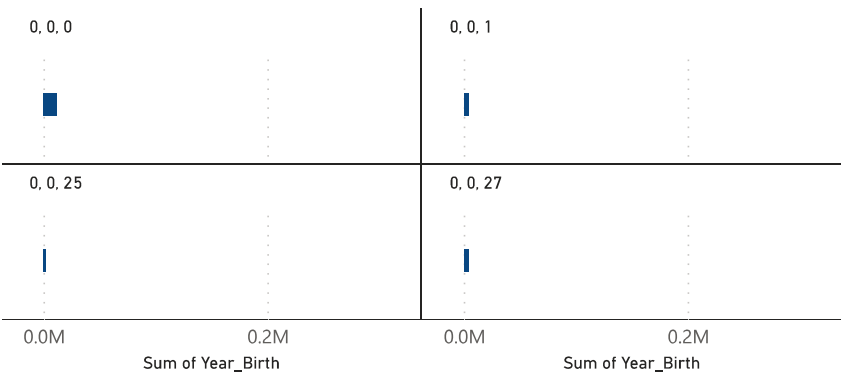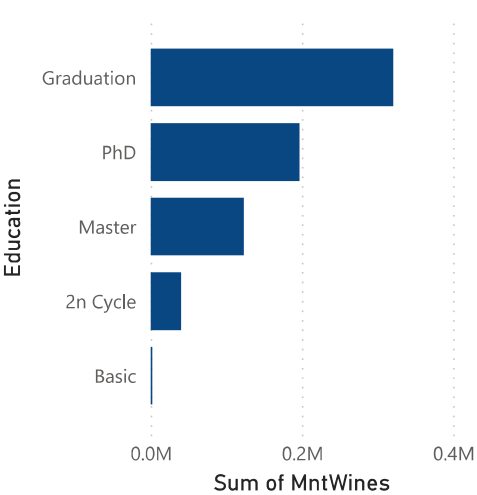# CUSTOMER PERSONALITY ANALYSIS

Sum of Year_Birth and First Marital_Status by NumCatalogPurchases, NumStorePurchases and NumWebPurchases
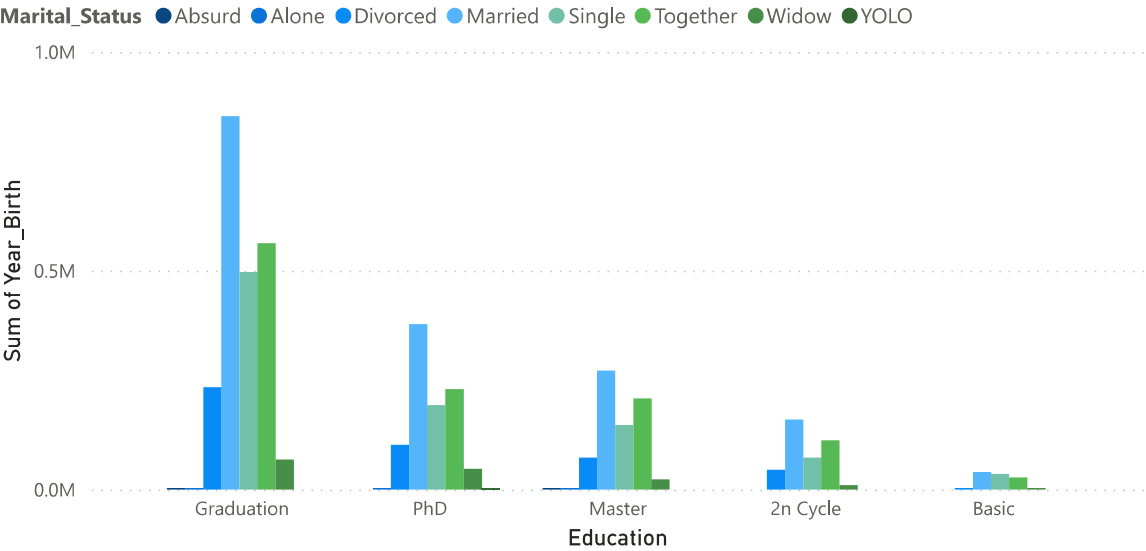

0, 0, 0

0, 0, 1

0, 0, 25

0, 0, 27

0.0M 0.2M
Sum of Year_Birth

0.0M 0.2M
Sum of Year_Birth

Recency

All

Sum of MntWines by Education

Education

Graduation

PhD

Master

2n Cycle

Basic

0.0M 0.2M 0.4M
Sum of MntWines

Sum of Year_Birth by Education and Marital_Status

Marital_Status ● Absurd ● Alone ● Divorced ● Married ● Single ● Together ● Widow ● YOLO

