Marketing Analysis Documentation

1. Observed data dictionary
2. Choosing the When: When did I get this data
   1. Latest person is 29 Jun 2014 with Recency 1.
   2. Big recency is 99 at 27-Jun 2014. This suggests that the earliest snapshot should be 4 Oct 2014
   3. I used a helper column: Dt\_Customer + Recency. Then looked for the Max
   4. It is 10/4/2014
3. Basic information
   1. 2213 members with complete information
   2. 24 members with missing income
   3. 2240 total
   4. 3 People had to be removed because date is before 1900.
   5. Data with 666,666 Income is imputed to 52236.5815634885
4. Summary Information (2213 Members)

|  |  |  |
| --- | --- | --- |
| Category | Value |  |
| Min Recency | 0 |  |
| Max Recency | 99 |  |
| Min Dt\_Customer | 7/30/2012 |  |
| Max Dt\_Customer | 6/29/2014 |  |
| Count of Wines |  |  |
| Sum of Wines | 680816 |  |
| Count of Fruits |  |  |
| Sum of Fruits | 58917 |  |
| Count of Meat Products |  |  |
| Sum of Meat Products | 373968 |  |
| Count of Fish Products |  |  |
| Sum of Fish Products | 84057 |  |
| Count of Sweet Products |  |  |
| Sum of Sweet Products | 60621 |  |
| Count of Gold Products |  |  |
| Sum of Gold Products | 98609 |  |
| Total Recorded Spend | 1356988 |  |

Total Cost per Location

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Row Labels** | **Sum of MntWines** | **Sum of MntFruits** | **Sum of MntMeatProducts** | **Sum of MntFishProducts** | **Sum of MntSweetProducts** | **Sum of MntGoldProds** |
| Australia | 44372 | 3884 | 23097 | 5834 | 4608 | 7968 |
| Canada | 84649 | 7746 | 46148 | 10028 | 7678 | 12283 |
| Germany | 37483 | 3062 | 20874 | 4767 | 2870 | 5857 |
| India | 36268 | 3790 | 25336 | 4830 | 3225 | 6036 |
| Mexico | 1729 | 8 | 817 | 226 | 122 | 220 |
| Saudi Arabia | 105918 | 8937 | 58398 | 13670 | 9019 | 15129 |
| Spain | 337991 | 28446 | 179042 | 40265 | 30214 | 46262 |
| USA | 32406 | 3044 | 20256 | 4437 | 2885 | 4854 |
| **Grand Total** | **680816** | **58917** | **373968** | **84057** | **60621** | **98609** |

Number of Channel Purchases and Web Visits Per Country

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Row Labels** | **Sum of NumDealsPurchases** | **Sum of NumWebPurchases** | **Sum of NumCatalogPurchases** | **Sum of NumStorePurchases** | **Sum of NumWebVisitsMonth** |
| Australia | 362 | 654 | 419 | 879 | 827 |
| Canada | 644 | 1154 | 735 | 1568 | 1417 |
| Germany | 258 | 477 | 332 | 721 | 621 |
| India | 365 | 584 | 365 | 785 | 814 |
| Mexico | 7 | 18 | 15 | 19 | 18 |
| Saudi Arabia | 815 | 1397 | 917 | 1988 | 1782 |
| Spain | 2469 | 4382 | 2849 | 6352 | 5820 |
| USA | 288 | 484 | 331 | 658 | 610 |
| **Grand Total** | **5208** | **9150** | **5963** | **12970** | **11909** |

Number of Customers That Accepted Offers in Offer Campaigns

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Row Labels** | **Count of ID** | **Sum of AcceptedCmp1** | **Sum of AcceptedCmp2** | **Sum of AcceptedCmp3** | **Sum of AcceptedCmp4** | **Sum of AcceptedCmp5** | **Sum of Response** |
| Australia | 160 | 7 | 0 | 9 | 6 | 13 | 23 |
| Canada | 268 | 18 | 6 | 18 | 24 | 21 | 38 |
| Germany | 120 | 7 | 2 | 10 | 11 | 8 | 17 |
| India | 148 | 7 | 2 | 13 | 11 | 6 | 13 |
| Mexico | 3 | 0 | 0 | 1 | 0 | 0 | 2 |
| Saudi Arabia | 337 | 20 | 4 | 21 | 20 | 21 | 52 |
| Spain | 1095 | 78 | 16 | 83 | 89 | 89 | 176 |
| USA | 109 | 7 | 0 | 8 | 6 | 5 | 13 |
| **Grand Total** | **2240** | **144** | **30** | **163** | **167** | **163** | **334** |