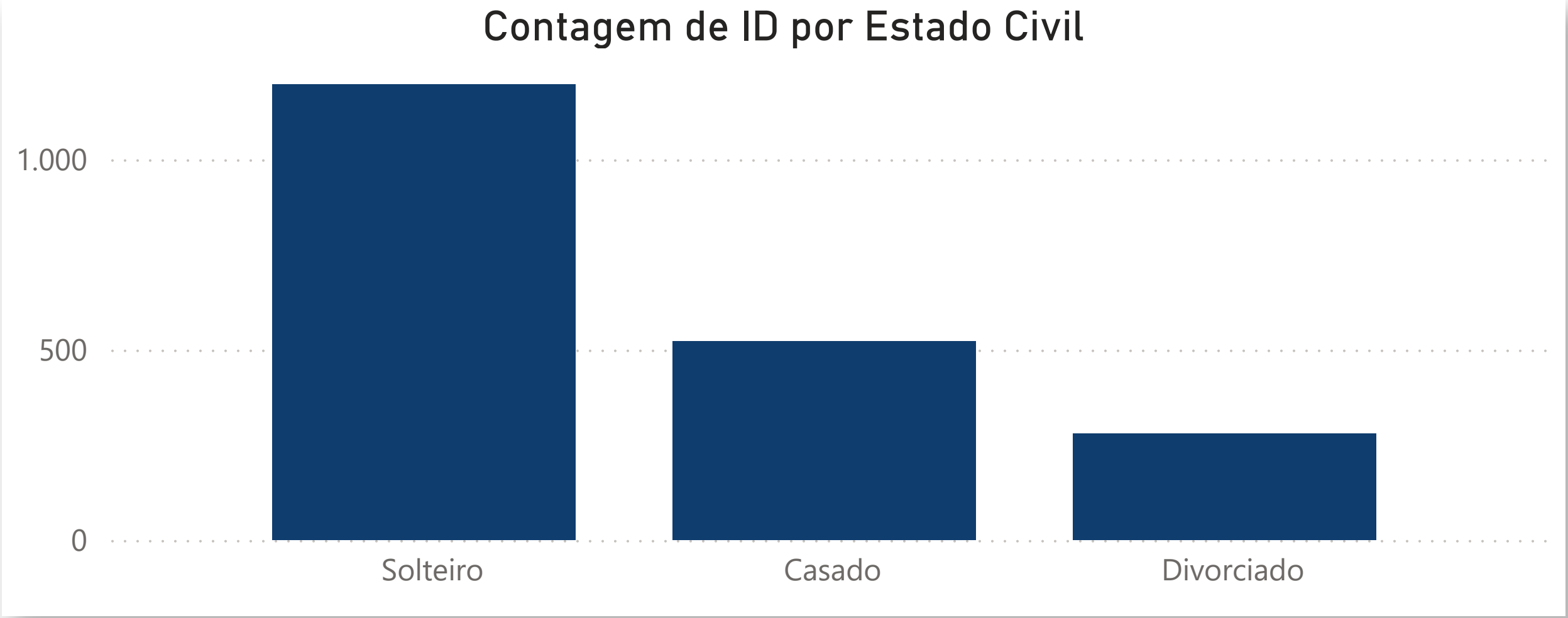
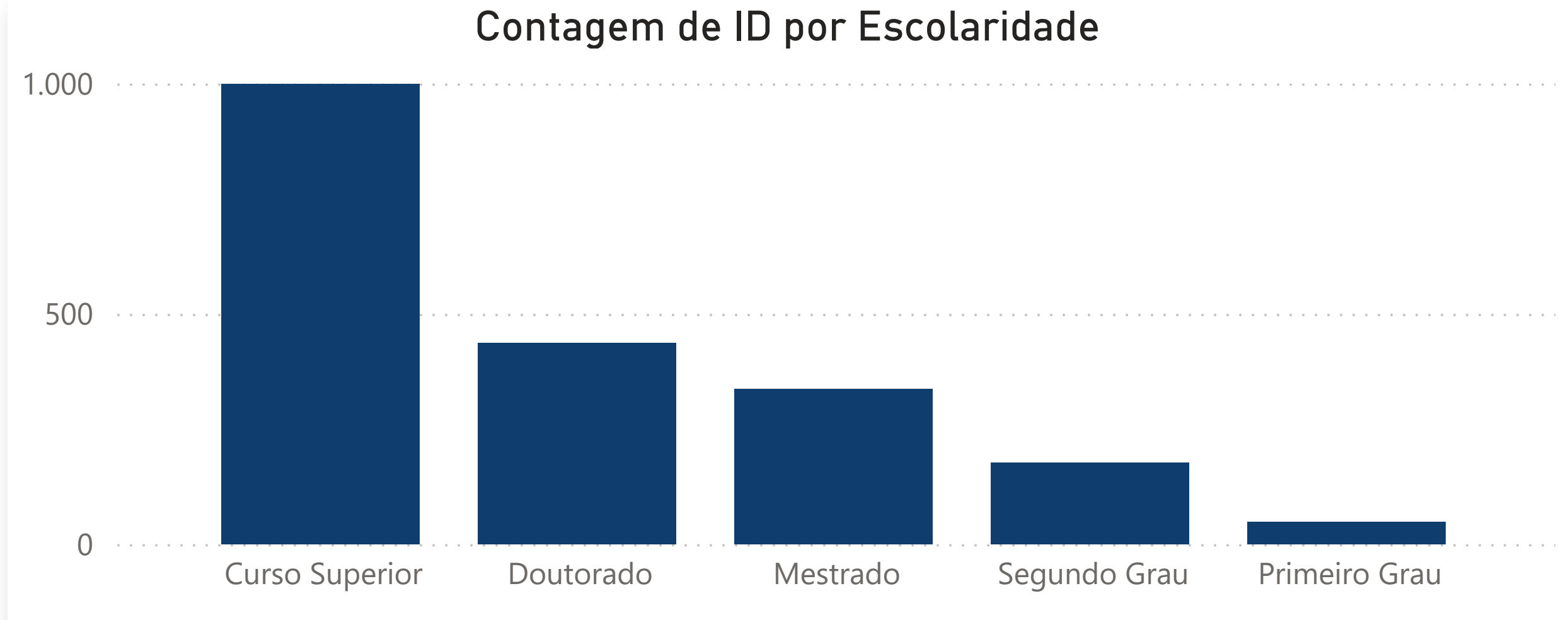


Mini-Projeto 01 - Análise de Campanhas de Marketing com Power BI

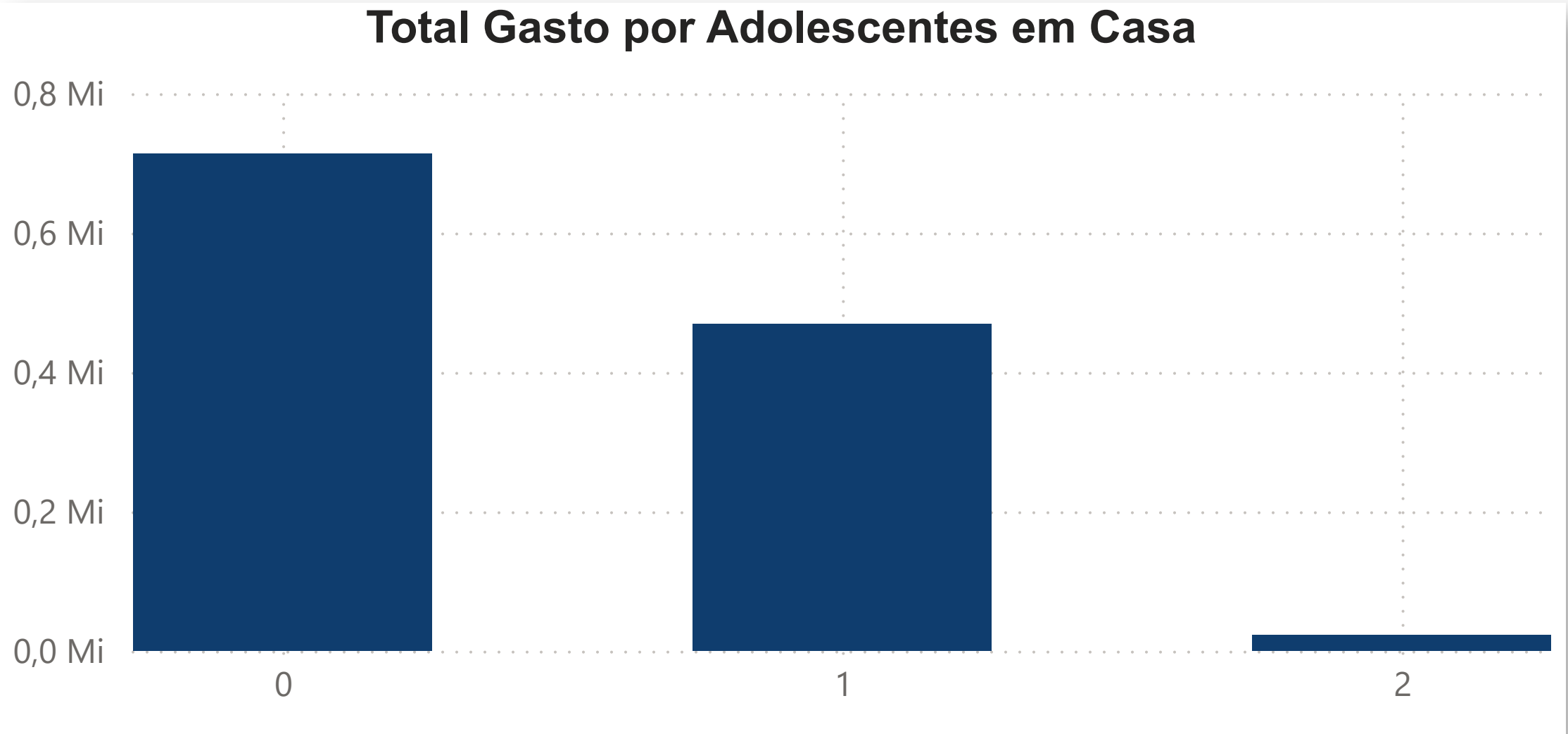
