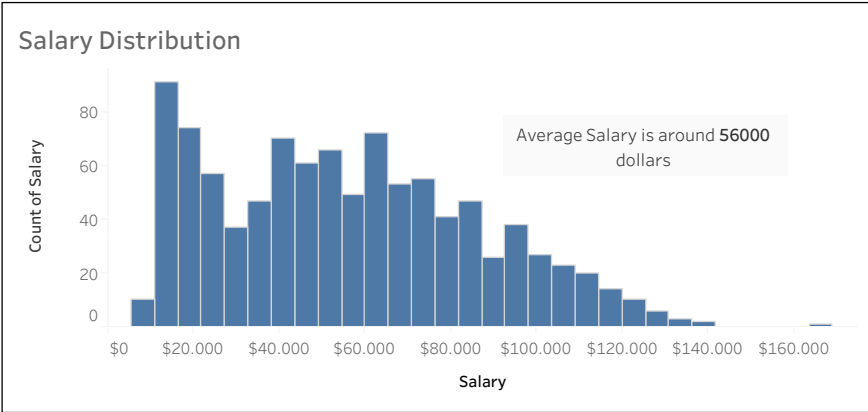


Direct Marketing

Exploratory Data Analysis - Numerical ..	Exploratory Data Analysis - Categorical..	Exploratory Data Analysis - Amount Sp..	Exploratory Data Analysis - Salary Distr..	STORY - FOCUS ON MARRIED CUSTOMERS
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Exploratory Data Analysis - Numerical Features

