

Campaign Performance

MARKET★MIND



Baked Goods

\$99K



Fish

\$84K



Fruit

\$59K



Meat

\$374K



Sweets

\$61K

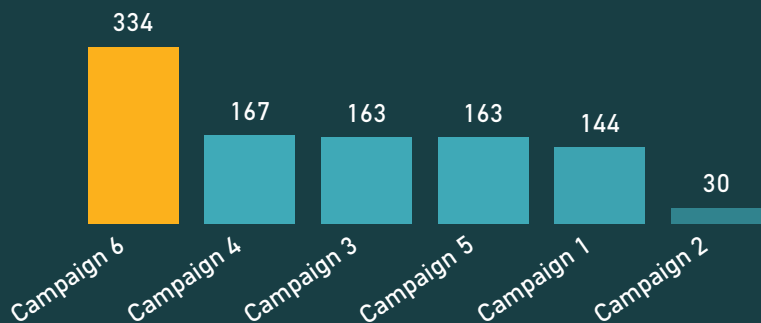


Wine

\$681K

Which Campaigns Resulted in the Most Purchases?

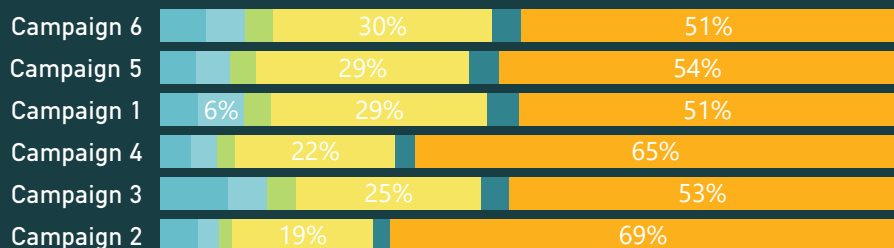
Campaign 6 Had By Far the Highest Number of Attributed Purchases



Which Products Did Buyers Purchase via Each Campaign?

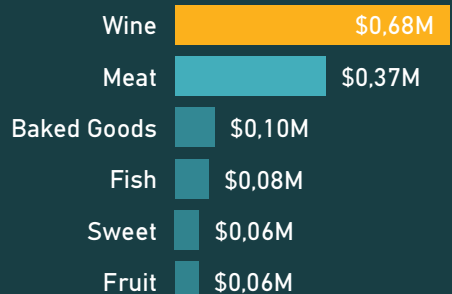
Wine Was the Clear Favorite Across All Campaigns

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



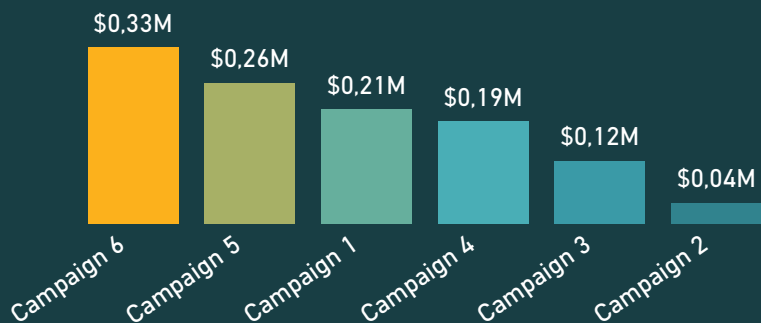
What Did Buyers Spend the Most On?

Wine Was the Top Earner by Revenue, As Well



Which Campaigns generated the Most Sales (\$)?

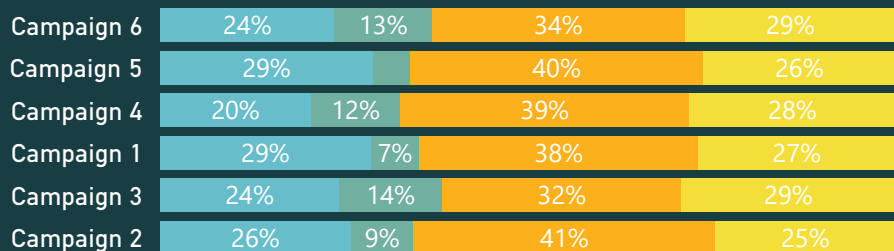
Campaigns 5 and 6 Generated the Most Sales Revenue



Which Platforms Did Buyers Purchase for Each Campaign?

