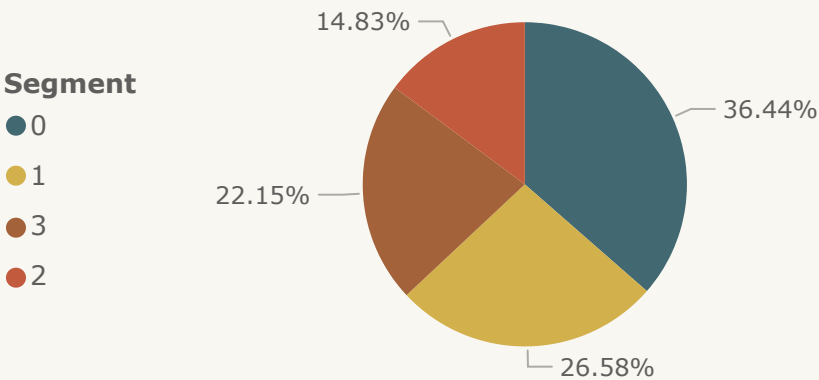


Segment Analysis: Who They Are

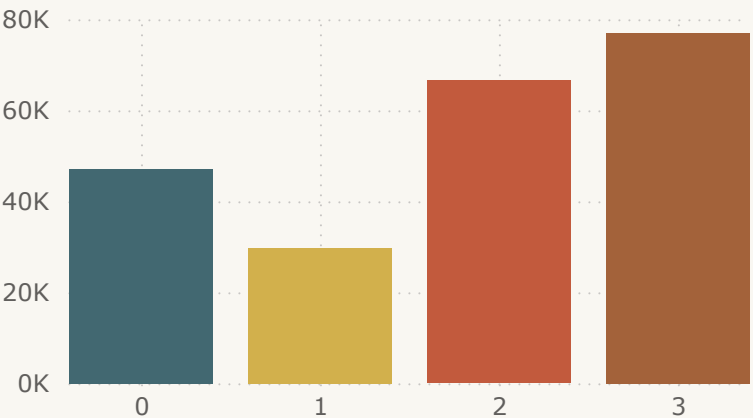
The two most important factors to determine each segment:

- Economic Status
- Family (parenthood, family size)