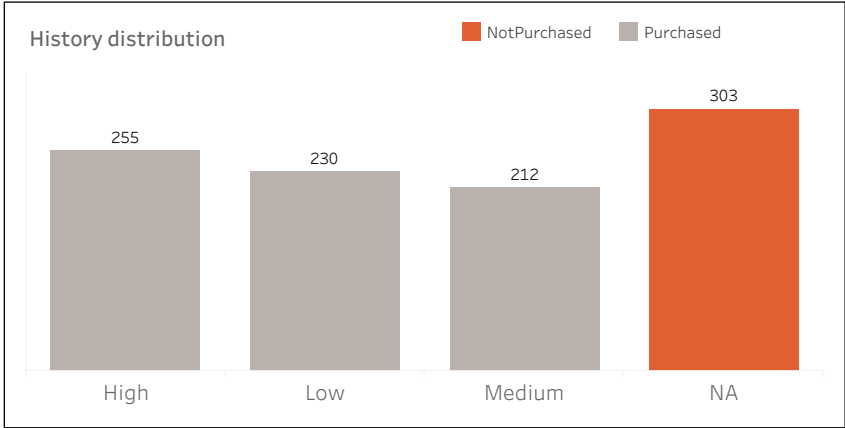
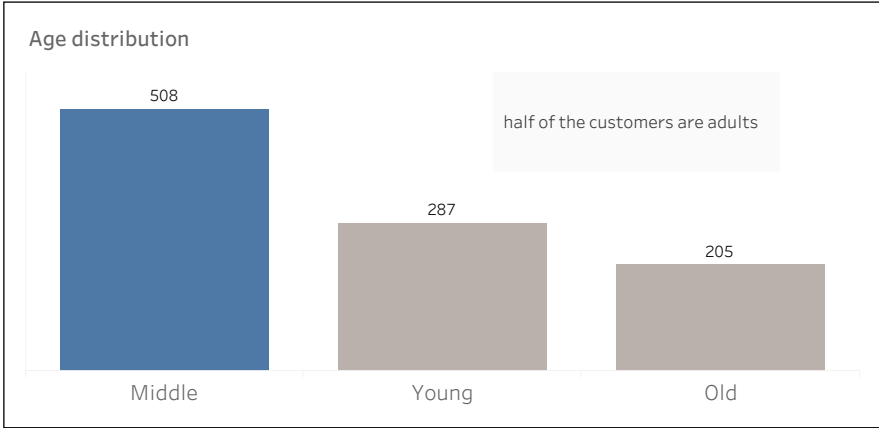
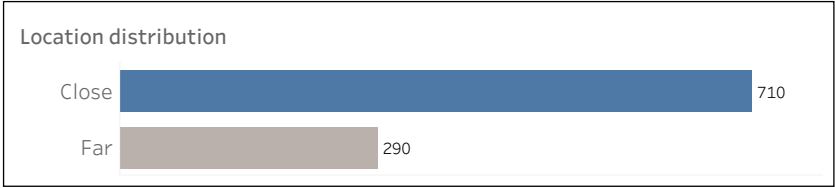
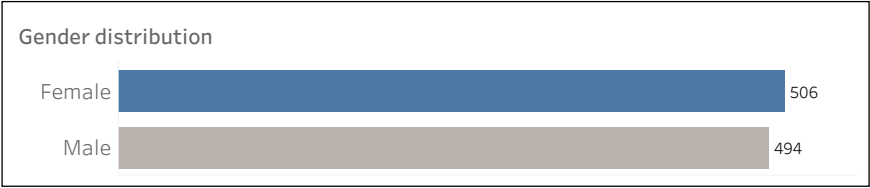
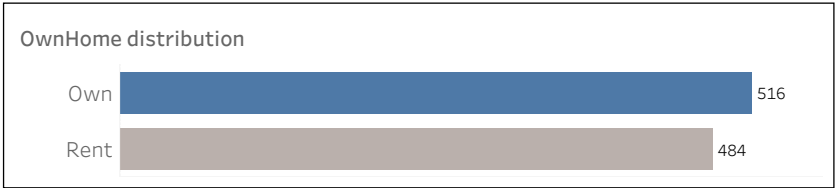
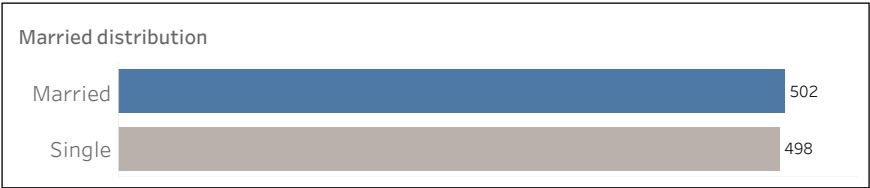


