

Demographics Analysis "Customer Types"

2205

Count of Customers

51.10

Average of Age

418

Have Kids & Teens

511

Have Kids Only

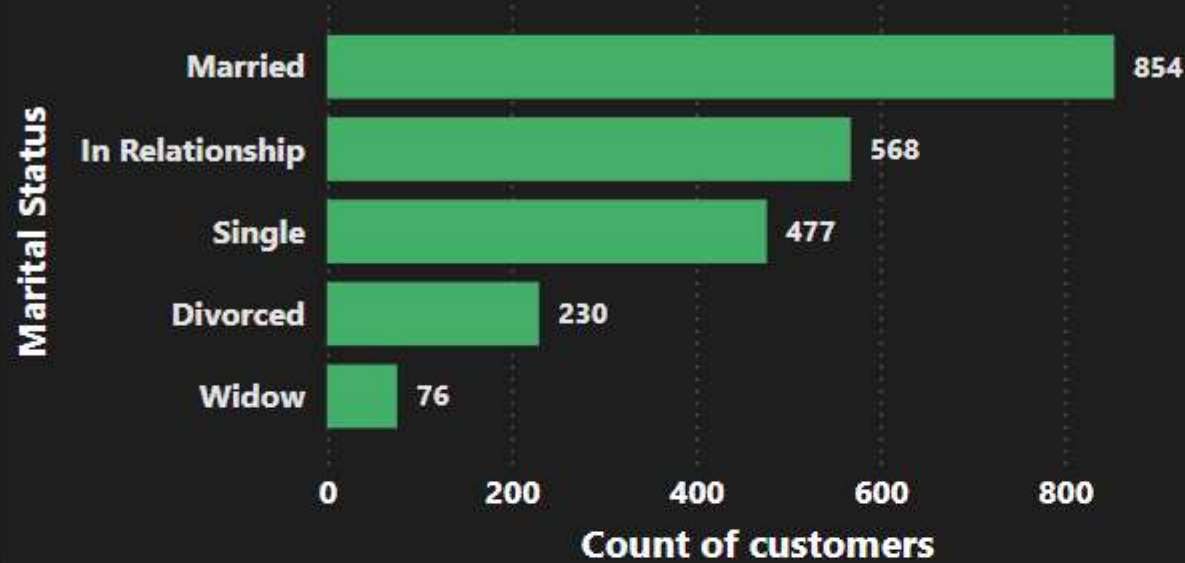
648

Have Teens Only

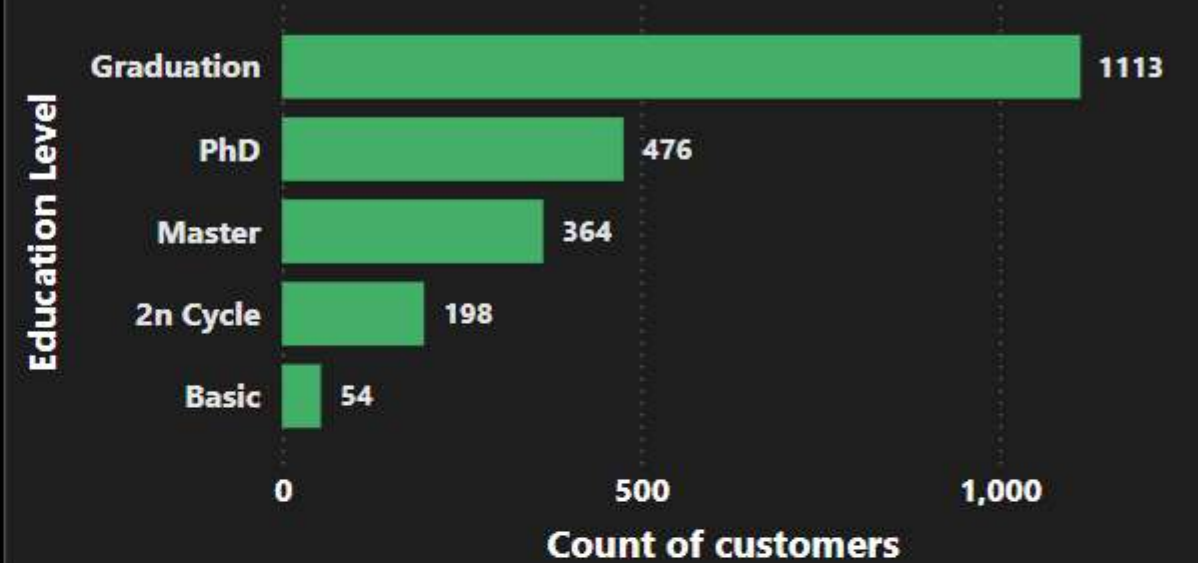
628

Don't Have Kids & Teens

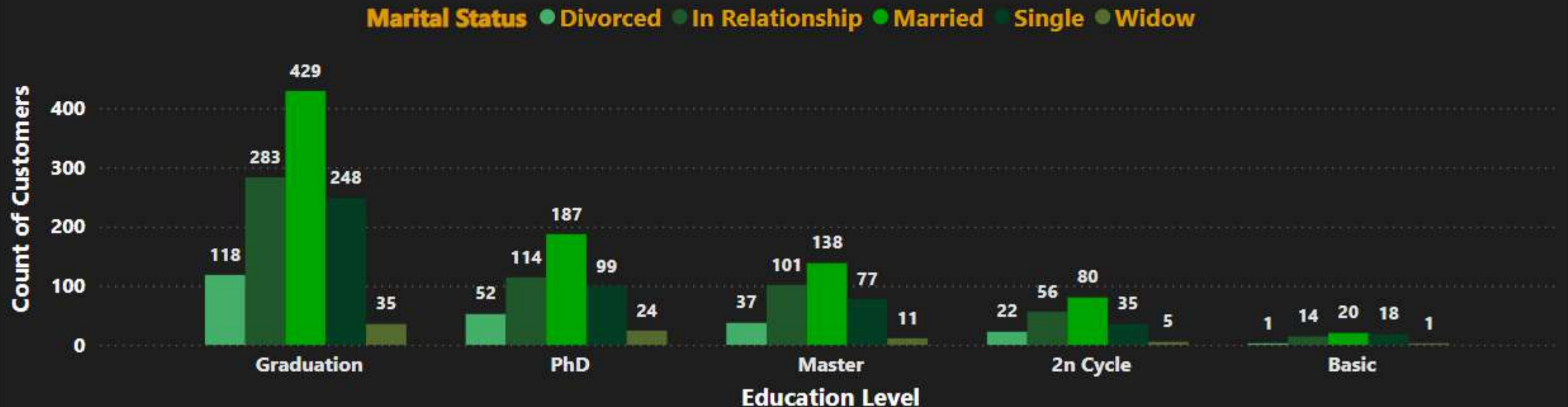
Count of Customers By Marital Status



Count of Customers By Education Level

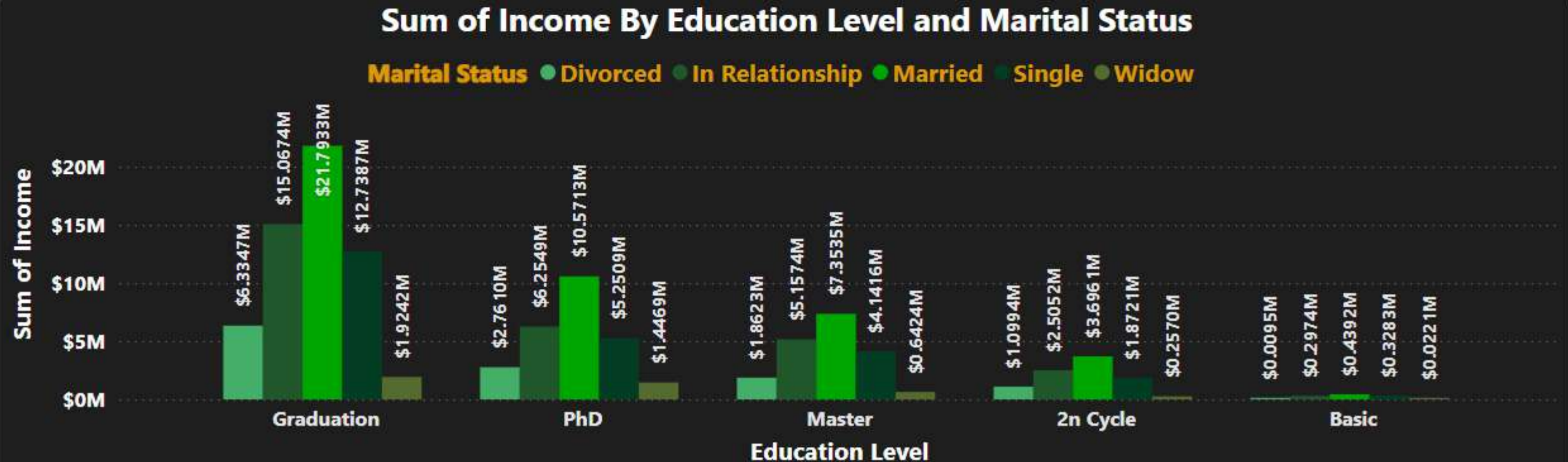
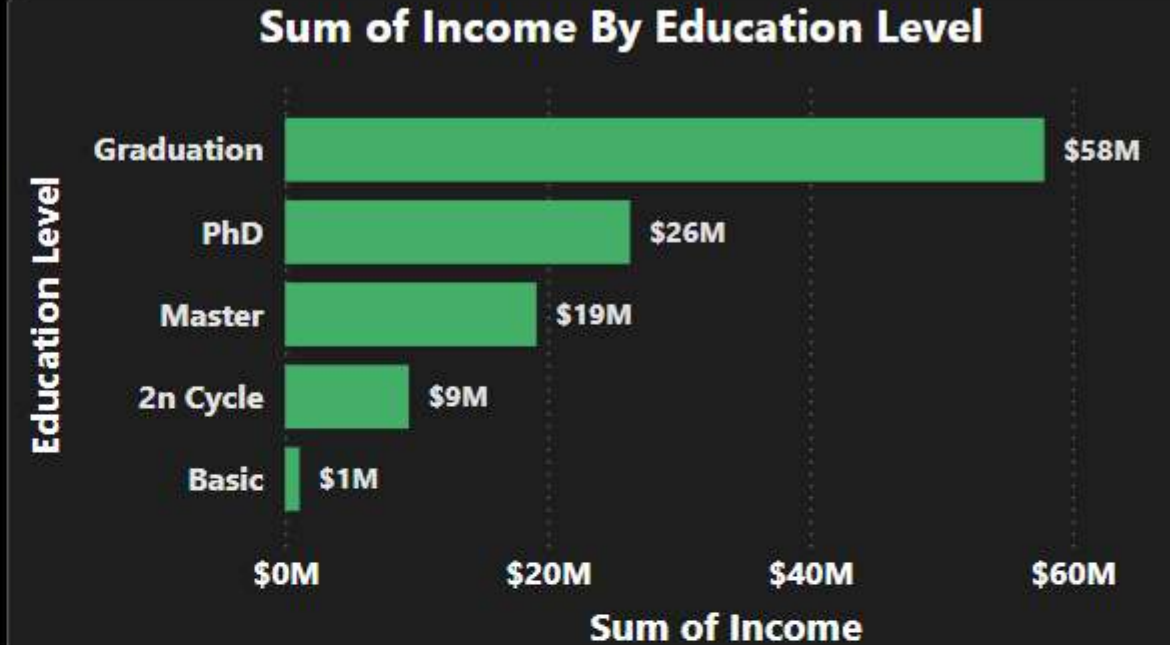
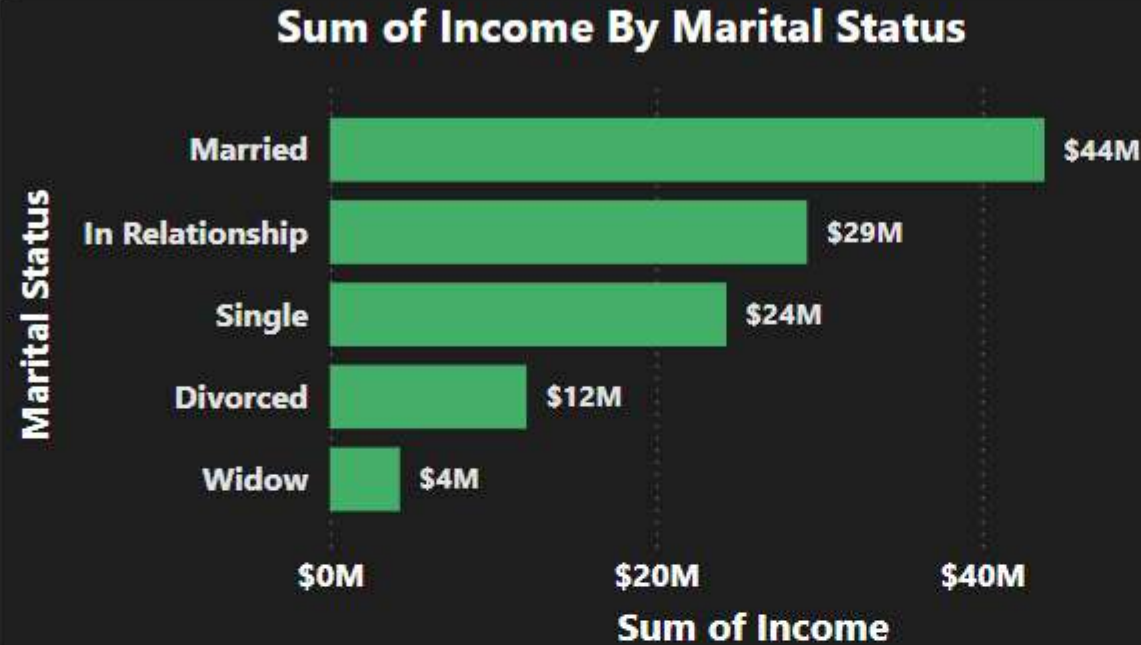


