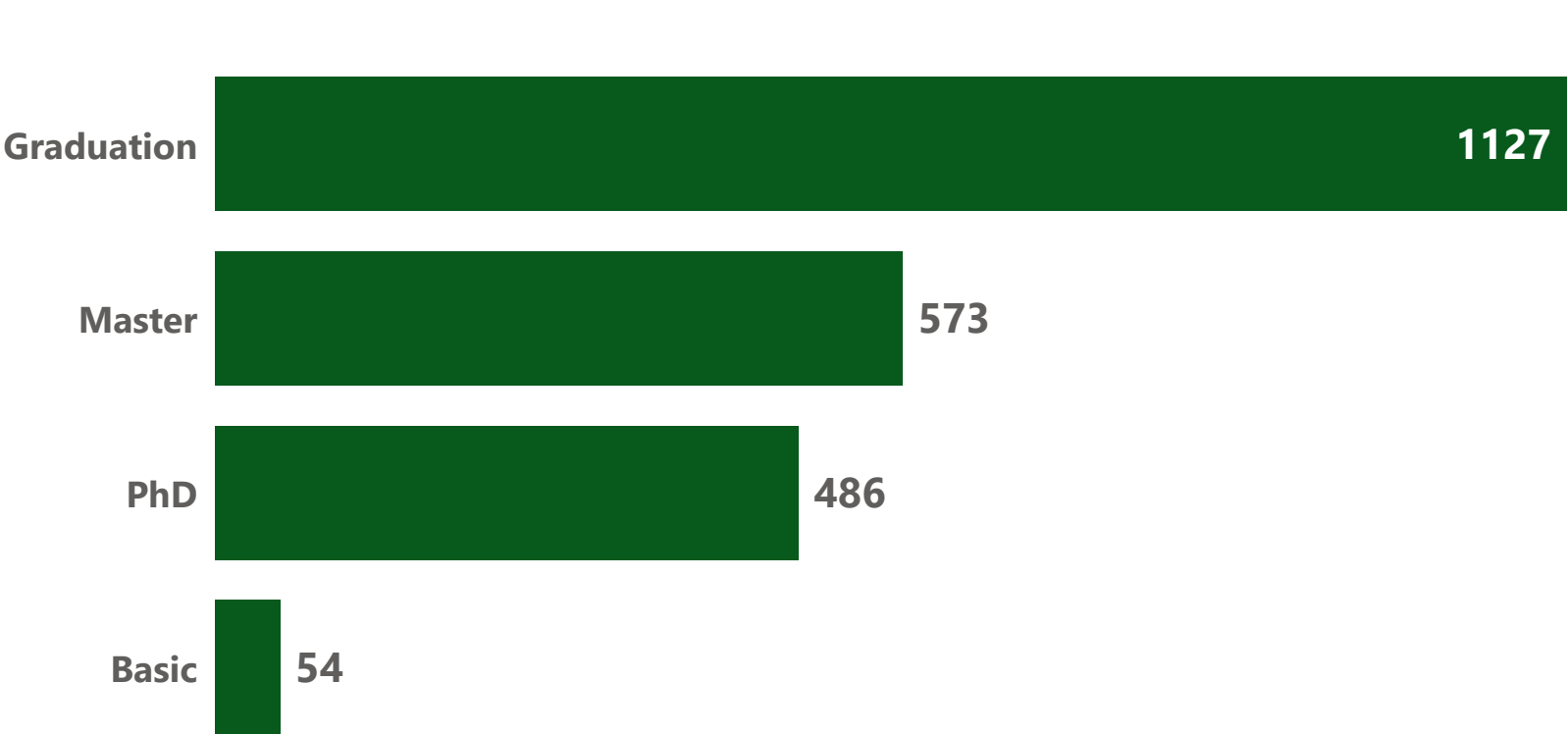
Complaint

Campaigns

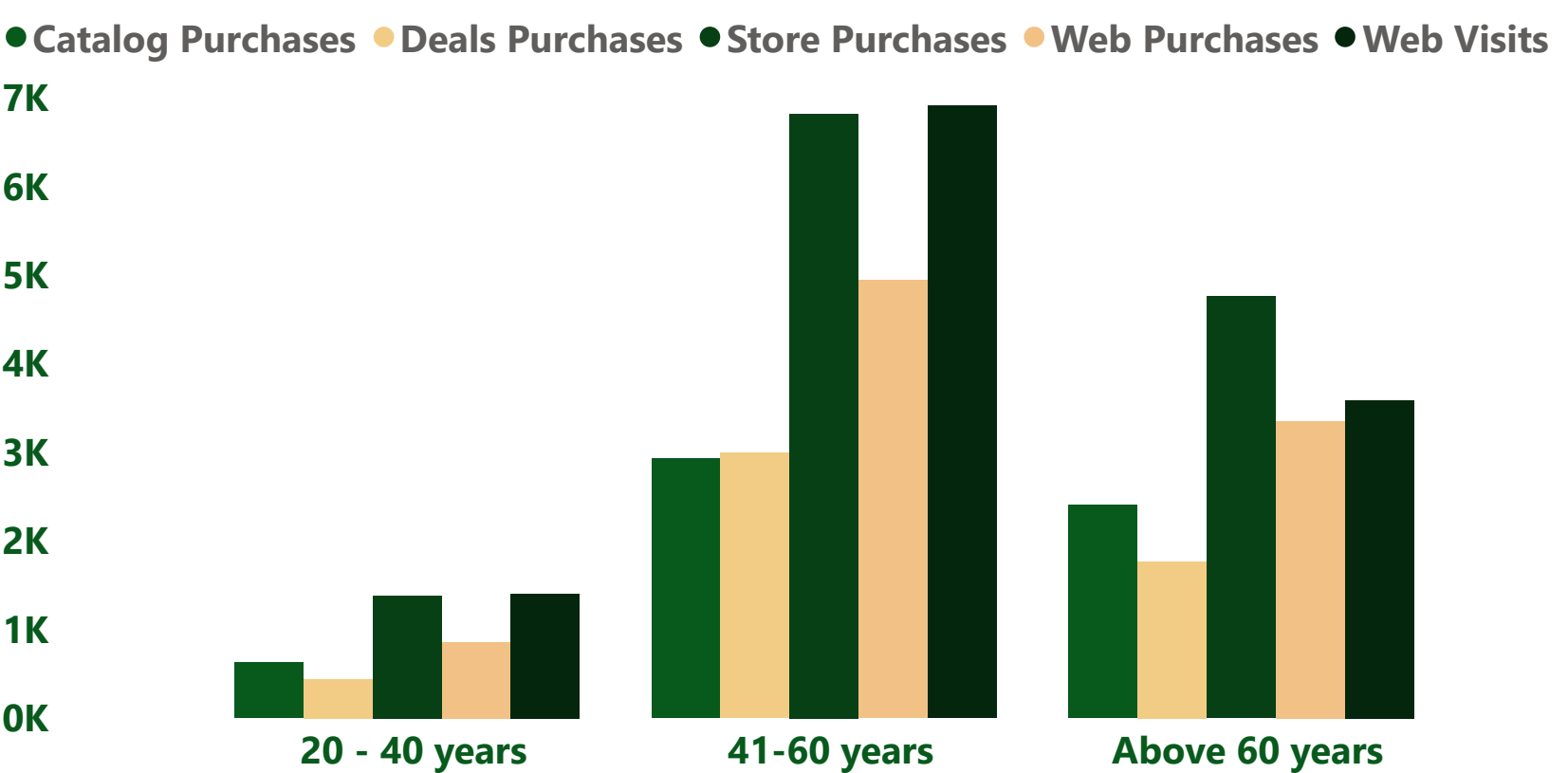
Monthly Trend



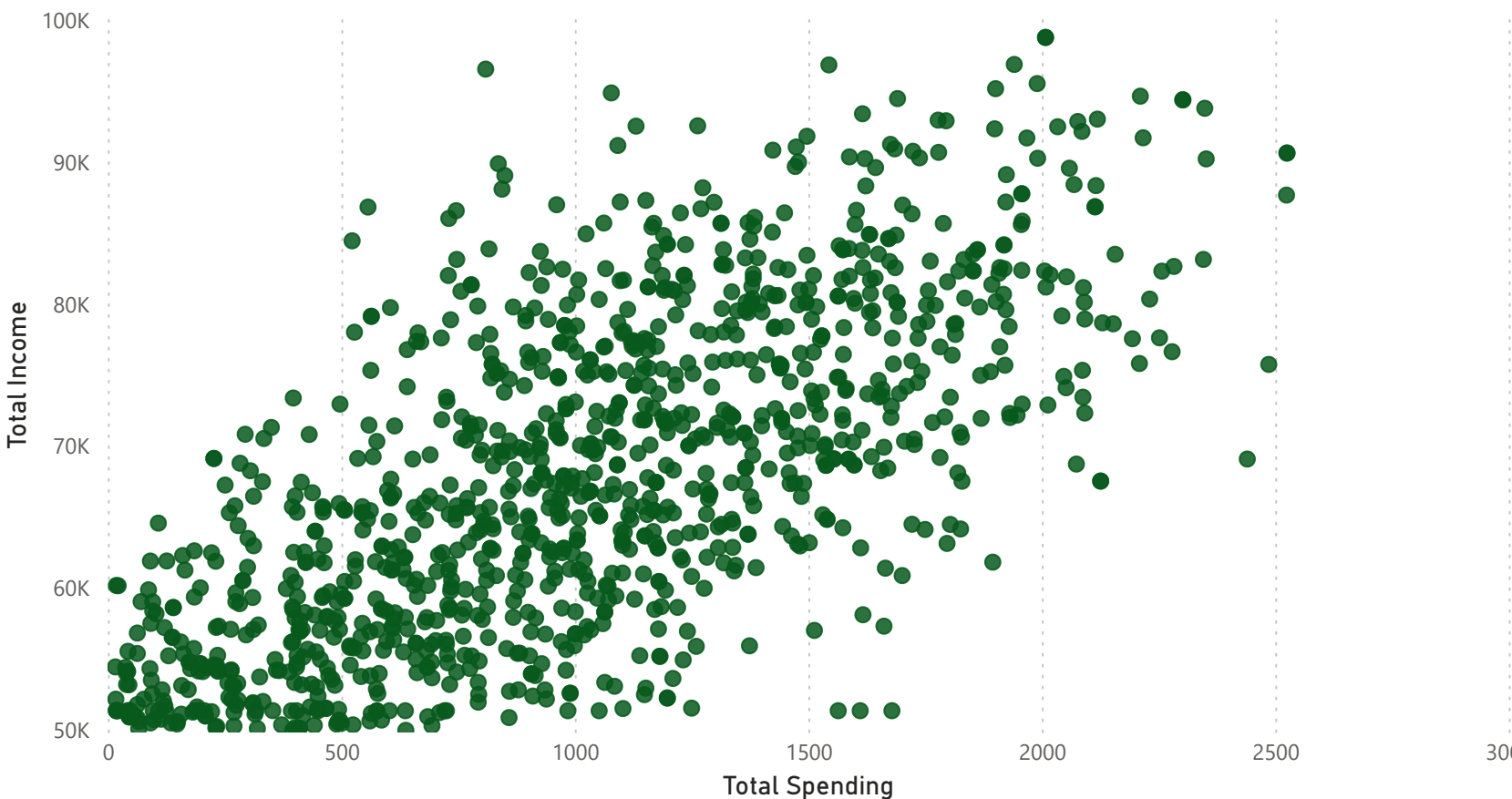
