

Customer Data Analysis

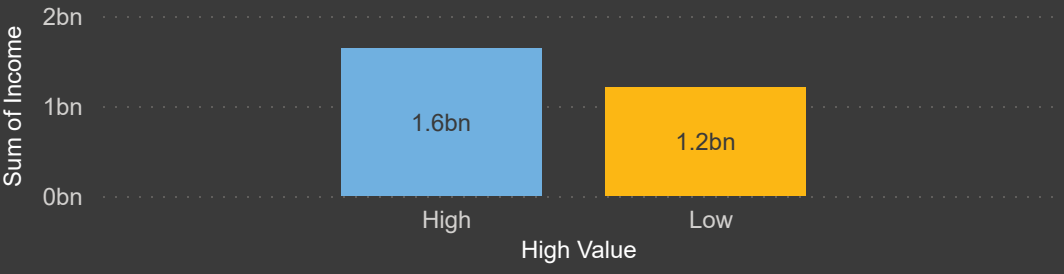
Income Distribution Among Segments

51.62K
AverageIncome

3bn
Sum of Income

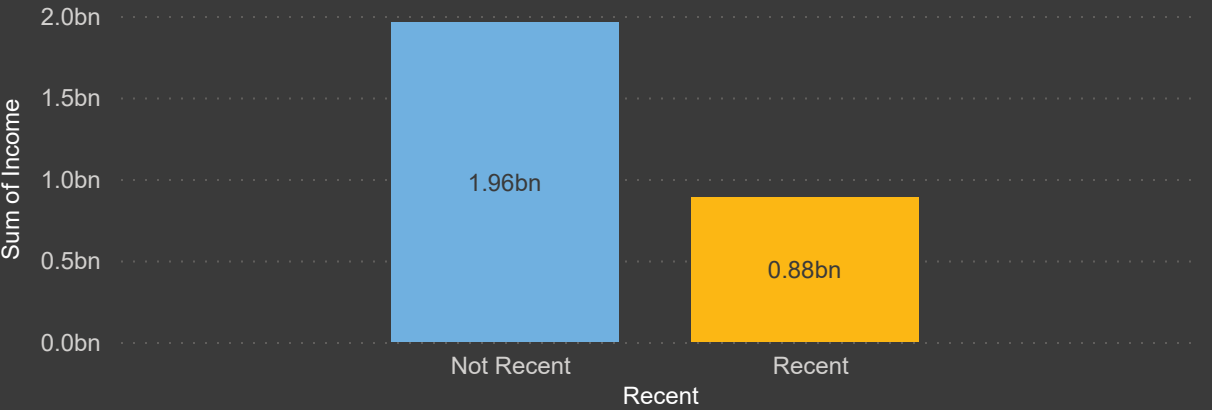
Sum of Income by High Value and High Value