Count of Customers By Education Level and Marital Status



Demographics Analysis "Sum of InCome For Each Type"

\$113.83M
Sum of Income for All



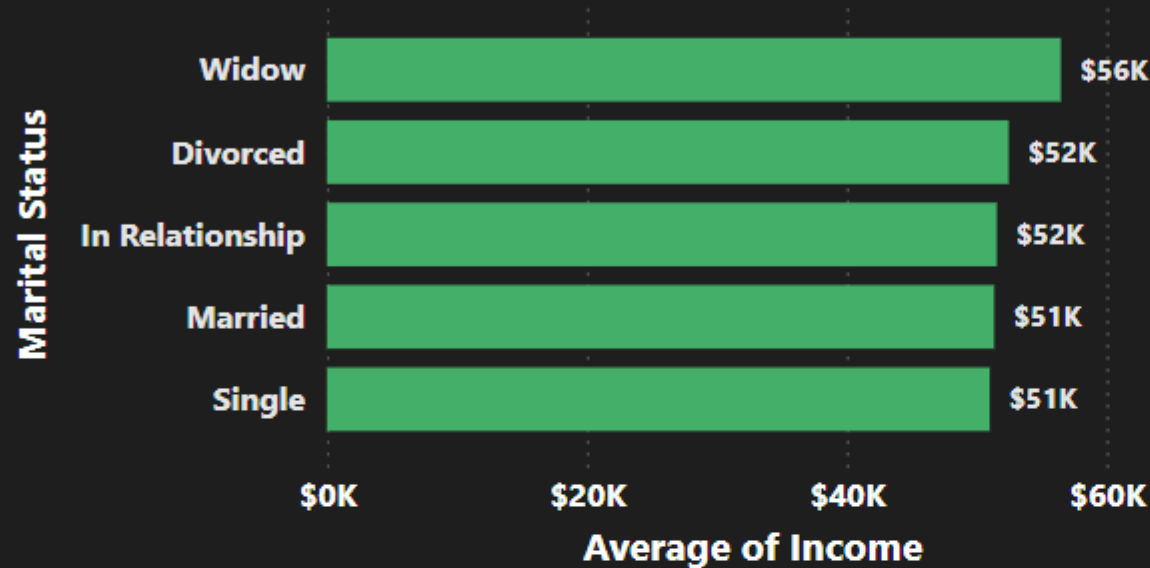
Demographics Analysis "Average of InCome For Each Type"

\$51.62K

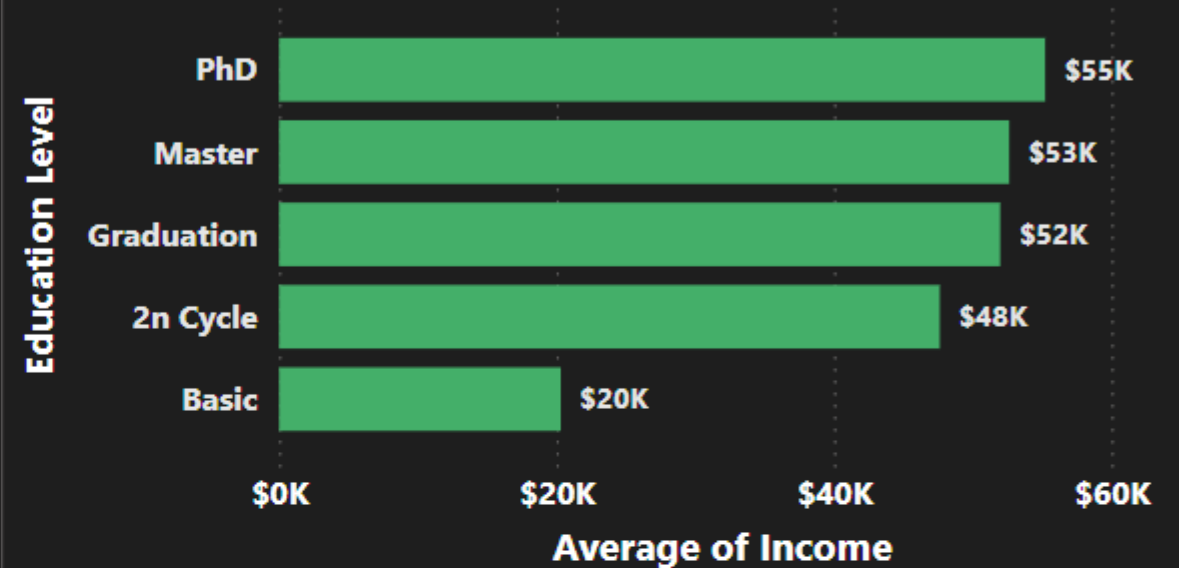
Average of Income for All



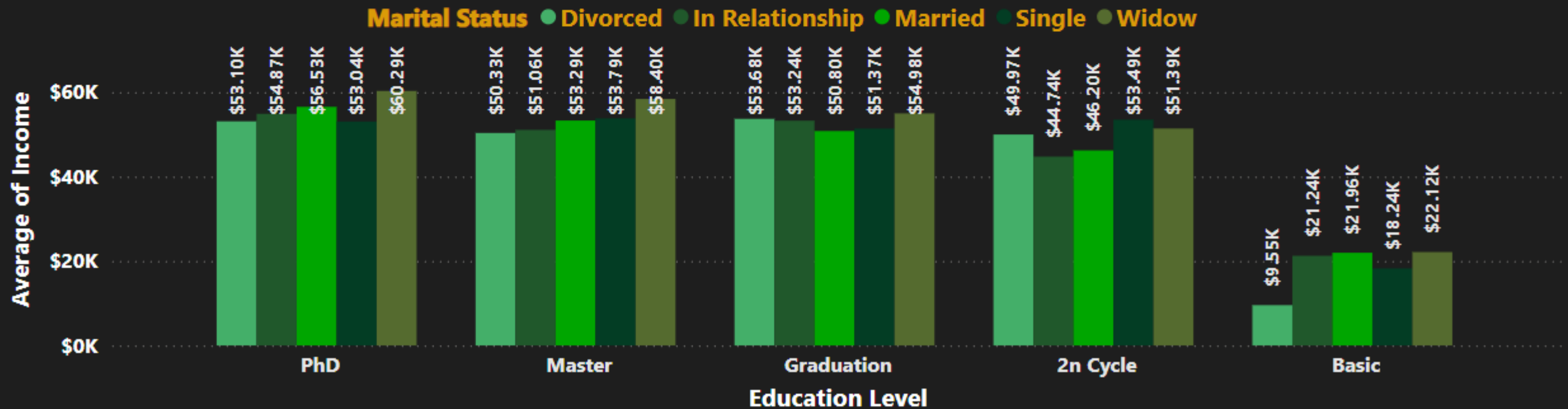
Average of Income By Marital Status



Average of Income By Education Level



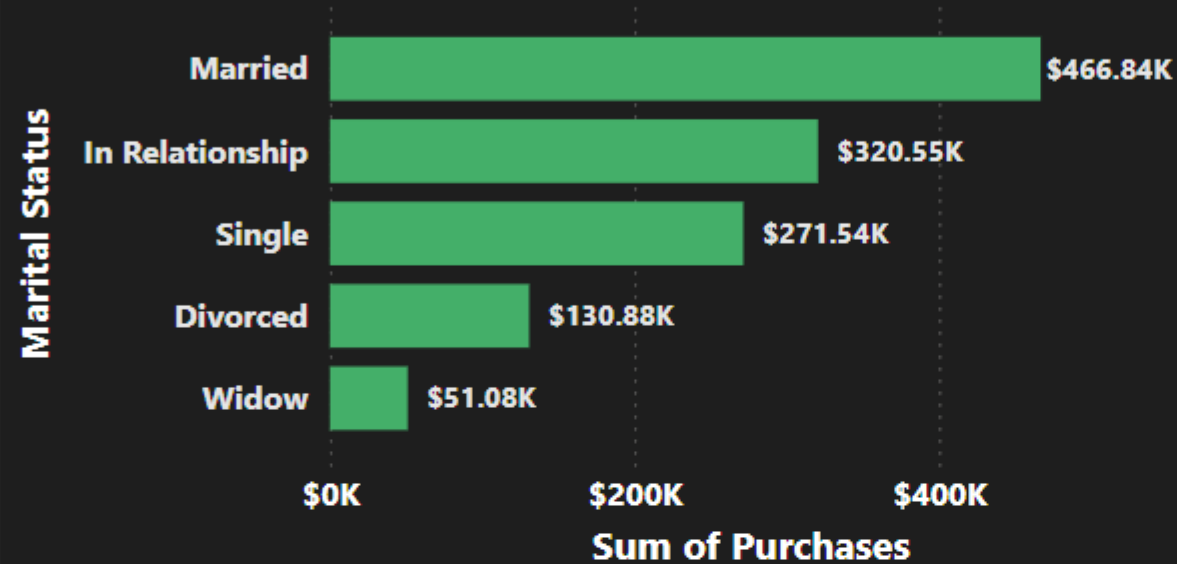
Average of Income By Education Level and Marital Status



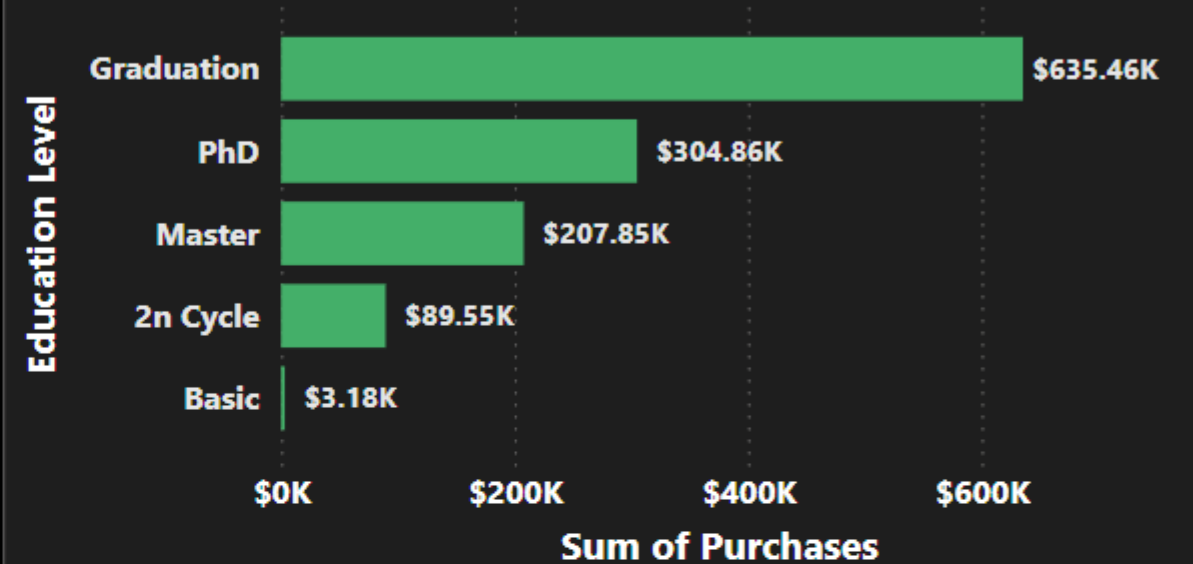
Purchase Analysis "Total Purchases of Each Type"

