

MAVEN MARKETING ANALYTICS DASHBOARD 2012-2014

TOTAL CUSTOMERS

2240

AVERAGE INCOME

\$51,687.46

ACCEPTED CAMPAIGNS

667

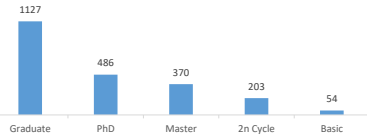
WEBSITE VISITS

11,909

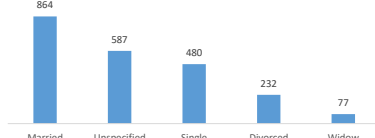
TOTAL REVENUE

\$115,779,909

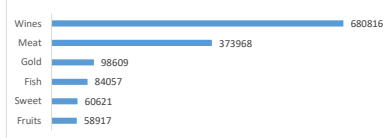
Education by Customers



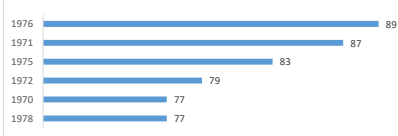
Marital Status of Customers



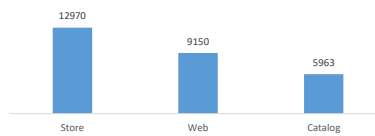
Products by Revenue



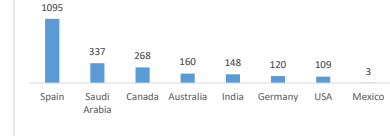
Top 5 Birth year by Number of Customers



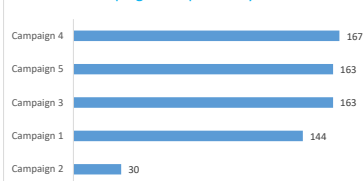
Revenue by Channels



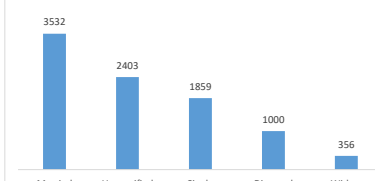
Location by Number of Customers



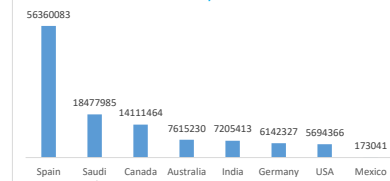
Campaign Acceptance by Customers



Web Purchases by Marital Status



Income by Location



INSIGHTS

- 1) Marital status significantly influenced the rate of web purchases
- 2) Campaign 4 was the most successful marketing campaign with 167 customer acceptance
- 3) The average customer is married, a graduate, loves to purchase meat and wine and earns \$51,687
- 4) The best performing products are Wines and Meats with a total revenue of \$680,816 and \$373,968 respectively
- 5) Catalog is the least performing channel, bringing in a revenue of \$5,963
- 6) Most customers reside in Spain with 1095 customers living there
- 7) Spain also has the highest income by location with a total revenue of \$56,360,083

RECOMMENDATIONS

- 1) More of the marketing budget should be focused on Spain since it has the highest number of customers
- 2) The strategy used in campaign 4 should be adopted for places like Mexico so as to increase the number of customers there
- 3) More wine and meat should be stocked up in the store and other channels so as to increase revenue
- 4) More detailed information about the product should be given in the catalog