

Marketing Campaign Analysis

Client View

1999

Total Clients

51,98K

Average of Annual Salary

12K

Total Purchases in
Stores

8147

Total Purchases on the
Web

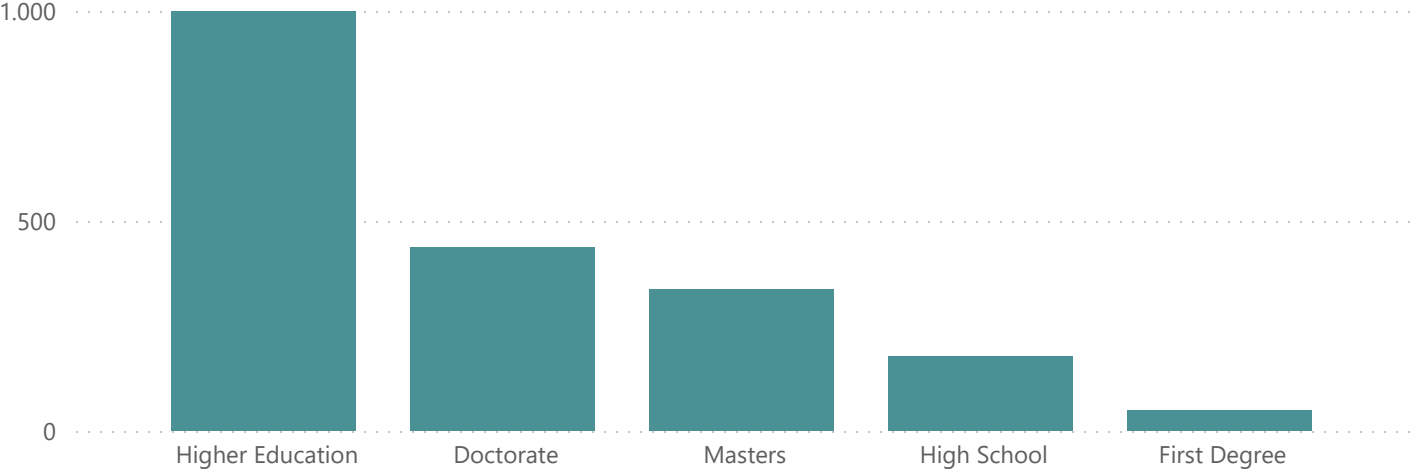