\$1.24M
Total Sales For All

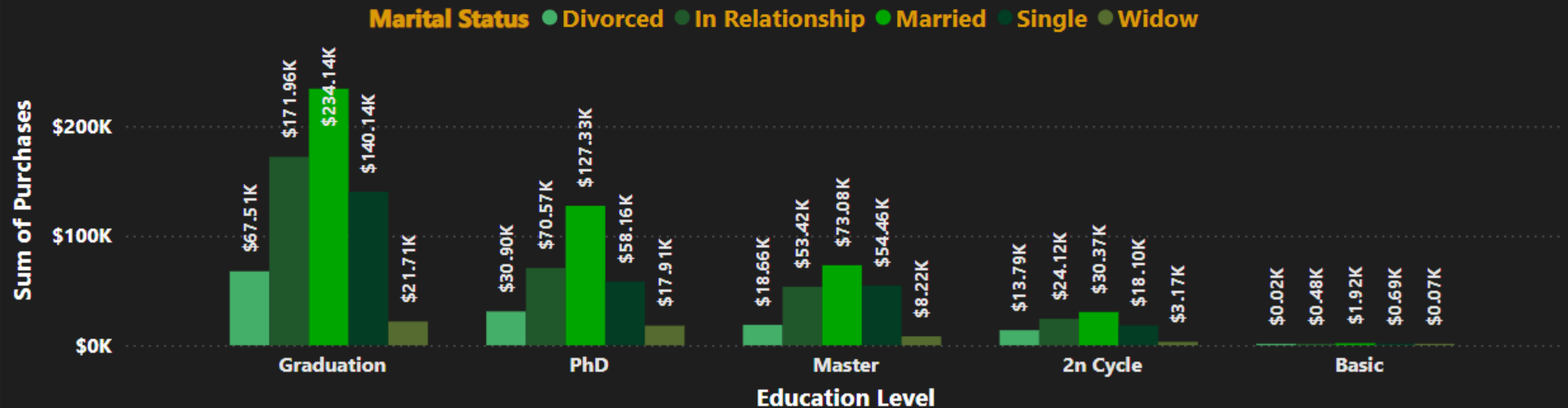
Total Purchases of Each Marital Status



Total Purchases of Each Education Level



Total Purchases of Each Education Level and Marital Status

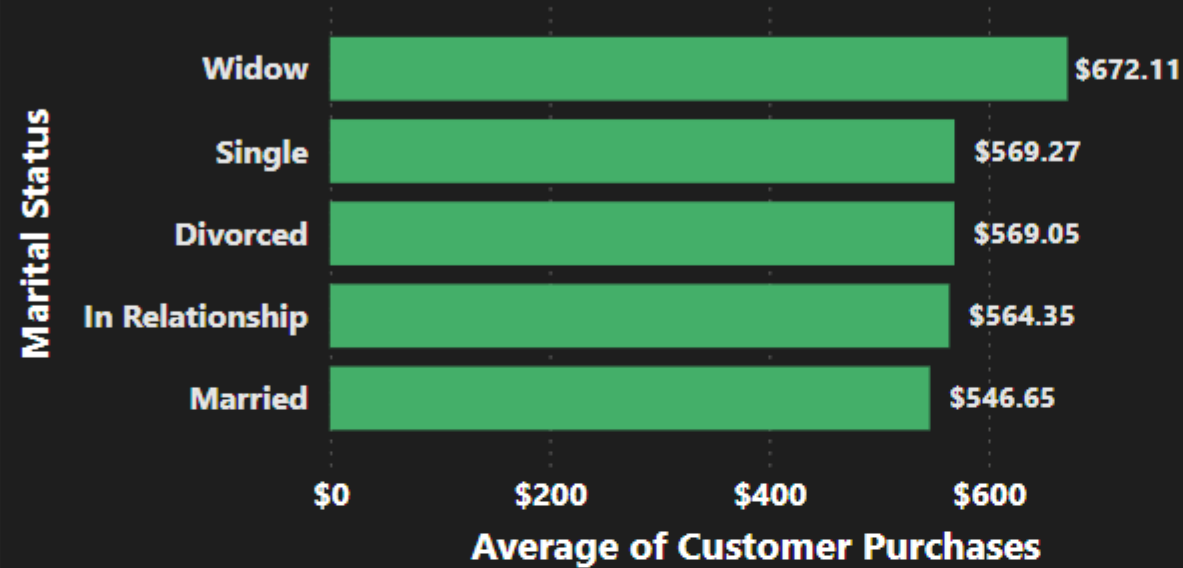


Purchase Analysis "Average Purchases of Each Type"

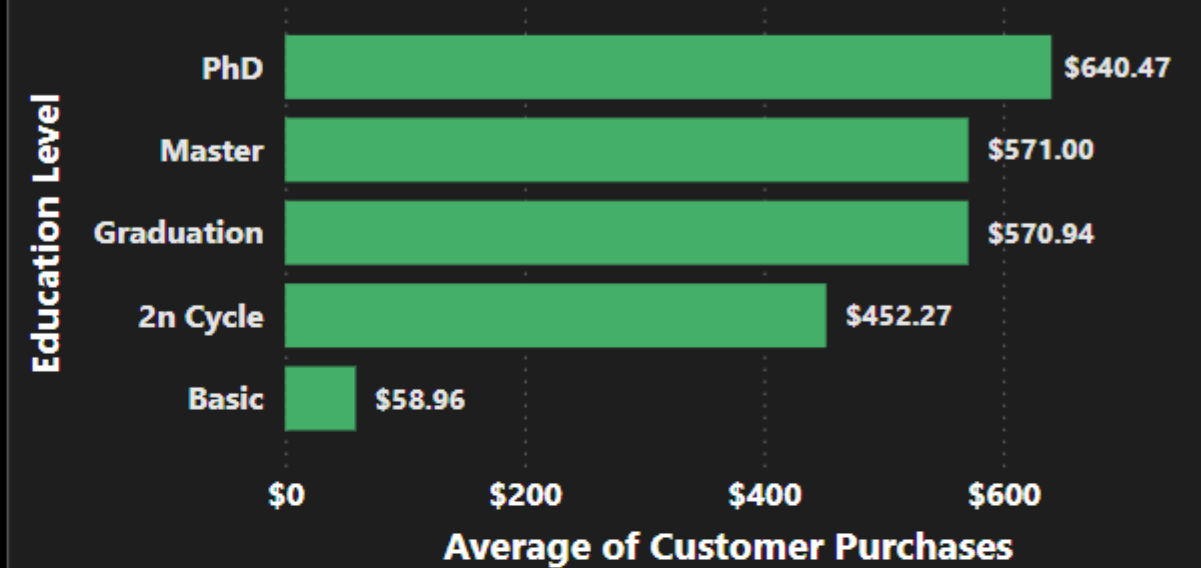
\$562.76

Average of Customer
Purchases For All

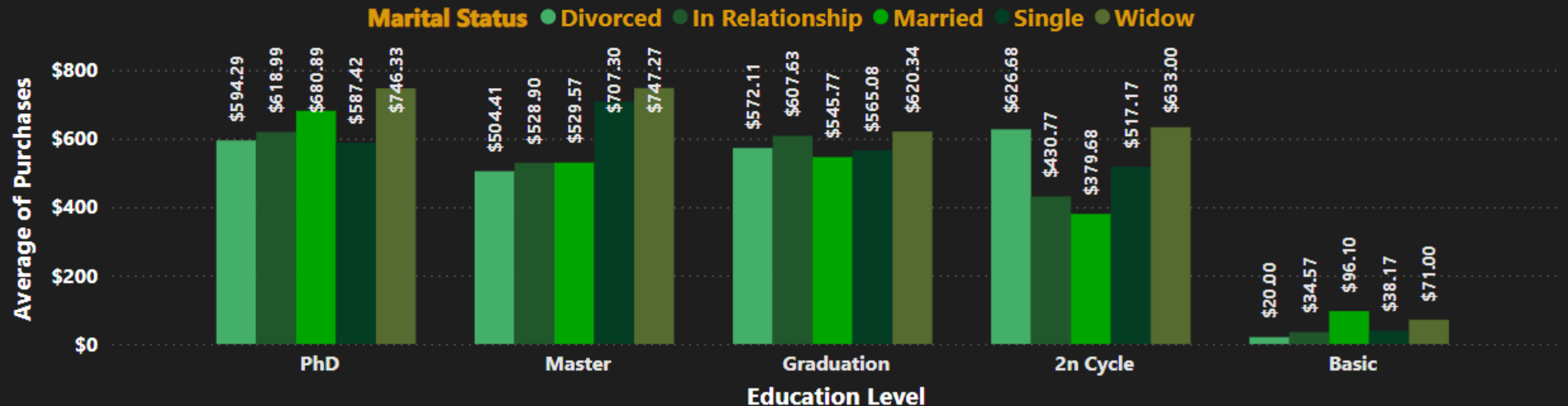
Average of Customer Purchases By Marital Status



