

Campaign Performance



Drinks

\$681K



Meat

\$374K



Baked Goods

\$99K



Fish

\$84K



Sweets

\$61K



Fruit

\$59K

Which Campaign Resulted The Most Purchases ?

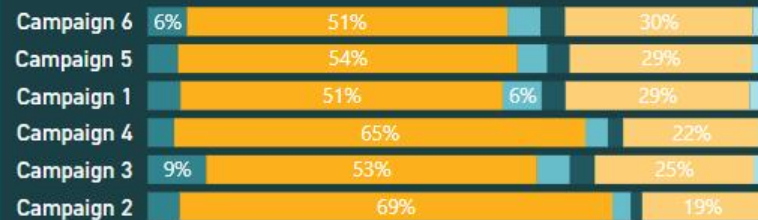
Campaign 6 Had By Far the Highest Number of Attributed Purchases



Which Products Did Buyers Purchase via Each Campaign?

Drinks Was the Clear Favorite Across All Campaign

● Baked Goods ● Drink ● Fish ● Fruit ● Meat ● Sweet



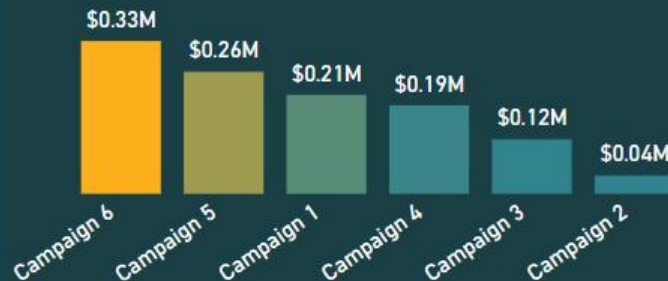
What Did Buyers Spend The Most On?

Buyers Spend the Most on Drinks



Which Campaign Generated The Most Sales (\$)?

Campaign 6 Leads with Record-Breaking Sales



Which Platform Did Buyers Purchase for Each Campaign?

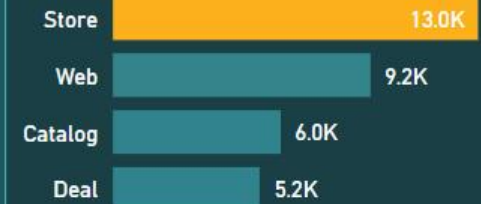
Across The Board, In-Store Purchases Dominated All Campaign Purchases

● Catalog ● Deal ● Store ● Web



On Which Platform, Did Buyers Make Their Purchases?

The Largest Number of Purchases Through the Store



Developed by Halim

Buyer Composition



of Customers
2240



AVG Income
52,247



AVG Age
56.2



Discount Purchases
5,208



Store Purchases
12,970



Catalog Purchases
5,963



Web Purchases
9,150

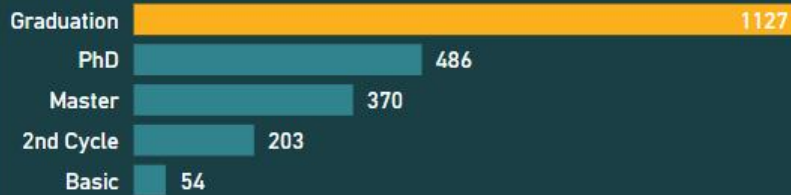


Web Visits Last Month
11,909



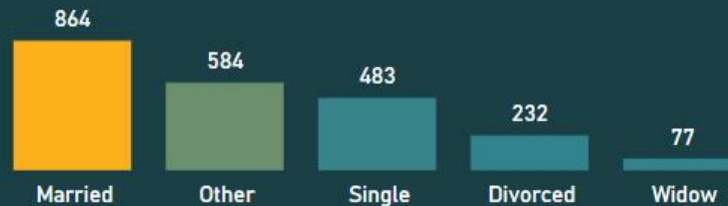
Which Education Level Have Most of Our Customer Attained?

Graduates Make Up Most of Our Customer Base

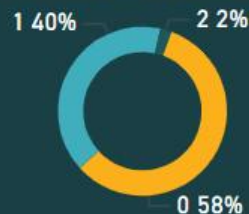


What is the Martial Status of Our Customer?

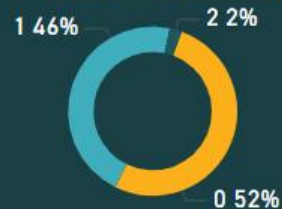
The Majority of Our Customers Are Married