5270

Total Purchases via
Catalog

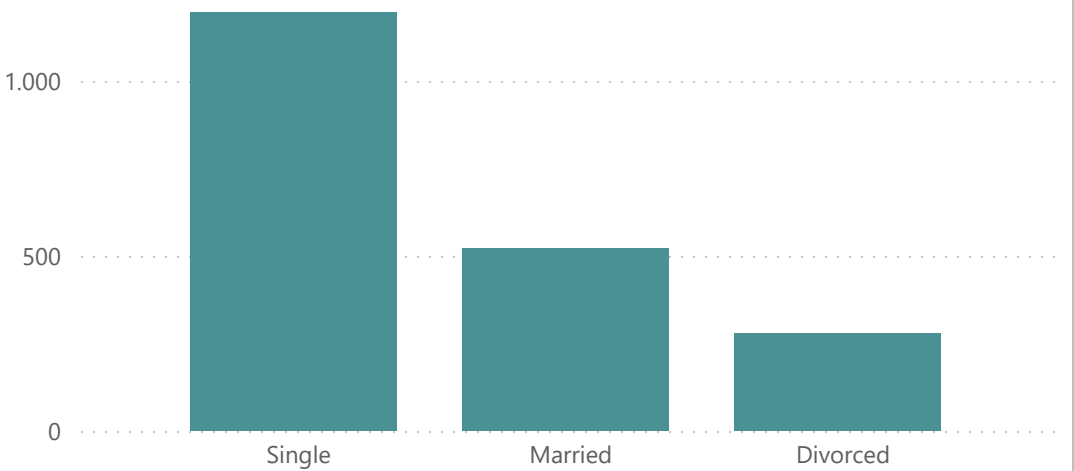
4661

Total Purchases with
Discount

Total Customers By Education



Total Customers by Marital Status



Country



Alemanha