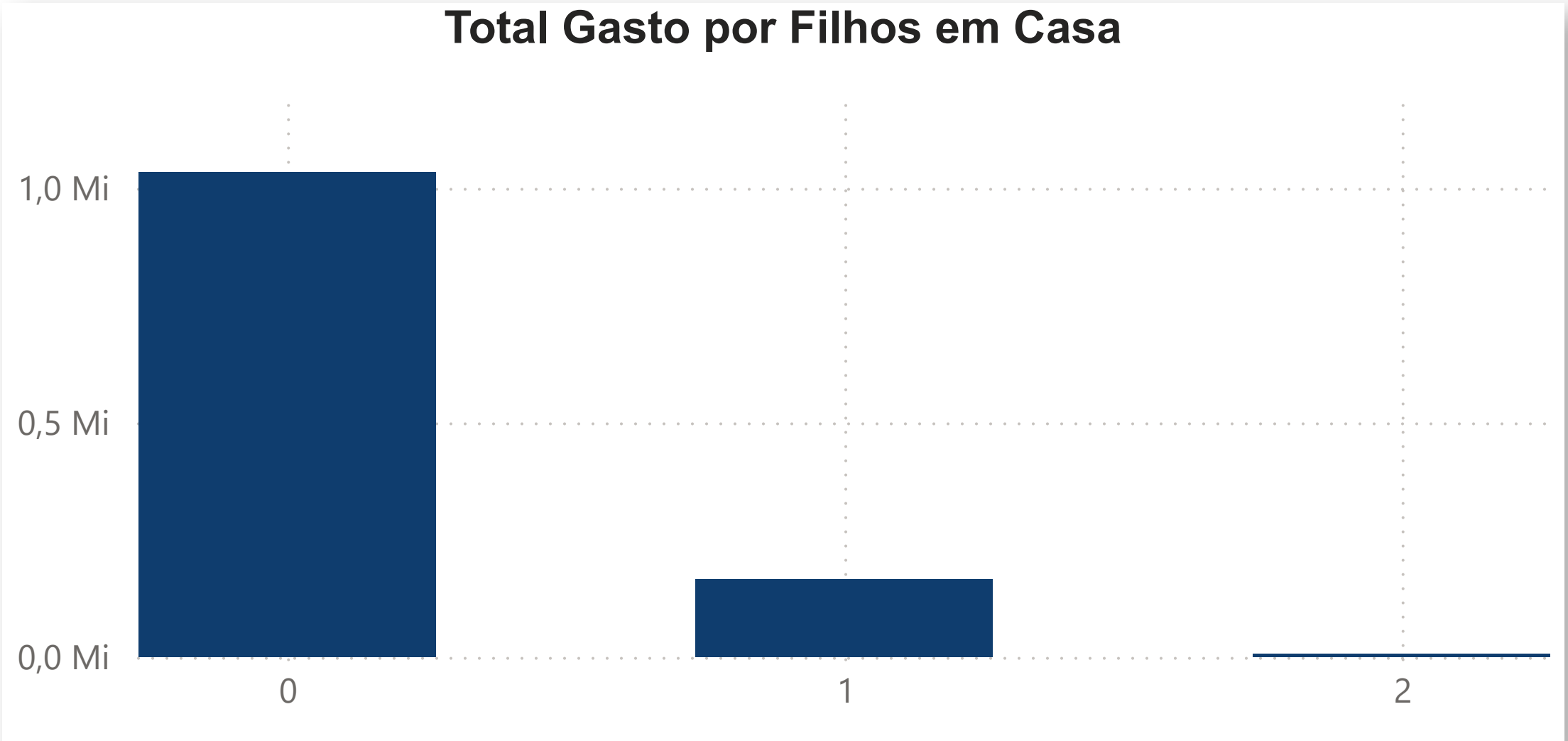
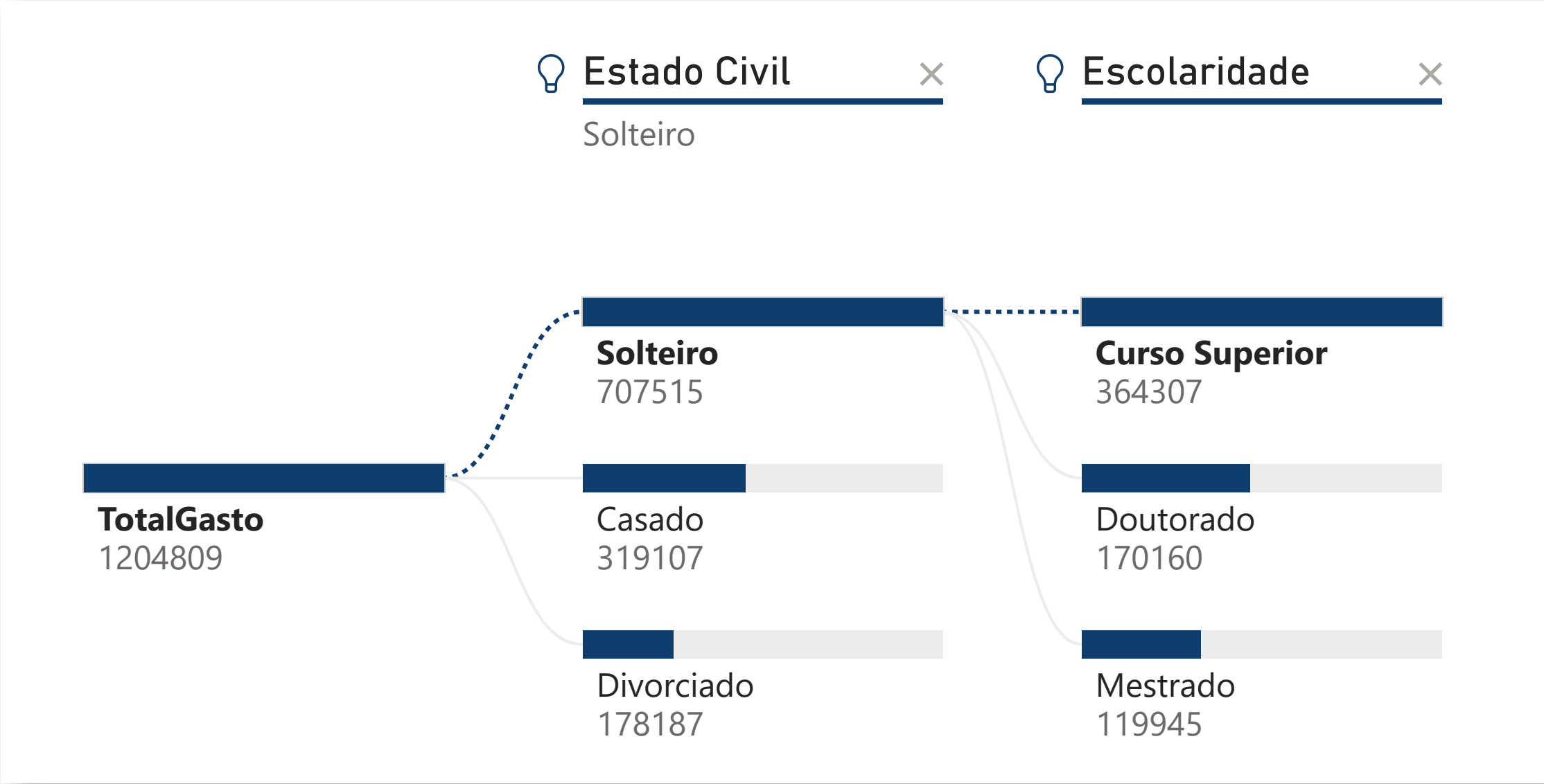
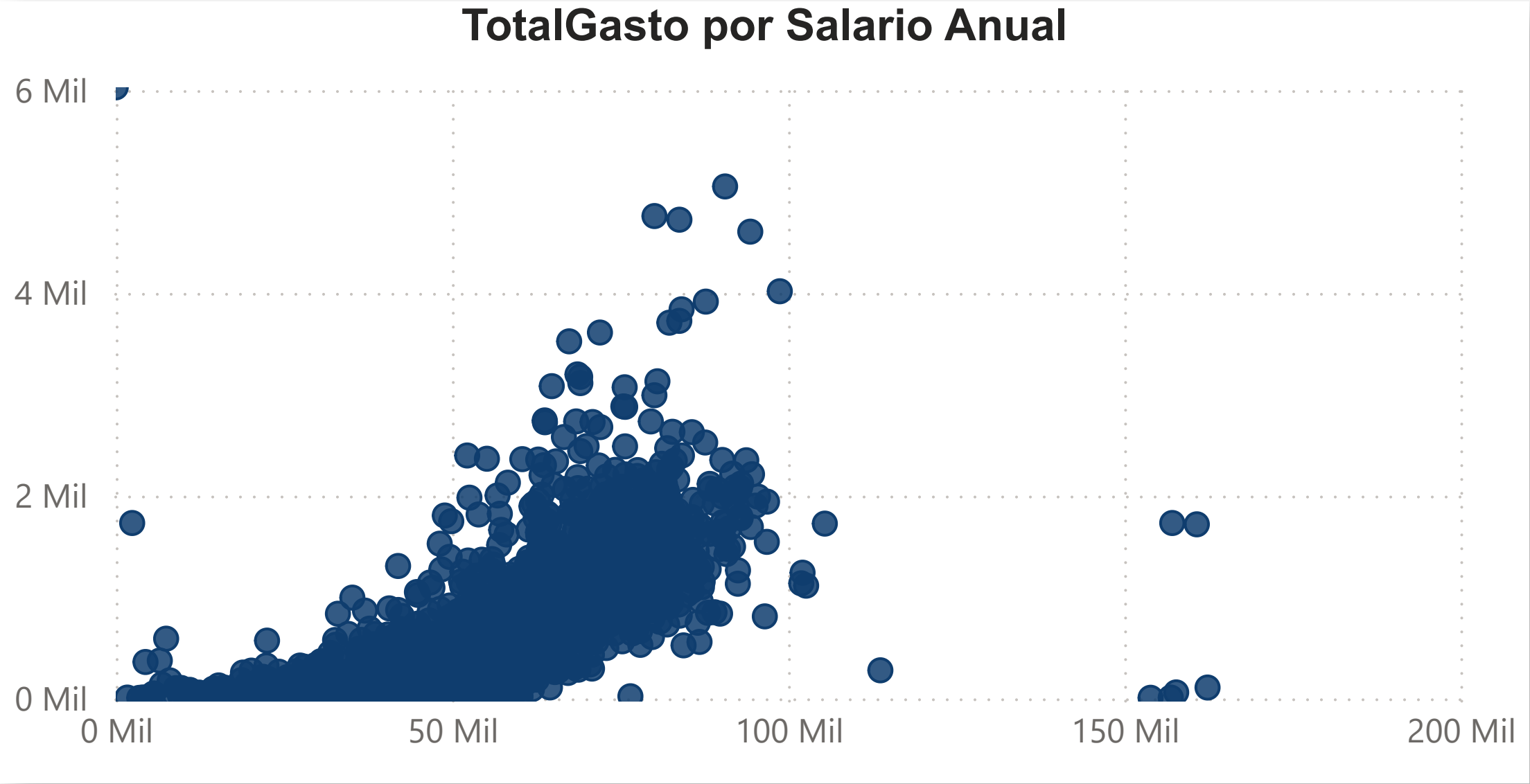
Visão Cliente



Pais						
