



# MARKETING CAMPAIGN ANALYSIS AND OPTIMIZATION DASHBOARD



Education

All



Age group



All



Marital\_Status

All



Products Amount

All



Total customers

2216

Average Income

52247

Total Campaign Response Rate

15%

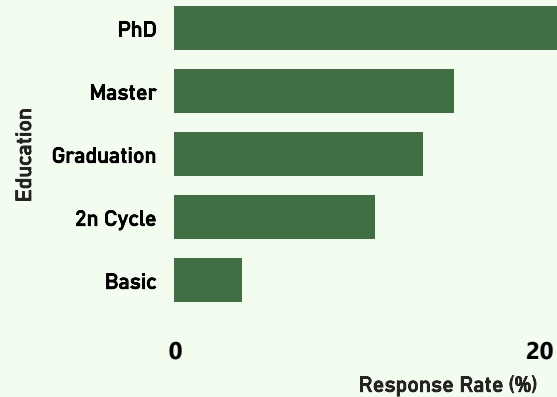
Average Age

56

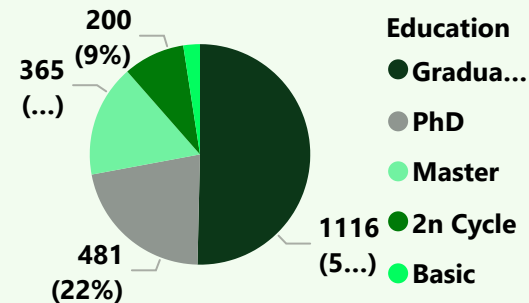
Total Complaints

21

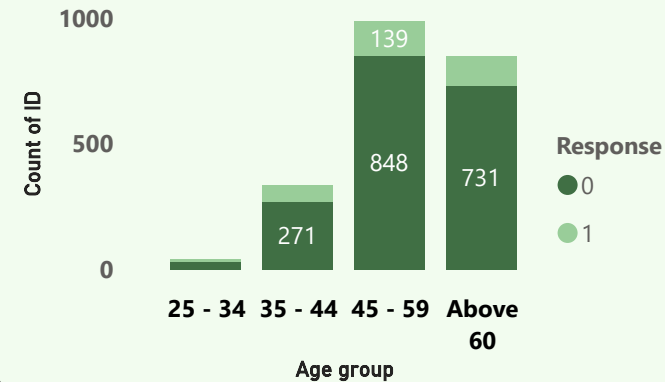
Response Rate (%) by Education



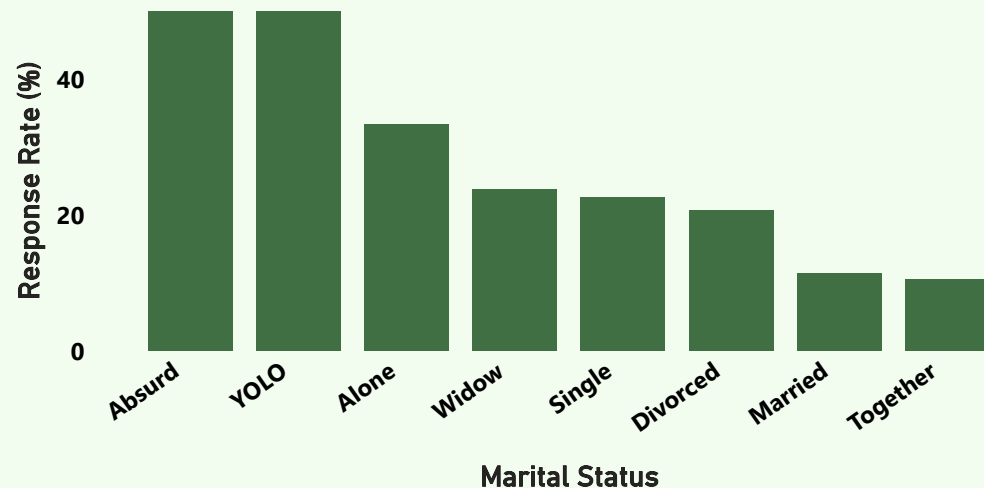
Customers by Education



Count of customers by Age group and Response



Response Rate (%) by Marital Status



Spending on each product category