Number of Customers by Education



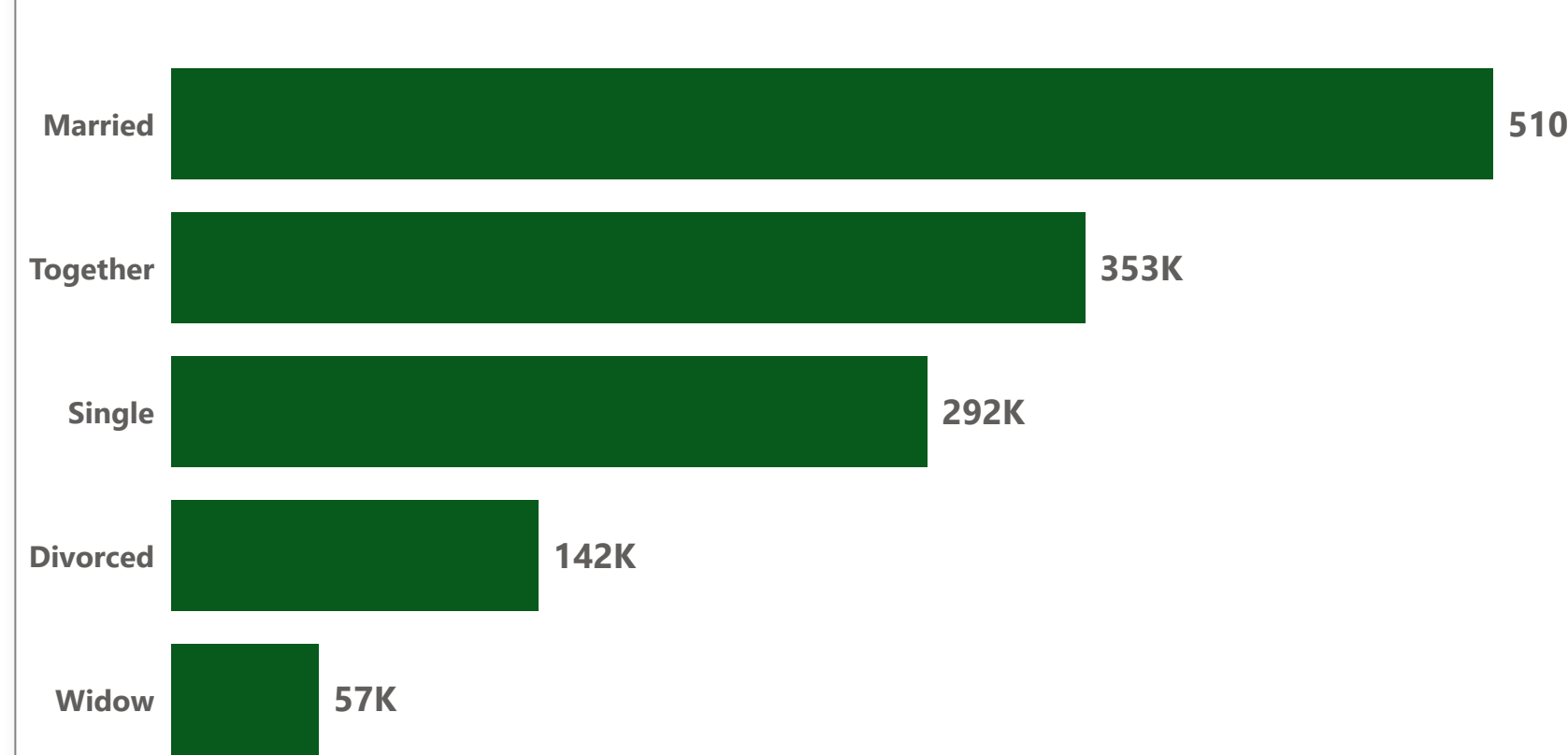
Purchases by Age Group



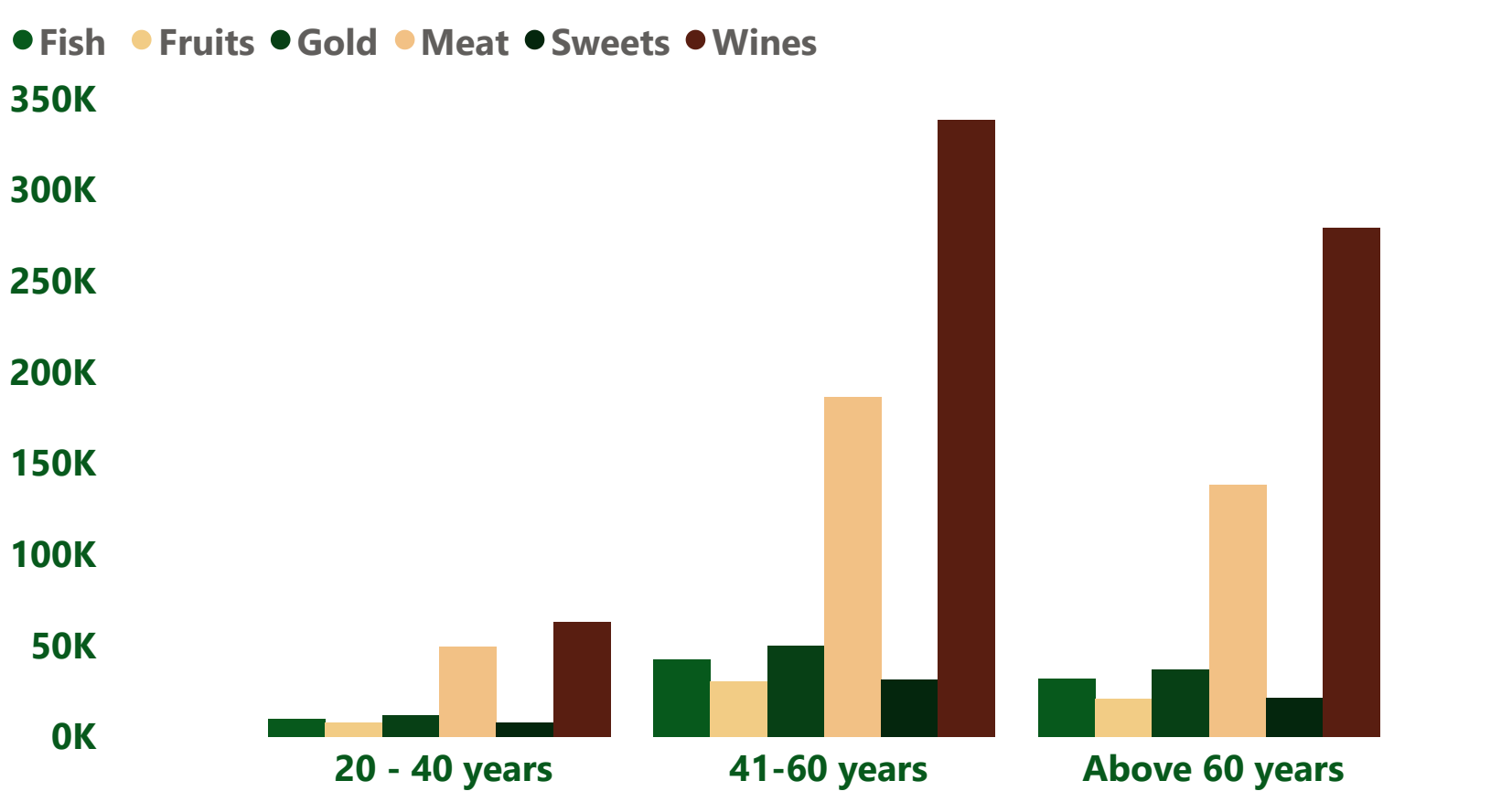
Correlation between Income and spending



Spending by Marital\_Status



Products by Age Group



# Complaint Analysis

Clear Filters

2012

2013

2014



Okolo Elsie

Number of Customers  
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Total Complaints  
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▲ 16.67% vs last year