Direct Marketing

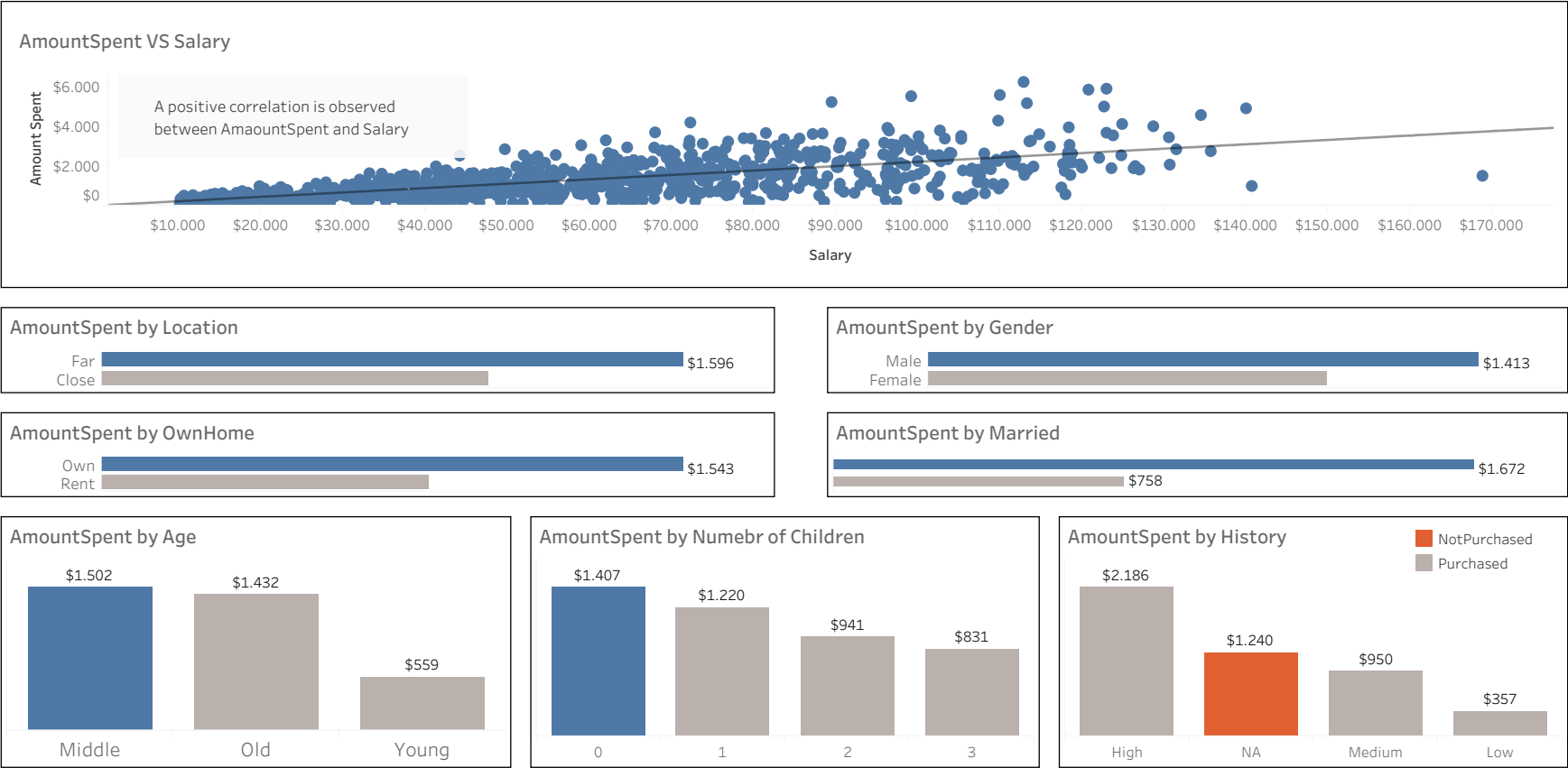
Exploratory Data Analysis - Numerical ..	Exploratory Data Analysis - Categorical..	Exploratory Data Analysis - Amount Sp..	Exploratory Data Analysis - Salary Distr..	STORY - FOCUS ON MARRIED CUSTOMERS
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Exploratory Data Analysis - Categorical Features

