

# Customer View -- Marketing Analysing

Total Customer

1,999K

Count of ID

Average Salary

51,98K

Average of Annual salary

Total Sales Brand

12K

Sum of Total Purchases in  
Stores

Total Sales Online

8K

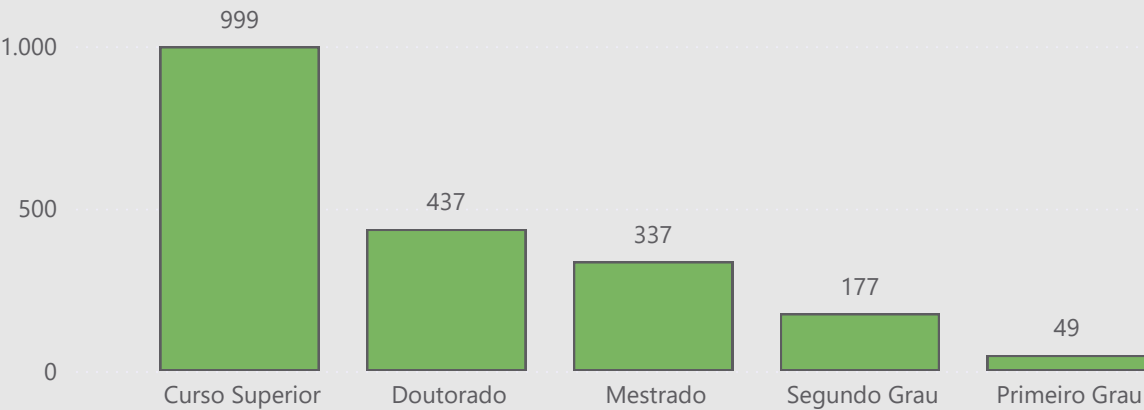
Sum of Total Purchases Online

Catalog Sales

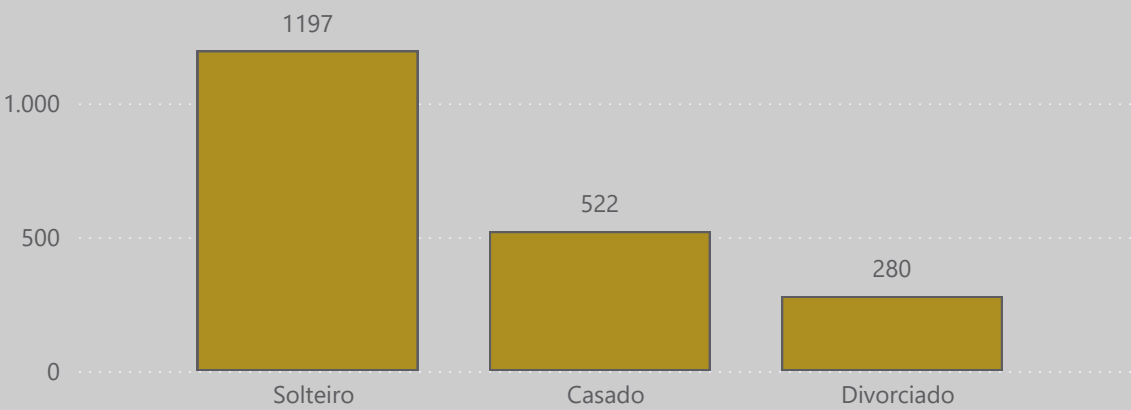
5K

Sum of Total of Purchases Via  
Catalog

Education Level



Count of ID by Civil Status



Country

Alemanha

Argentina

Brasil

Chile

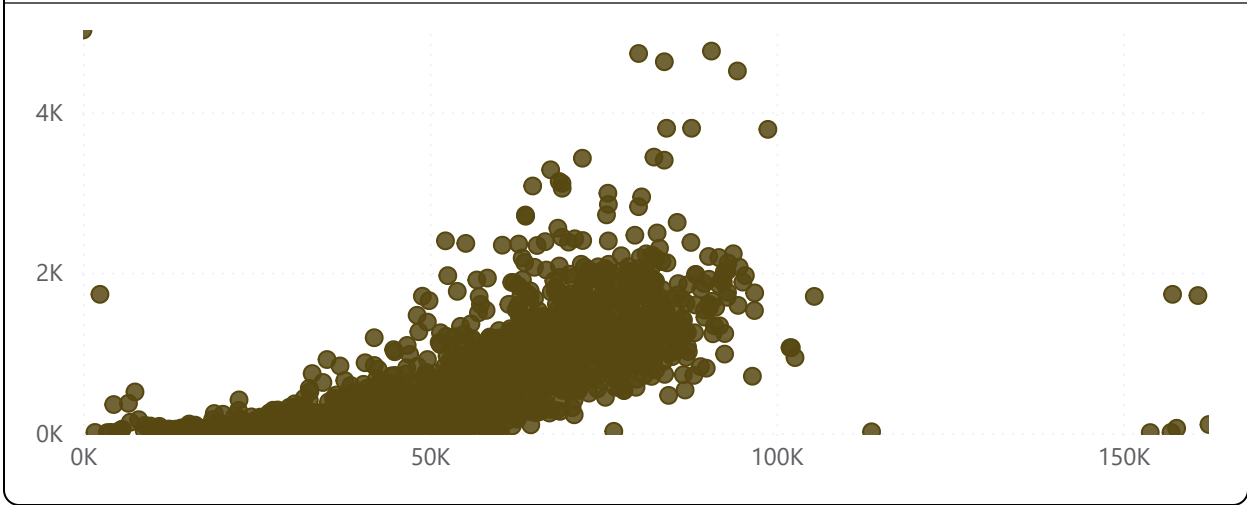
Espanha

Estados Un...

