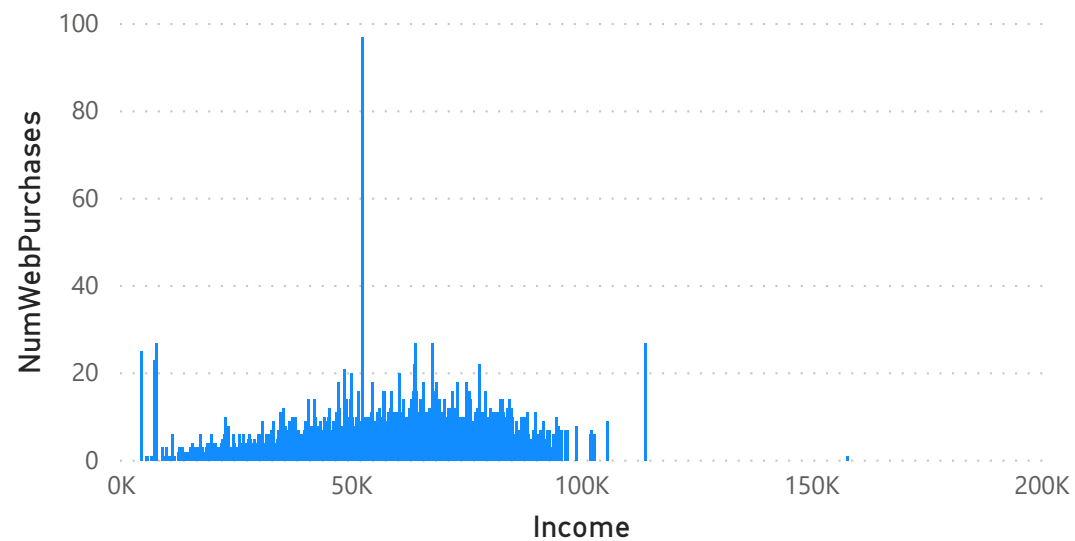




NumWebPurchases by Income



Key influencers Top segments

What influences NumWebPurchases to Increase ?

When...

Income is more than 52247.25135379061

....the average of NumWebPurchases increases by

2.74

Kidhome is 0

2.1

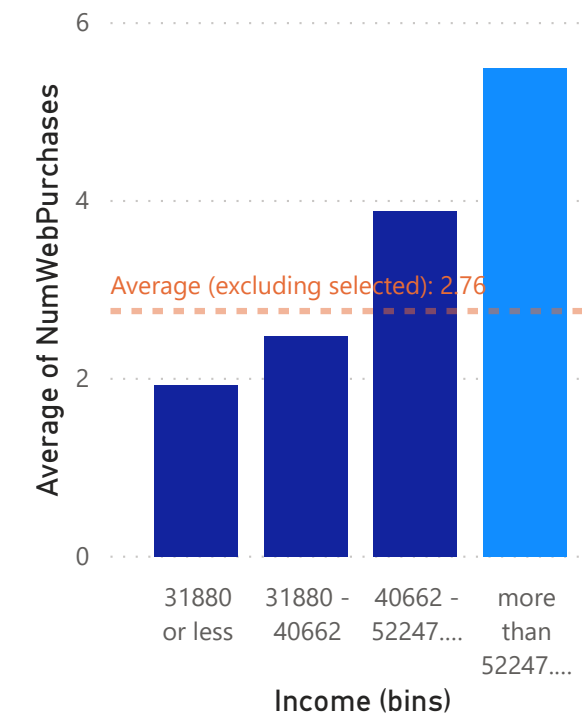
AcceptedCmp5 is 1

1.48

MntWines goes up 336.54

1.17

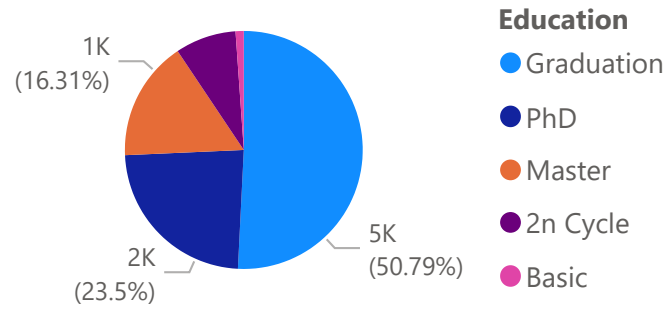
← NumWebPurchases is more likely to increase when Income is more than 52247.25135379061 than otherwise (on average).



