

# Campaign Performance



Wine

\$681K



Meat

\$374K



Baked Goods

\$99K



Fish

\$84K



Sweet

\$61K

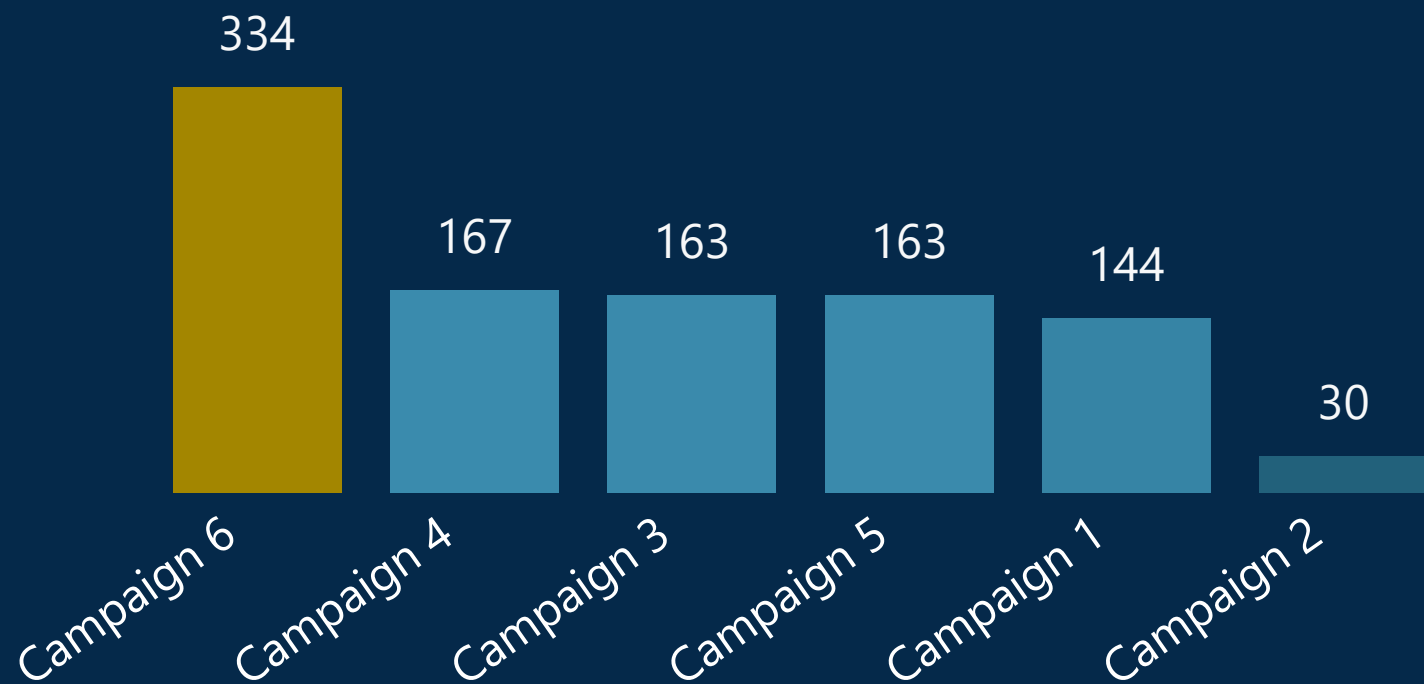


Fruit

\$59K

## Which Campaigns Resulted in the Most Purchase ?

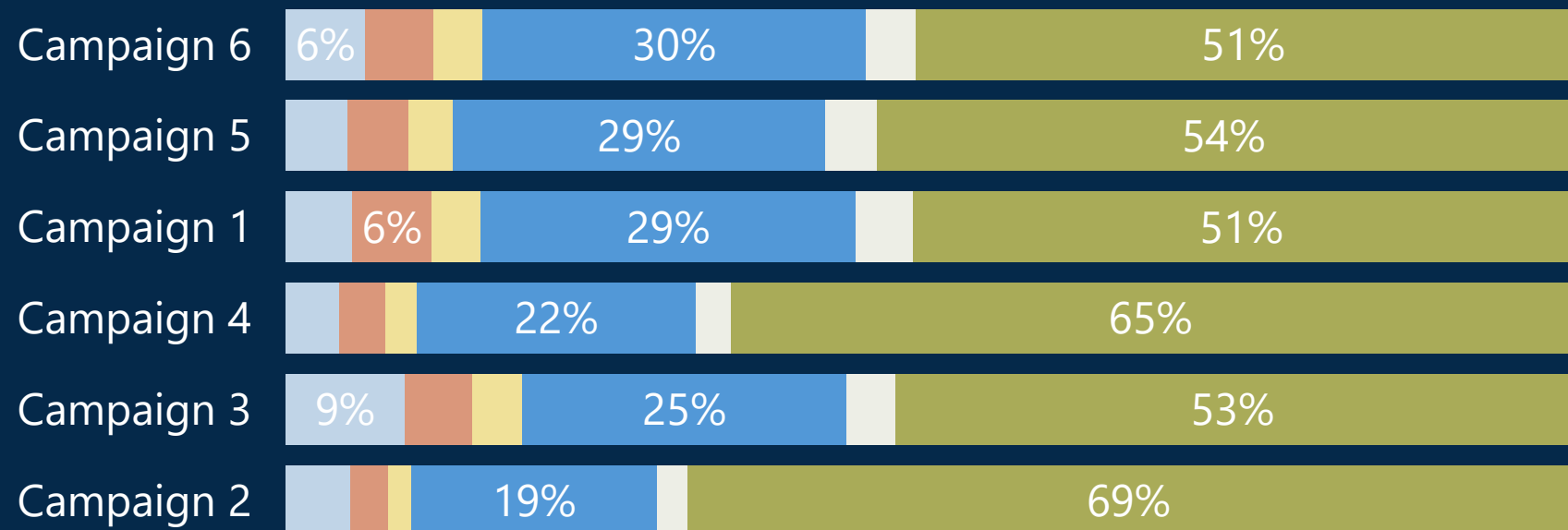
Campaign 6 had the highest number of Attributed Purchases