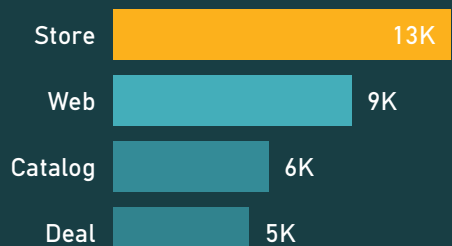
Across the Board, In-Store Purchases Dominated All Campaigns

● 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



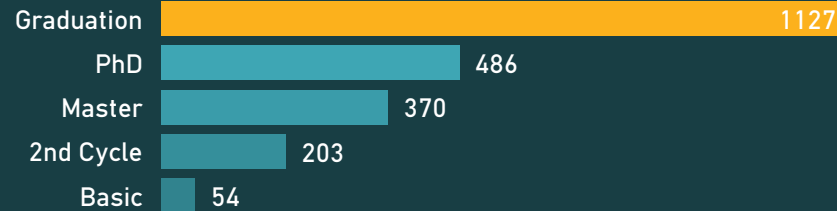
Web Visits Last Month

11 909



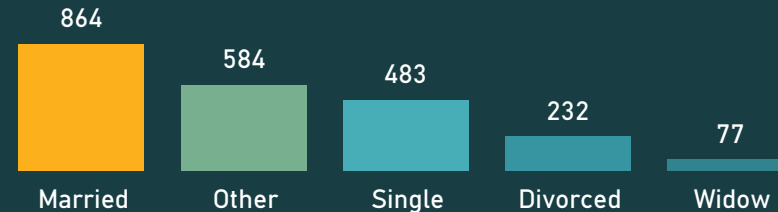
Which Education Level Have Most of Our Customers Attained?

Vast Majority of Our Customers Have Completed College/University Degrees

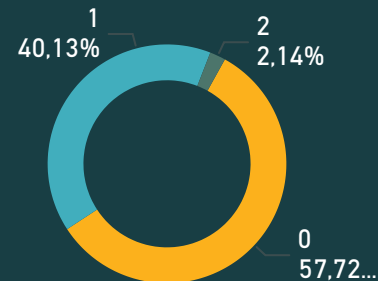


What is Marital Status of Our Customers?

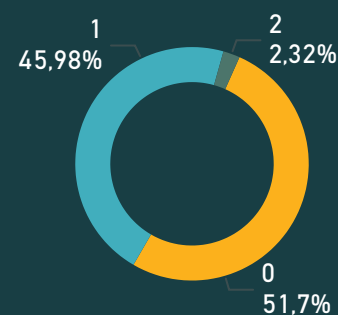
Vast Majority of Our Customers Are Married



How Many Kids Do Our Customers Have at Home?

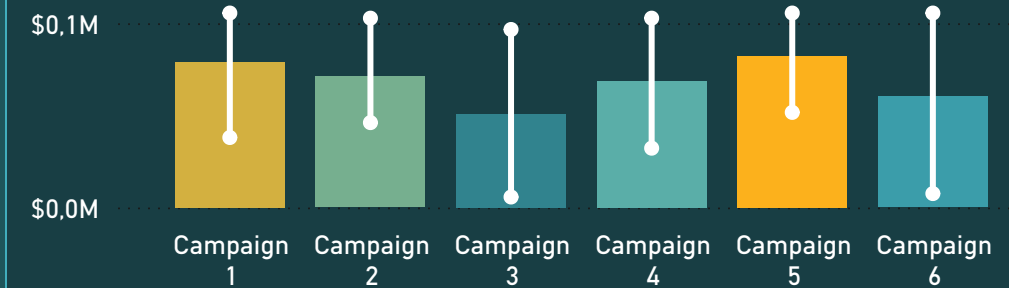


How Many Teens Do Our Customers Have at Home?



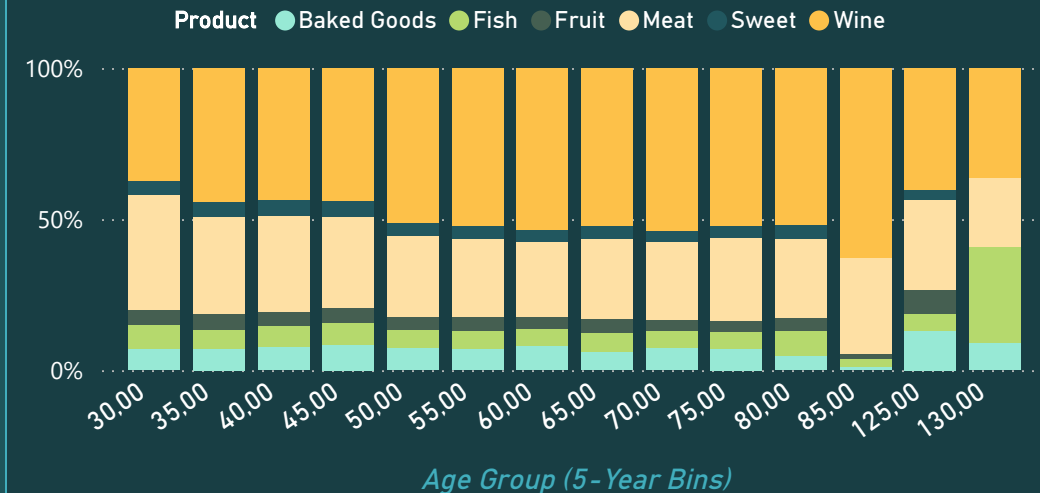
What Was the Average Salary of Customers Who Opted into Each Campaign?