Argentina

Brasil

Chile

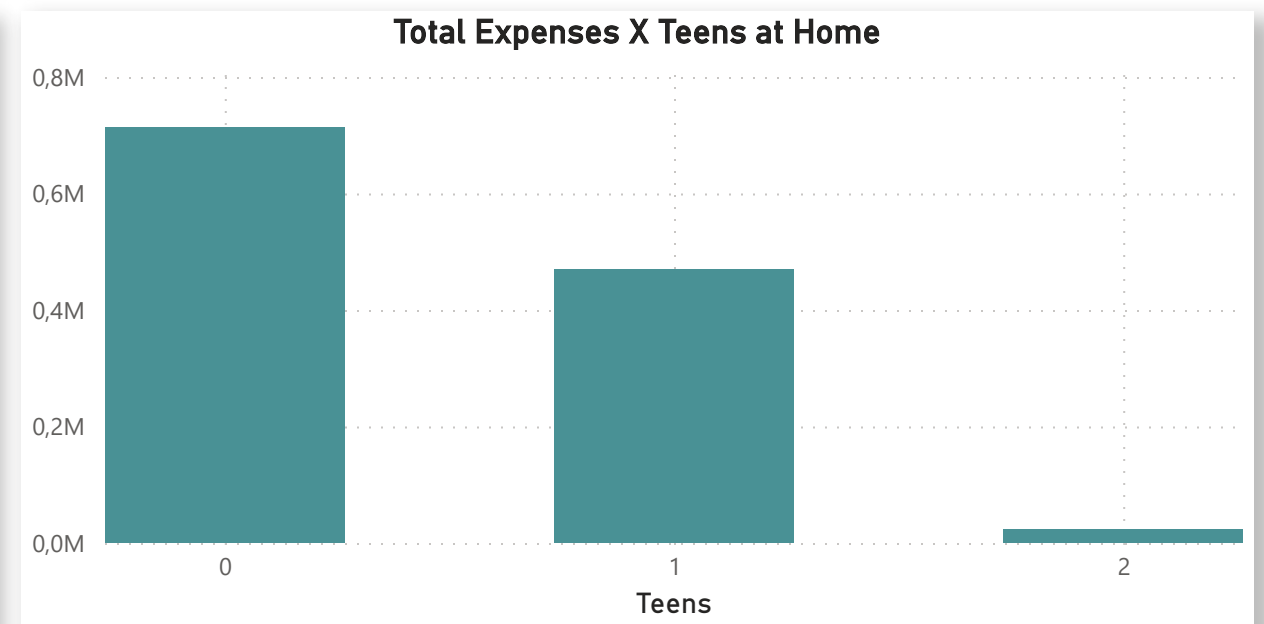
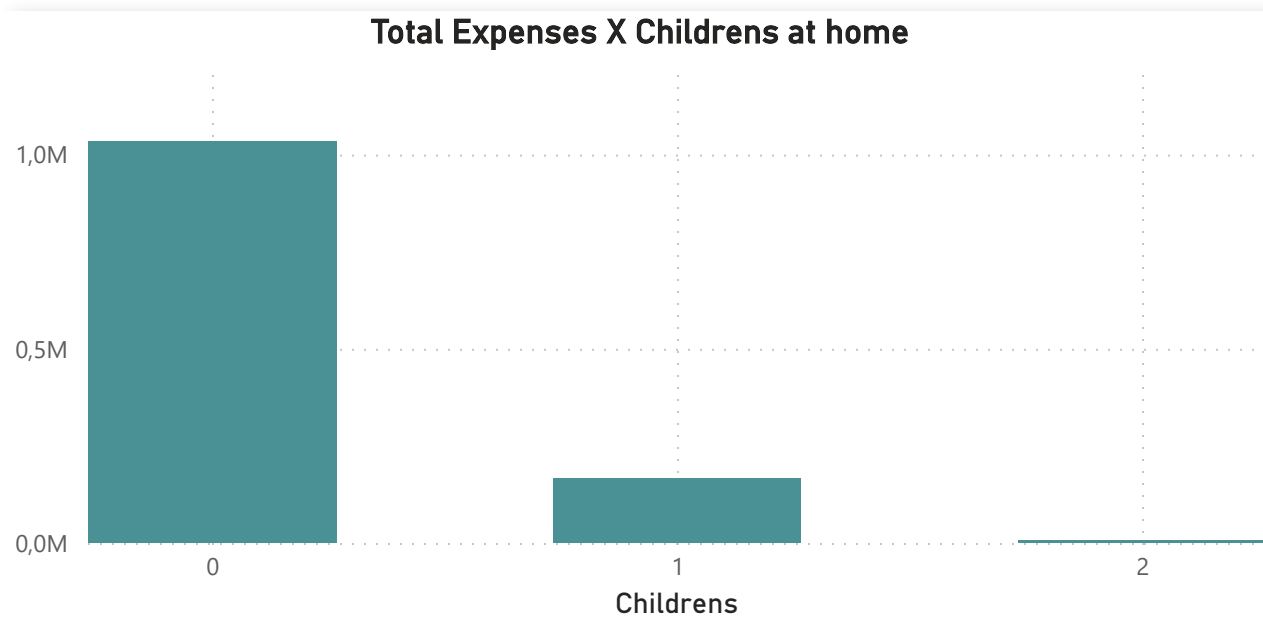
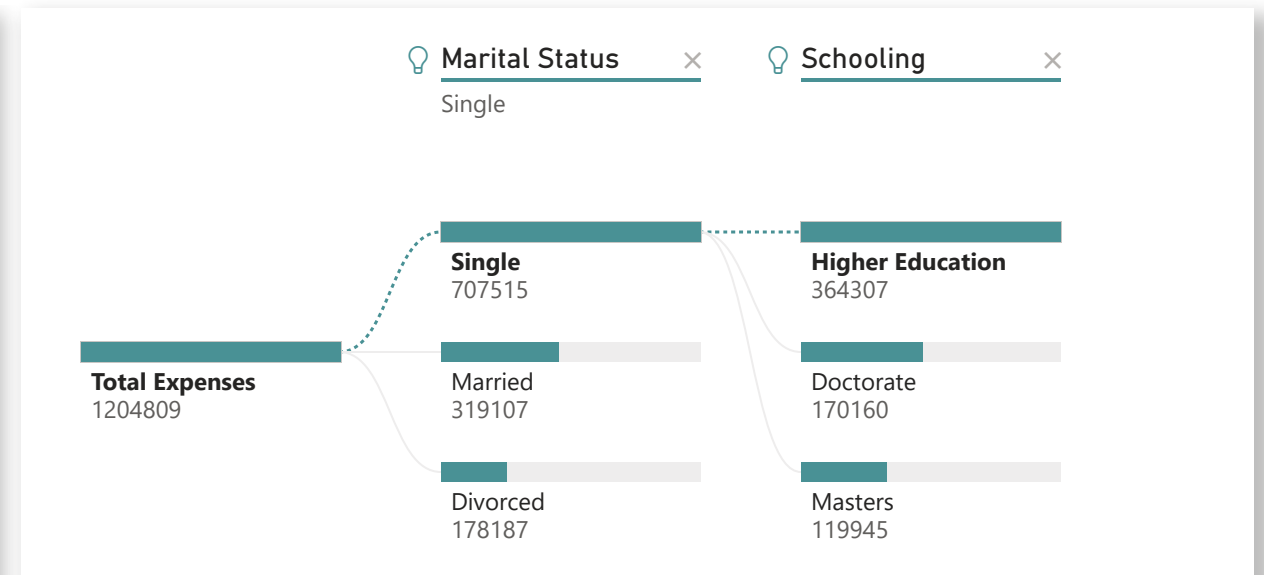
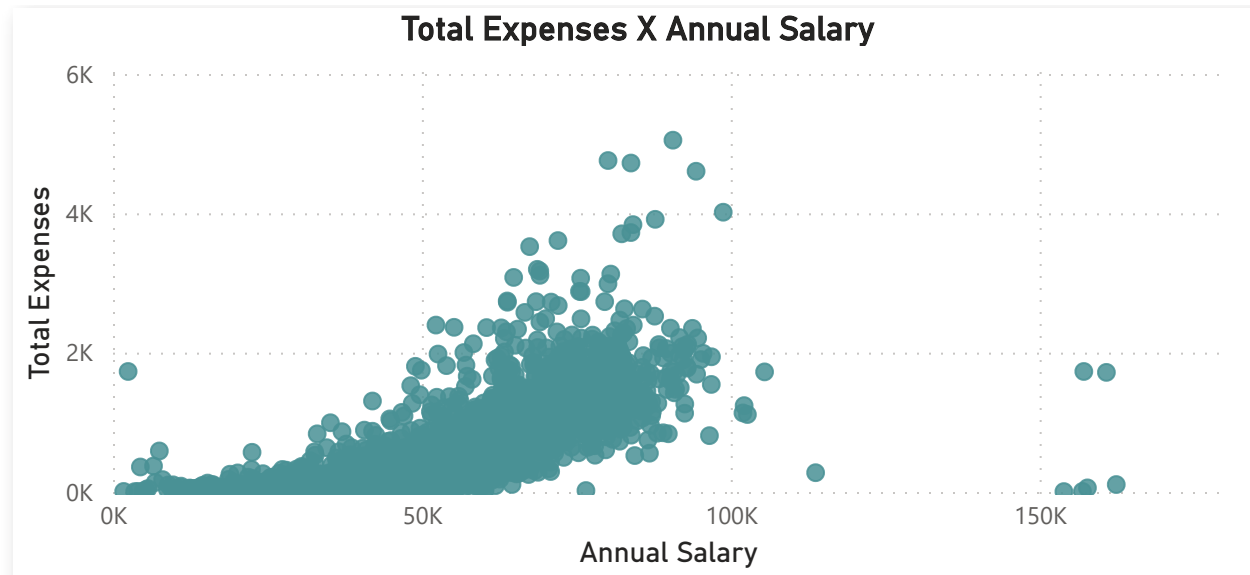
Espanha