High Value ● High ● Low



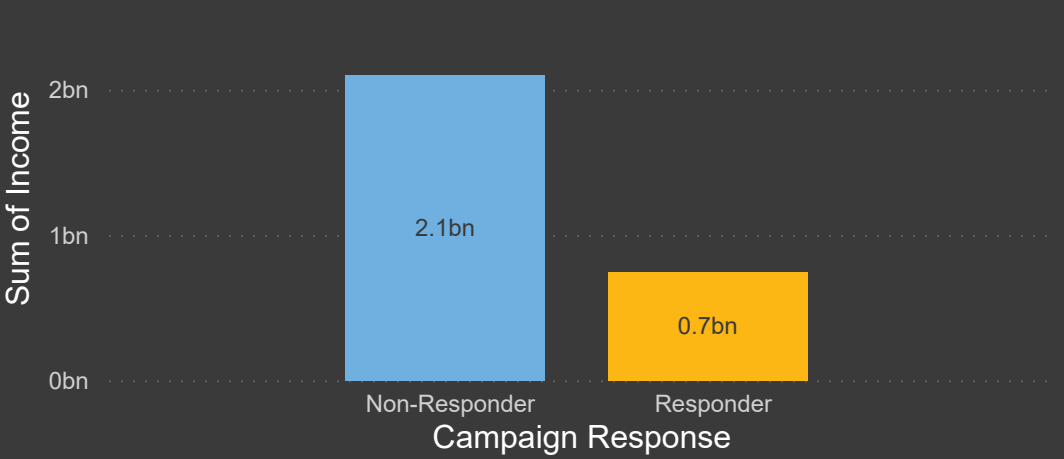
Sum of Income by Recent and Recent

Recent ● Not Recent ● Recent



Sum of Income by Campaign Response and Campaign Response

Campaign Response ● Non-Responder ● Responder



1730
MinIncome

114K
MaxIncome

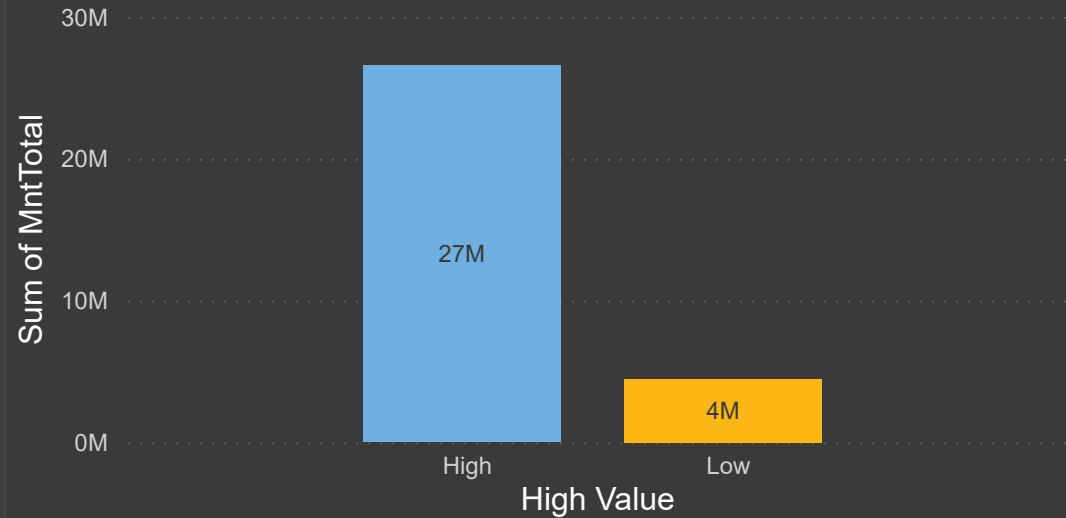
- Educational Level
- ☐ education_2n Cycle
 - ☐ education_Basic
 - ☐ education_Graduation
 - ☐ education_Master
 - ☐ education_PhD

- Marital Status
- ☐ marital_Divorced
 - ☐ marital_Married
 - ☐ marital_Single
 - ☐ marital_Together
 - ☐ marital_Widow

Overview Of Spending Habits

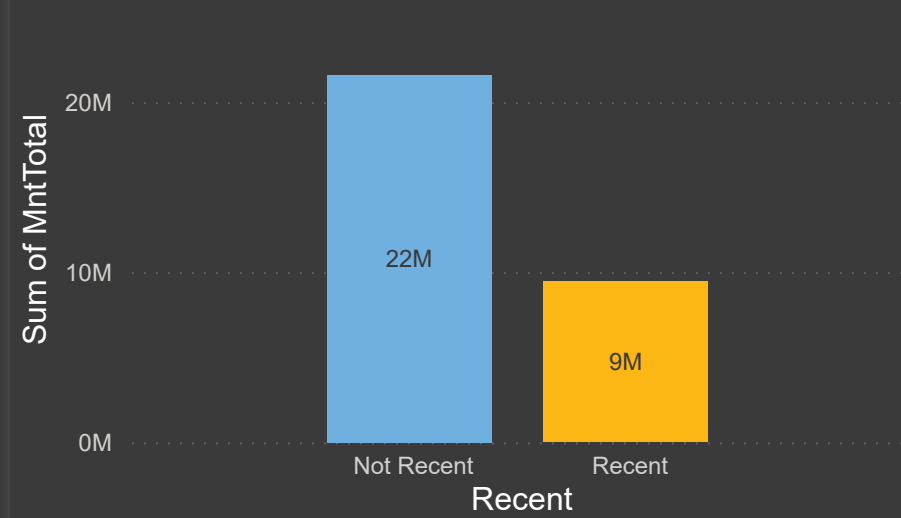
Sum of MntTotal by High Value and High Value

