



CUSTOMER ANALYSIS, PRODUCT & MARKETING INSIGHTS

COUNTRY

Todas



AMOUNT SPENT IN 2 YEARS

\$1.349.751



2.229

TOTAL CUSTOMERS



6

TOTAL PRODUCTS



\$101

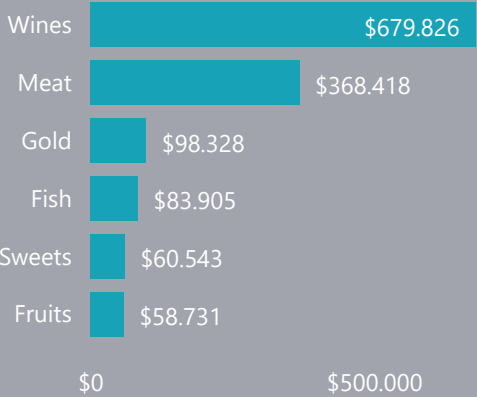
AVERAGE SPENT



6

TOTAL CAMPAIGNS

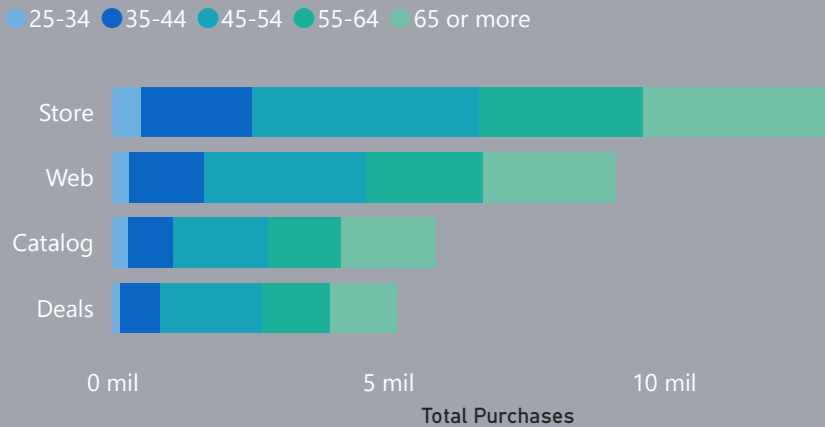
SPENT BY PRODUCTS



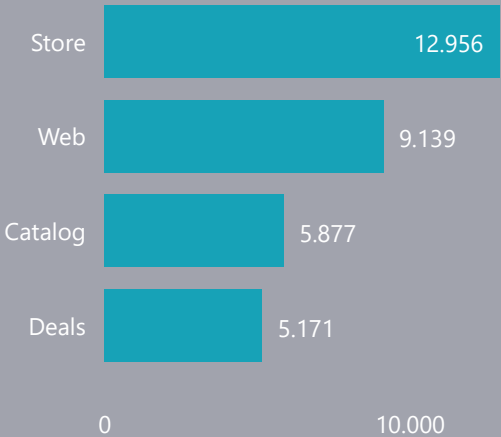
SALES BY COUNTRY



TOTAL PURCHASES BY CHANNELS AND AGE GROUPS



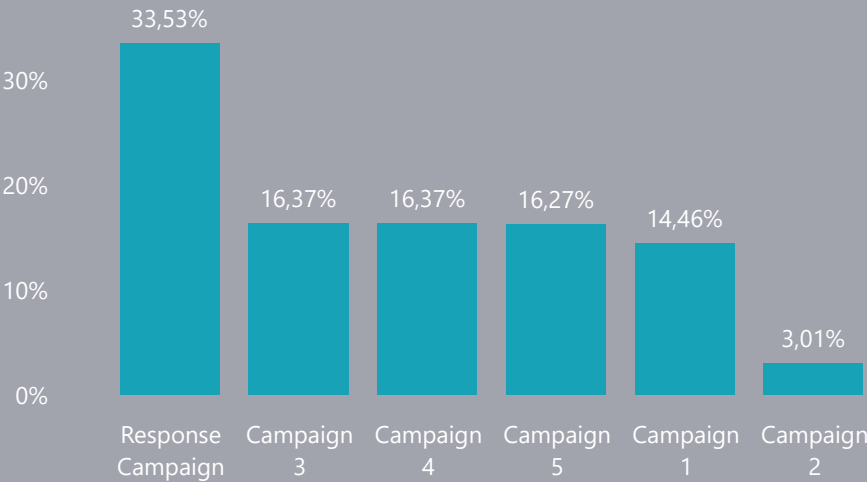
CHANNEL PERFORMANCE



CUSTOMER SPENDING BY EDUCATION

country	Education	Age Group	Amount Spent	Average Income
SP	Graduation	45-54	\$100.786	45.519
SP	Graduation	65 or more	\$89.333	47.059
SP	Graduation	55-64	\$83.508	47.957
SP	PhD	55-64	\$47.547	57.410
SP	PhD	65 or more	\$47.204	47.574
SP	Graduation	35-44	\$45.777	50.960
SP	PhD	45-54	\$41.361	50.844
SP	Master	65 or more	\$33.447	52.927
SP	Master	45-54	\$33.309	50.054
SA	Graduation	65 or more	\$29.096	49.853
Total			\$1.349.751	48.720

CAMPAIGN SUCCESS RATE





SELECT METRIC

54,11

AVERAGE AGE

48,72 ...

Average Income

\$1,35 ...

Amount Spent

\$40,73

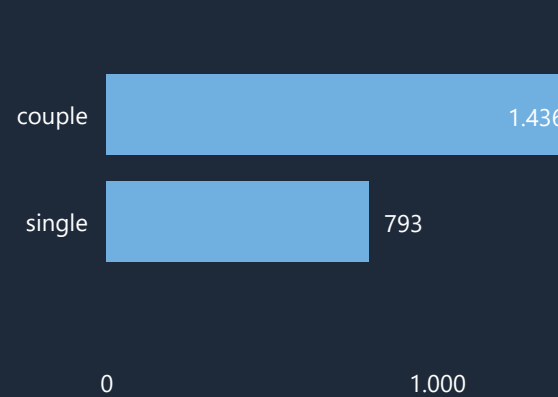
Amount per purchase

TOTAL CUSTOMERS BY:

