SUMMARY:

- The most successful advertising campaign was the most recent campaign (column name: Response), and was particularly successful in Mexico (>60% acceptance rate!)

  Suggested action: Conduct future advertising campaigns using the same model recently implemented in Mexico.

- Advertising campaign acceptance is positively correlated with income and negatively correlated with having kids/teens

  Suggested action: Create two streams of targeted advertising campaigns, one aimed at high-income individuals without kids/teens and another aimed at lower-income individuals with kids/teens

SUMMARY:

- The most successful products are Wines and Meats.(i.e average customer spent on these items)

  Suggested action: Focus advertising campaigns on boosting sales of the less popular items

- The underperforming channels are deals and catalog purchases (*i.e.* the average customer made the fewest purchases via these channels

- The best performing channels are web and store purchases (*i.e.* the average customer made the most purchases via these channels)

  Suggested action: Focus advertising campaigns on the more successful channels, to reach more customers

THANK YOU