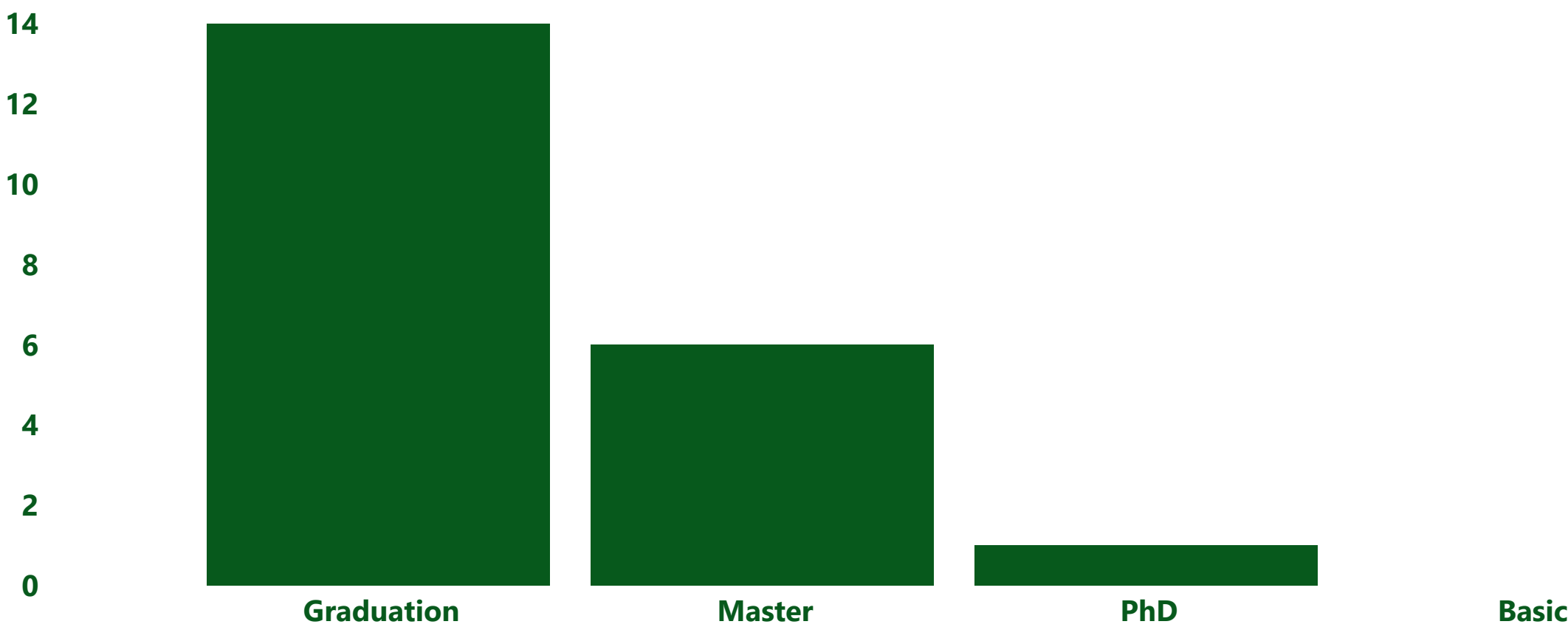
Accepted Campaigns  
**667**

Average Recency  
**49 days**

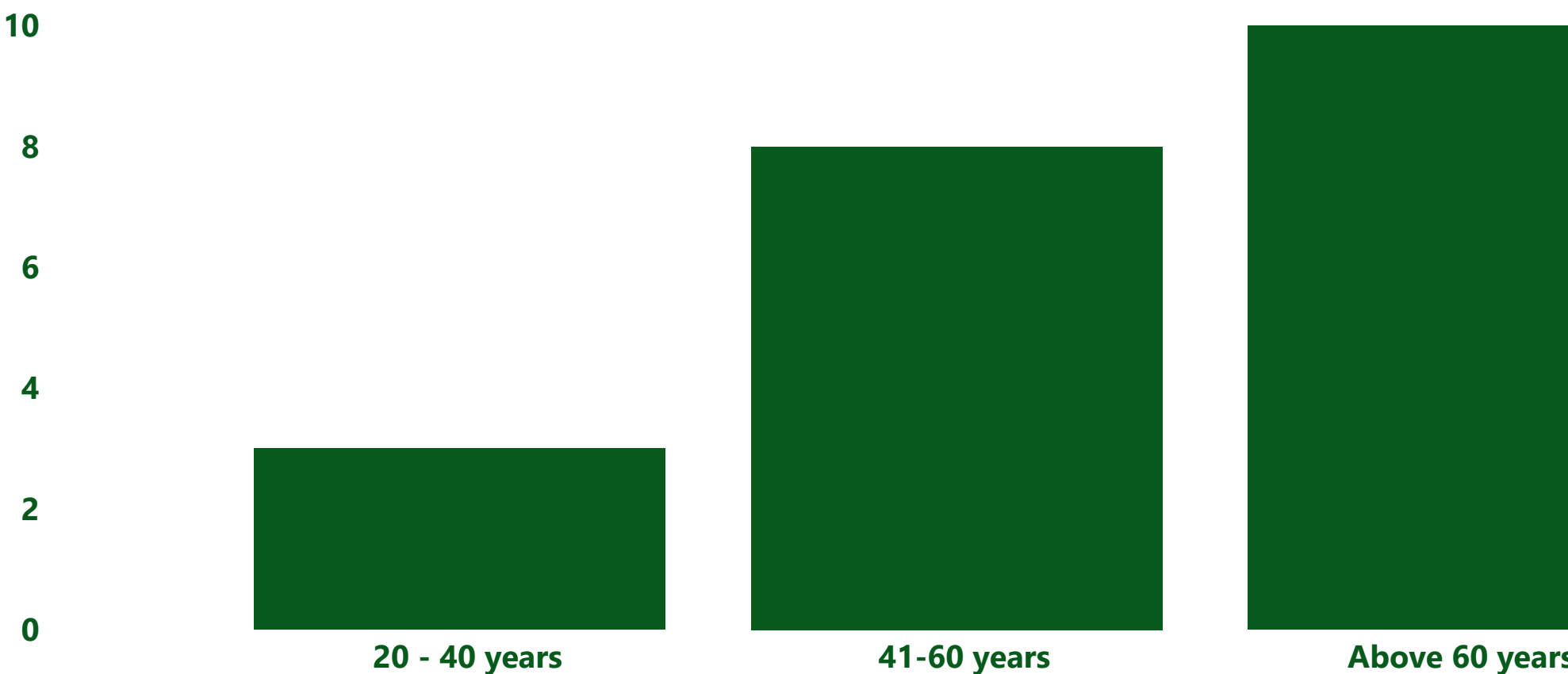
Average Income  
**\$52.24K**

Average Age  