High Value ● High ● Low



Sum of MntTotal by Recent and Recent

Recent ● Not Recent ● Recent



Marital Status

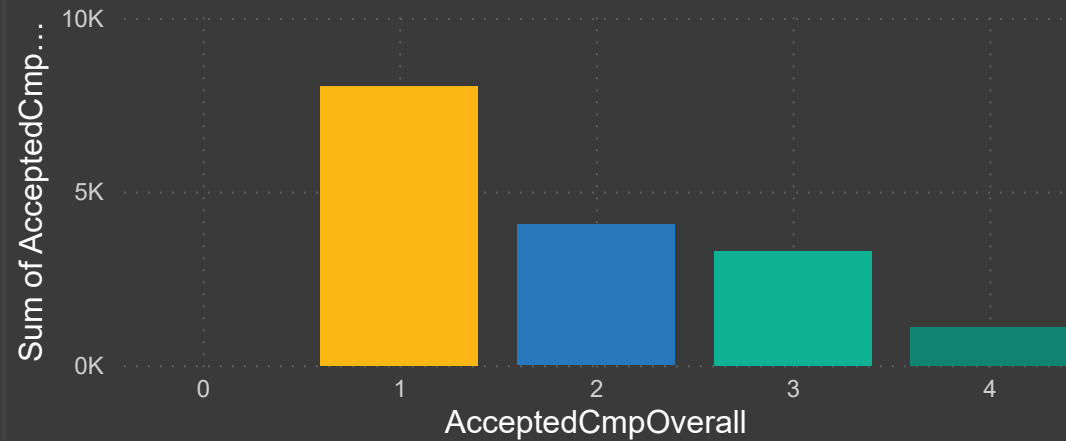
All

Educational Le...

