

Total Customers

2216

Total Income

\$114.68K

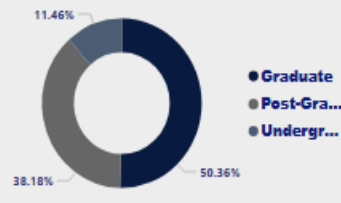
Average Income

\$51.75

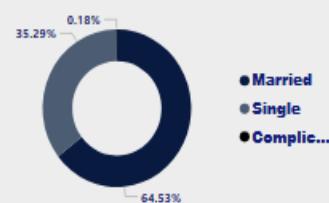
Total Sales

\$1.345.28K

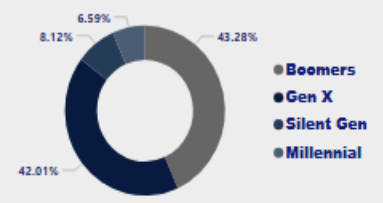
Customers by Educational category



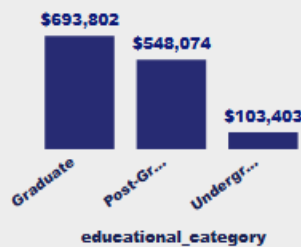
Customers by Marital Category



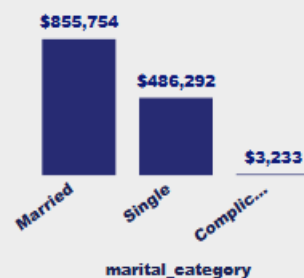
Customers by Generation



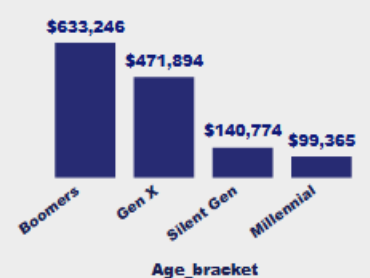
Total Sales by Educational Category



Total Sales by Marital Category



Total Sales by Generation

CUSTOMER SEGMENTATION  
DASHBOARD

Average Monetary

607.08

Average Recency

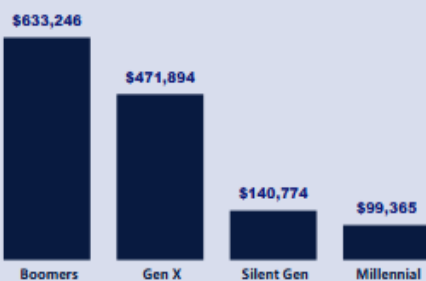
49.01

Average Frequency

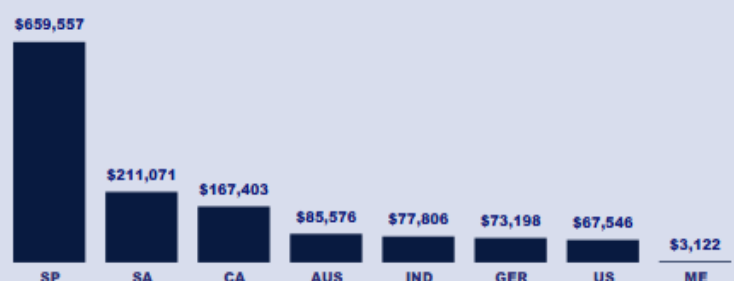
13

[Previous Page](#)[Next Page](#)

Total Sales by Age Bracket



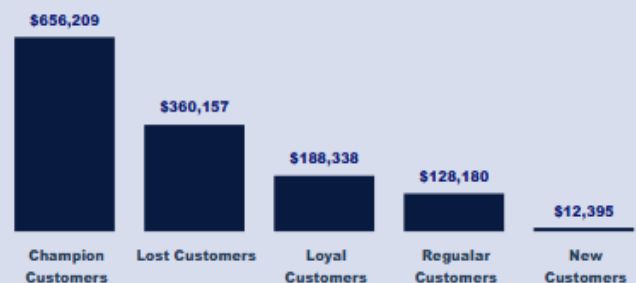
Total Sales by Country



Customers by RFM\_Segment

Lost Customers	Loyal Customers	New Customers
679	426	
Champion Customers	Regular Customers	
510	368	233

Total Sales by RFM\_Segment



# Sales and Purchase Dashboard

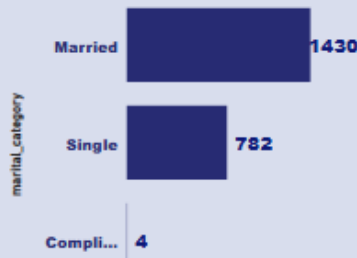
Previous Page

Next Page

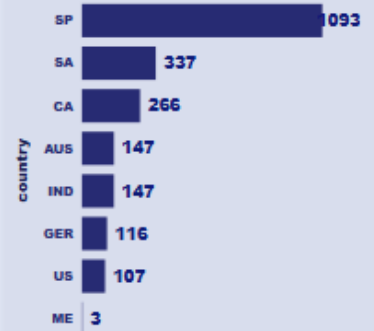
Total\_Web\_Visit by Registered\_Date



WebPurchases by Marital\_Category



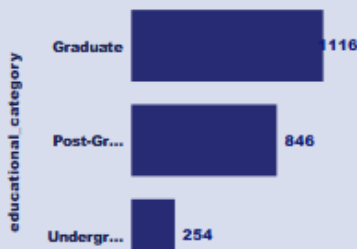
WebPurchases by Country



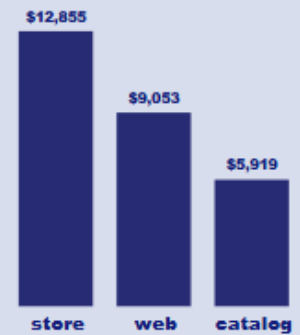
Total\_Sales by Product\_Category



WebPurchases by Educational\_Category



Total\_Sales by Purchase\_Category



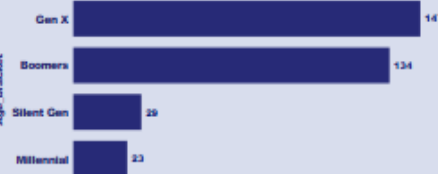
## Marketing Campaign Dashboard



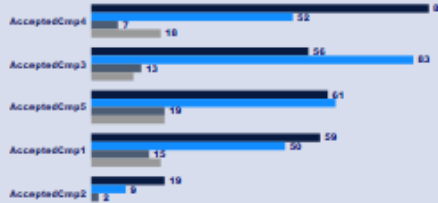
Complain by Age\_bracket



Response by Age\_Category



Accepted Marketing Campaign by Age\_bracket



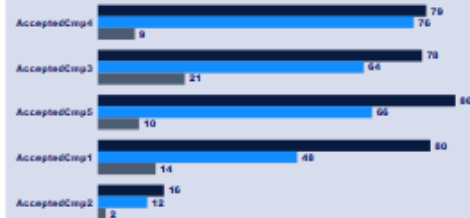
Complain by Educational\_Category



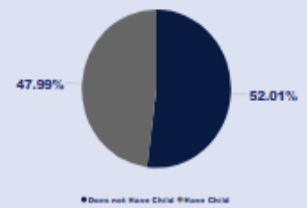
Response by Educational\_Category



Accepted Marketing Campaign by Educational\_Category



Total Sales by ChildStatus



Complain by marital\_category



Response by Marital\_Category



Accepted Marketing Campaign by marital\_category