**59 Yrs**

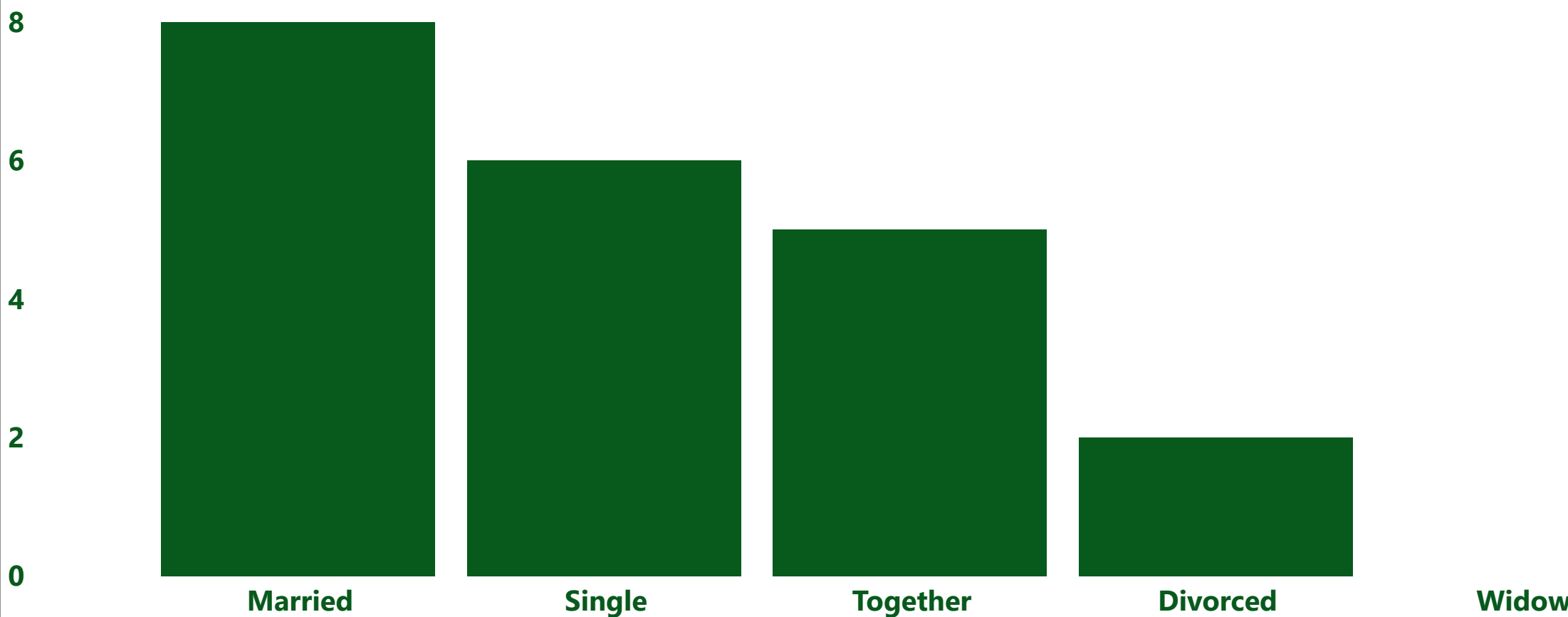
Complaints by Education



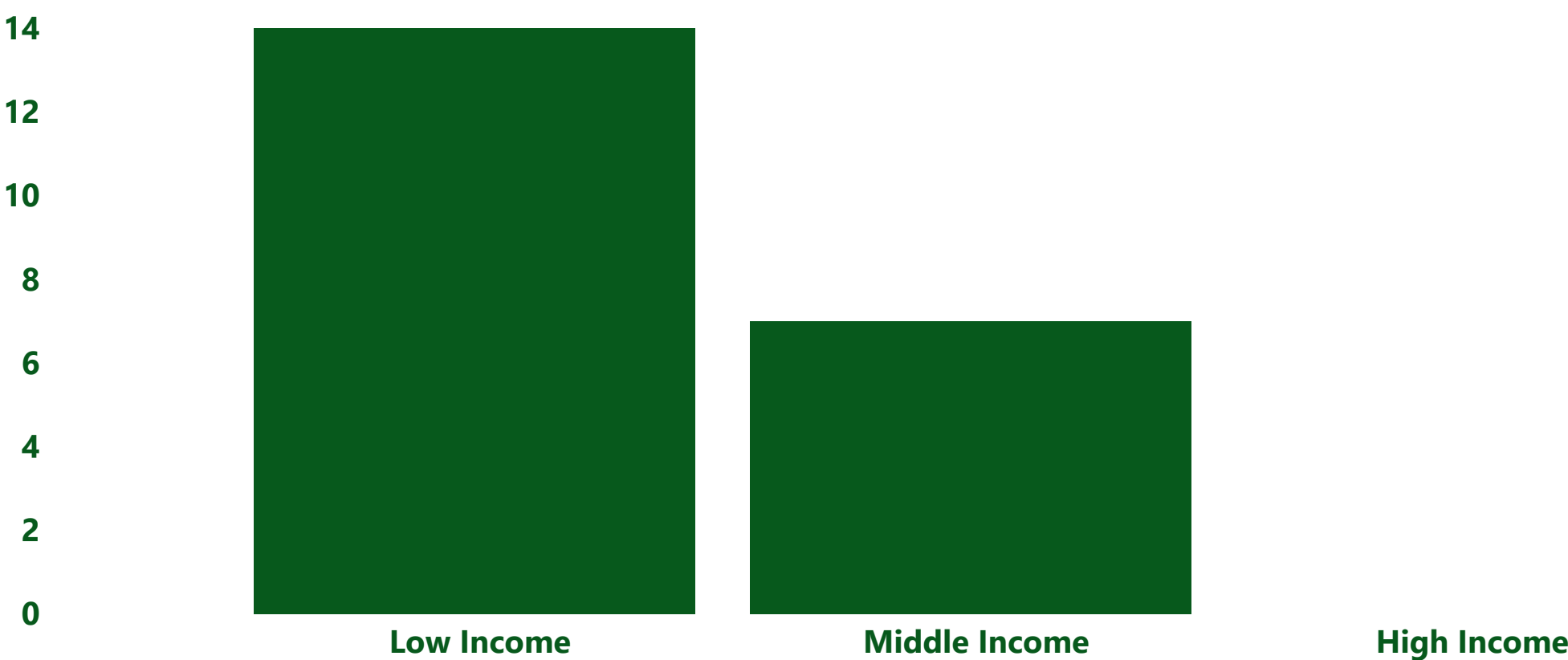
Complaints by Age Group



Complaints by Marital\_Status



Complaints by Income Class