All

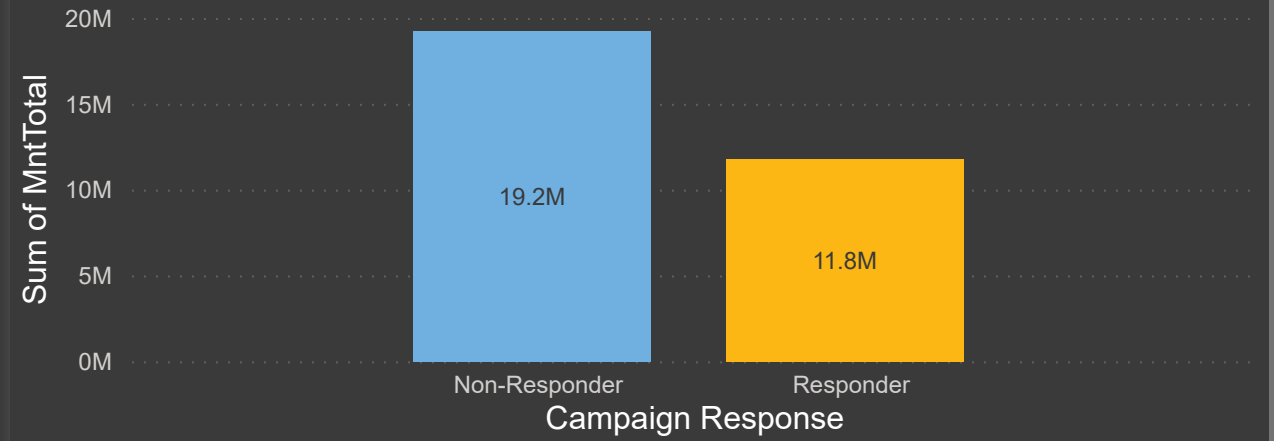
Distribution of Target Variable

AcceptedCmpOverall ● 0 ● 1 ● 2 ● 3 ● 4



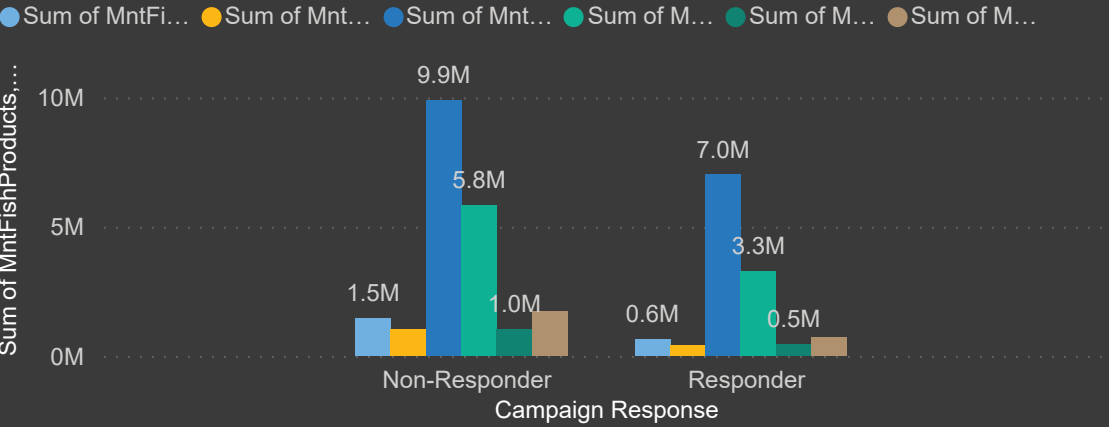
Sum of MntTotal by Campaign Response and Campaign Response