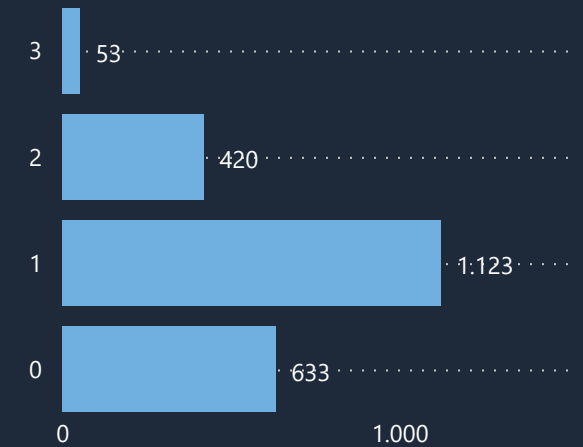
EDUCATION



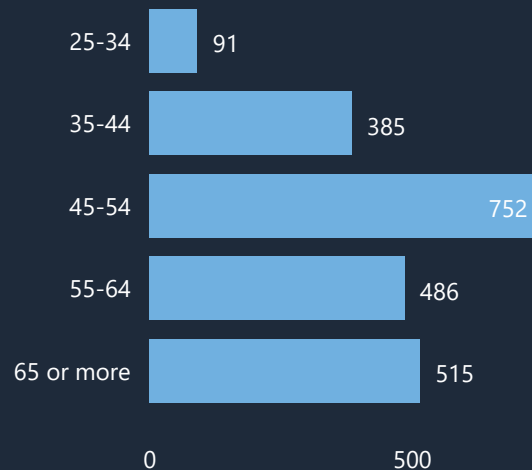
MARITAL STATUS



DEPENDENTS



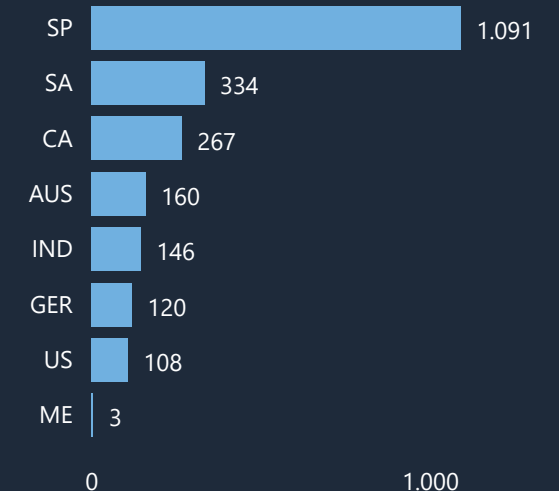
AGE GROUPS



INCOME GROUP



COUNTRY





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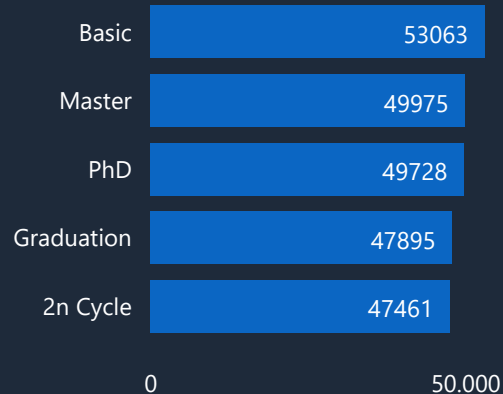
Amount Spent

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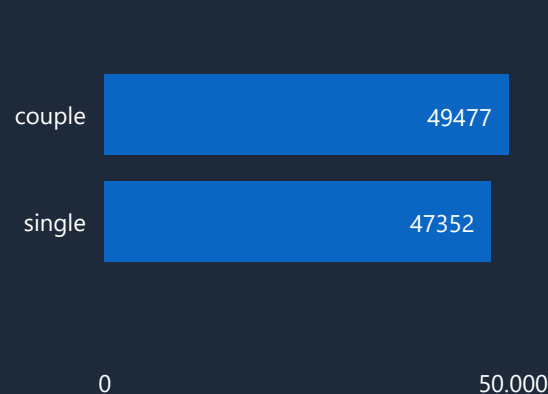
Amount per purchase

CUSTOMER'S AVERAGE INCOME BY:

