

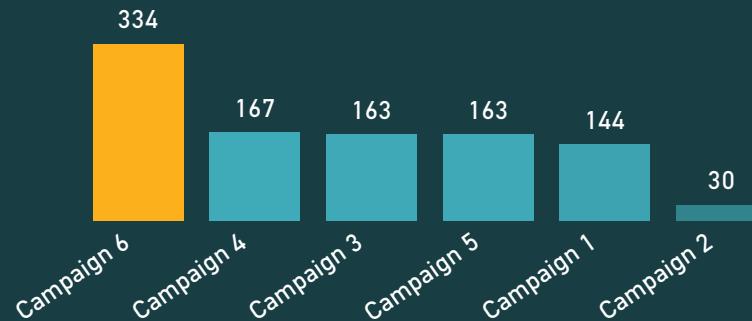
Campaign Performance

MARKET★MIND



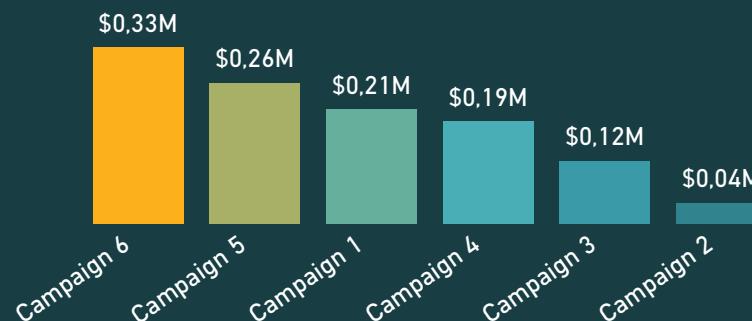
Which Campaigns Resulted in the Most Purchases?

Campaign 6 Had By Far the Highest Number of Attributed Purchases



Which Campaigns generated the Most Sales (\$)?

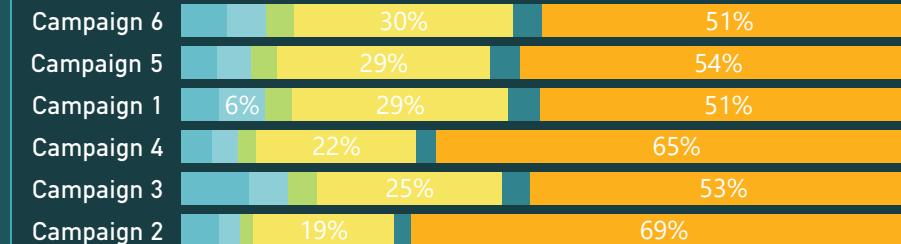
Campaigns 5 and 6 Generated the Most Sales Revenue



Which Products Did Buyers Purchase via Each Campaign?

Wine Was the Clear Favorite Across All Campaigns

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



What Did Buyers Spend the Most On?

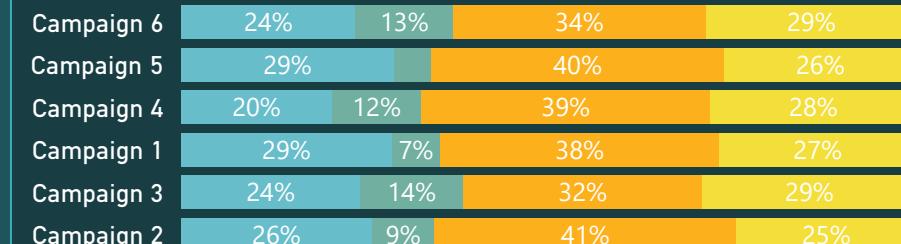
Wine Was the Top Earner by Revenue, As Well



Which Platforms Did Buyers Purchase for Each Campaign?