Campaign Response ● Non-Responder ● Responder

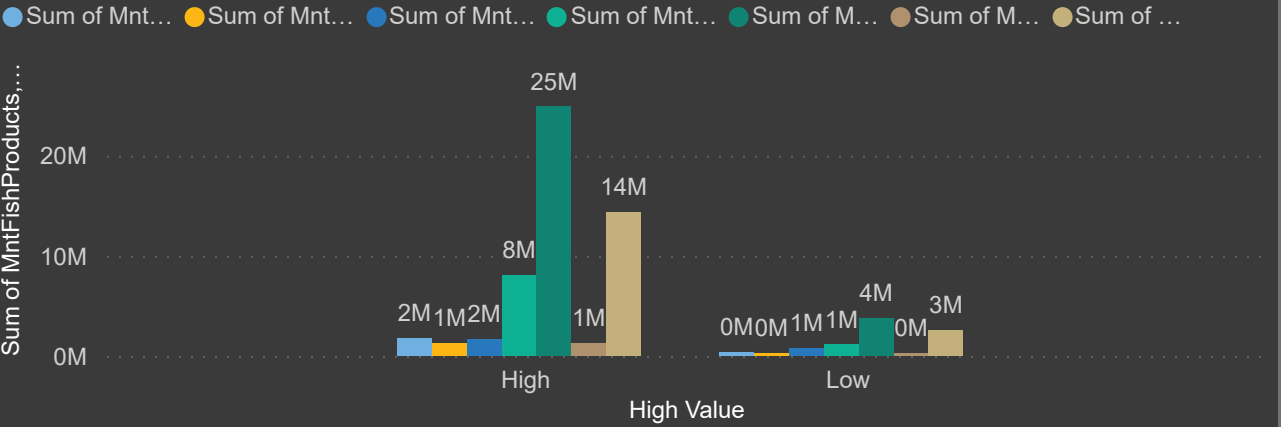


Product Preferences

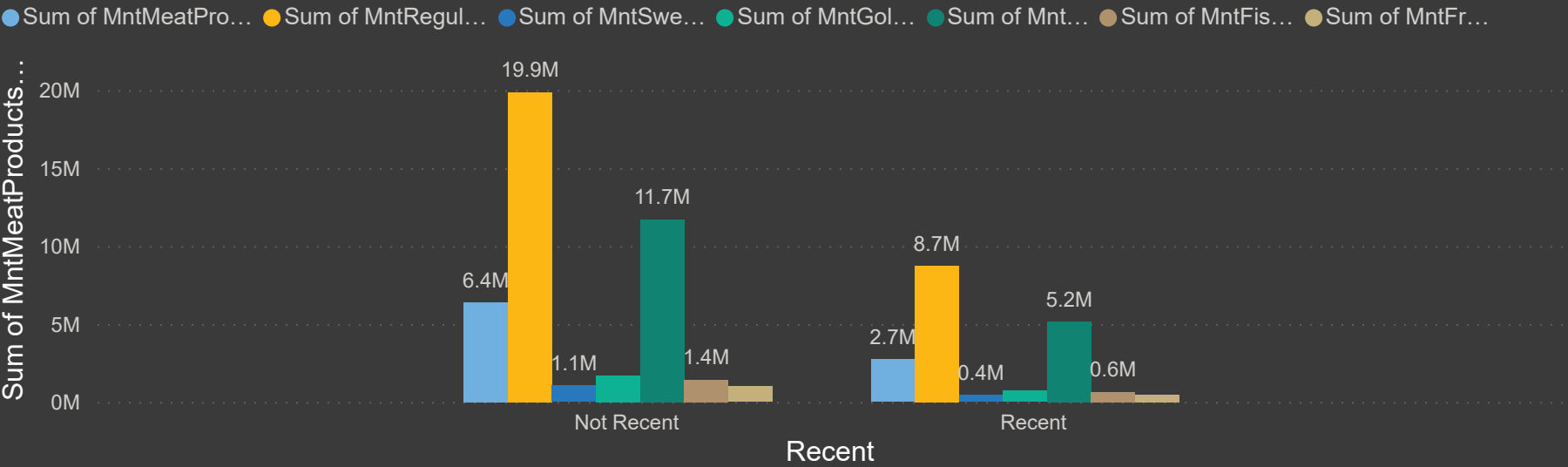
Sum of MntFishProducts, Sum of MntFruits, Sum of MntWines, Sum of MntMeatProducts, Sum of MntSweetProducts and Sum of MntGoldProds by Campaign Response



Sum of MntFishProducts, Sum of MntFruits, Sum of MntGoldProds, Sum of MntMeatProducts, Sum of MntRegularProds, Sum of MntSweetProducts and Sum of MntWines by High Value



Sum of MntMeatProducts, Sum of MntRegularProds, Sum of MntSweetProducts, Sum of MntGoldProds, Sum of MntWines, Sum of MntFishProducts and Sum of MntFruits by Recent



