Marketing Campaign Insight Analysis By Ifeoluwa Ariyibi

Country: All

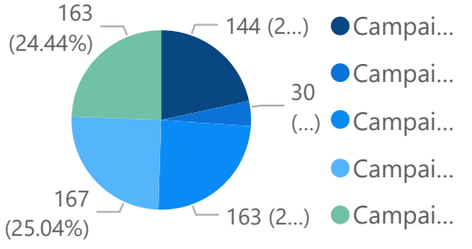
Education: All

Marital...: All

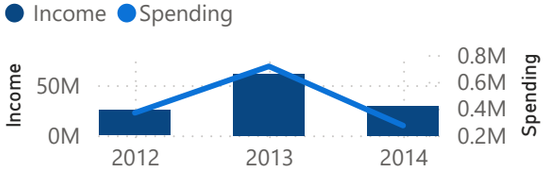
Sum of Income	Sum of Sales	Customers
115.78M	1M	2.24K

AverageAge	AverageIncome	AverageCatalogPurchaseValue	AverageDealsPurchaseValue	AverageStorePurchaseValue	AverageWebPurchaseValue
55	51.69K	15.63	9.14	44.09	24.40

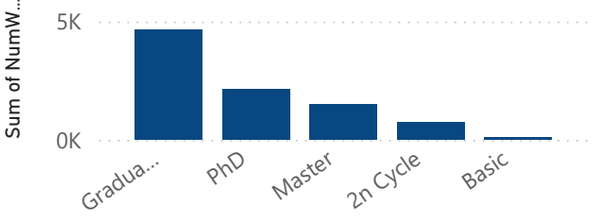
Campaigns



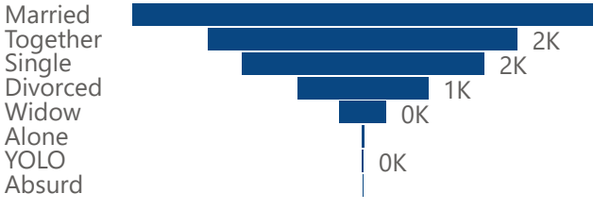
Income and Spending by Year



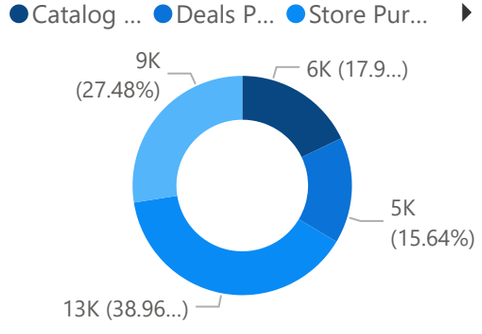
Web Purchases by Education



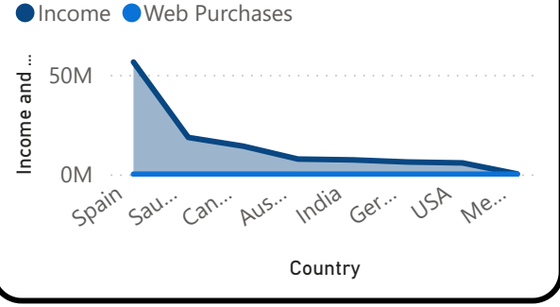
Web Purchases by Marital_Status



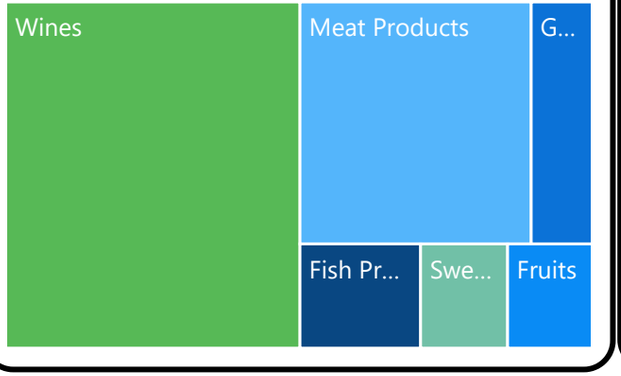
Channels



Income and Web Purchases by Country



Products



INSIGHTS

This report gives an overview of a marketing campaign dataset with 2240 customers. However, the following below are the information analysed based on the dataset.

1.Null values were found in the income column and this was queried and replaced with zero in order to attain positive impact and avoid errors.

2.Education,marital status, income are part of factors that are significantly affecting web purchases.

3.Campaign 4 is the most successful marketing