Portugal

# Marketing Analysing: Behavioral Vision of Customer

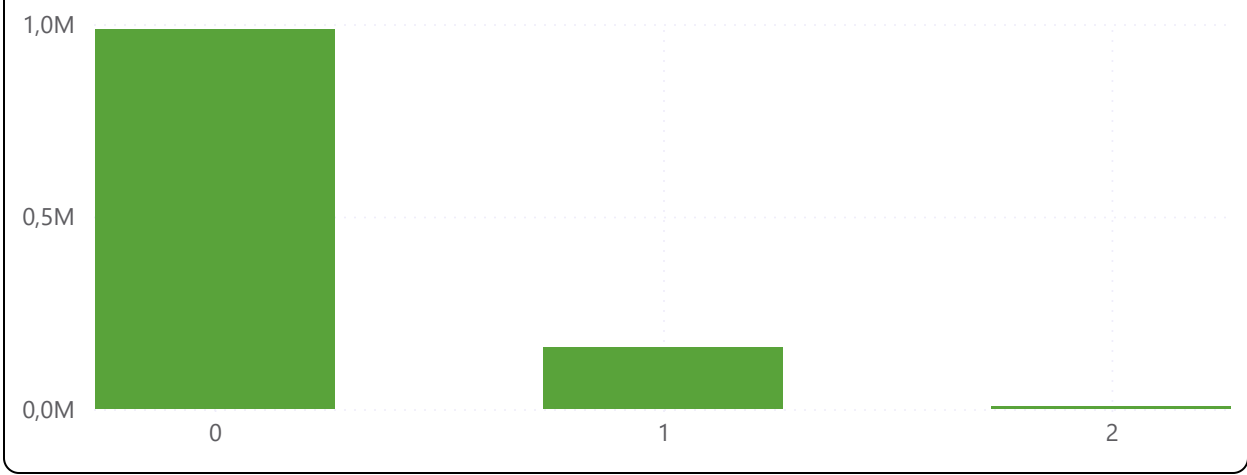
Total-Spend by Annual Salary



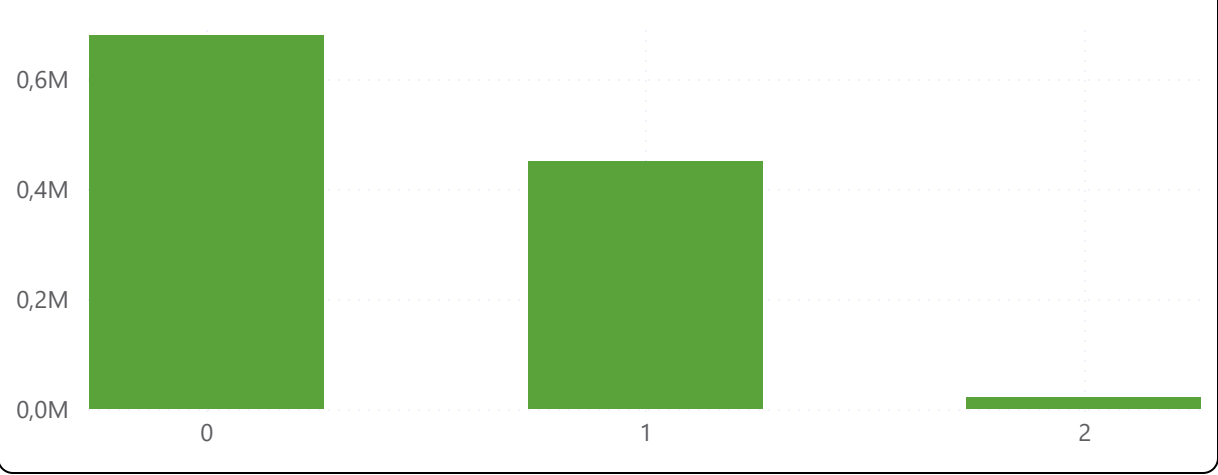
Total Spend By Category



Total-spend by Child at Home



Total-Spend by Adolescent At Home

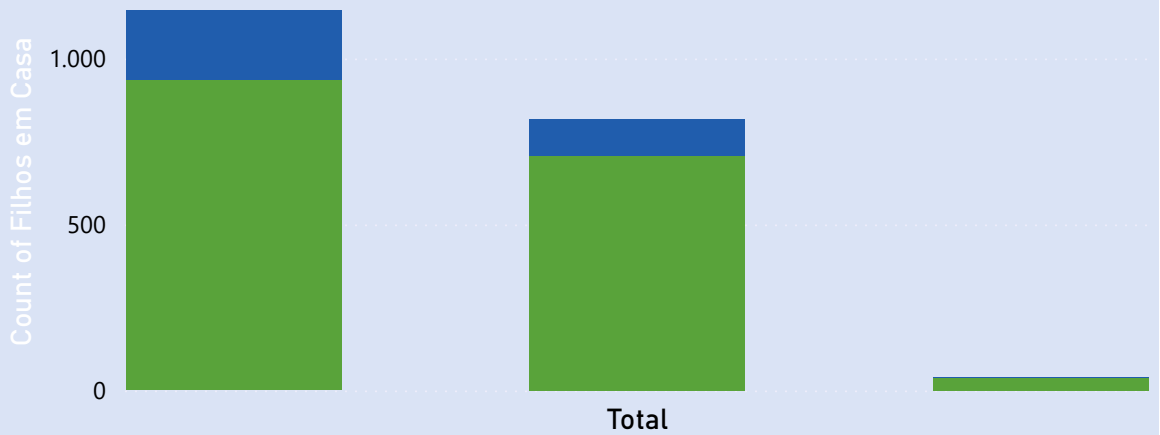


# Marketing campaign analysis:

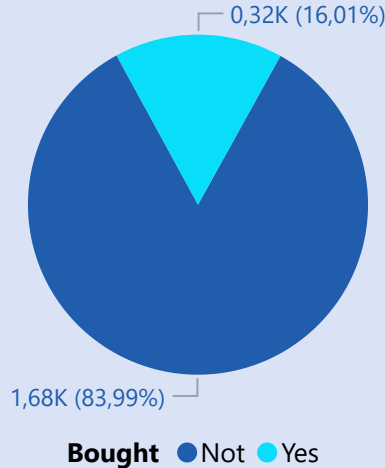
Visualization of marketing campaign performance

Count of Sons At Home by Total and Bought

Bought ● Not ● Yes



Count of ID by Bought



Bought	Curso Superior	Doutorado	Mestrado	Primeiro Grau	Segundo Grau
Not	4539	1820	1453	320	
Yes	760	513	291	16	
Total	5299	2333	1744	336	

Average of Annual Salary by Bought