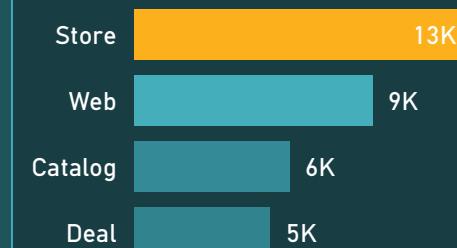
Across the Board, In-Store Purchases Dominated All Campaigns

● Catalog ● Deal ● Store ● Web



On Which Platform, Did Buyers Make Their Purchases?

Overall, 13K Purchases Were Made In-Store



Buyer Composition

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of Customers
2240



Avg Income
\$52 247



Avg Age
57,2



Discounts Purchased
5 208



Store Purchases
12 970



Catalog Purchases
5 963



Web Purchases
9 150

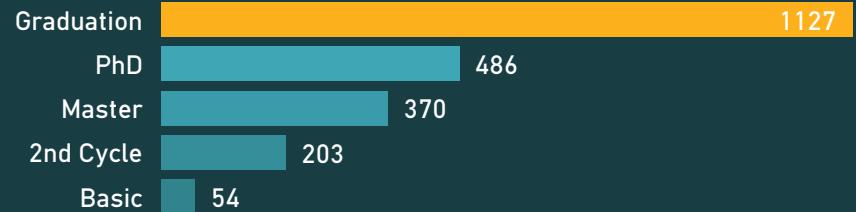


Web Visits Last Month
11 909



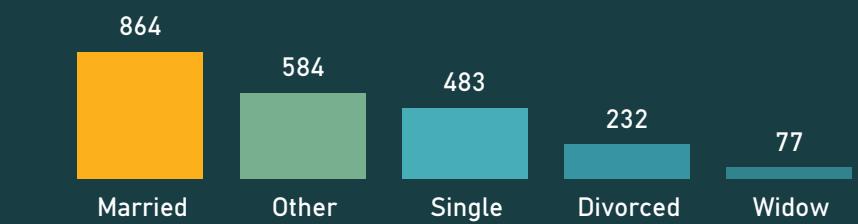
Which Education Level Have Most of Our Customers Attained?

Vast Majority of Our Customers Have Completed College/University Degrees

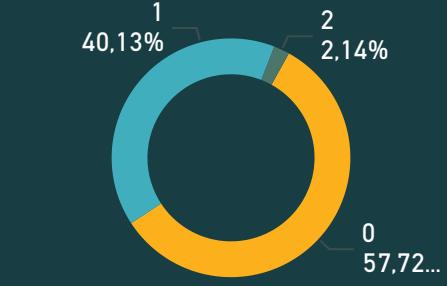


What is Marital Status of Our Customers?

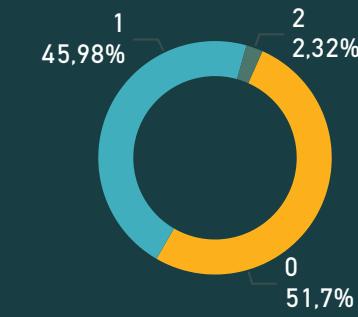
Vast Majority of Our Customers Are Married



How Many Kids Do Our Customers Have at Home?

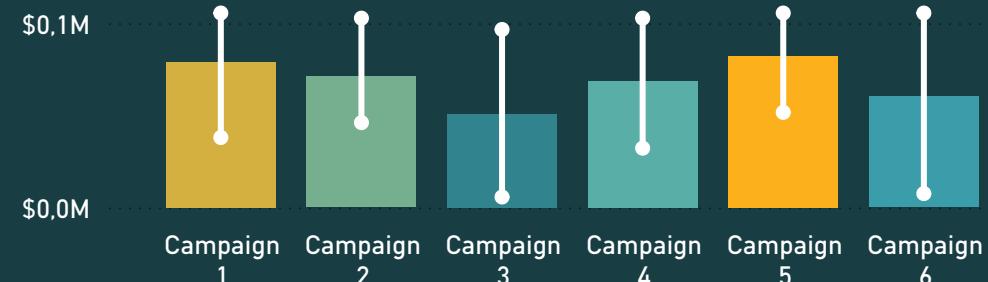


How Many Teens Do Our Customers Have at Home?