Average of Customer Purchases By Education Level

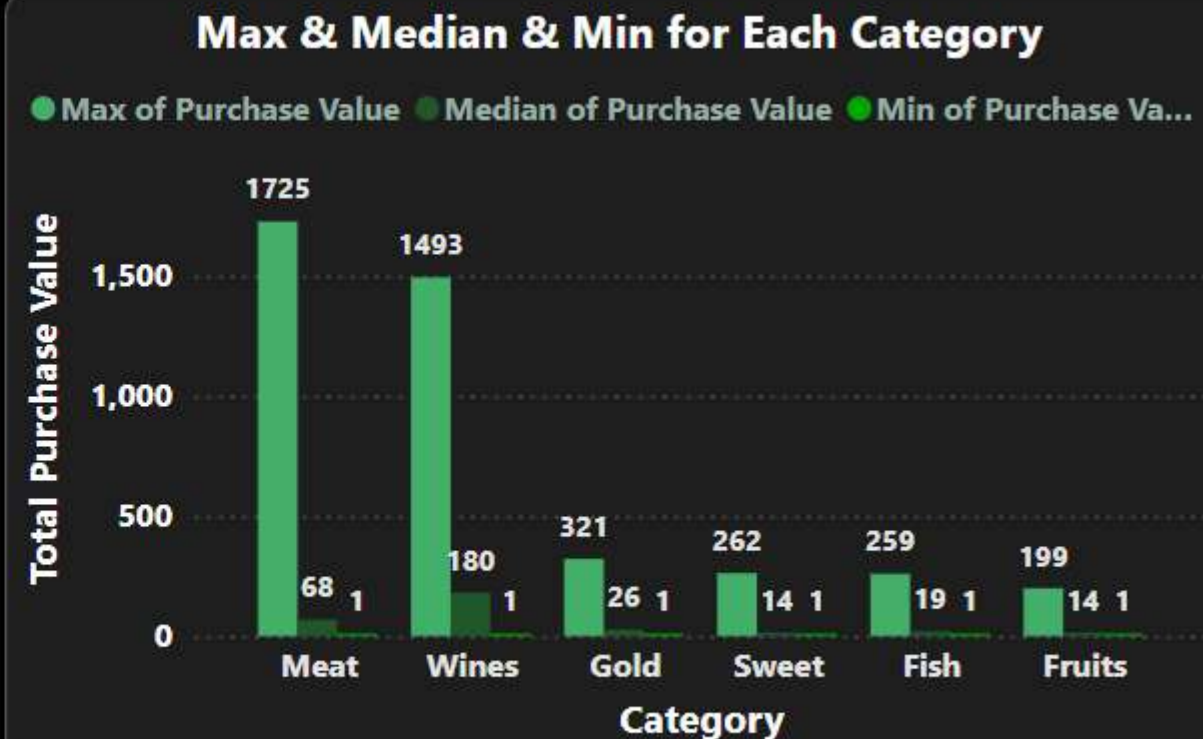
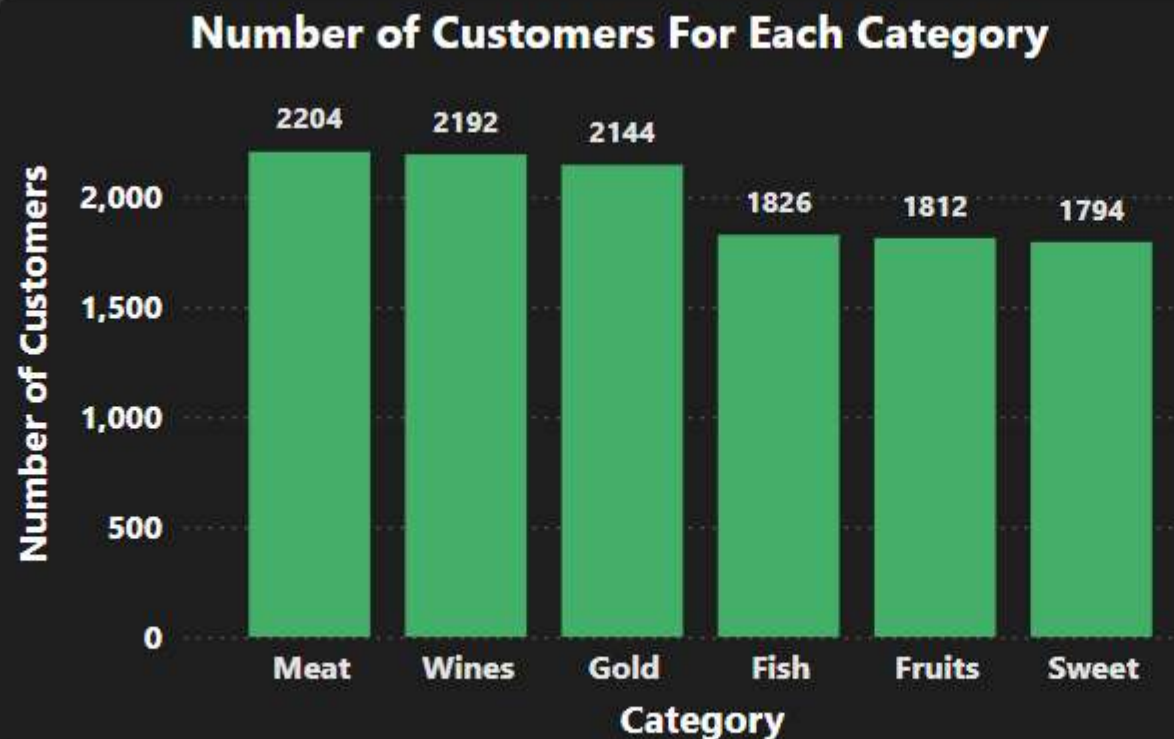
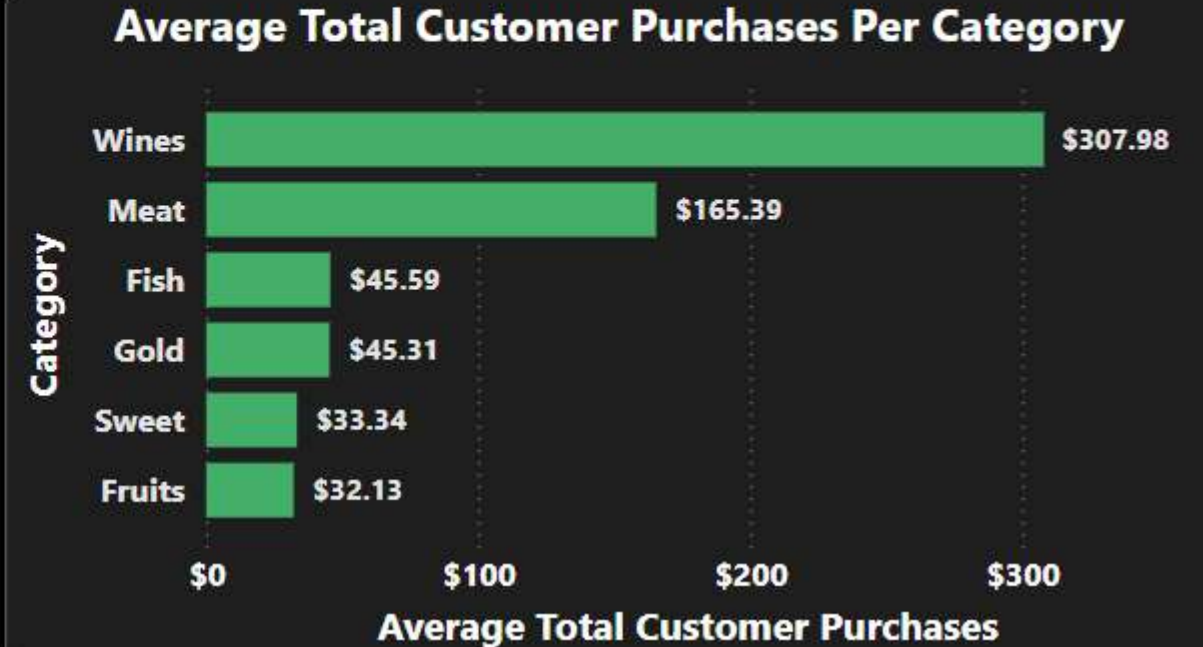
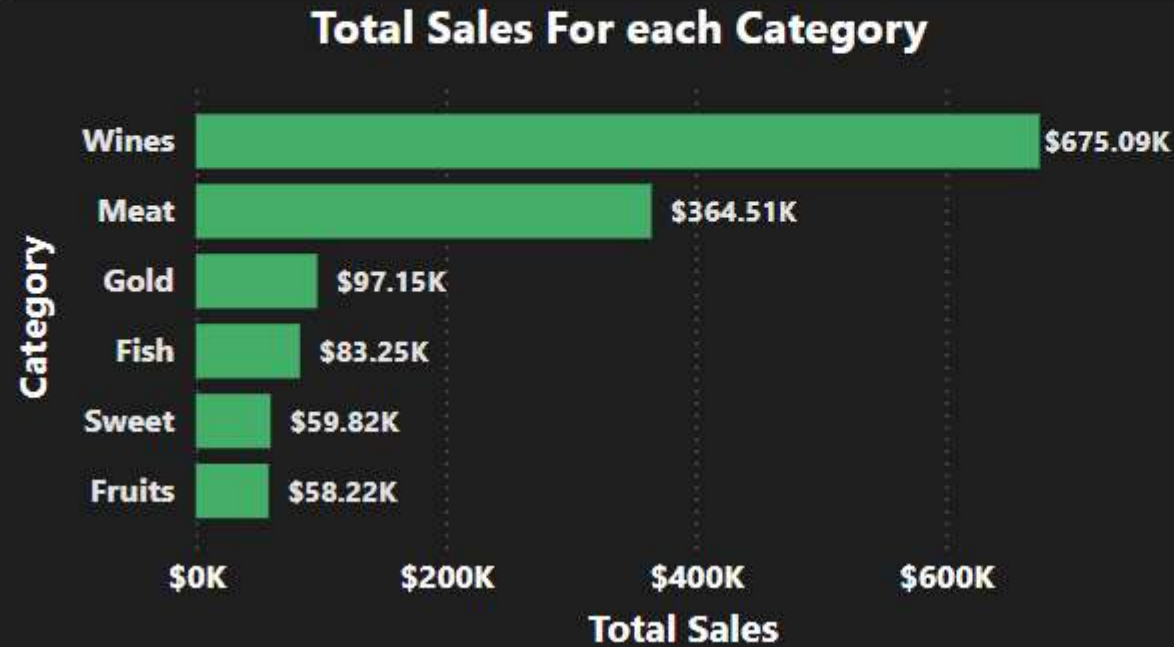


Average of Customer Purchases By Education Level and Marital Status



Category Analysis

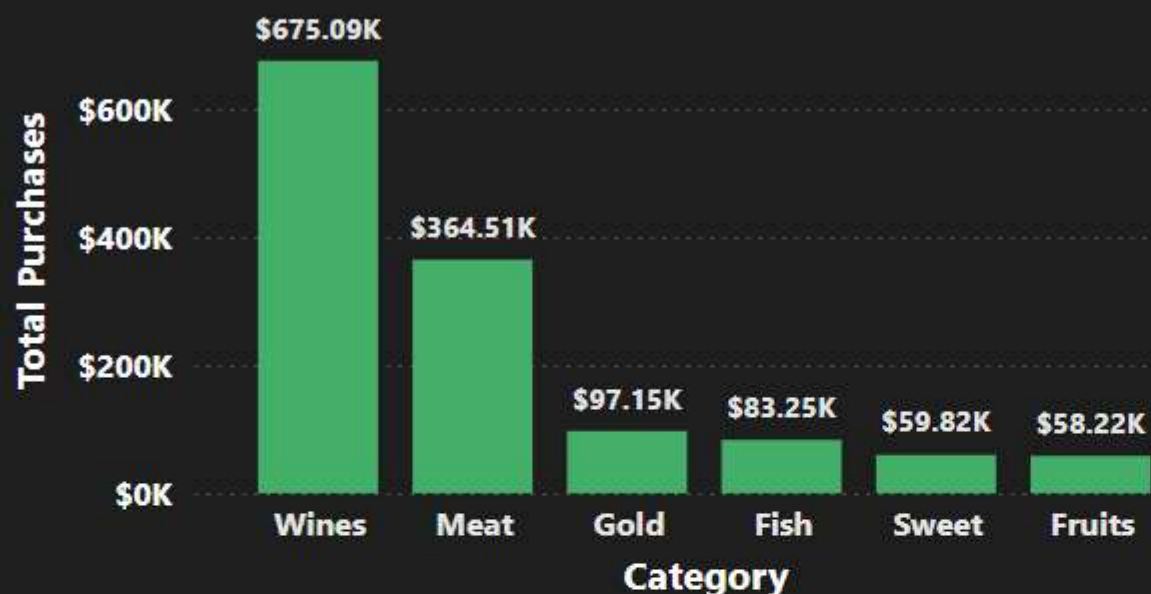
\$1.24M
Total Sales For All



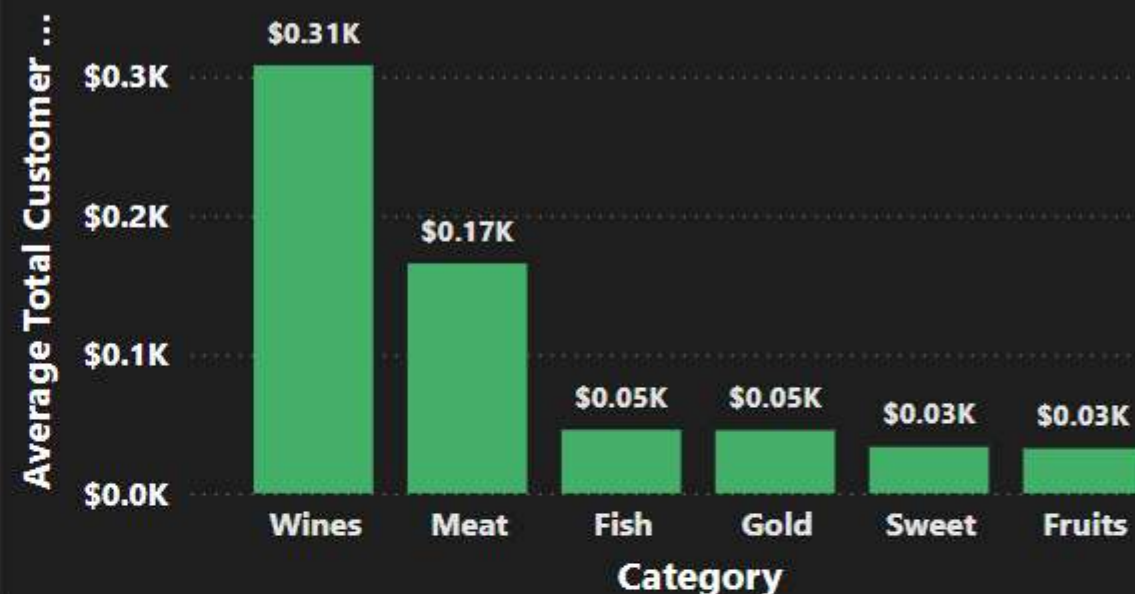
Category Analysis "In View of Customer Types"