Alemanha	Argentina	Brasil	Chile	Espanha	Estados Unidos	Portugal

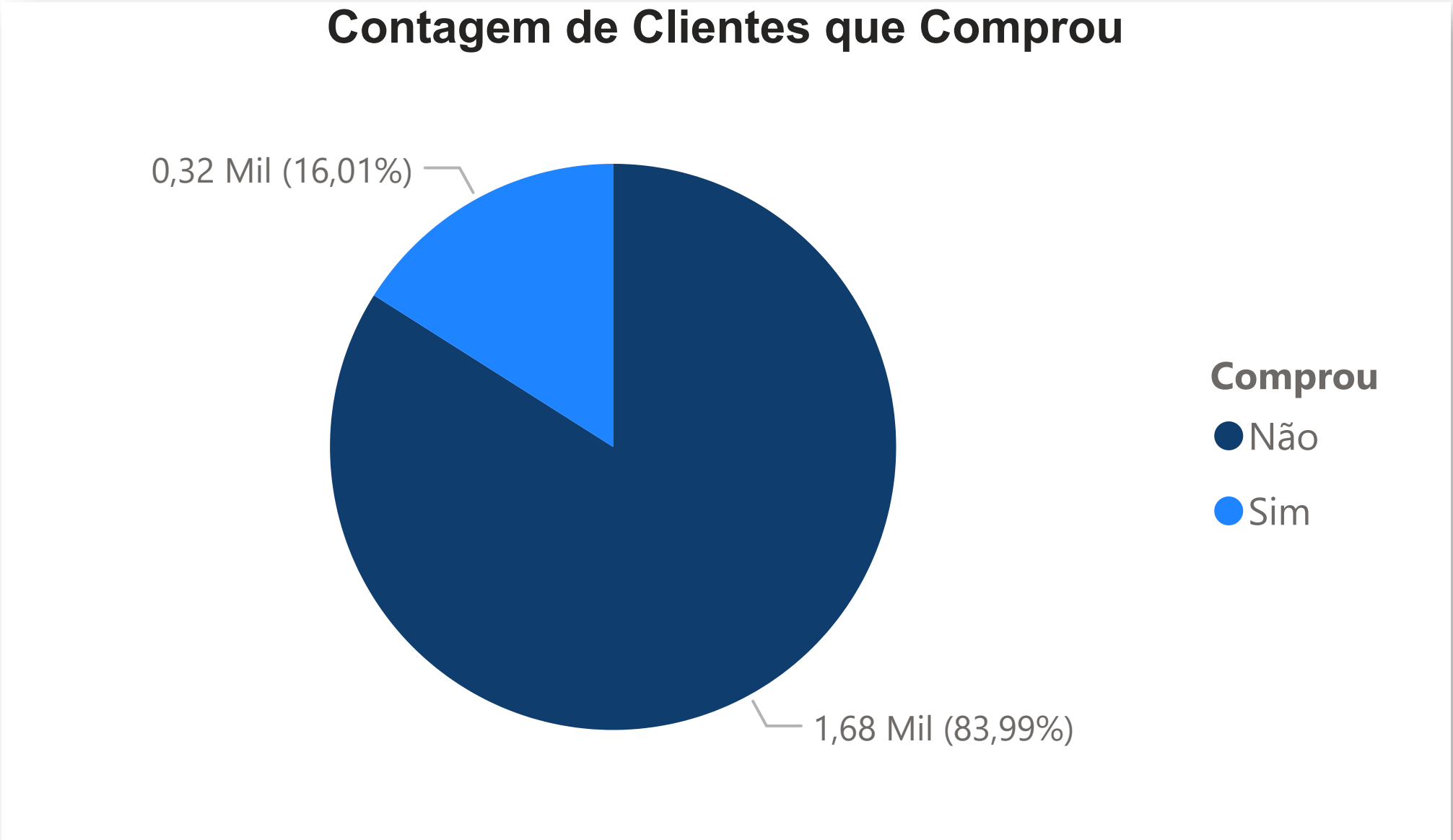
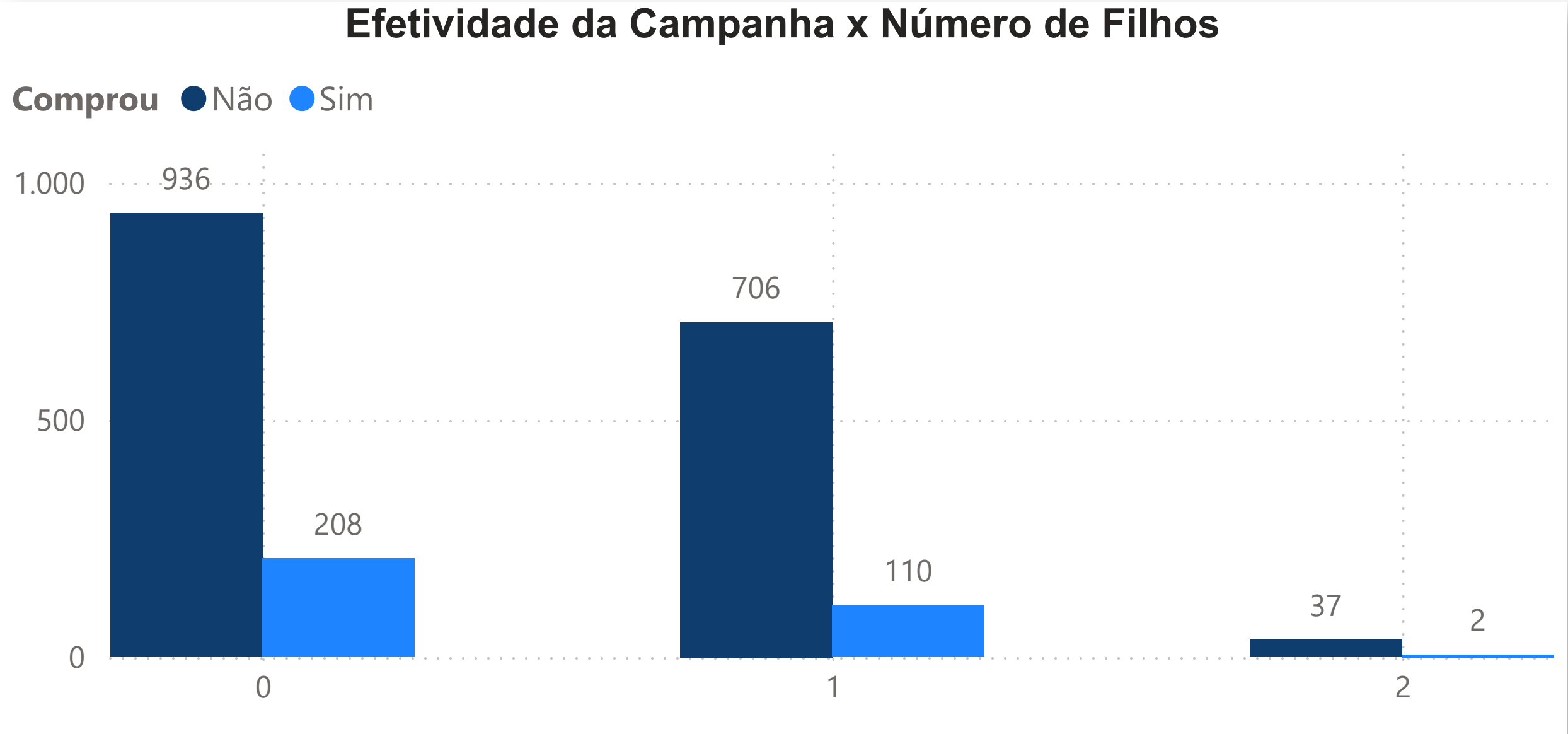
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Visão