Consumer Segmentation and Purchase Performance Insights

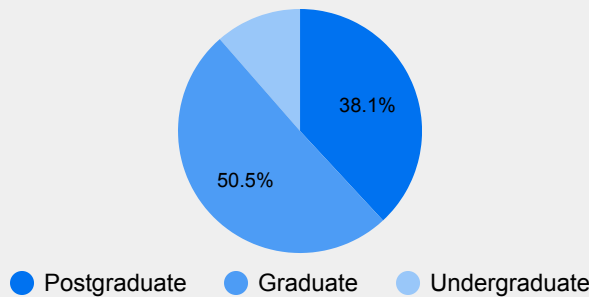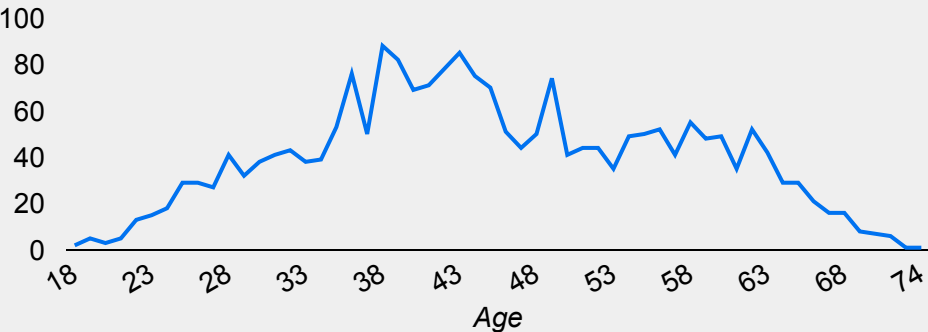| NumStorePurchases	NumWebPurchases	NumCatalogPurchases	NumDealsPurchases
12,841	9,042	5,833	5,112

Clusters ▾

The academic background of our consumer demographic

- 38.1%
- 50.5%

● Postgraduate ● Graduate ● Undergraduate

The age composition of our clientele

Age

The repercussions of parenthood on our sales statistics

Is_Parent ▾	Record Count	Avg spent	Avg Purchases
Yes	1.6K	408.2	13.8
No	628	1.1K	17.6

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What is the total amount of money spent in these categories?

- Wines
- Meat
- Gold
- Fish
- Sweets
- Fruits

0   100K   200K   300K   400K   500K   600K   700K
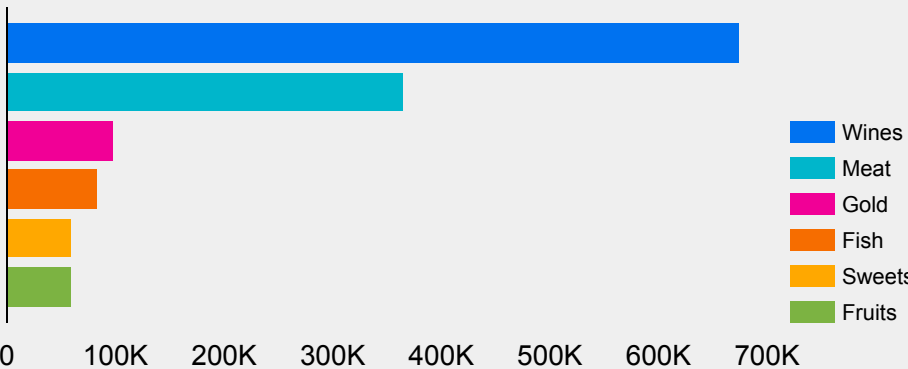
Which campaign has been more successful

- AcceptedCmp1
- AcceptedCmp2
- AcceptedCmp3
- AcceptedCmp4
- AcceptedCmp5
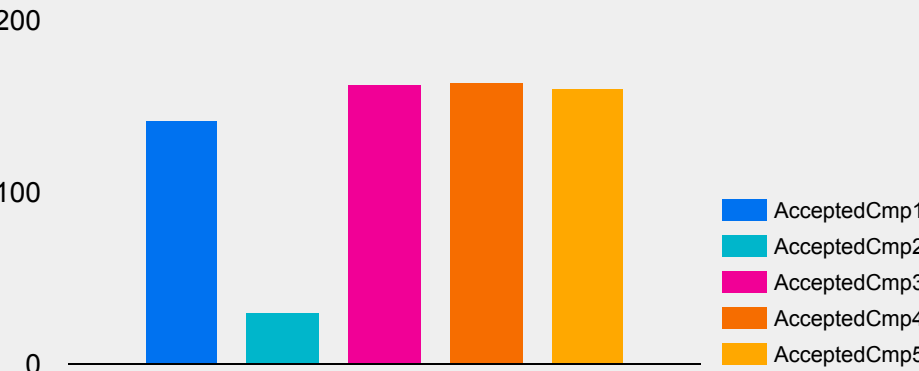
What is the customer count for each cluster?

● 3 ● 2 ● 1 ● 0

- 29.8%
- 27.8%
- 21.9%
- 20.6%
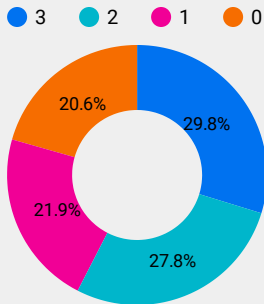
How many promotional proposals have been adopted by buyers?

- 60%
- 21.4%
- 13%
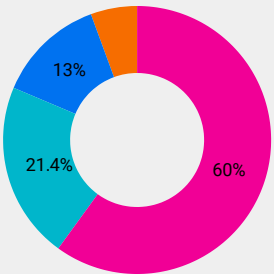
how many purchases have been made?

- 37.2%
- 30.6%
- 22.1%
- 10.1%