\$1.24M
total sales

Total Purchases For Each Category



Average Total Customer Purchases Per Category



Education Level Slicer

Select all

2n Cycle

Basic

Graduation

Master

PhD

Marital Status Slicer

Select all

Divorced

In Relationship

Married

Single

Widow

Purchase Types and Channels

32.83K

Total Transactions For
All Types

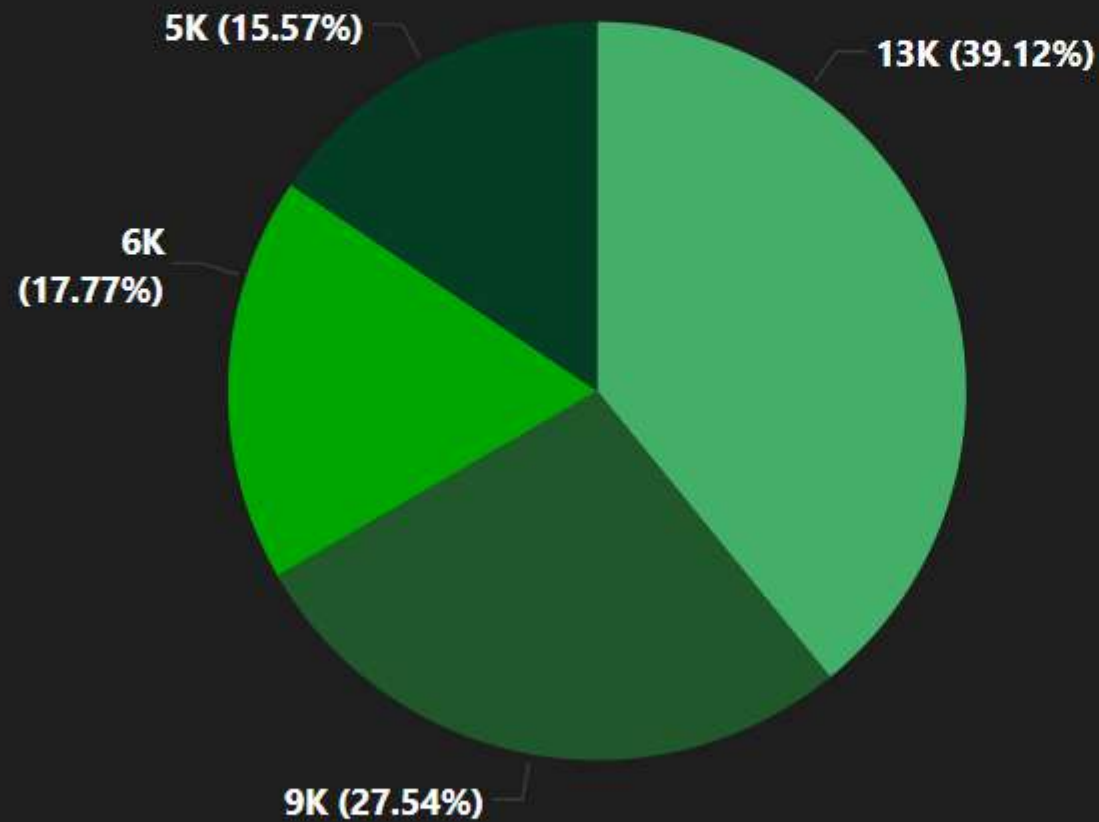
4

Count of Purchases Type



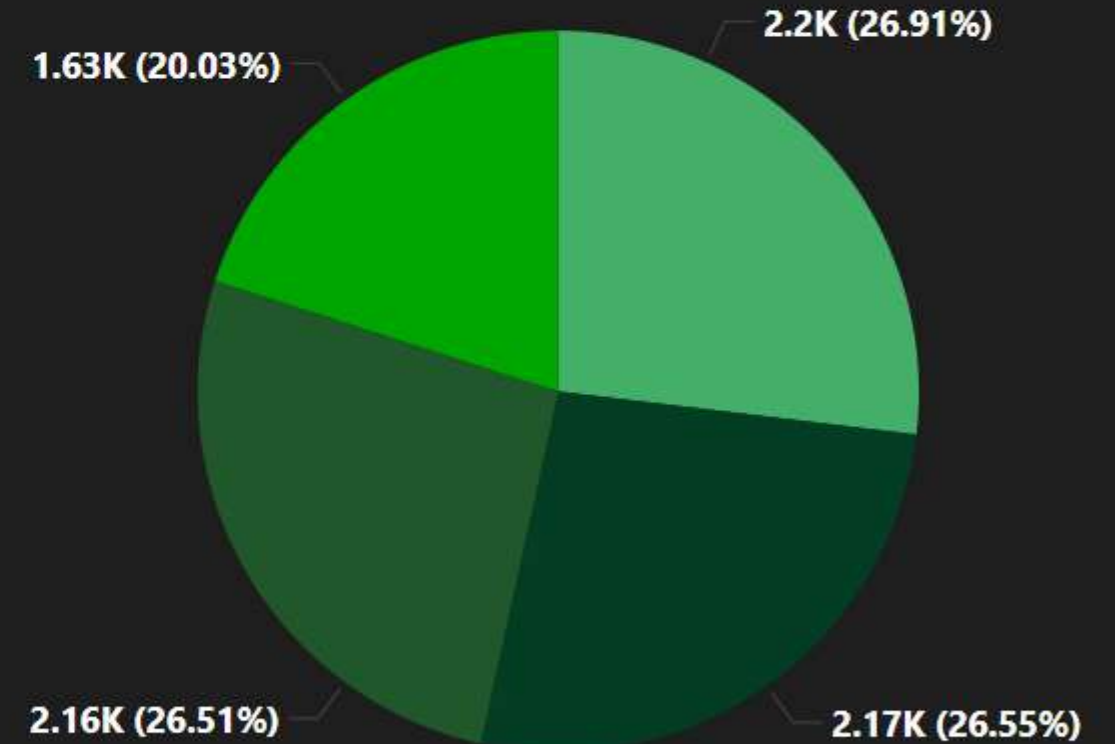
Number of Transactions Per Purchase Type

Purchases Type ● Store ● Web ● Catalog ● Deals



Number of Customers Per Purchase Type

Purchases Type ● Store ● Deals ● Web ● Catalog



Purchase Types and Channels

32.83K

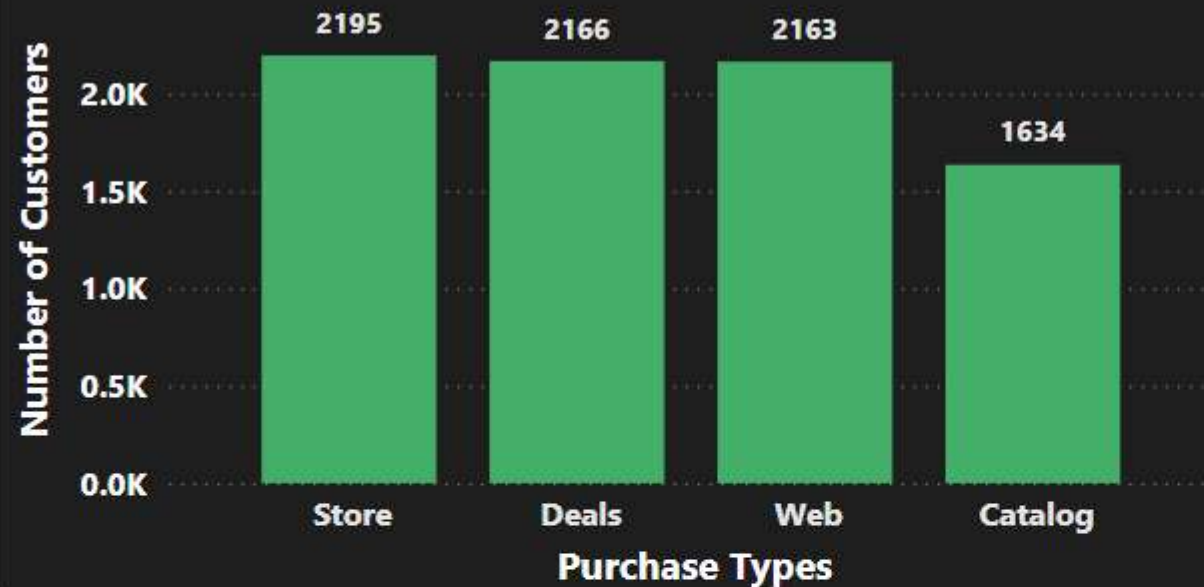
Total Transactions For
All Types

4

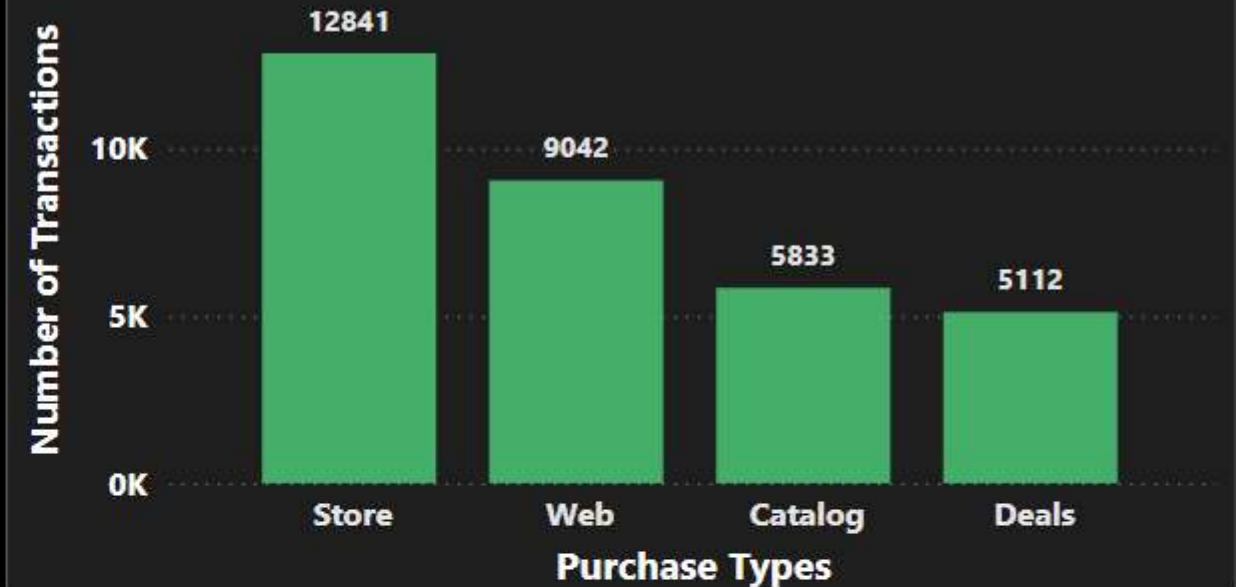
Count of Purchases Type



Number of Customers For Each Purchase Type



Number of Transactions For Each Purchase Type



Education Level Slicer

Select all

2n Cycle

Basic

Graduation

Master

PhD

Marital Status Slicer

Select all

Divorced

In Relationship

Married

Single

Widow

Complain Analysis "Customer Types"