## Which Products Did Buyers Purchase via Each Campaign?

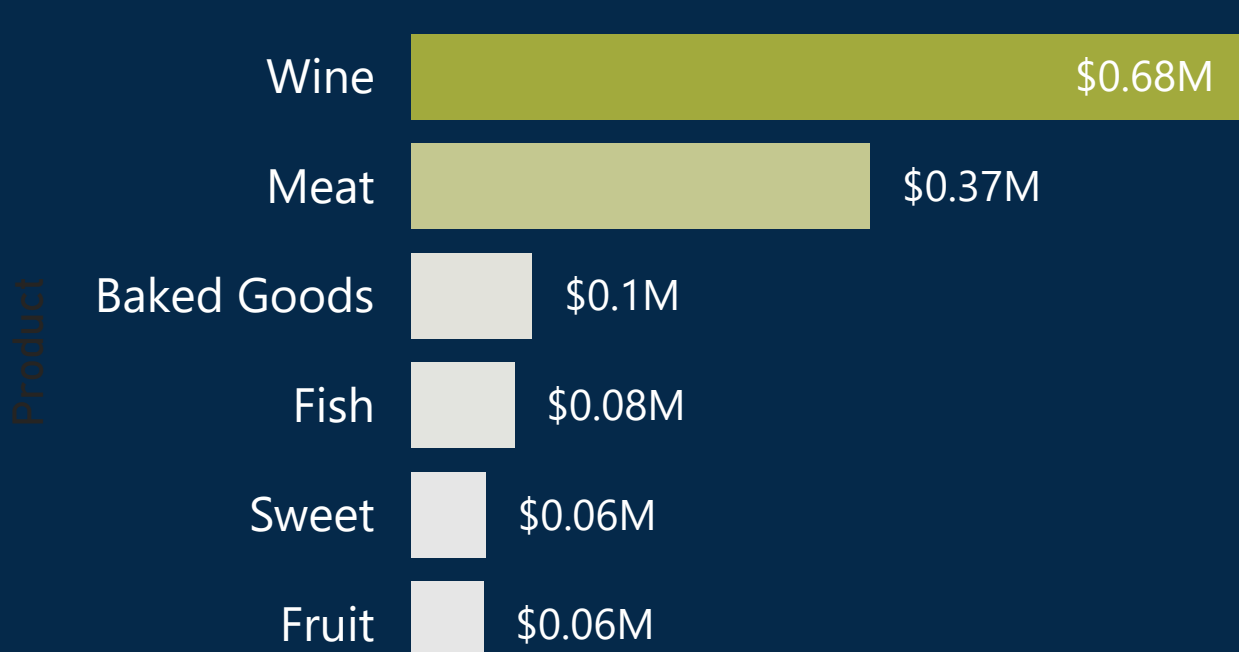
Wine was the favorite across all Campaigns

● Baked Goods ● Fish ● Fruit ● Meat ● Sweet ● Wine



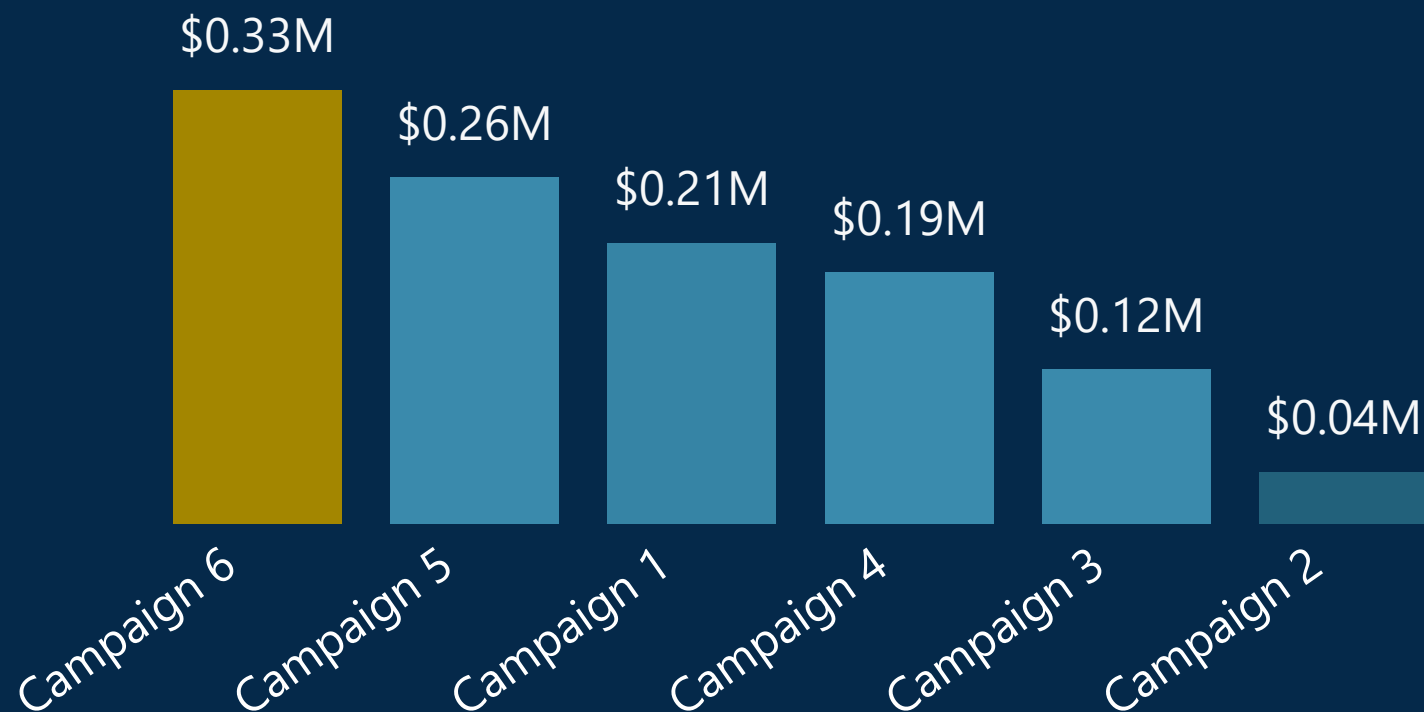
## What did buyers Spend the Most On?