Educational Level

All

Marital Status

All

31M

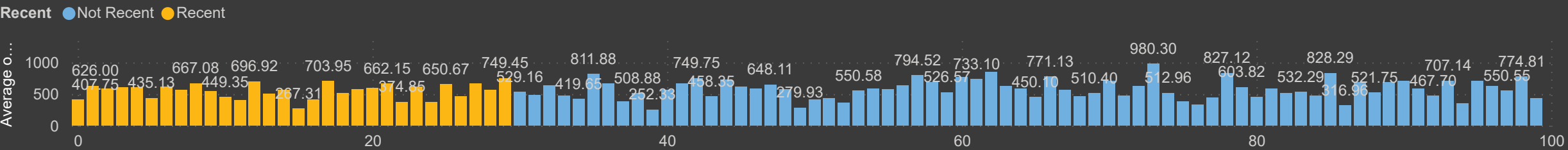
TotalAmountSpent

17M

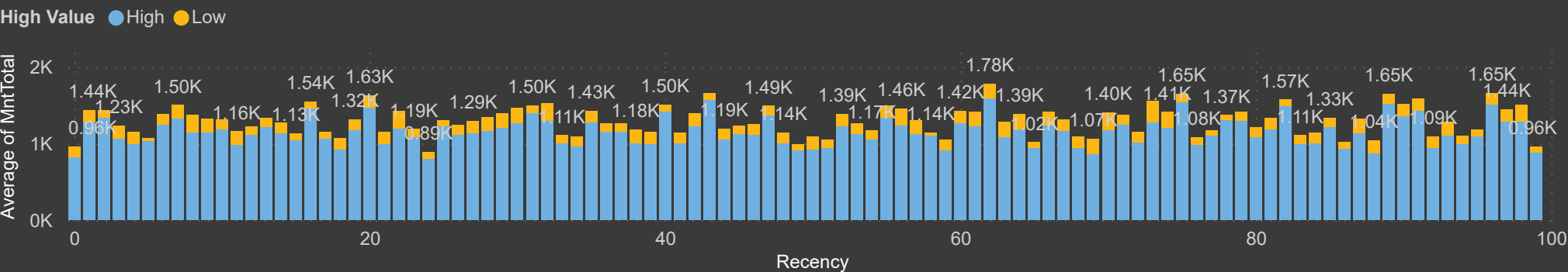
TotalAmountWines

Engagement Over Tiime

Average of MntTotal by Recency and Recent



Average of MntTotal by Recency and High Value



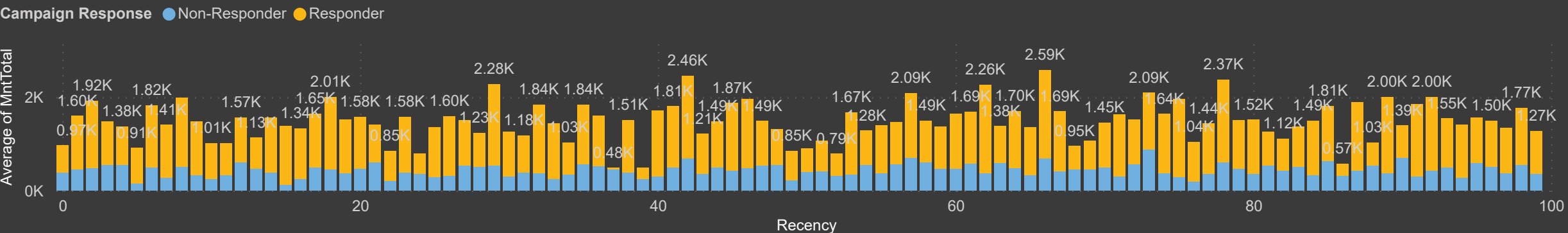
49.01