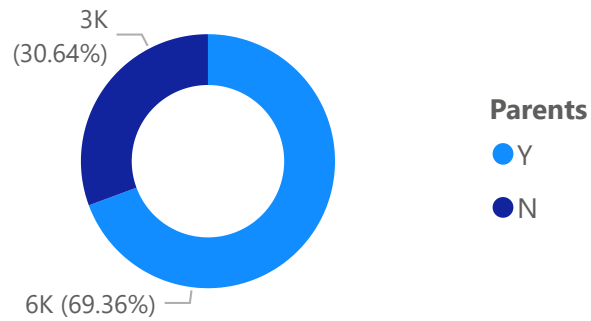
☐ Only show values that are influencers

Eyal Bar-Nir
Analyst

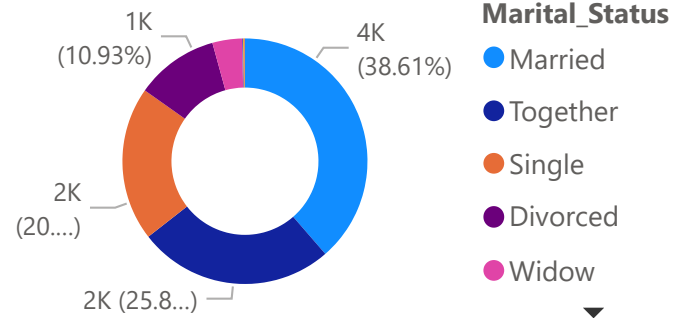
Web Purchases by Education



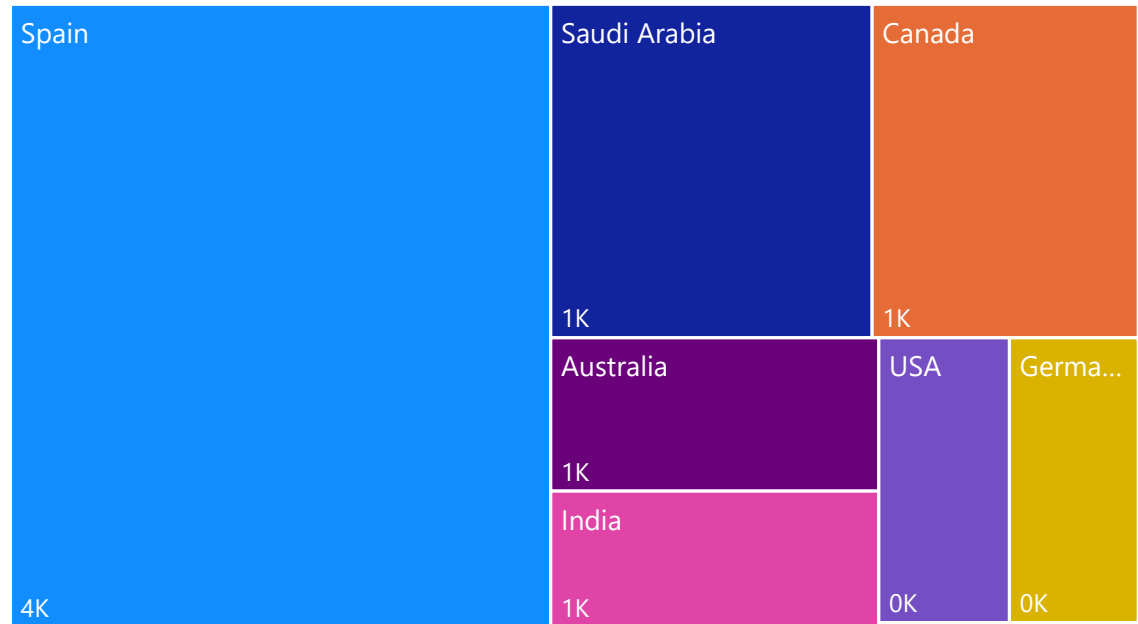
Web Purchases by Parents



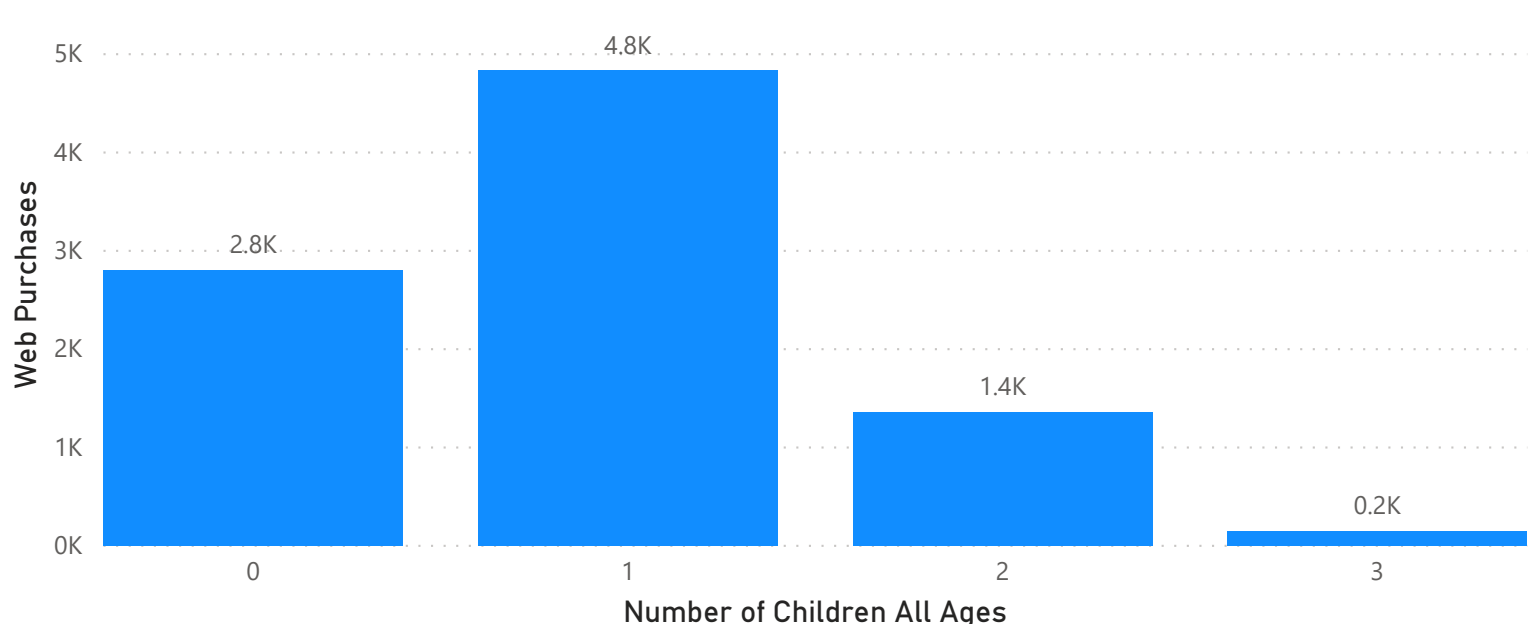
Web Purchases by Marital_Status



Web Purchases by Country



Web Purchases by Number of Children All Ages



Country	Web Purchases	Average Web Purchases
Australia	654	4.09
123	4	4.00
322	2	2.00
361	1	1.00
437	3	3.00
503	2	2.00
524	2	2.00
610	7	7.00
618	7	7.00
793	2	2.00
954	2	2.00
968	4	4.00
975	4	4.00
1012	8	8.00
1044	5	5.00
Total	9147	4.09