1.0M

0.5M

0.0M

Sum of Year_Birth

Graduation   PhD   Master   2n Cycle   Basic

Education

ID	Earliest Dt_Customer_Enrollment	Sum of Income
0	04 May 2013	70951
1	15 June 2014	57091
9	18 August 2012	46098
13	22 July 2013	25358
17	06 September 2013	60491
20	01 September 2013	46891
22	03 December 2012	46310
24	15 February 2014	17144
25	16 November 2012	65148
Total	**30 July 2012**	**115779909**

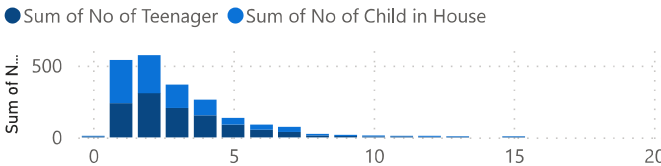Sum of AcceptedCmp2, Sum of AcceptedCmp3, np4, Sum of AcceptedCmp5, Sum of AcceptedC...
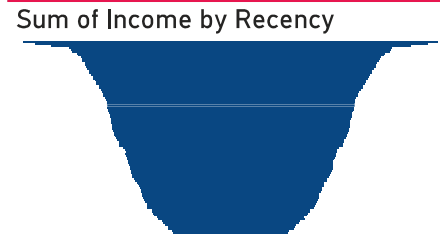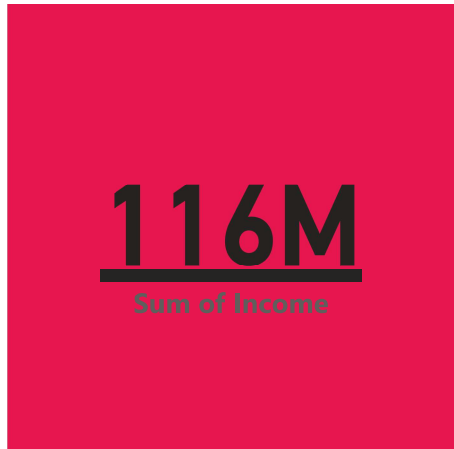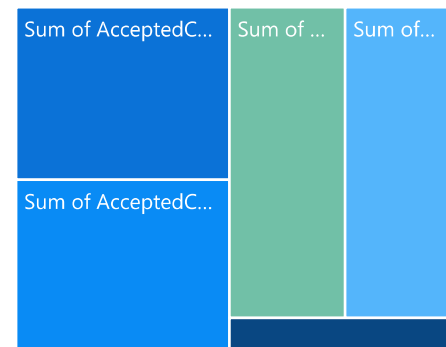
Sum of MntFruits	Sum of MntFishProducts	Sum of MntMeatProducts	Sum of MntSweetProducts	Sum of MntWines	Sum of MntGoldProds
58917	84057	373968	60621	680816	98609

Sum of AcceptedC...	Sum of ...	Sum of...
Sum of AcceptedC...		

116M
Sum of Income

Sum of Income by Recency

Sum of NumCatalogPurchases, Sum of NumDealsPurchases, Sum of NumStorePurchases and Sum of NumWebPurchases

- 6K (17.91%)
- 9K (27.48%)
- 5K (15.64%)
- 13K (38.96%)

- ● Sum of NumCatal...
- ● Sum of NumDeal...
- ● Sum of NumStore...
- ● Sum of NumWeb...

Complain	Sum of Recency	Sum of Response	Count of ID	Marital_Status
0	106	1	2	Absurd
0	91	1	3	Alone
0	11351	48	230	Divorced
0	41137	98	856	Married
0	23530	103	474	Single
0	28886	60	575	Together
0	3784	19	77	Widow
0	6	1	2	YOLO
1	130	0	2	Divorced
1	575	0	8	Married
1	233	3	6	Single
1	176	0	5	Together
Total	**110005**	**334**	**2240**	

Sum of No of Teenager and Sum of No of Child in House by NumDealsPurchases

- ● Sum of No of Teenager ● Sum of No of Child in House

25K
Sum of Z_Revenue

Sum of Income and Sum of Z_Revenue by Marital_Status

- ● Sum of Income ● Sum of Z_Revenue

Marital_Status: Married, Together, Single, Divorced, Widow, Absurd, Alone, YOLO