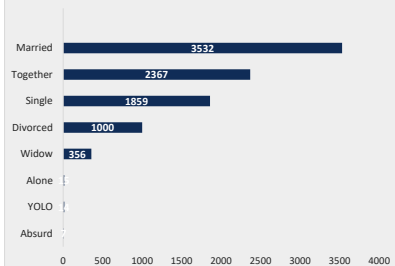


Marketing Campaign Analysis

Handling Missing Data and Outliers

We addressed missing income Column data (24 instances) using mean imputation, assuming a random distribution of missing values. A single, high income outlier (666666) was replaced with the second-highest income to ensure reliable results

NumWebPurchases By Marrital Status



9150
Total Web Purchase



₹ 13,56,988
Total Revenue

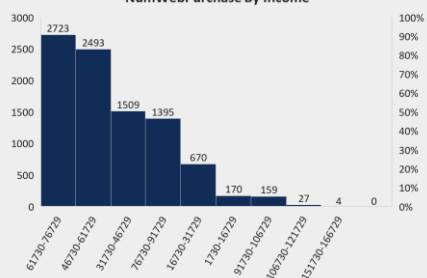


11909
Total Web Visits

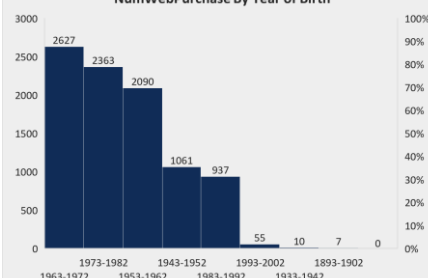


45%
Response Rate

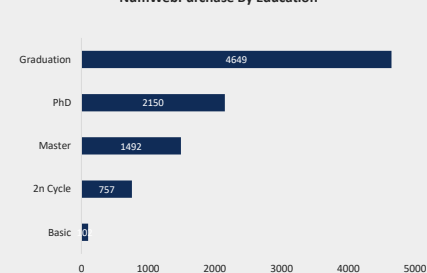
NumWebPurchase By Income



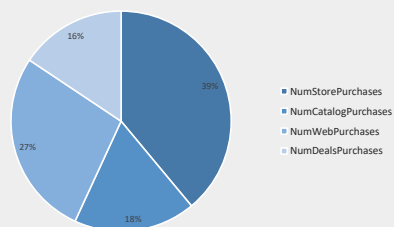
NumWebPurchase By Year of Birth



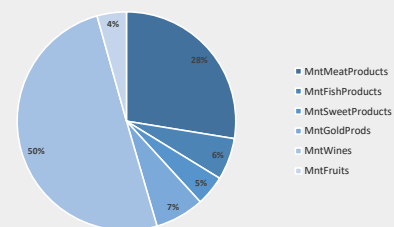
NumWebPurchase By Education



Purchase % By Channel



Amount % By Product



Sum of Accepted Campaign