20

Number of Complain

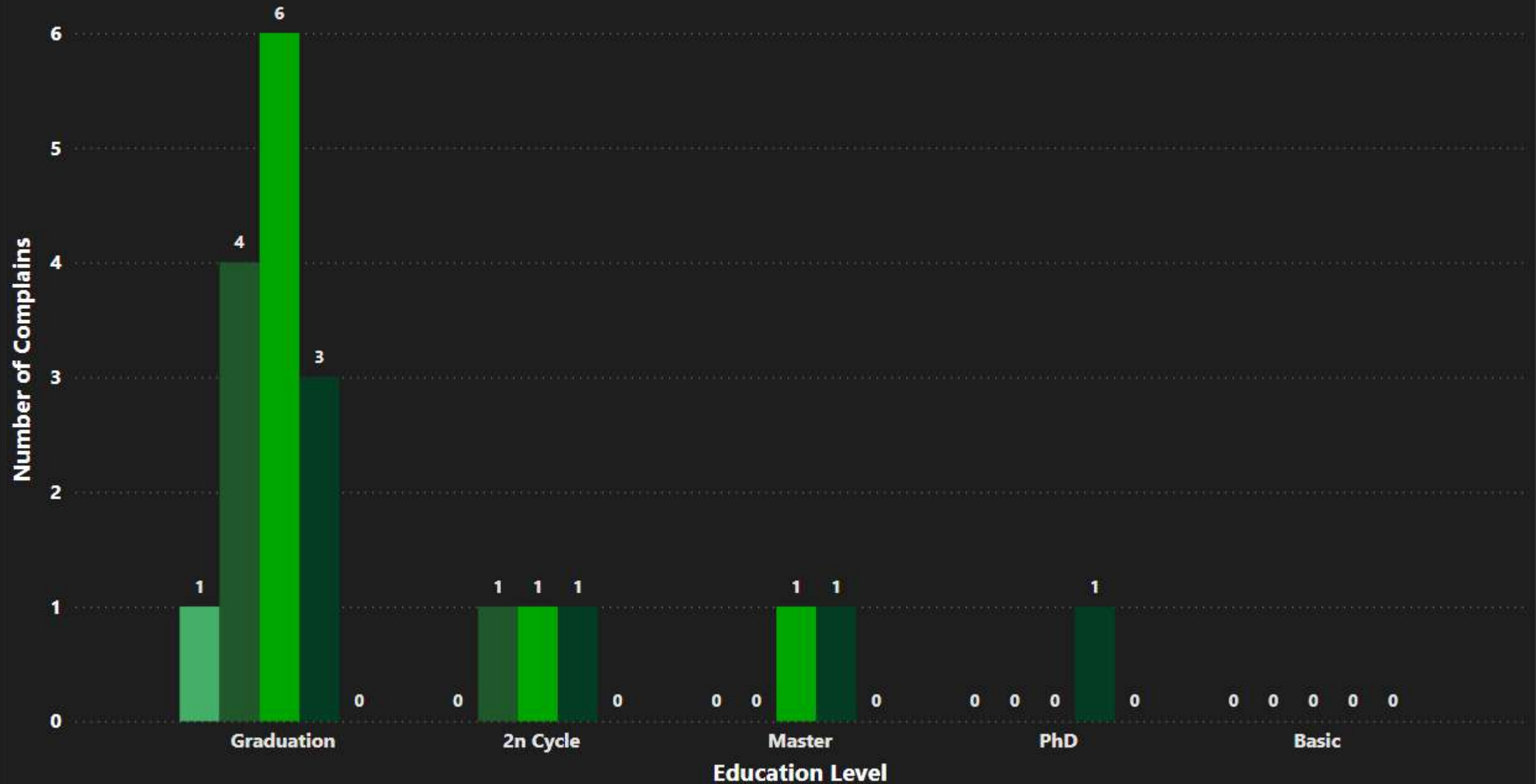
0.91%

% of Complain



Number of Complains For Each Customer Type

Marital Status ● Divorced ● In Relationship ● Married ● Single ● Widow



Loyalty Analysis "Customer Days"

2513

Average of Customer_Days

99

Max period of non-purchase

49

Average period of non-purchase

0

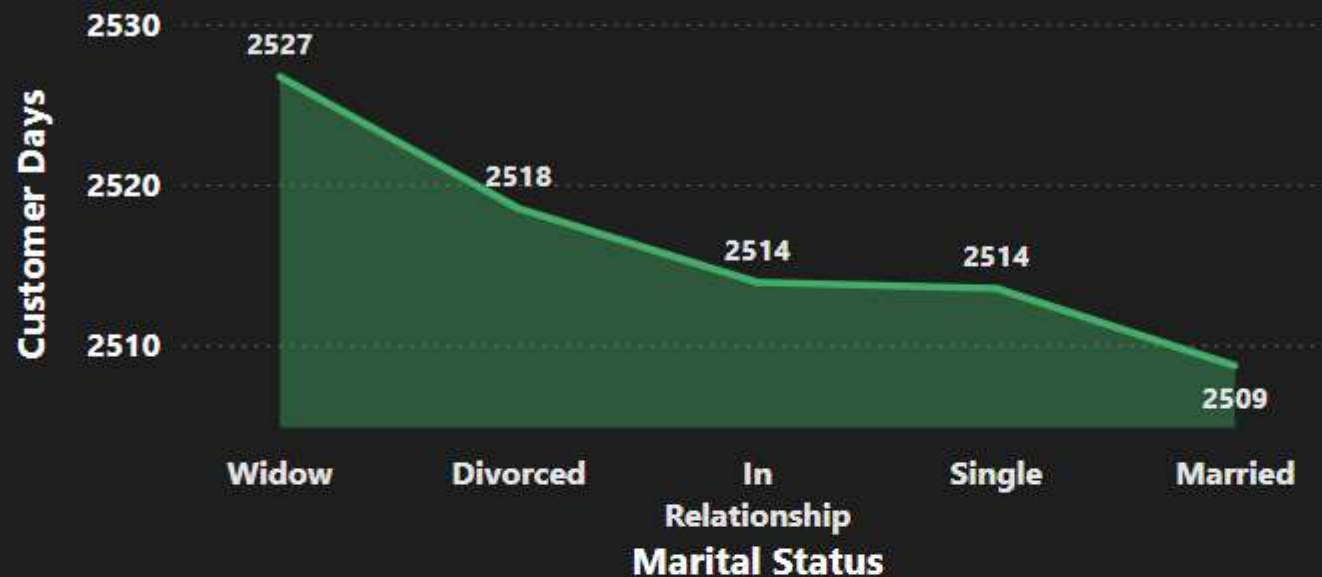
Min period of non-purchase

28

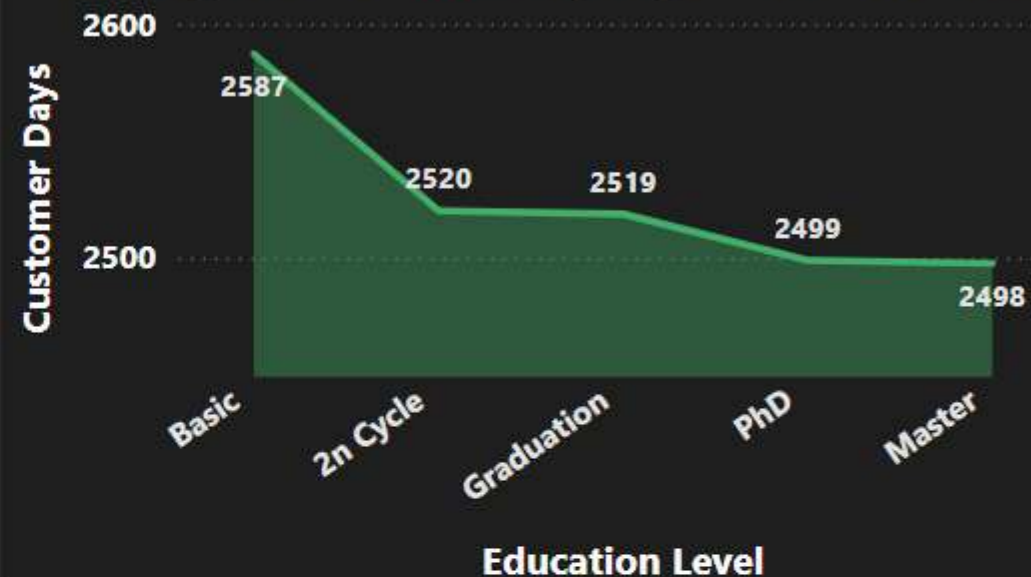
Num of Today's Customers



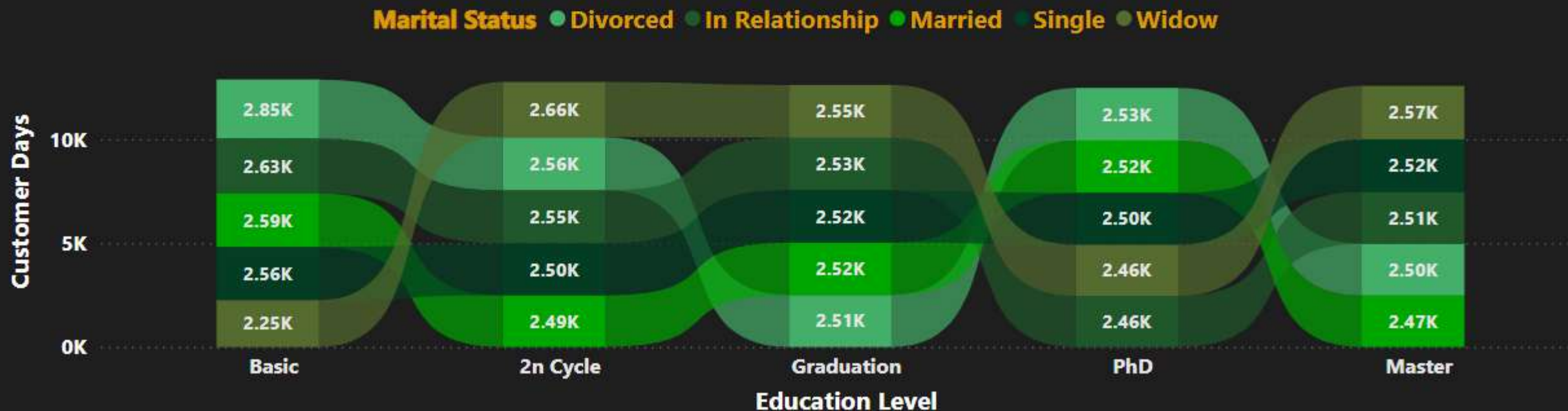
Average of customer Days By Marital Status



Average of customer Days By Education Level



Average of customer Days By Education Level and Marital Status



Loyalty Analysis "No Purchase Period"