Comportamento de Gasto do Cliente

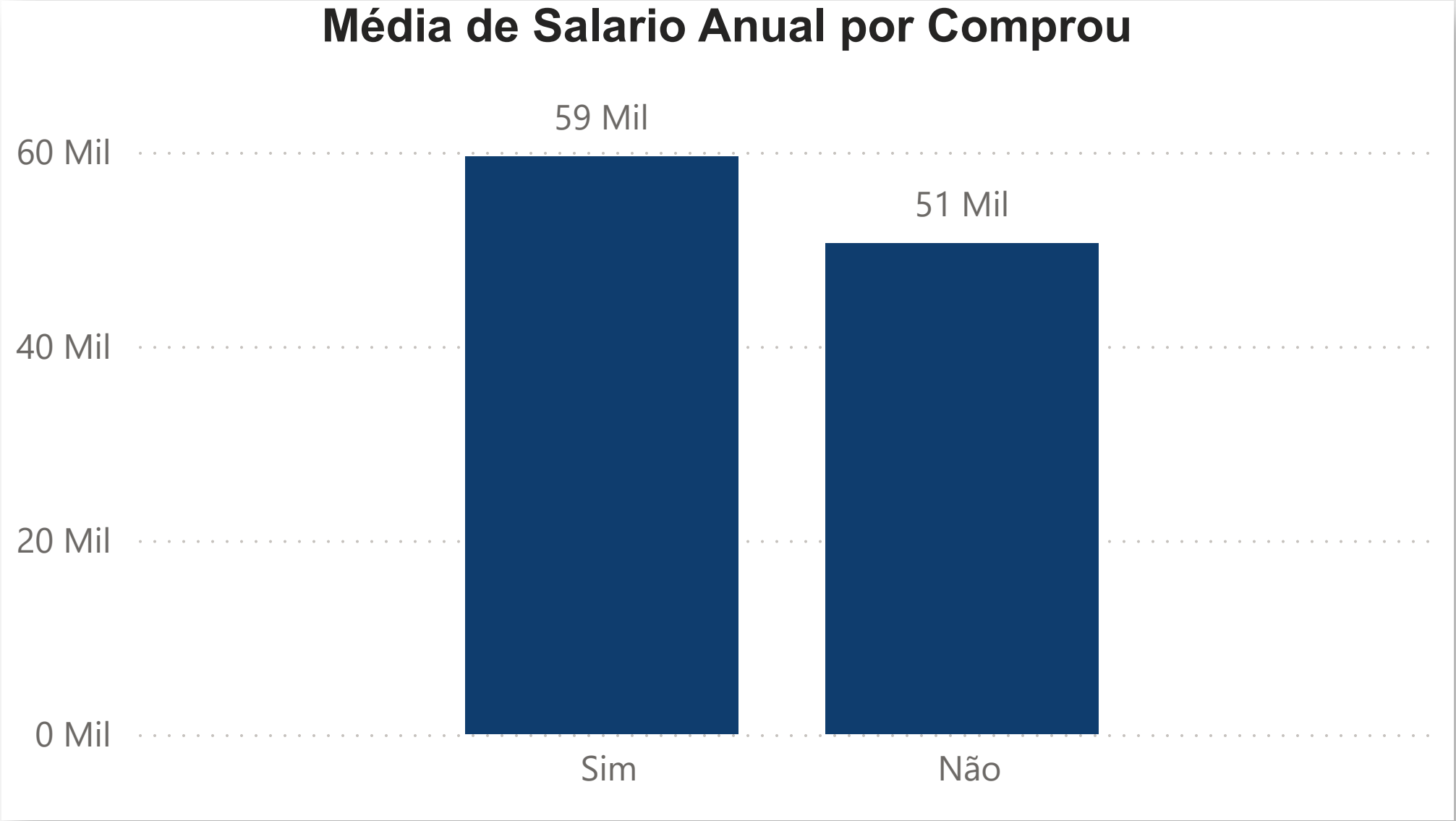


Mini-Projeto 01 - Análise de Campanhas de Marketing com Power BI

Visão de Performance das Campanhas de Marketing



Estado Civil	Curso Superior	Doutorado	Mestrado	Primeiro Grau	Segundo Grau	Total
<div><div></div>Casado</div>	1333	582	505	87	251	2758
<div><div></div>Não</div>	1172	502	427	71	234	2406
<div><div></div>Sim</div>	161	80	78	16	17	352
<div><div></div>Divorciado</div>	722	373	234	13	148	1490
<div><div></div>Não</div>	618	244	174	13	129	1178
<div><div></div>Sim</div>	104	129	60		19	312
<div><div></div>Solteiro</div>	3244	1378	1005	236	538	6401
<div><div></div>Não</div>	2749	1074	852	236	451	5362
<div><div></div>Sim</div>	495	304	153		87	1039
Total	5299	2333	1744	336	937	10649



Mini-Projeto 01 - Análise de Campanhas de Marketing com Power BI

Visão dos Padrões de Compra Por Ponto de Venda