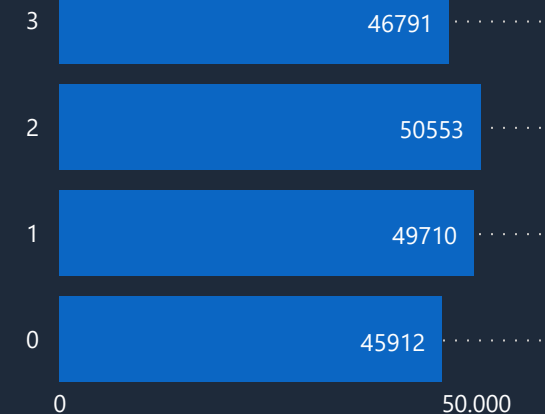
EDUCATION



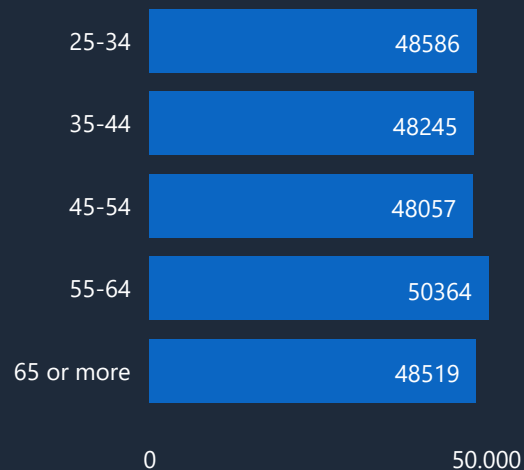
MARITAL STATUS



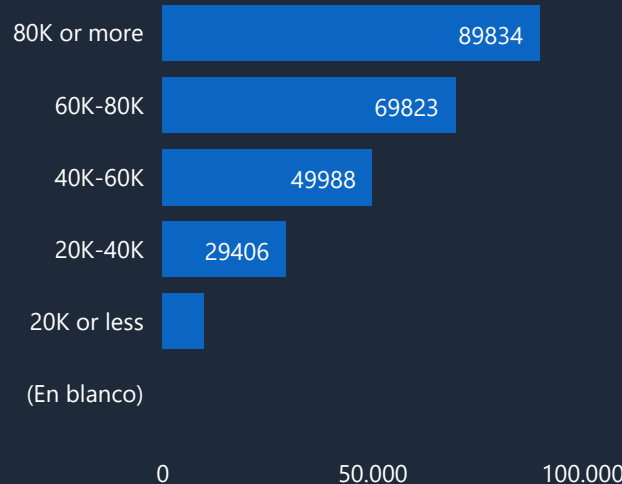
DEPENDENTS



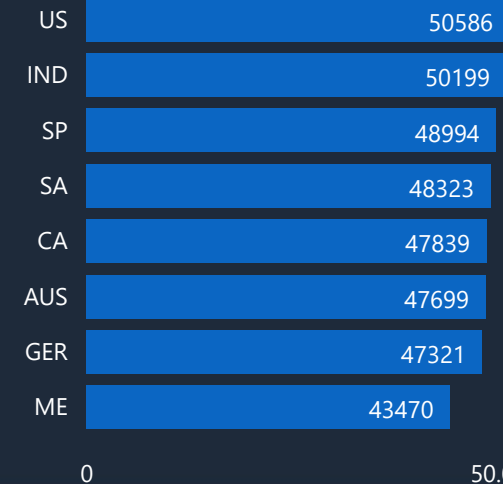
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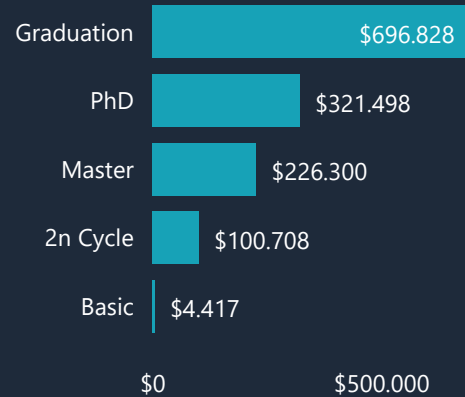
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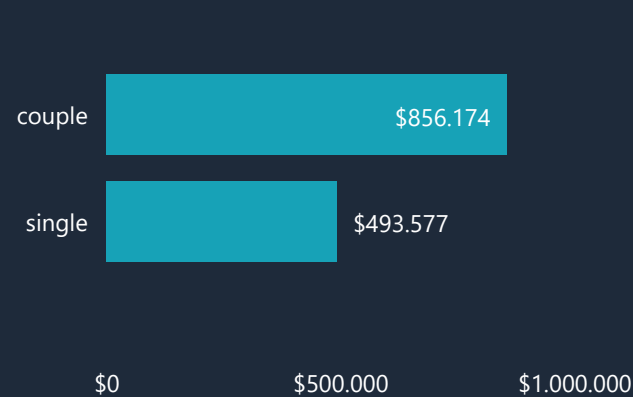
Amount per purchase

CUSTOMER'S AMOUNT SPENT BY:

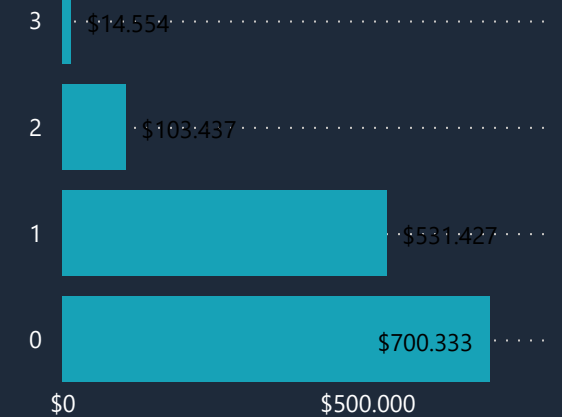
EDUCATION



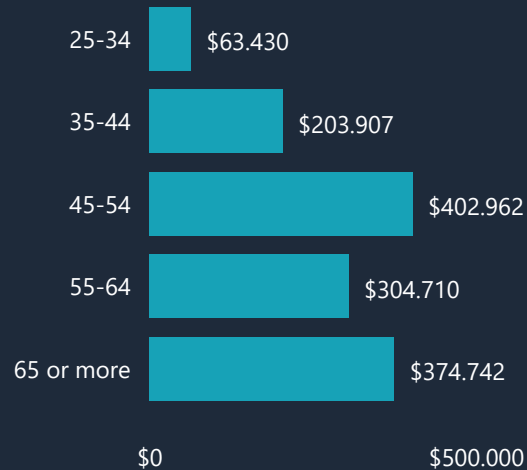
MARITAL STATUS



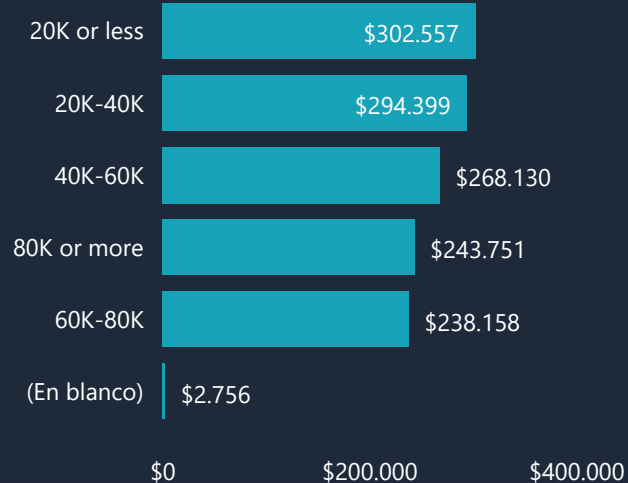
DEPENDENTS



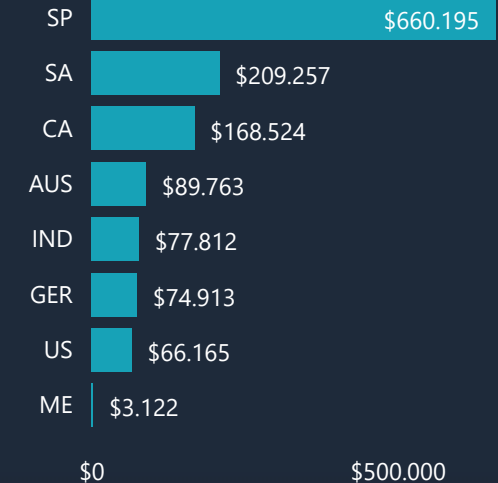
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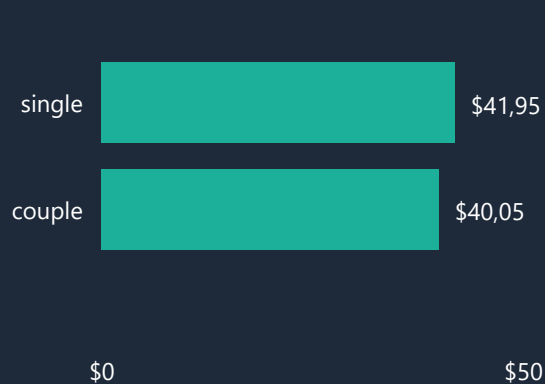