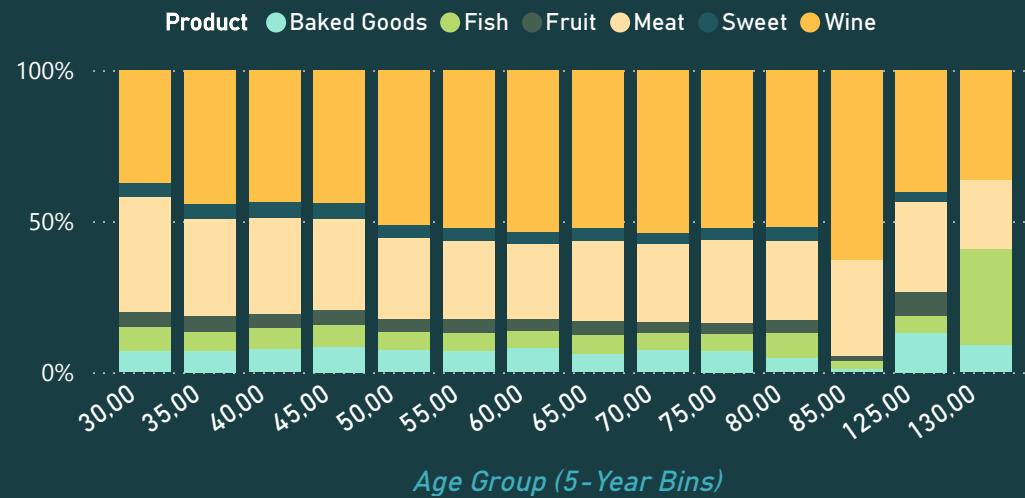
What Was the Average Salary of Customers Who Opted into Each Campaign?

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 decrease



Key influencers

What influences Accepted Campaign to be ?



When...

....the likelihood of Accepted Campaign being Campaign 6 increases by

Income is \$44 051 or less

→ 1.93x

of kids at home is 1

→ 1.67x

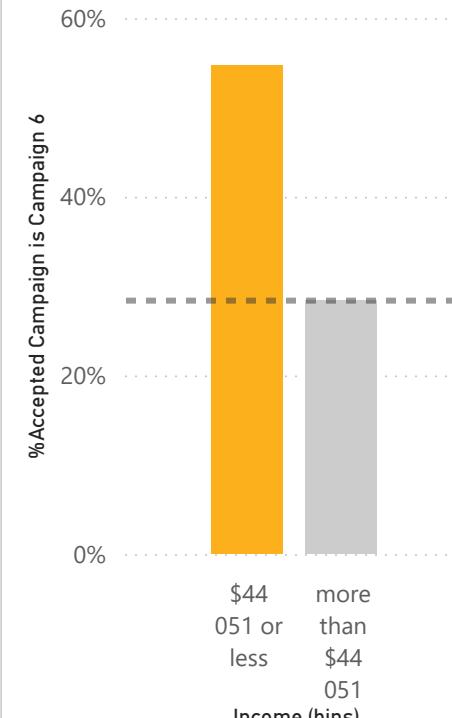
Web Visits Last Month is more than 6

→ 1.61x

Marital Status is Single

→ 1.45x

← Accepted Campaign is more likely to be Campaign 6 when Income is \$44 051 or less than otherwise (on average).



Please Choose a Product/Products to Evaluate in the Key Influencers Visual Below:

Product

Select all

Baked Goods

Fish

Fruit

Meat

Sweet

Wine



Key influencers Top segments

What influences Total Sales to ?

When...

....the average of Total Sales decreases by

Income is \$40 049 or less

→ \$124

of kids at home is 1

→ \$110,6

Education is Basic

→ \$87,74

Web Visits Last Month is more than 6

→ \$73,76

Income is \$40 049 - \$52 195

→ \$64,31

← Total Sales is more likely to decrease when Income is \$40 049 or less than otherwise (on average).

