Marketing Campaign Insight Analysis
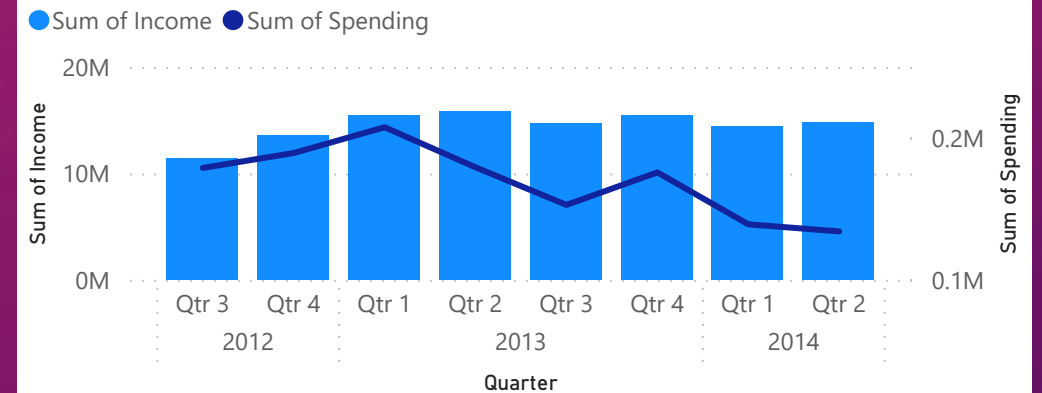
Accepted Campagin
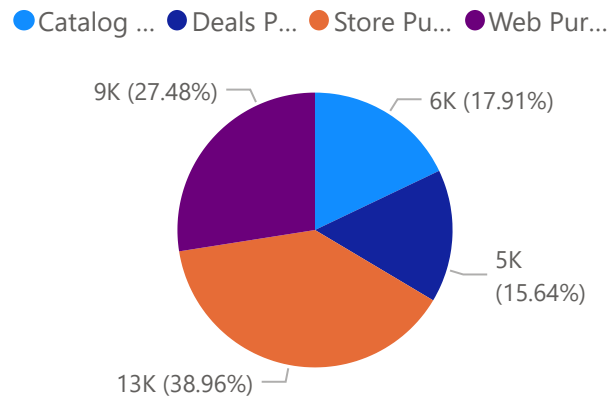

163 (24.44%)
144 (21.59%)
30 (…)
167 (25.04%)
163 (24.44%)

- Campaign 1
- Campaign 2
- Campaign 3
- Campaign 4
- Sum of Ac...
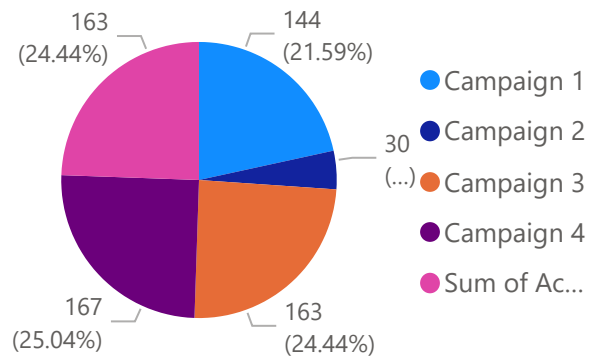
Income and Sum of Spending by Day

Sum of Spending
80K
60K
40K
20K
Income
2M 4M 6M
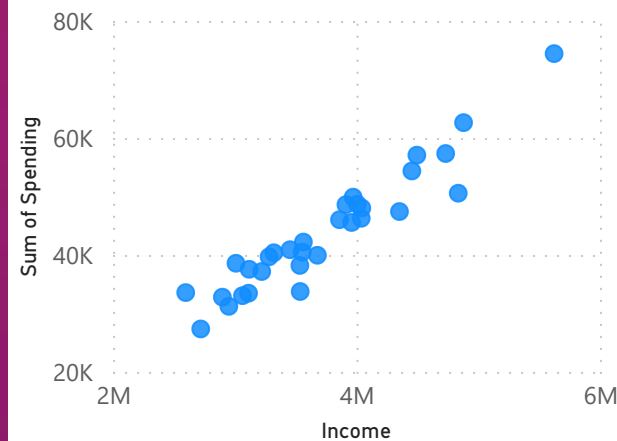
Sum of Income and Sum of Spending by Year and Quarter

- Sum of Income
- Sum of Spending

Sum of Income
20M
10M
0M

Sum of Spending
0.2M
0.1M

Qtr 3 Qtr 4 Qtr 1 Qtr 2 Qtr 3 Qtr 4 Qtr 1 Qtr 2
2012   2013   2014
Quarter

PURCHASES

- Catalog ...
- Deals P...
- Store Pu...
- Web Pur...

9K (27.48%)
6K (17.91%)
5K (15.64%)
13K (38.96%)

Spending On Education

- Fish Products
- Fruits
- GoldProds

Fish Products, Fruits...
0.5M
0.0M

Graduation PhD Master 2n Cycle Basic
Education
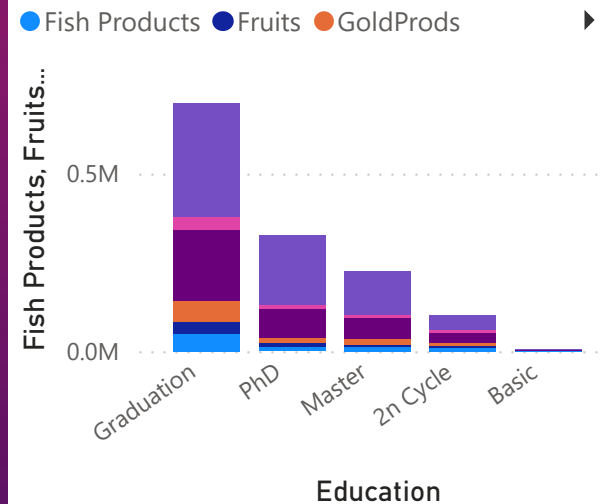
Sum of Complain by Year and Month

Sum of Complain
5
0

July August September October November December January February March April May June July August September October November December
2012   2013
Month