AverageRecency

42%

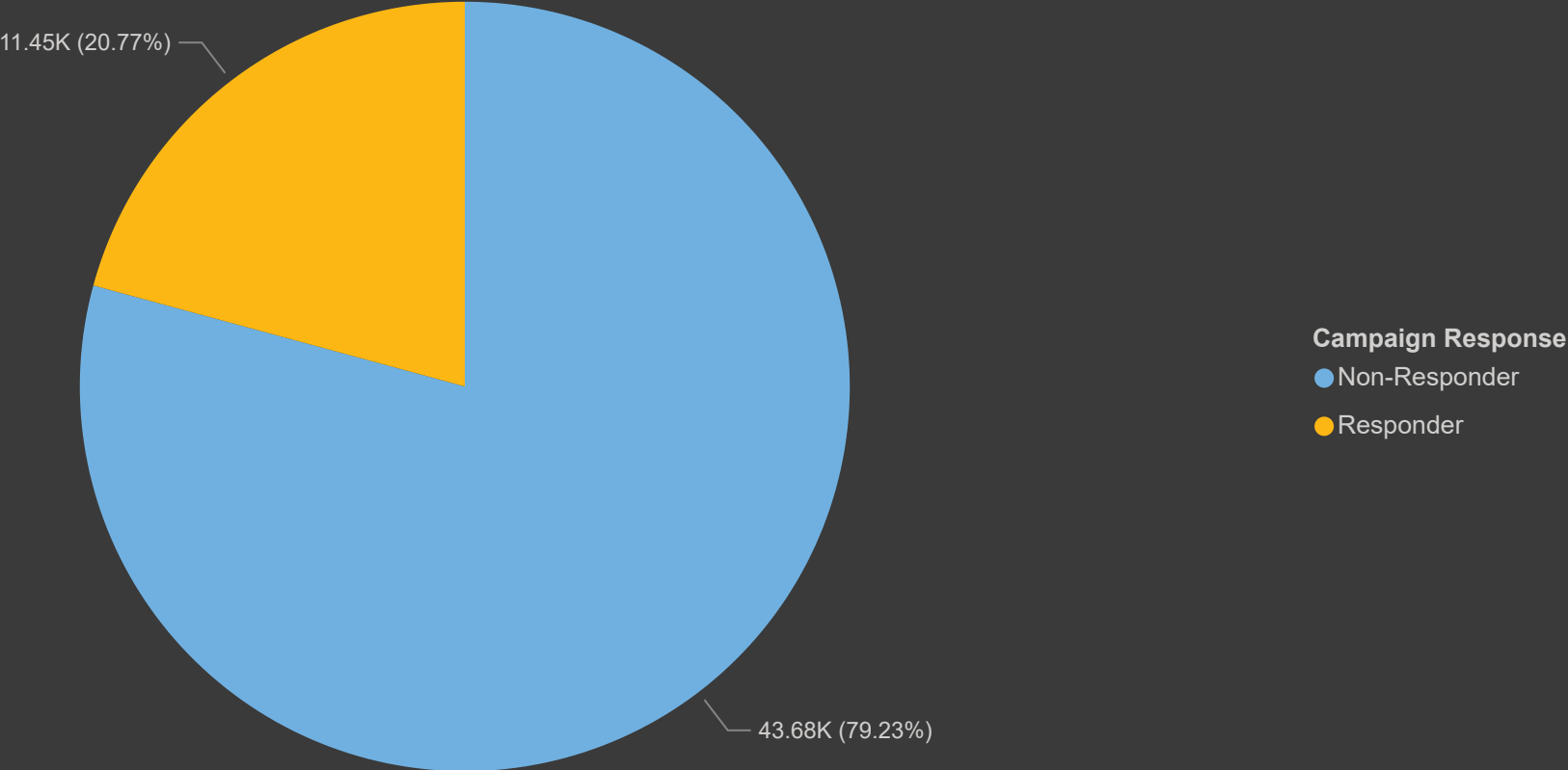
PercentageWithChildren

Average of MntTotal by Recency and Campaign Response



Response to Marketing Campaigns

Count of Campaign Response by Campaign Response



Marital Status ▾

- ☐ marital_Divorced
- ☐ marital_Married
- ☐ marital_Single
- ☐ marital_Together
- ☐ marital_Widow