# Campaign Analysis

Clear Filters

2012

2013

2014



Okolo Elsie

Number of Customers  
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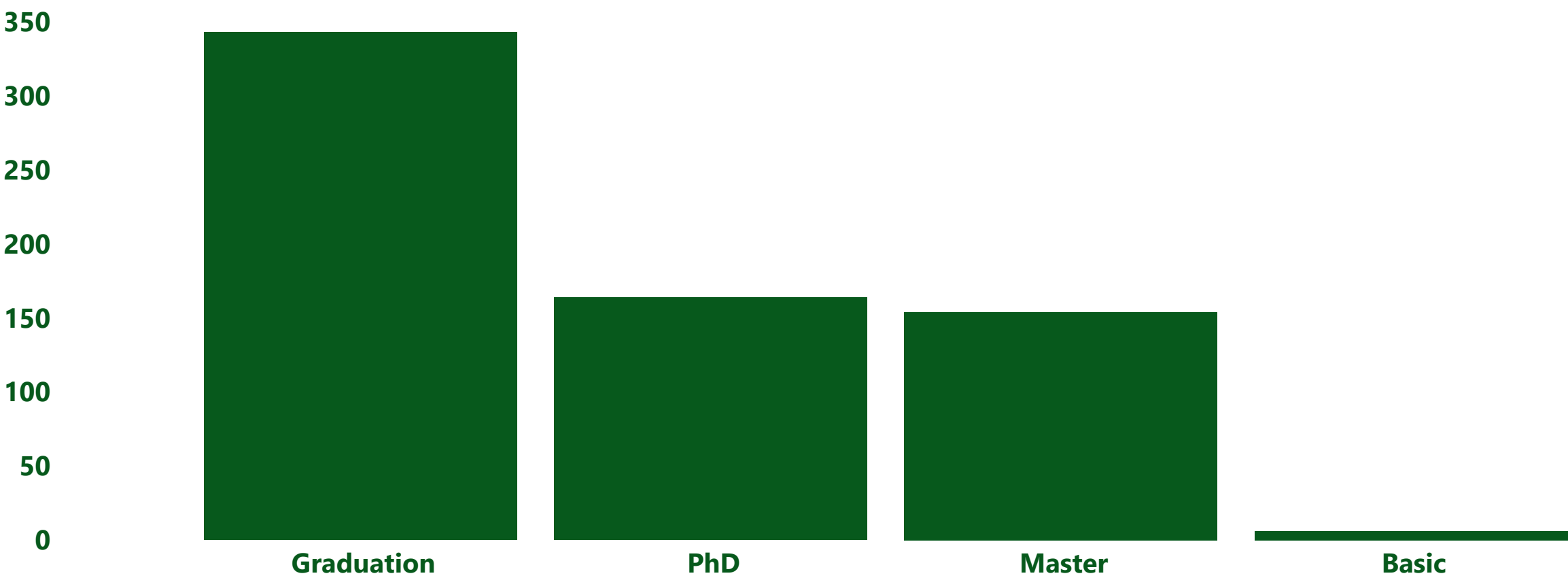
Accepted Campaigns  
**667**