Wine was the top earner by Revenue, As well



## Which Campaigns Generated the Most Sales?

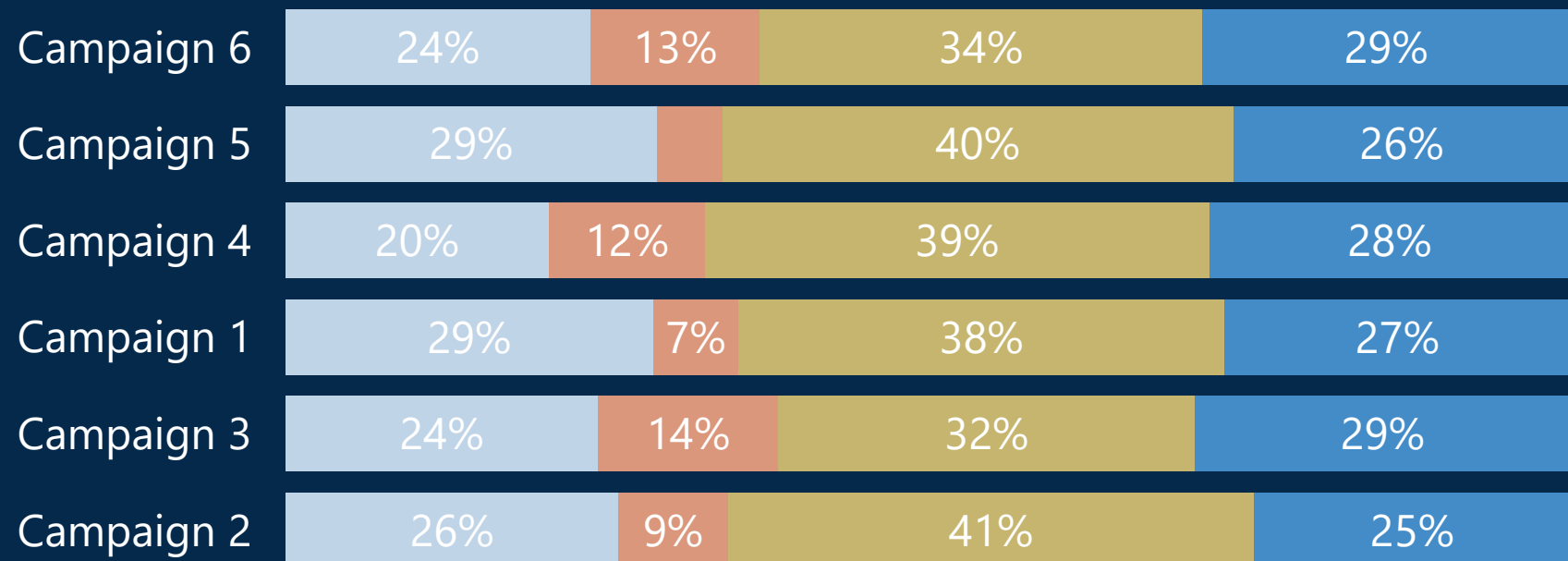
Campaigns 5 and 6 generated the most sales revenue



## Through Which Platforms Did Buyers Purchase for Each Campaign?

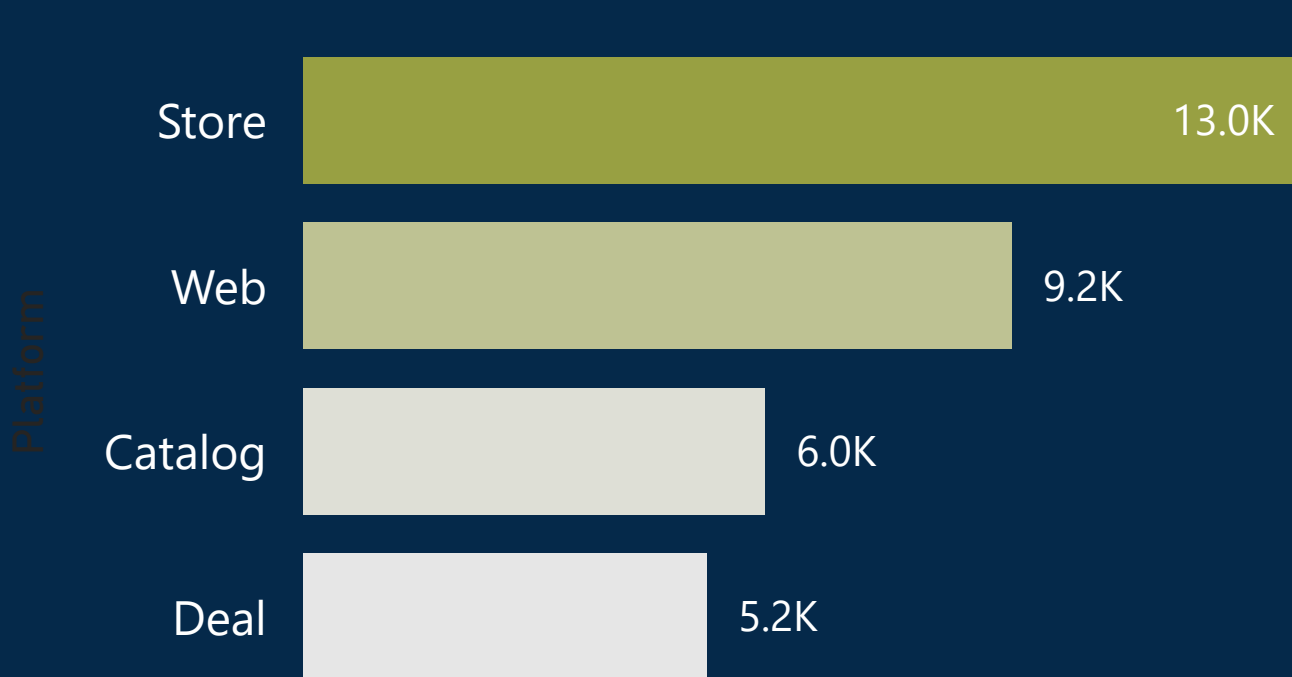
Across the board, In-store purchases dominated all campaign purchases