2513

Average of Customer_Days

99

Max period of non-purchase

49

Average period of non-purchase

0

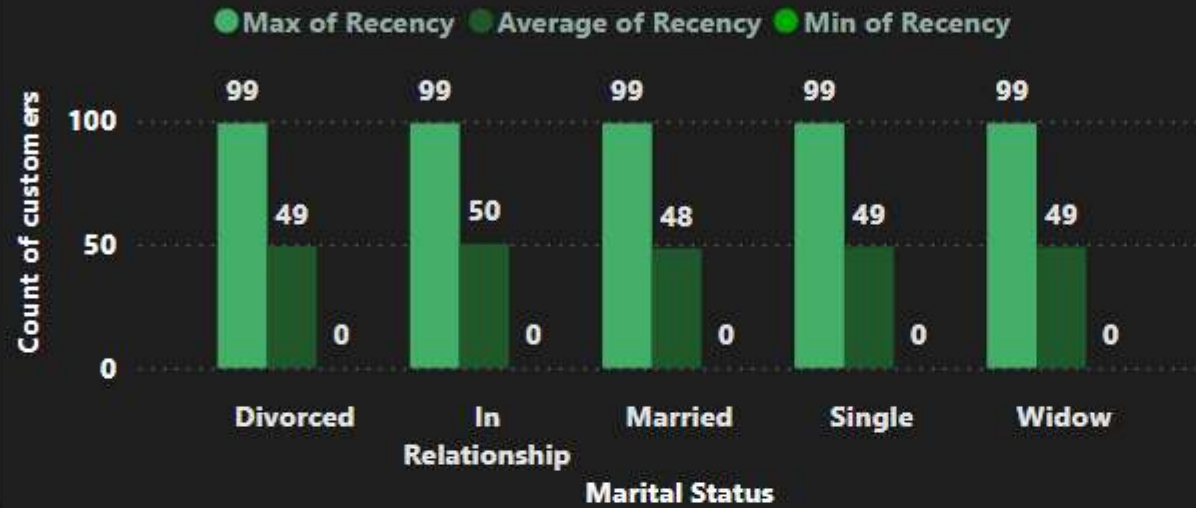
Min period of non-purchase

28

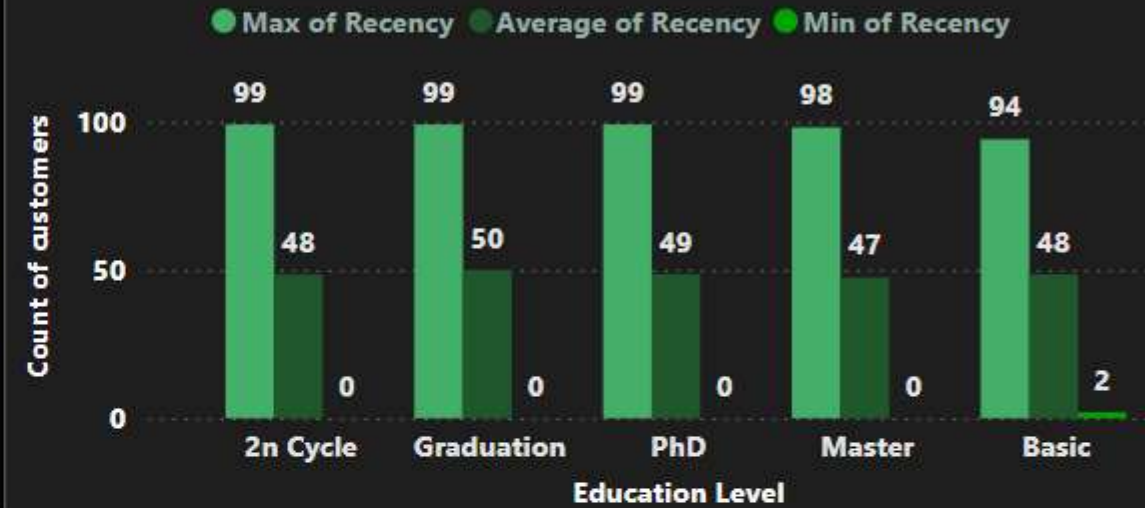
Num of Today's Customers



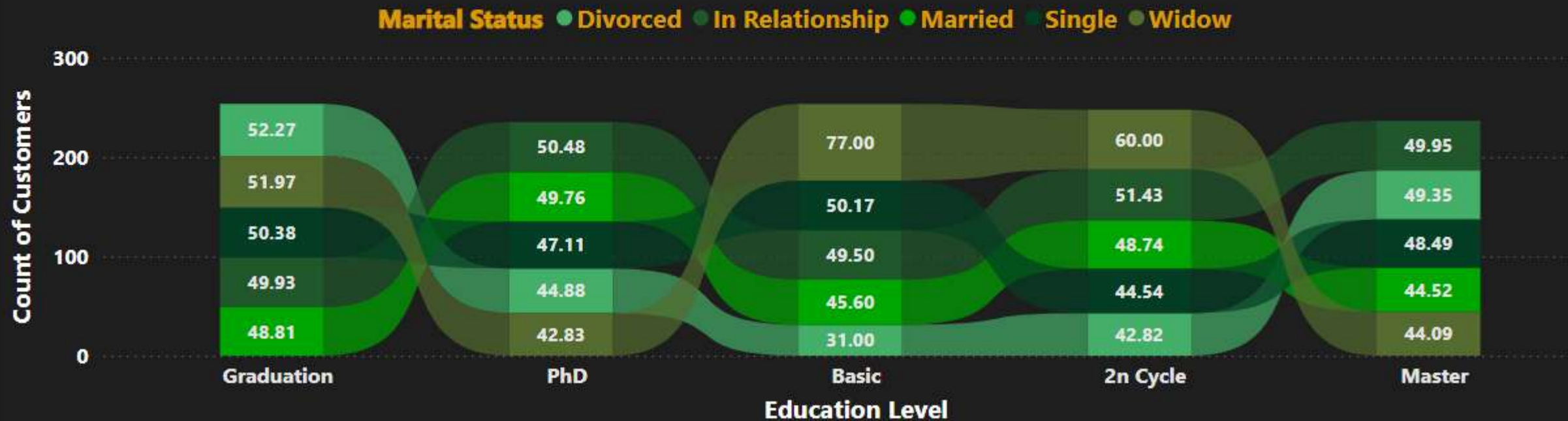
Max & Avg & Min For No Purchase Period By Marital Status



Max & Avg & Min For No Purchase Period By Education Level



Average For No Purchase Period By Education Level and Marital Status



Today's Customer Analysis

2513

Average of Customer_Days

99

Max period of non-purchase

49

Average period of non-purchase

0

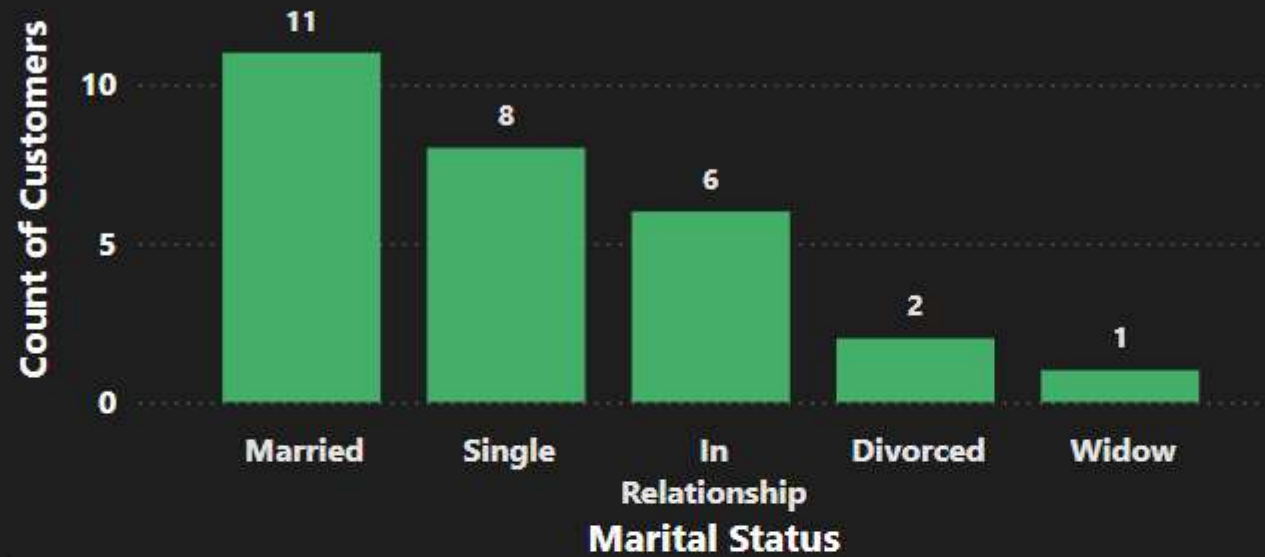
Min period of non-purchase

28

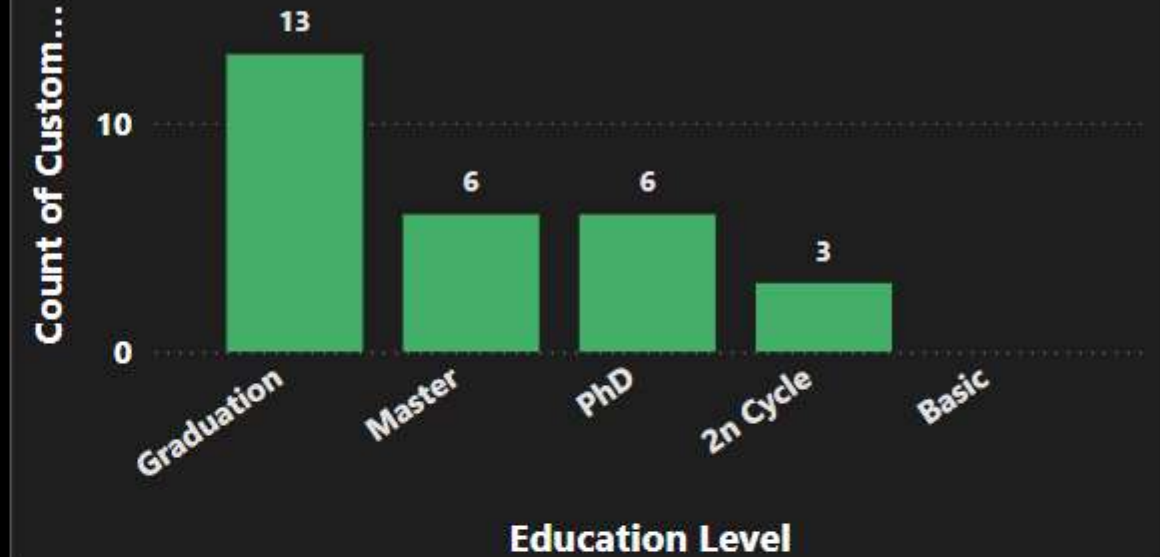
Num of Today's Customers



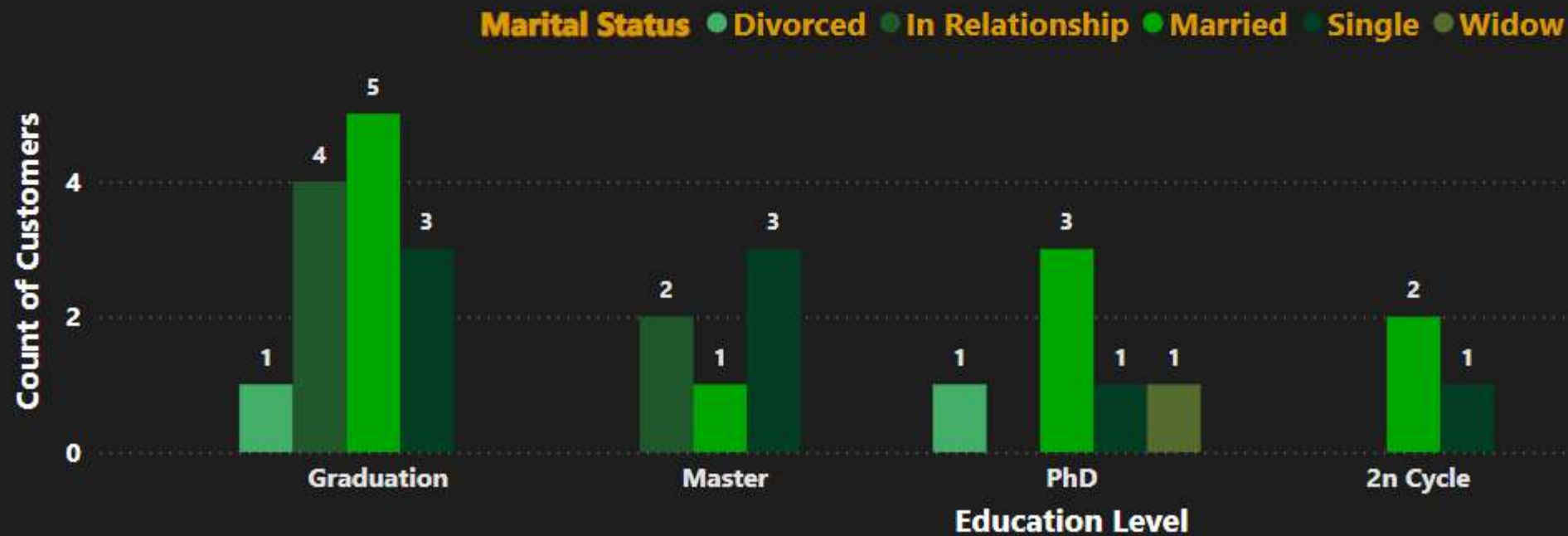
Count of Today Customers By Marital Status