Total number of customers
1.000



Exploratory Data Analysis - Amount Spent



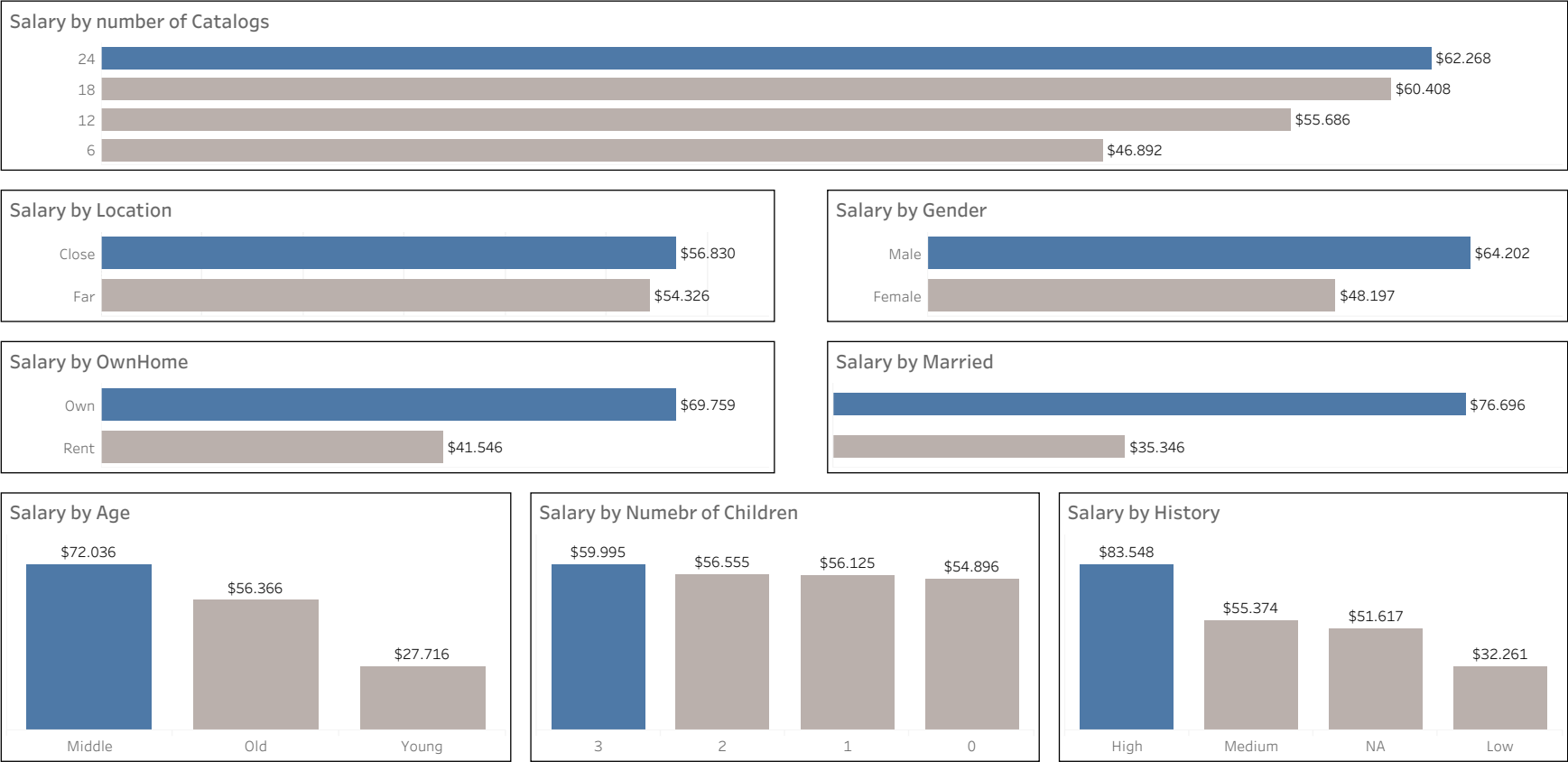
Direct Marketing

- Exploratory Data Analysis - Numerical ..
- Exploratory Data Analysis - Categorical..
- Exploratory Data Analysis - Amount Sp..
- Exploratory Data Analysis - Salary Distr..
- STORY - FOCUS ON MARRIED CUSTOMERS

Exploratory Data Analysis - Salary

Average Salary:
\$56.104

Total number of sent catalogs:
14.682



Direct Marketing

Exploratory Data Analysis - Numerical ..	Exploratory Data Analysis - Categorical..	Exploratory Data Analysis - Amount Sp..	Exploratory Data Analysis - Salary Distr..	STORY - FOCUS ON MARRIED CUSTOMERS
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Direct Marketing - Focus on Married Customers

Total number of customers:	Single:	Married:	Total Amount Spent:	Purchased:	NotPurchased:
1.000	498	502	\$1.216.770	\$841.080	\$375.690