● Catalog ● Deal ● Store ● Web



## On Which Platform, Did Buyers Make their Purchases?

Overall, 13K purchases were made In-Store



# Buyer Composition

# of Customers

2240



AVG Income

\$52,247



AVG Age

56.19



Discounts Purchased

5,208



Store Purchases

12,970



Catalog Purchases

5,963



Web Purchases

9,150



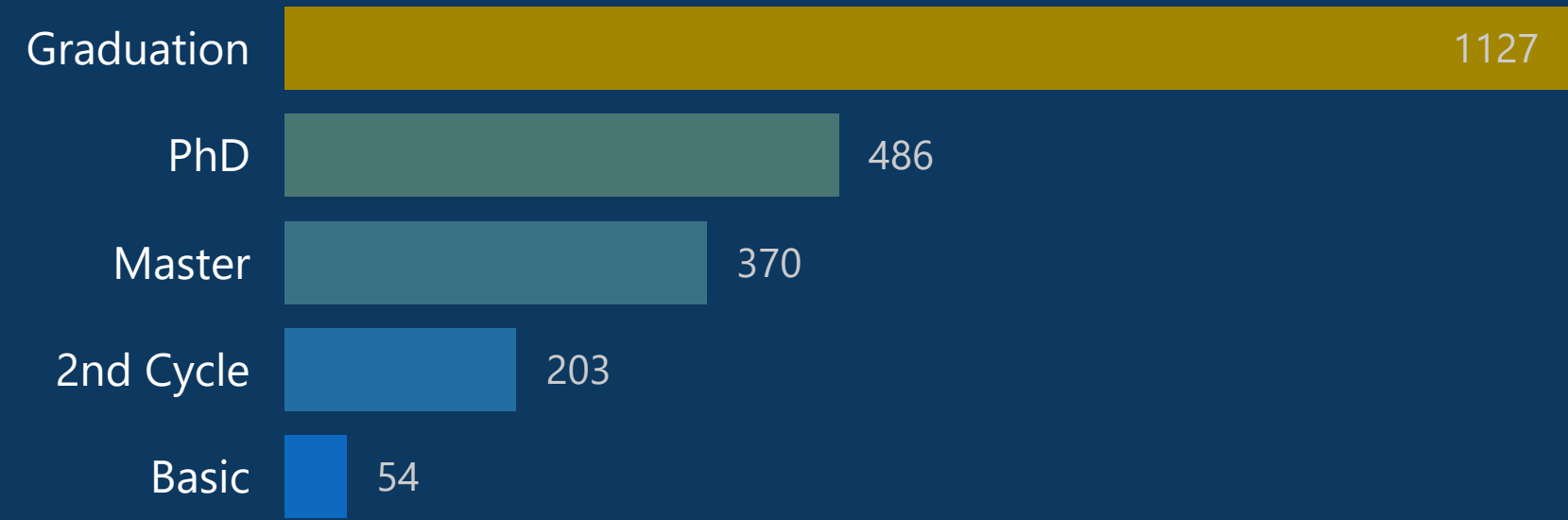
Web Visits Last Month

11,909



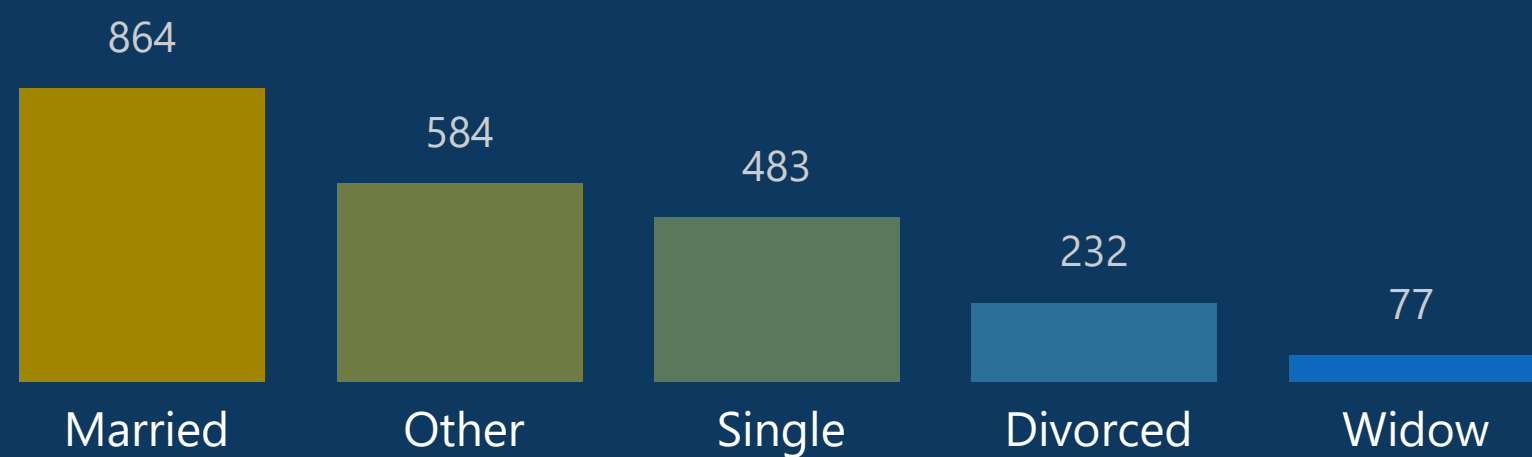
Which education Level have Most of Customers Attained?