Count of Today Customers By Education Level



Count of Today Customers By Education Level and Marital Status



Campaign Analysis "Frequency"

2.83

Average of Frequency For All

333

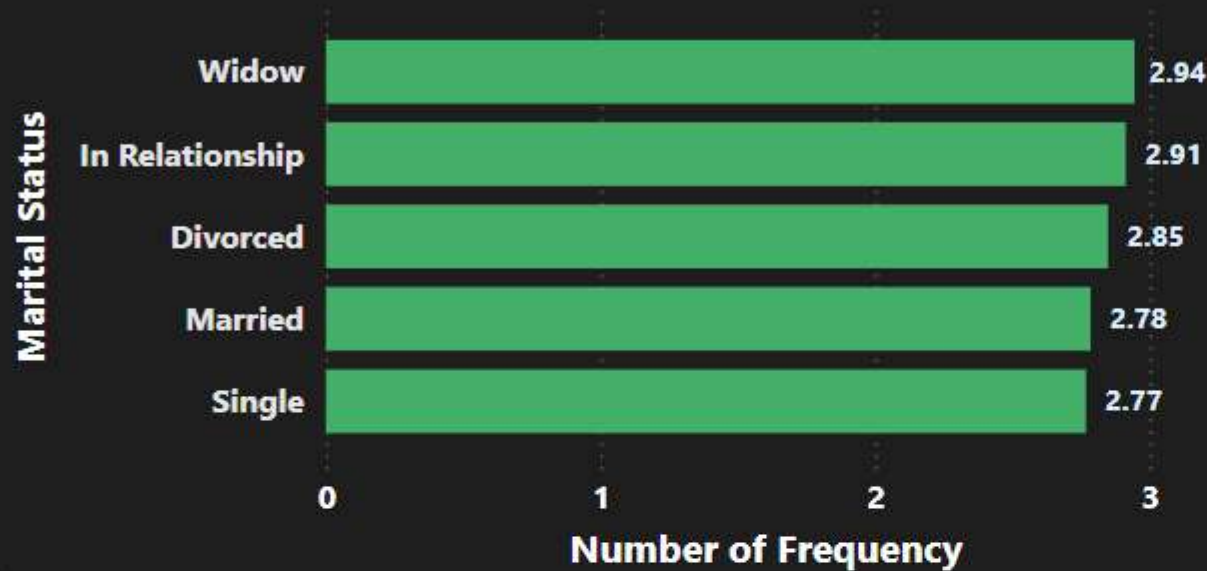
Number of people interacting
with last campaign

15.10%

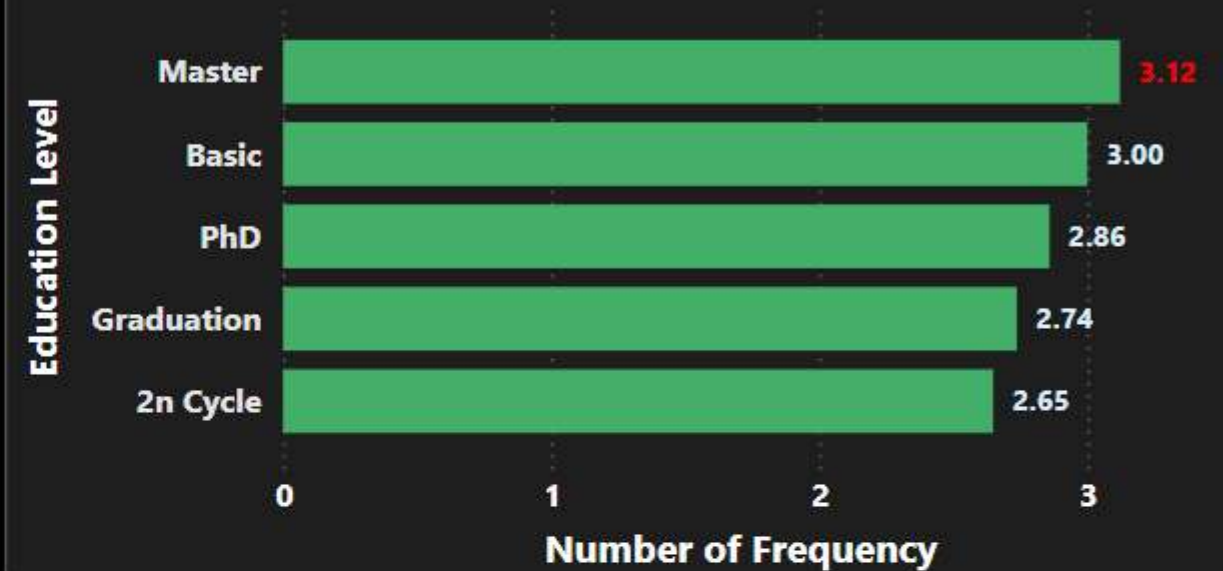
% of people interacting with
last campaign



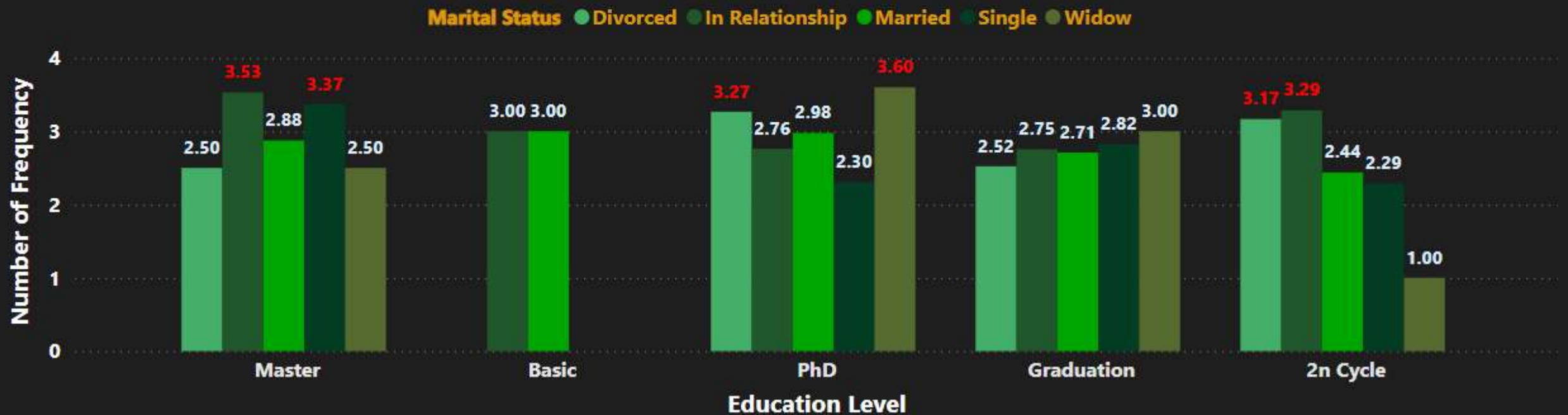
Frequency By Marital Status



Frequency By Education Level



Frequency By Education Level and Marital Status



Campaign Analysis "Last Campaign Interactors"

333

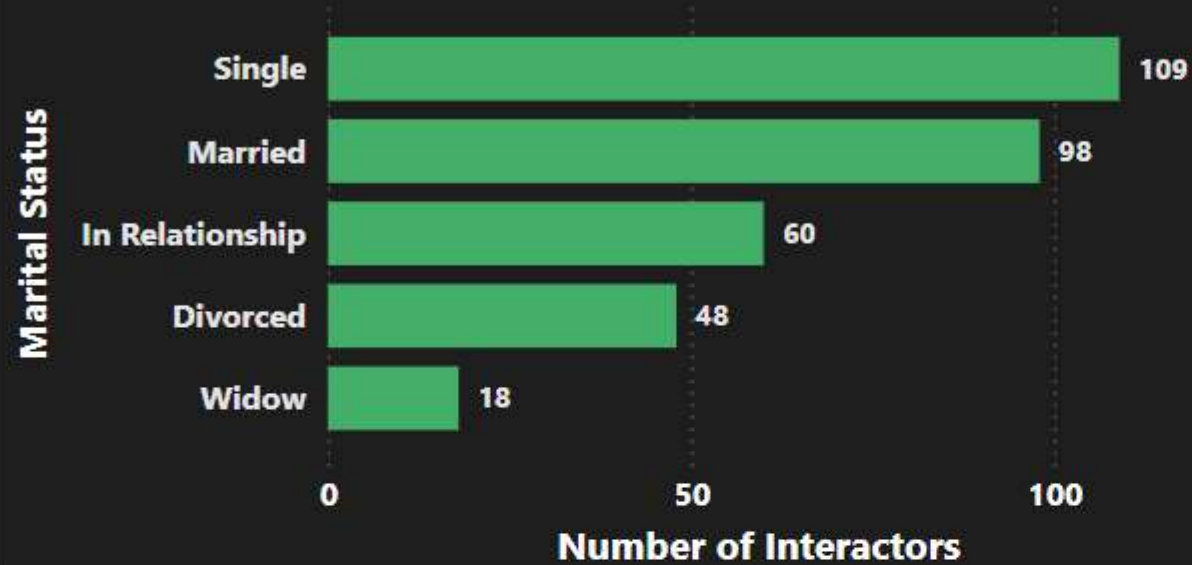
Number of people interacting
with last campaign

15.10%

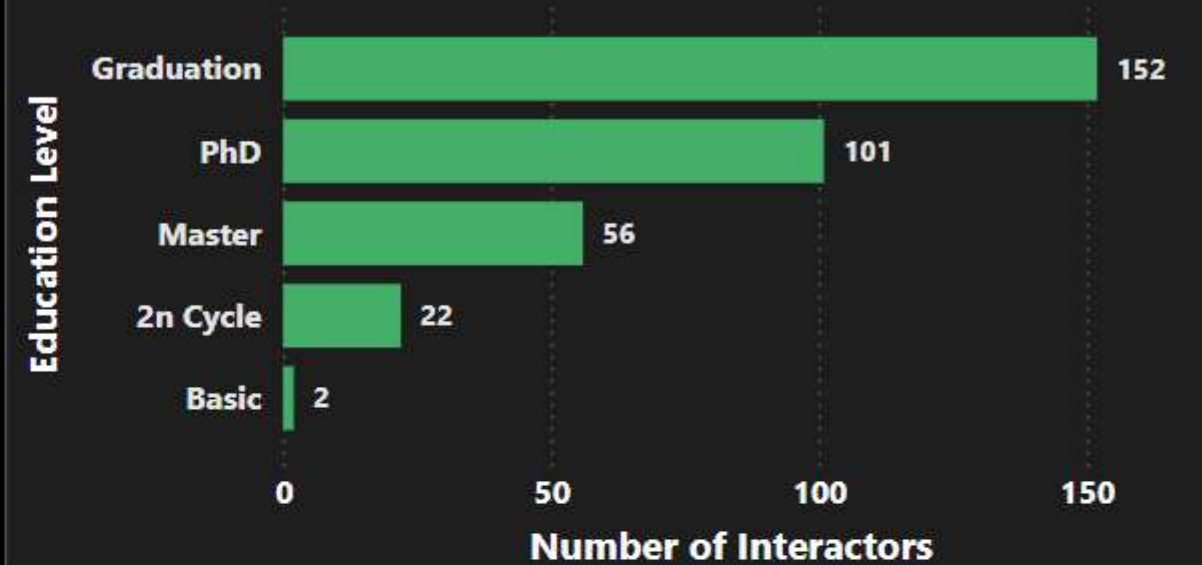
% of people interacting with
last campaign



Num of Interactors in Last campaign By Marital Status



Num of Interactors in Last campaign By Education Level



Num of Interactors in Last campaign By Education Level and Marital Status