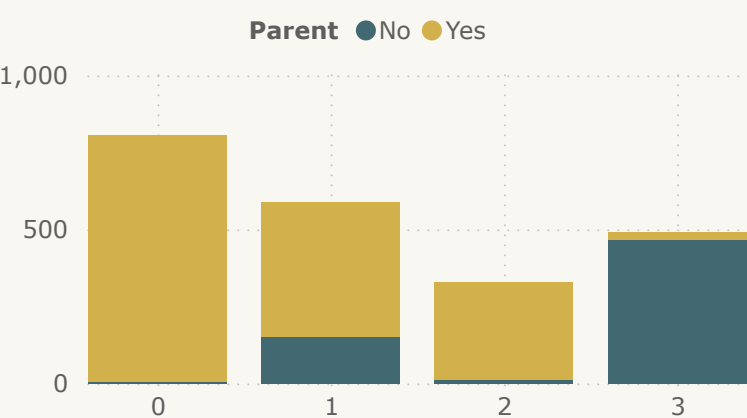
Segment Distribution



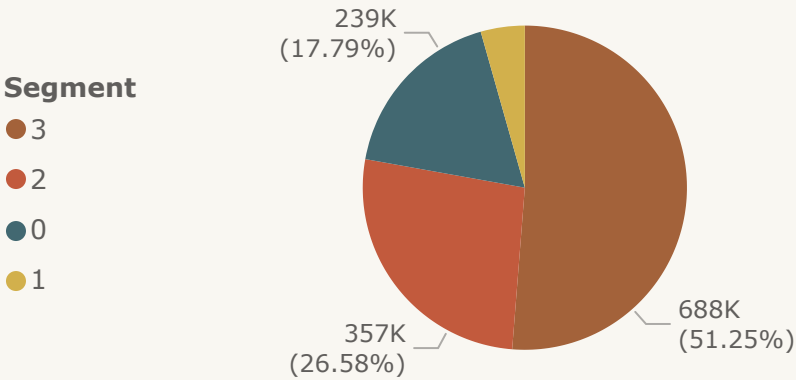
Average Income



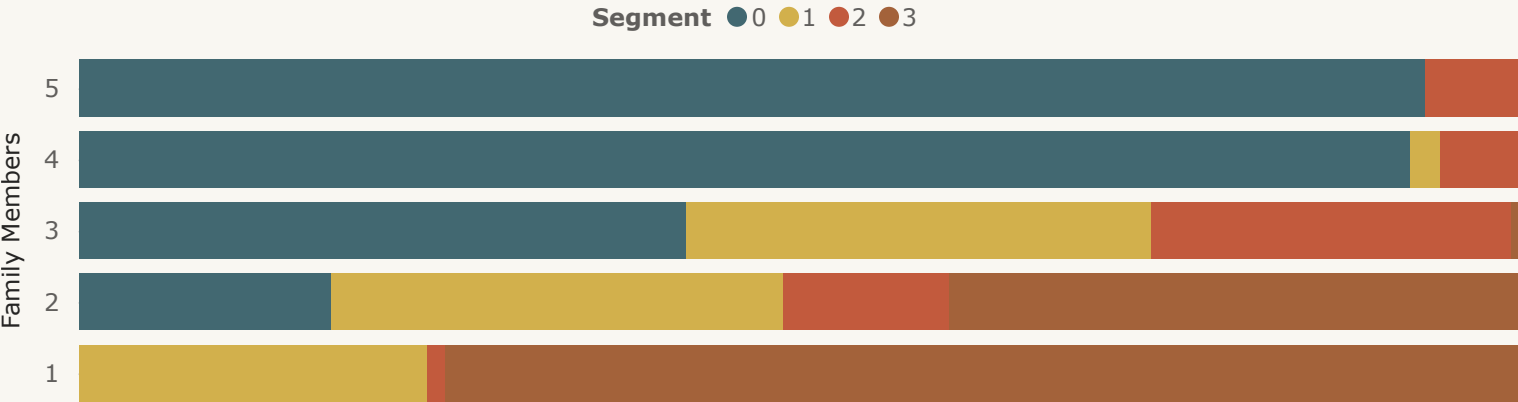
Parenthood



Total Spent by Segment



Family Size by Segment

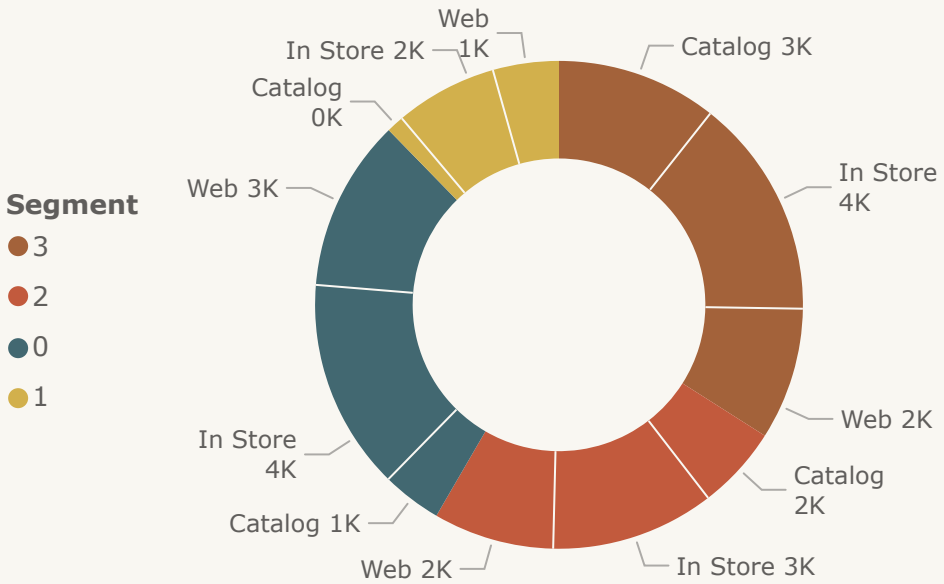


Segment Analysis: How They Buy

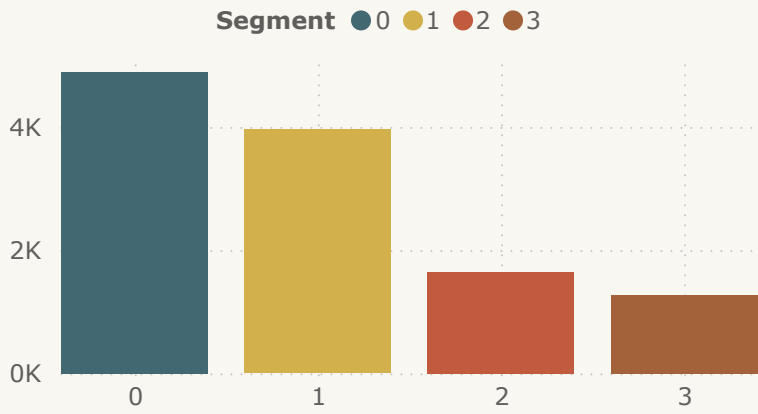
Each segment has distinct purchasing preferences including:

- Campaign acceptance rate
- Preferred products
- Purchasing channel

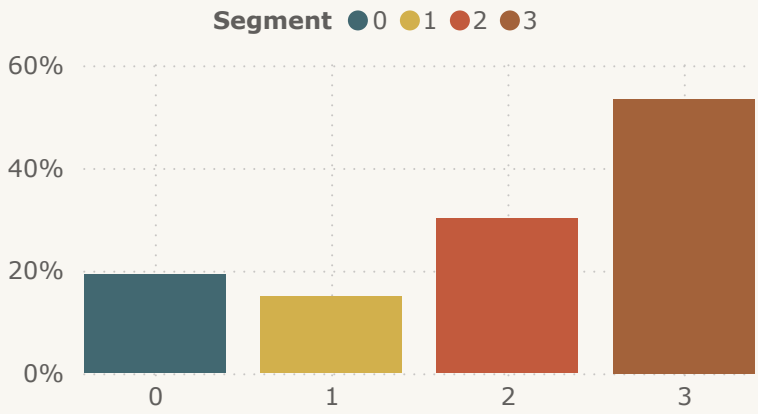
Total Purchases by Channel



Web Visits Per Month



Campaign Acceptance Rate



Segment Spending by Project Category