Amount per purchase

CUSTOMER'S AMOUNT PER PURCHASE BY:

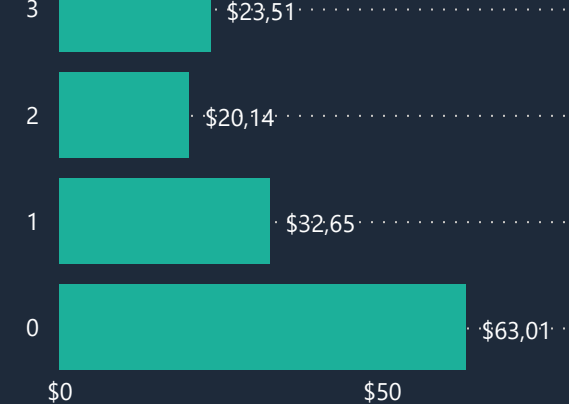
EDUCATION



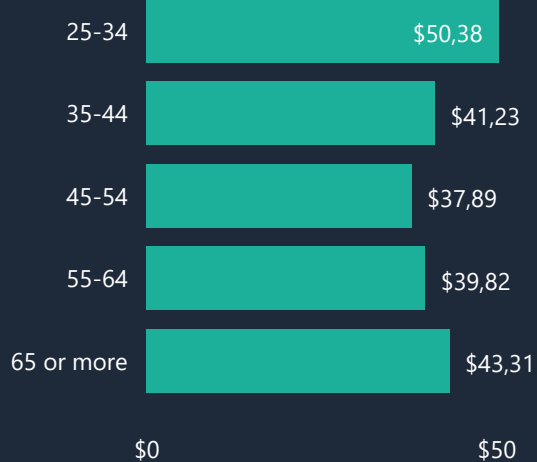
MARITAL STATUS



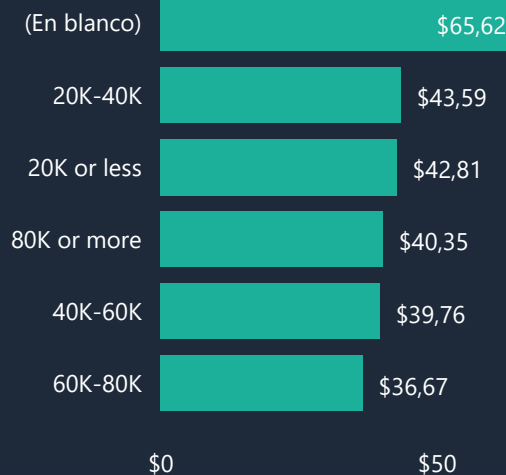
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