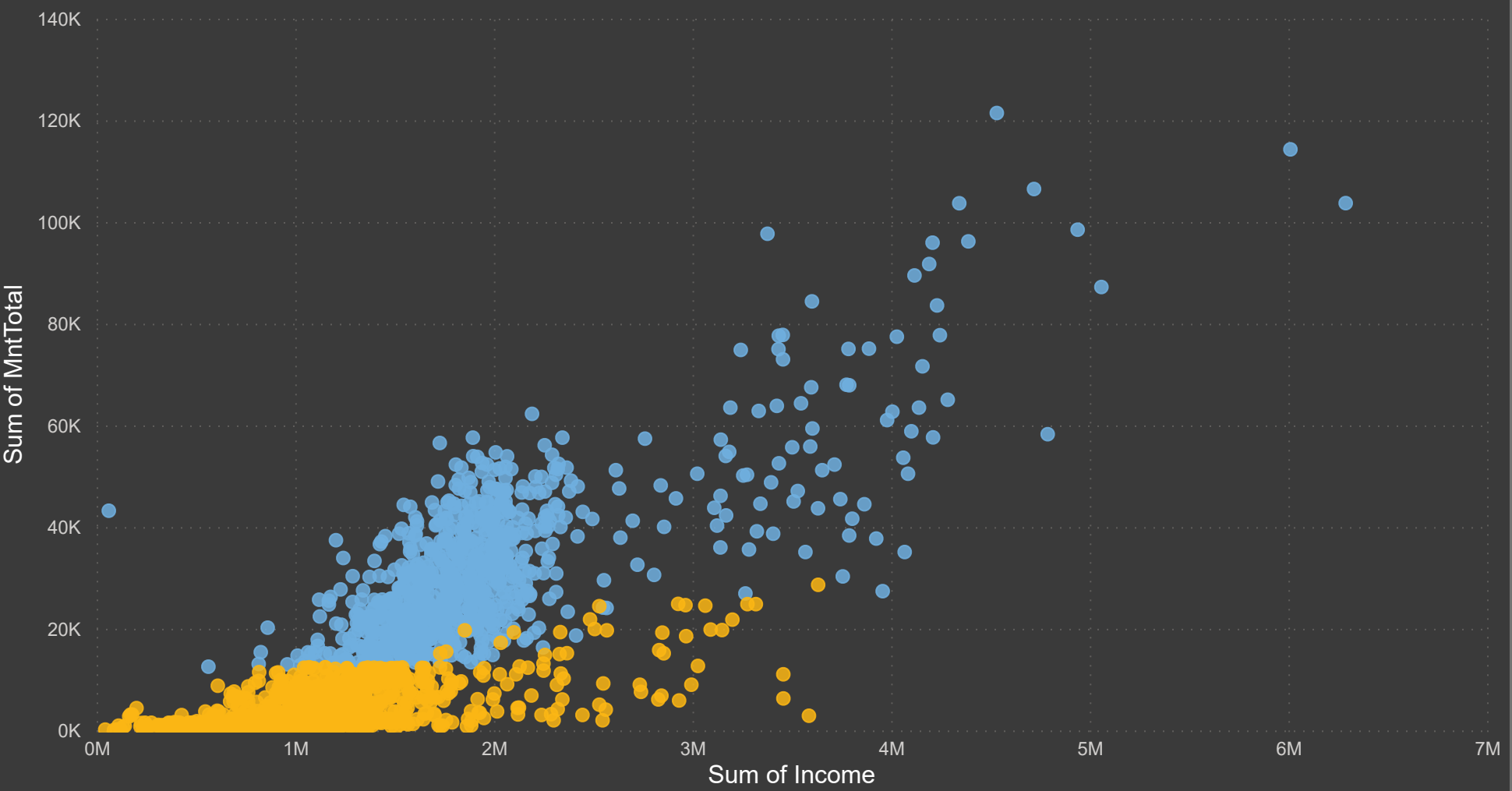
Educational ... ▾

- ☐ education_2n ...
- ☐ education_Basic
- ☐ education_Gra...
- ☐ education_Ma...
- ☐ education_PhD

Correlation Analysis

Sum of Income and Sum of MntTotal by Income and High Value

High Value ● High ● Low



Marital Status ▾

- ☐ marital_Divorced
- ☐ marital_Married
- ☐ marital_Single
- ☐ marital_Together
- ☐ marital_Widow

Educational Level ▾

- ☐ education_2n Cycle
- ☐ education_Basic
- ☐ education_Graduation
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