Error Bars Indicate Maximum and Minimum Salary of Customers by Campaign



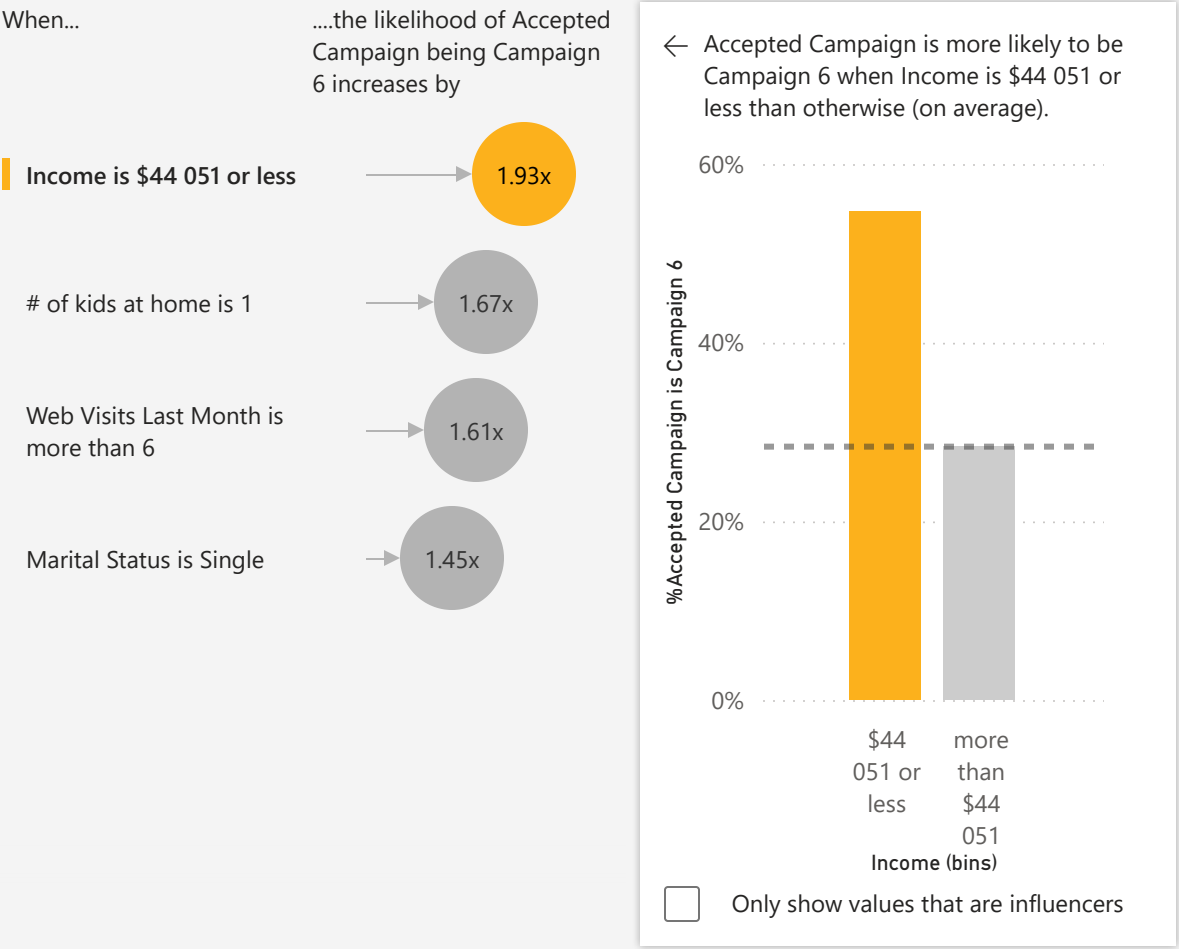
Do the Purchase Preferences of Our Customers Change with Age?

Notice that for older customers, wine sales increase as a % of total sales and meat decrease



Key influencers

What influences Accepted Campaign to be Campaign 6 ?



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 Decrease ?