The vast majority of our customers have completed college degrees

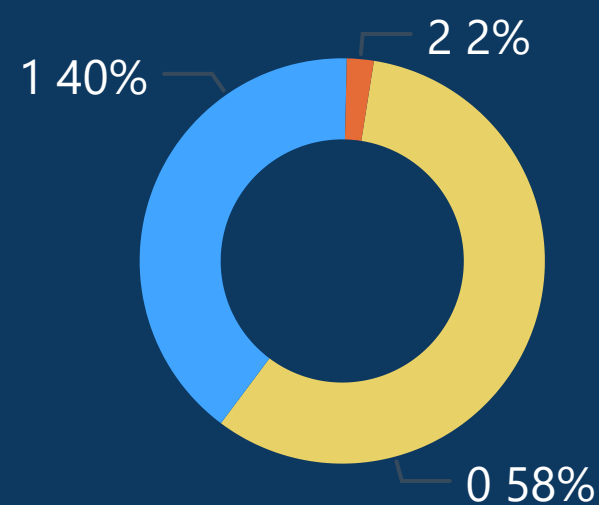


What is the Marital Status of Our Customers?

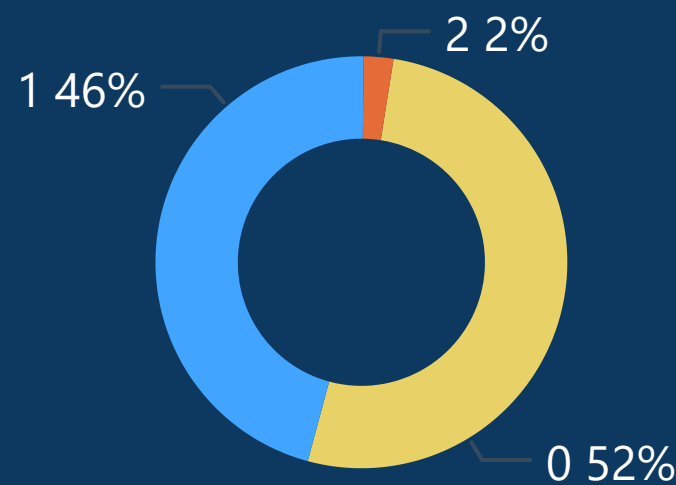
The majority of our customers are married



How many kids do our Customers have at Home?

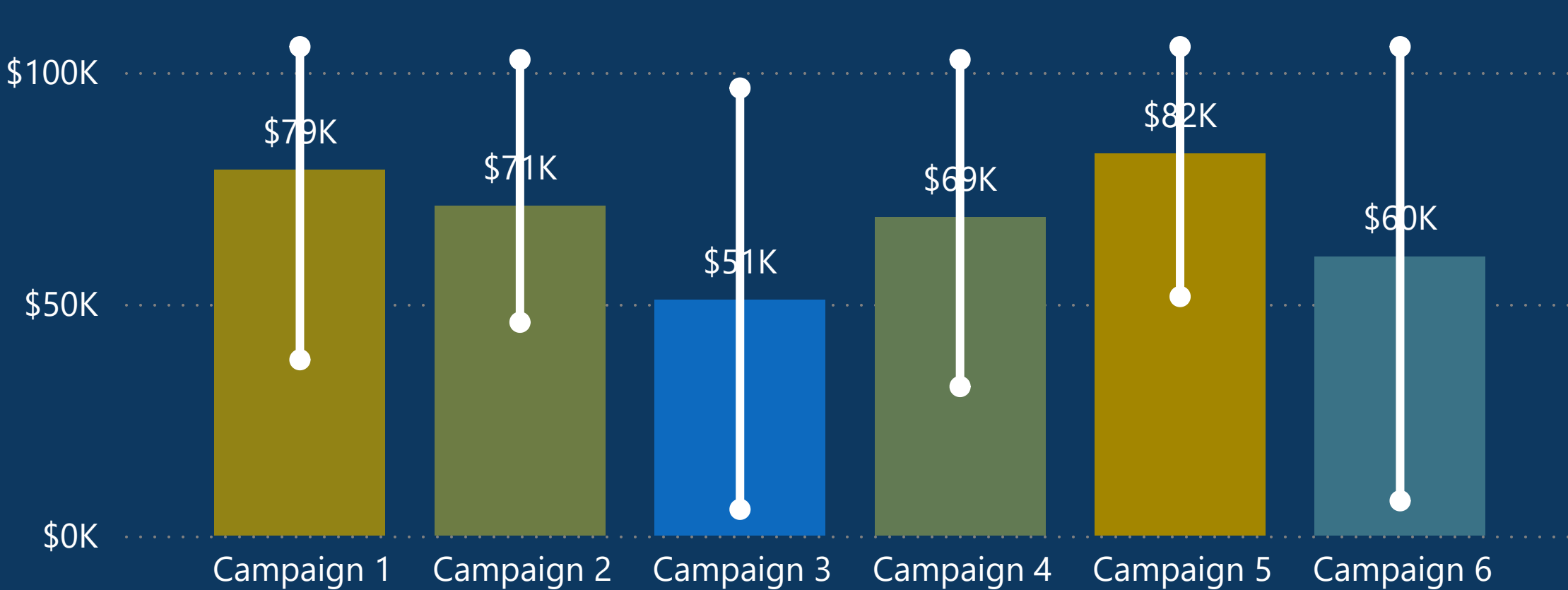


How many Teens do our Customers have at Home?