How Many Kids Do Our Customer Have at Home

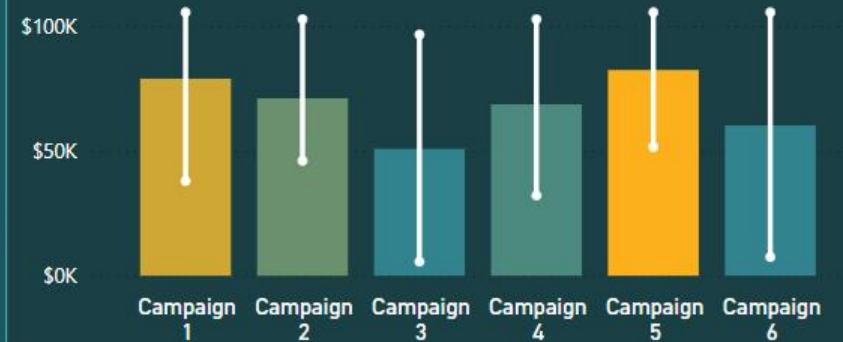


How Many Teens Do Our Customer Have at Home



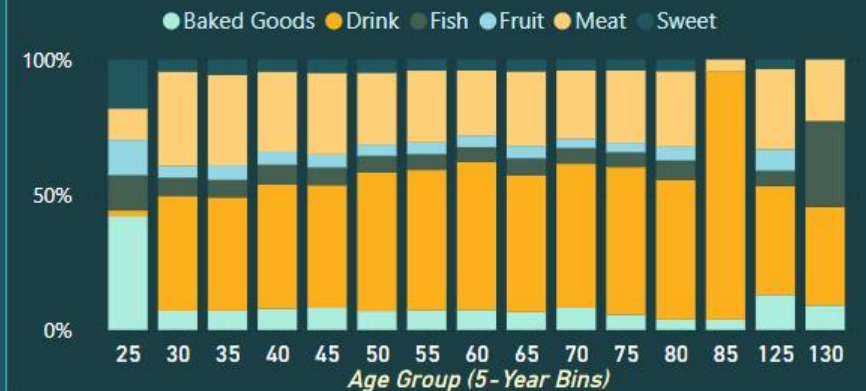
What Was the Average Salary of Customers in Each Campaign

Each Bar indicated Maximum and Minimum Salary of Customers by Campaign



Do The Purchase Preferences of Our Customers Change With Age?

Notice that for older customers, drinks sales increase as a % of total sales and meat decrease



Purchase Drivers

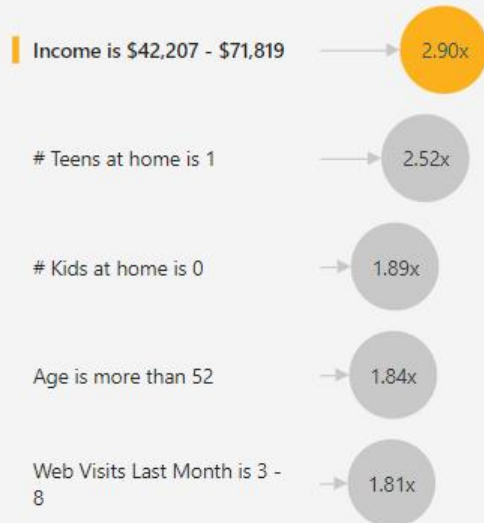


Key influencers

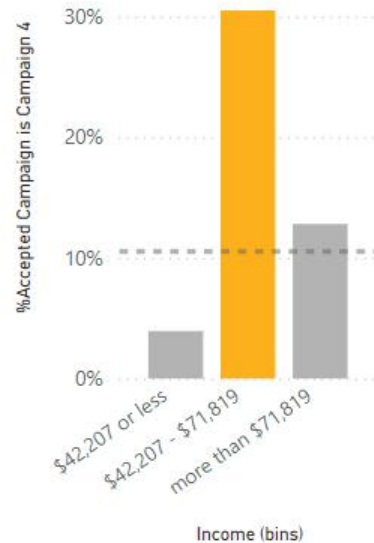


What influences Accepted Campaign to be Campaign 4 ?

When...
....the likelihood of Accepted Campaign being Campaign 4 increases by



← Accepted Campaign is more likely to be Campaign 4 when Income is \$42,207 - \$71,819 than otherwise (on average).



☐ Only show values that are influencers

Choose Products to Evaluate in the Key Influencers Visual Below:

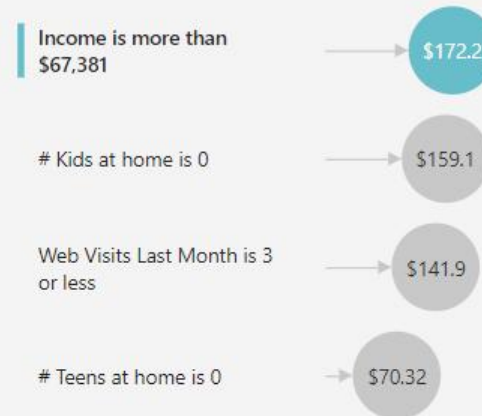


Key influencers

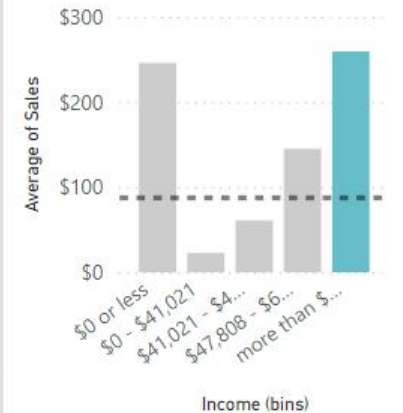


What influences Sales to Increase ?

When...
....the average of Sales increases by



← Sales is more likely to increase when Income is more than \$67,381 than otherwise (on average).



☐ Only show values that are influencers