Average Recency  
**49 days**

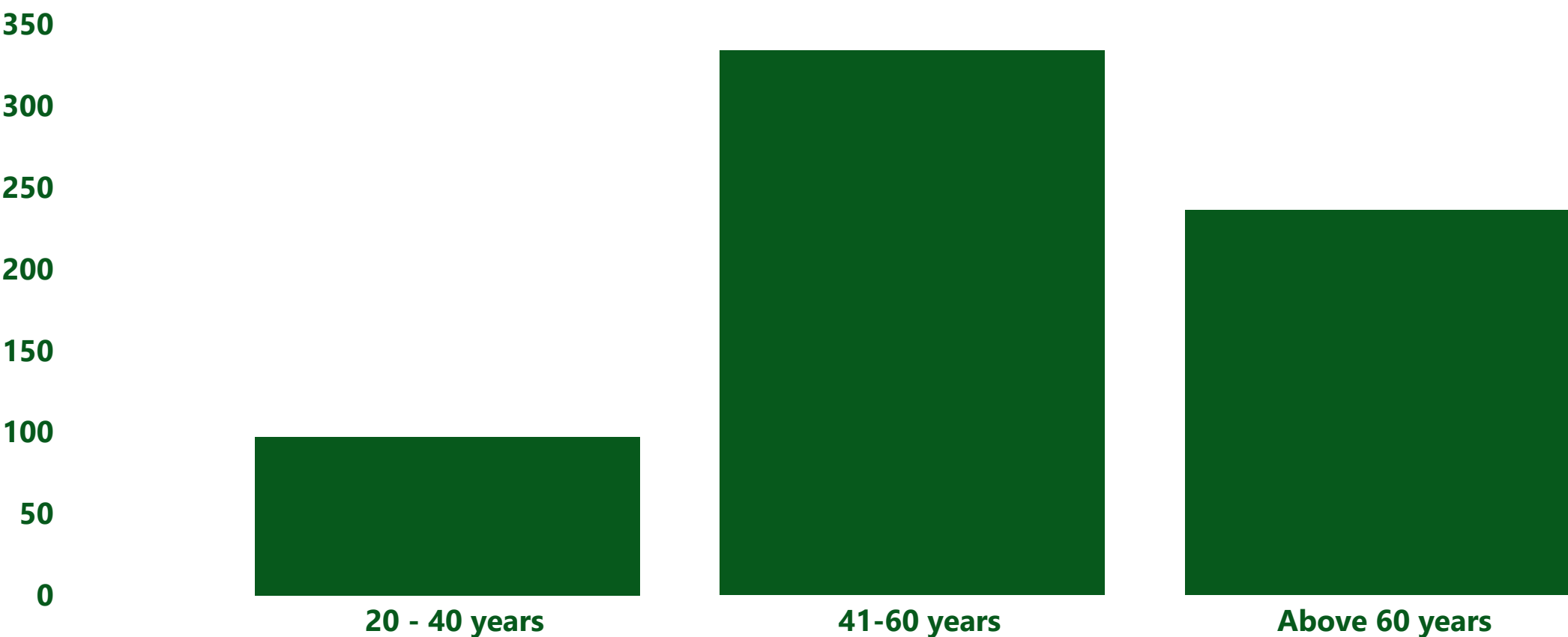
Average Income  
**\$52.24K**

Average Age  
**59 Yrs**

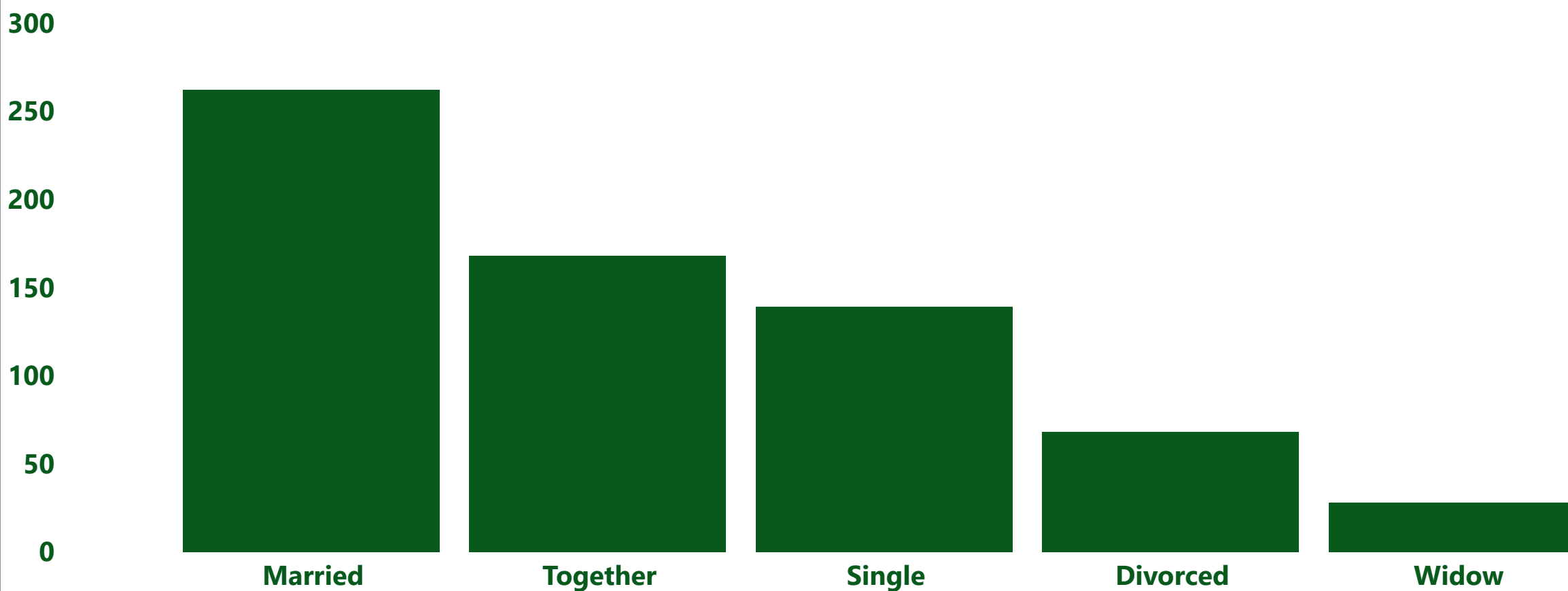
Complaints by Education



Complaints by Age Group



Complaints by Marital\_Status



Complaints by Income Class