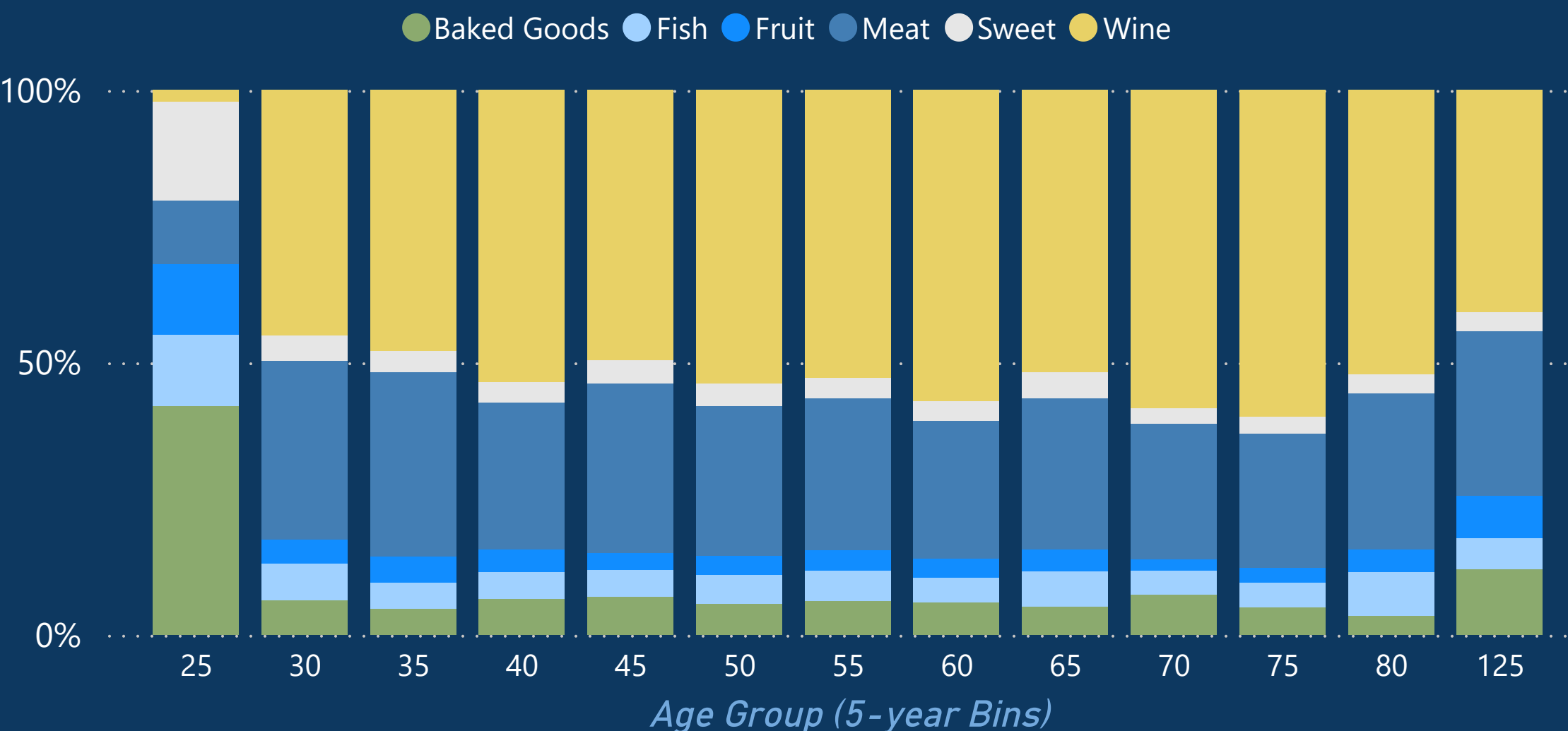
What was the Average Salary of Customers who opted into Ecah Campaign?

Error Bars Indicate Maximum and Minimum Salary of Customers by Campaign



Do the Purchase Preferences of Our Customers Change with Age?

Notice that for older customers, wine sales increase as a % of total sales and meat decreases



