

Marketing Campaign Analysis Report for Decision-Making Team

Index Page

Explanation

By Profile

By Consume

Other Graphs

Final Additions

[Index Page](#)

[Explanation](#)

[By Profile](#)

[By Consume](#)

[Other Graphs](#)

[Final Additions](#)

This report was made to analyse the most probable facts that may influence and how they influence on clients' response to the campaign.

First, there is a influence analysis on responses data, explained by clients profile (education, age, marital status, number of teens and kids at home).

Secondly, there is another influence analysis but now explained by consume profile (amount spent on a list of segments of products).

Thirdly, there are some graphics showing how the response relates with previous complains, recency, web-related data and the date of enrolment of the client.

Finally, in the final page, there is a text that summarize the informations from the report and provide some insights for the decision-makers.

Index Page

Explanation

By Profile

By Consume

Other Graphs

Final Additions

Principais influenciadores

Principais segmentos

Quando é mais provável que Response seja

No

?

Encontramos 3 segmentos e os classificamos por percentual de Response é No e por tamanho da população. Selecione um segmento para ver mais detalhes.

97.0%

Segmento 1

% Response é No97.0%

Contagem de população200

93.5%

Segmento 2

% Response é No93.5%

Contagem de população307

92.9%

Segmento 3

% Response é No92.9%

Contagem de população112

Principais influenciadores Principais segmentos

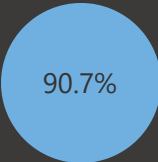
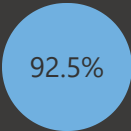
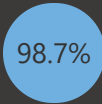


Quando é mais provável que Response seja

No

 ?

Encontramos 4 segmentos e os classificamos por percentual de Response é No e por tamanho da população. Selecione um segmento para ver mais detalhes.



	Segmento 1	Segmento 2	Segmento 3	Segmento 4
% Response é No	98.7%	95.9%	92.5%	90.7%
Contagem de população	233	218	321	421

Index Page

Explanation

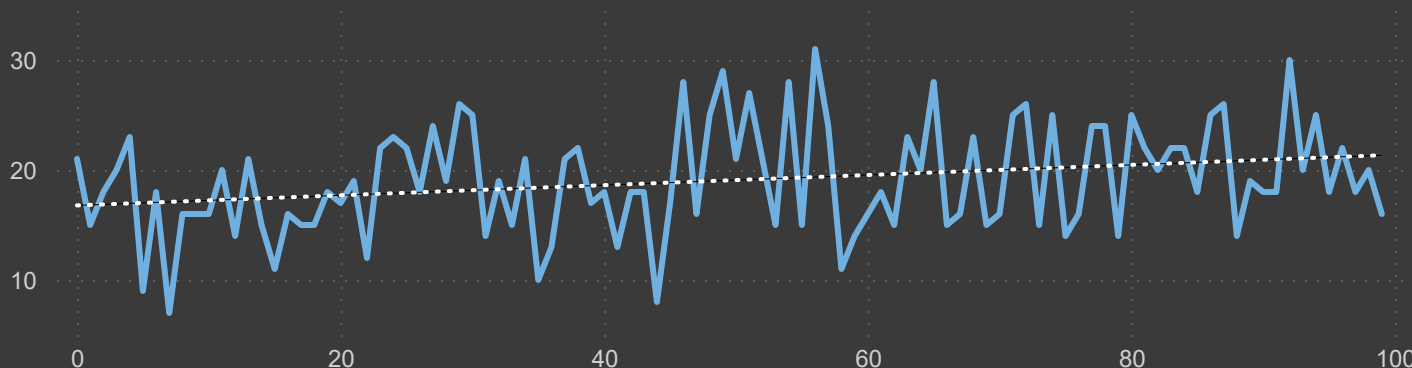
By Profile

By Consume

Other Graphs

Final Additions

Clients x Recency

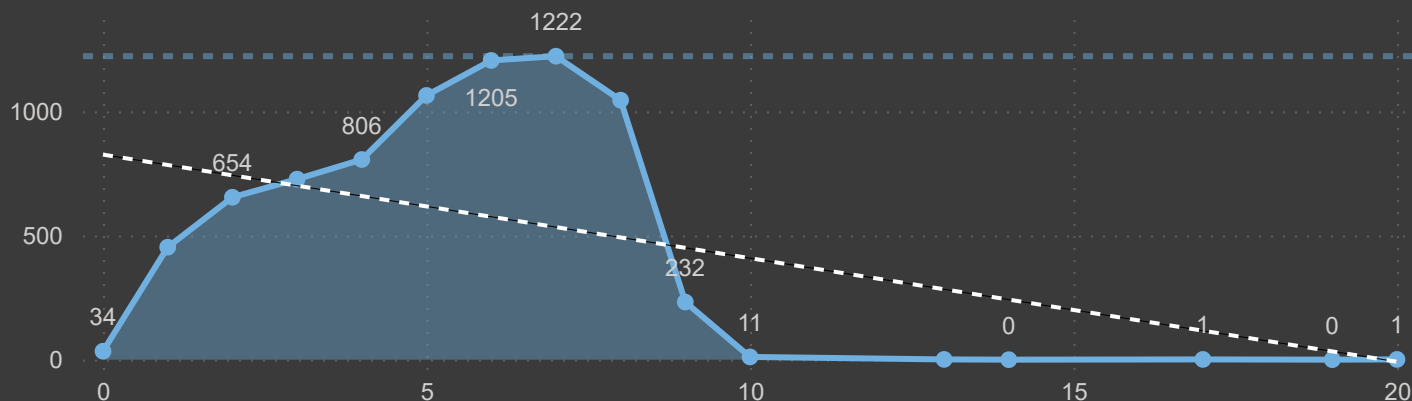


Resp... ▾

■ No

□ Yes

Web Purchases x Web Visits



Smart Narative

Em 31, 56 teve o maior Contagem de Id e foi 342,86% maior do que 7, que teve o menor Contagem de Id em 7.

56 teve o maior Contagem de Id em 31, seguido por 92 e 49. 7 teve o menor Contagem de Id em 7.

56 contabilizou 1,63% de Contagem de Id.

Em todos os 100 Recency, Contagem de Id variou de 7 para 31.

Summery and Insights

In first place, based on analysis by profile, it was clearly seen that the clients that did not accepted the offer in the last campaign are people who claimed to have one or more teenagers, as well as they are to not have PhD graduation.

In addition, relying on analysis by consume, it can be noticed that people that said "No" as response to our offer are most likely to spend less than \$666 on wine products, less than \$14 on Gold Products and more than \$7 in the last 2 years.

At last, it is visible that clients with negative response tend to have greater recency than the ones with a positive one. Nevertheless, it is vital to highlight that the maximum of web purchases are achieved before the 10th visit to the website.

Finaly, based on the shown informations, the marketing team should think of leading their thoughts onto clients with highlited personal and consume profile, in order to increment the chances of positive responses to the offer. Futhermore, to excel the web purchases, they should use an strategy to influence clients to purchase before the 10th visit, when the chances tend to decrease radically.