9147

Web Purchases

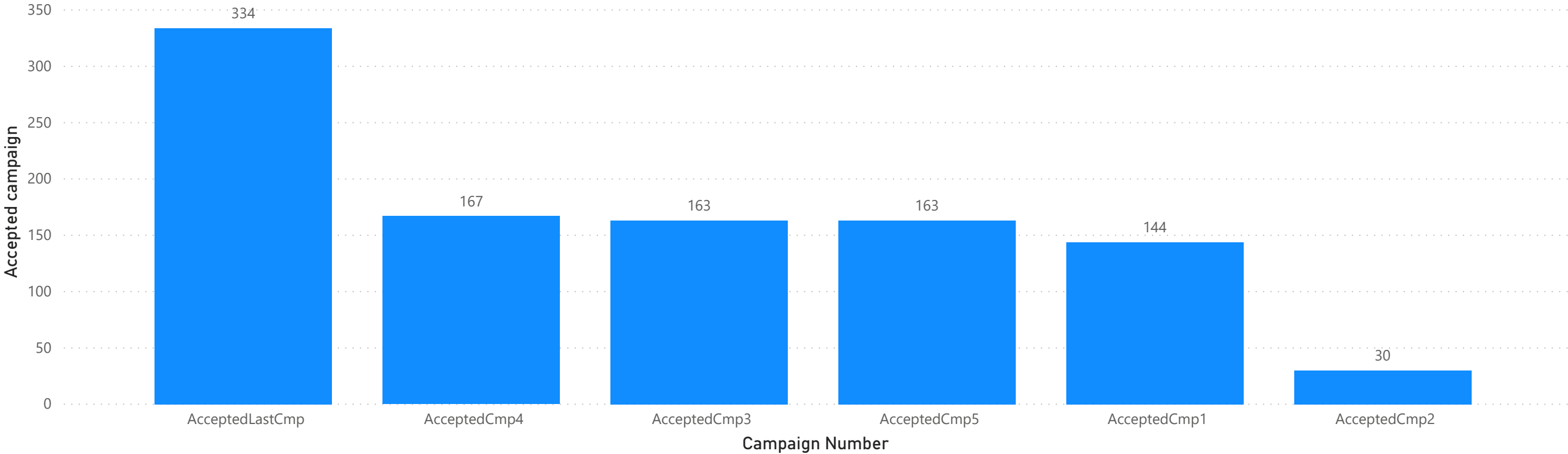
100%

% of Web Purchases

4.09

Average Web Purchases

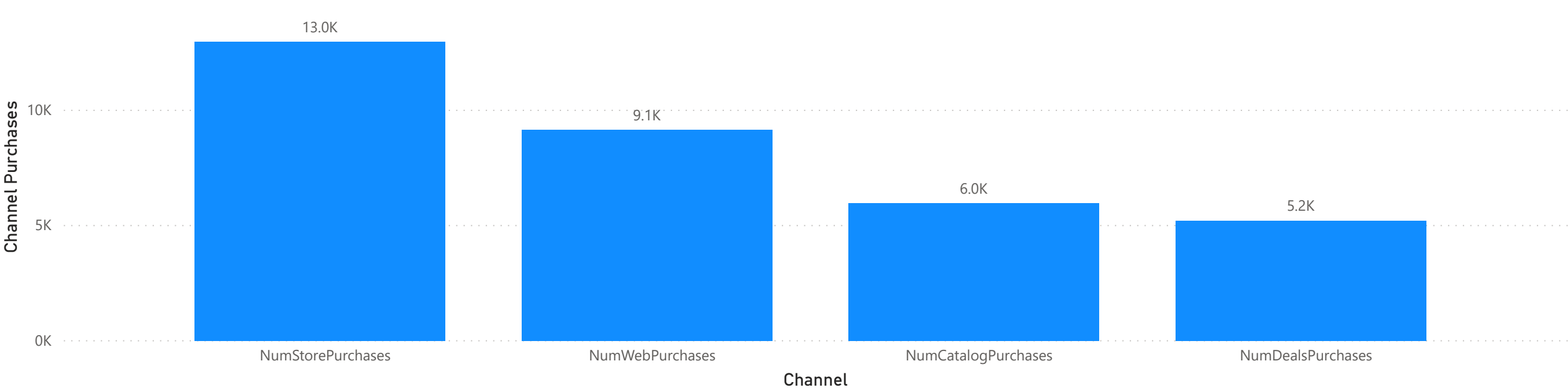
Accepted campaign by Campaign Number



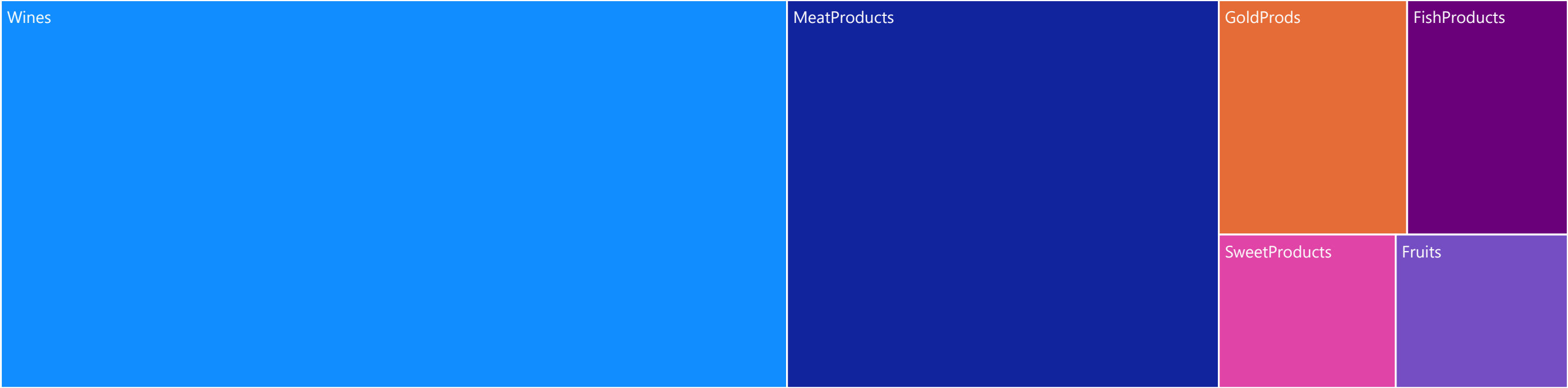
% of Spending by Channel



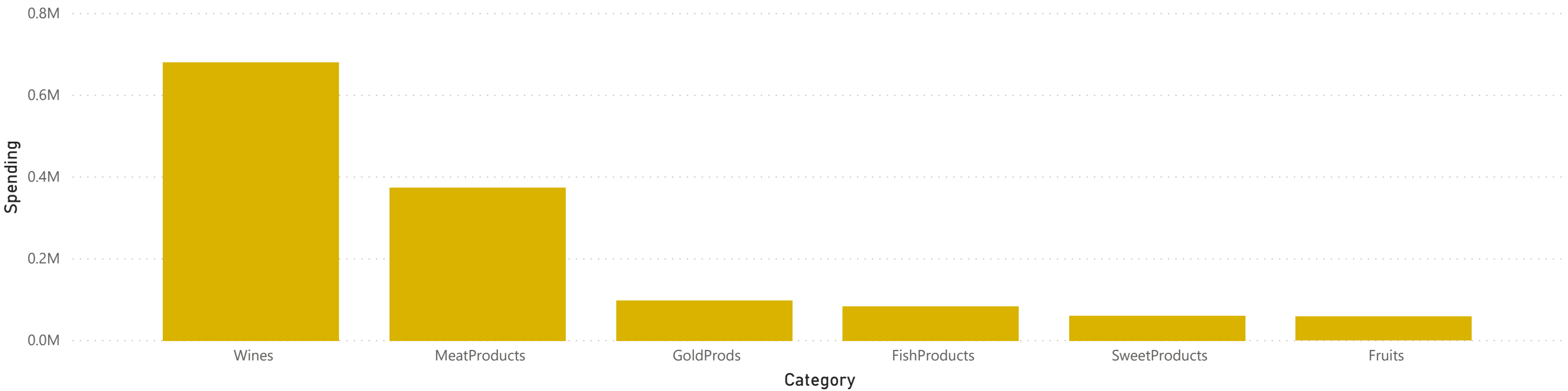
Channel Purchases by Channel







% of Category by Category



Spending by Category



-  Almost half of the web purchases were made by customers from Spain
-  The last campaign was clearly the most successful with 334 customers that accepted it. The number of accepted customers in the last campaign is exactly double the 167 customers accepted campaign 4, which is the second most successful campaign
-  More than half of customer spending is on wine
-  The average amount of web purchases is decreasing with the number of children

1. The Null in the income column were replaced with the average income :
52247.25135379061