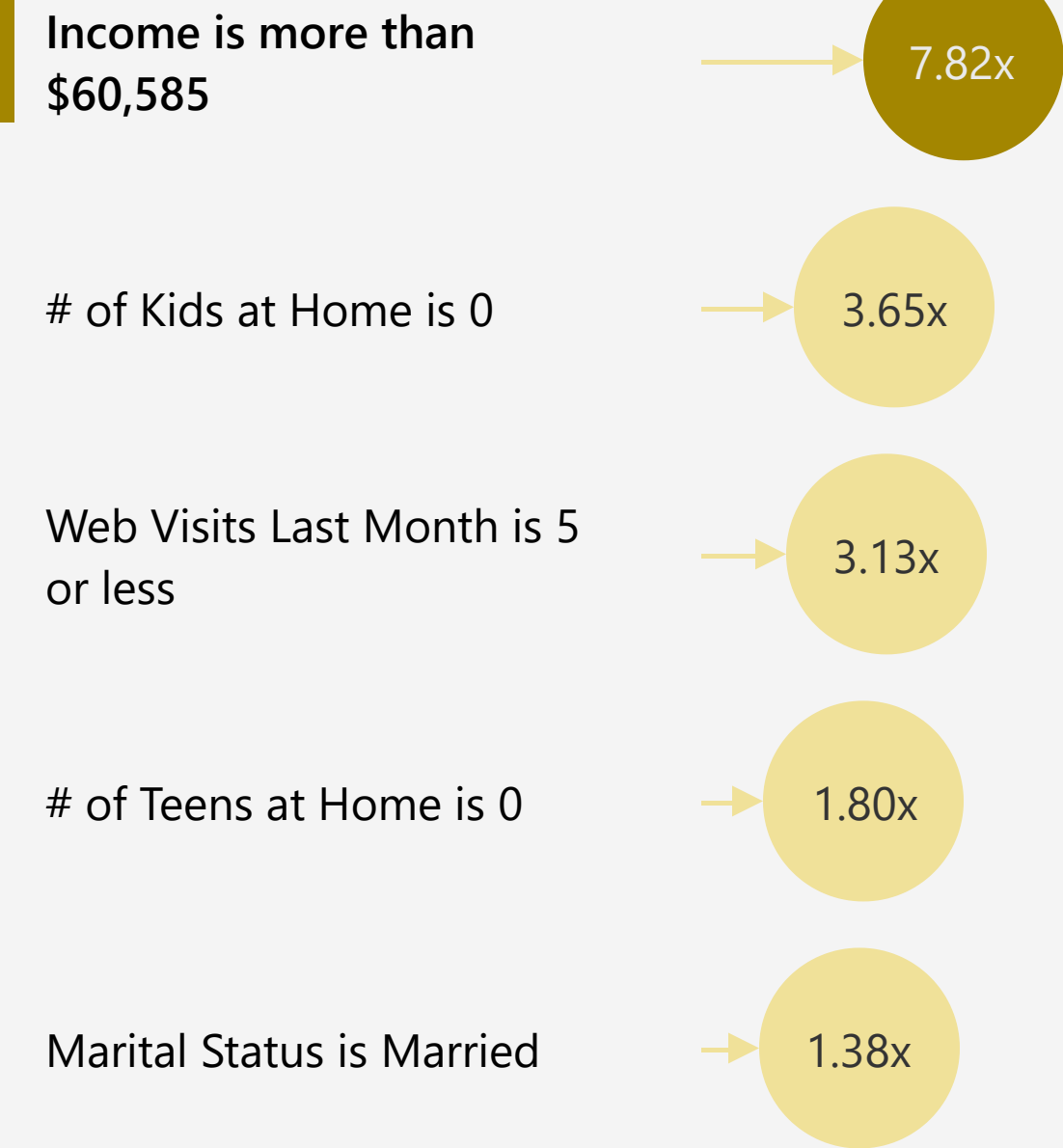
# Purchase Drivers

## Key influencers

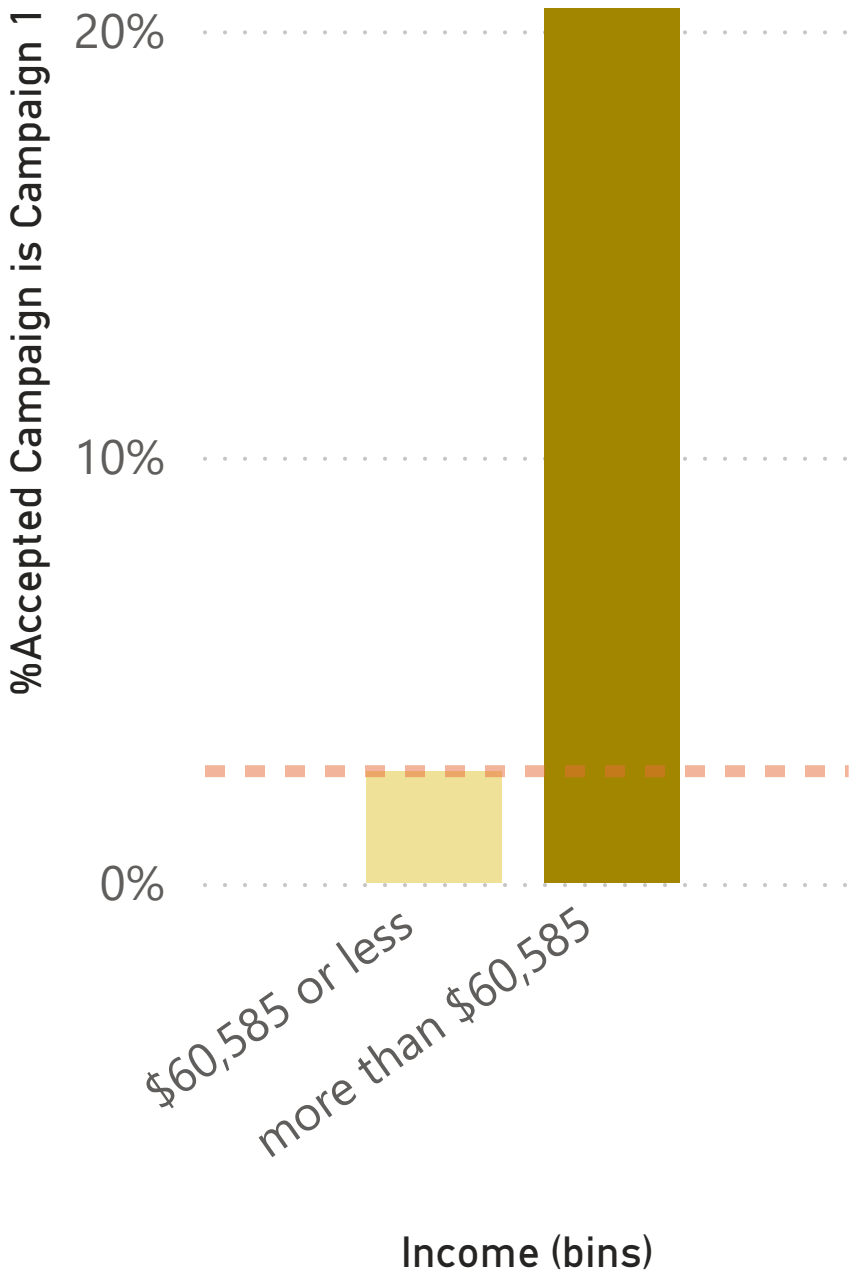


What influences Accepted Campaign to be Campaign 1 ?

When...  
...the likelihood of Accepted Campaign being Campaign 1 increases by



← Accepted Campaign is more likely to be Campaign 1 when Income is more than \$60,585 than otherwise (on average).



☐ Only show values that are influencers

Please choose a Product/Products to Evaluate in the Key Influencers Visual Below.

Select all

Baked Goods

Fish

Fruit

Meat

Sweet

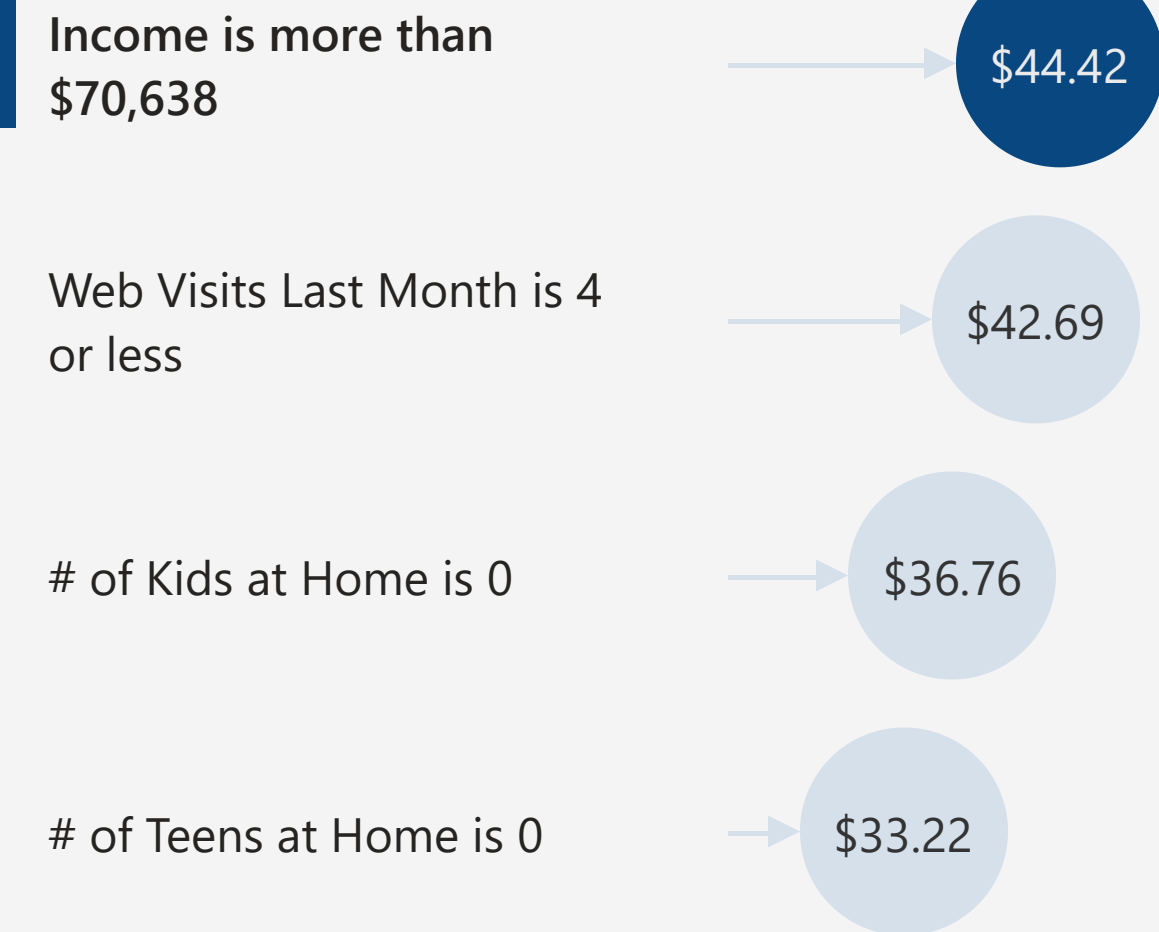
Wine

## Key influencers Top segments

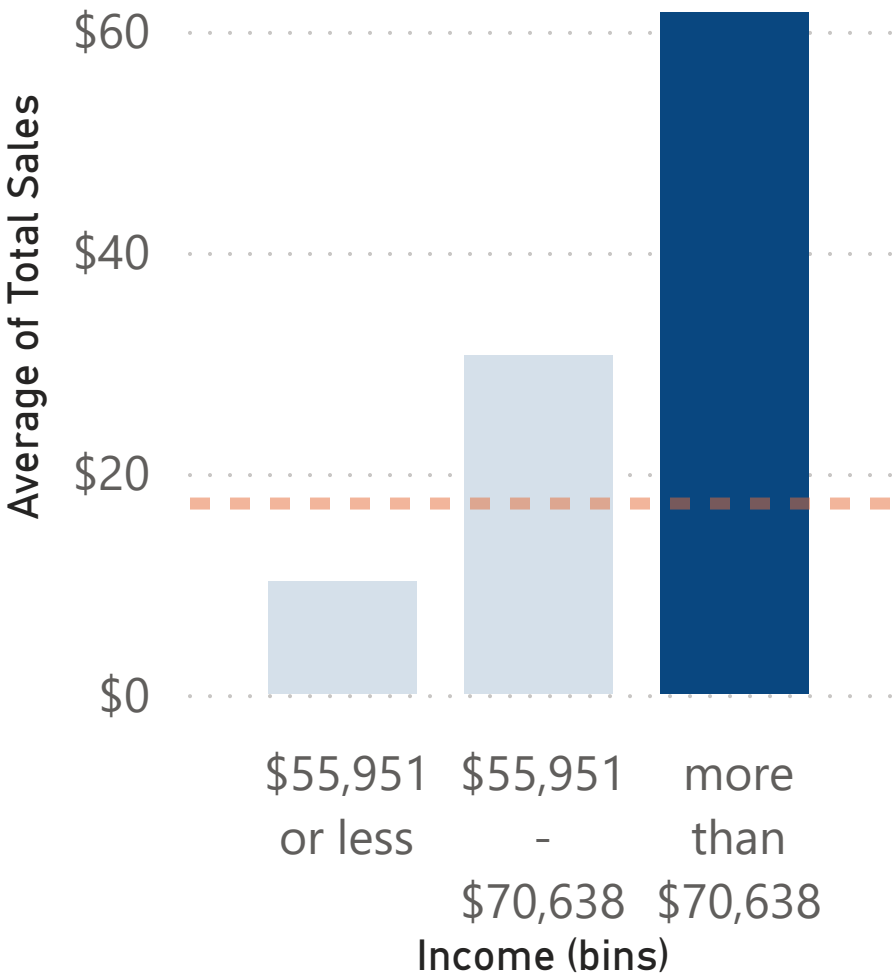


What influences Total Sales to Increase ?

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



← Total Sales is more likely to increase when Income is more than \$70,638 than otherwise (on average).



☐ Only show values that are influencers