Estados Unidos

Portugal

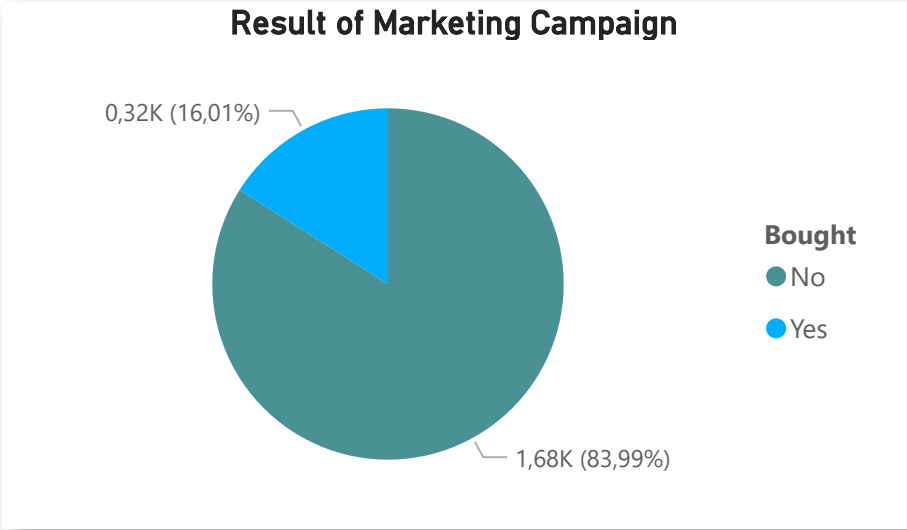
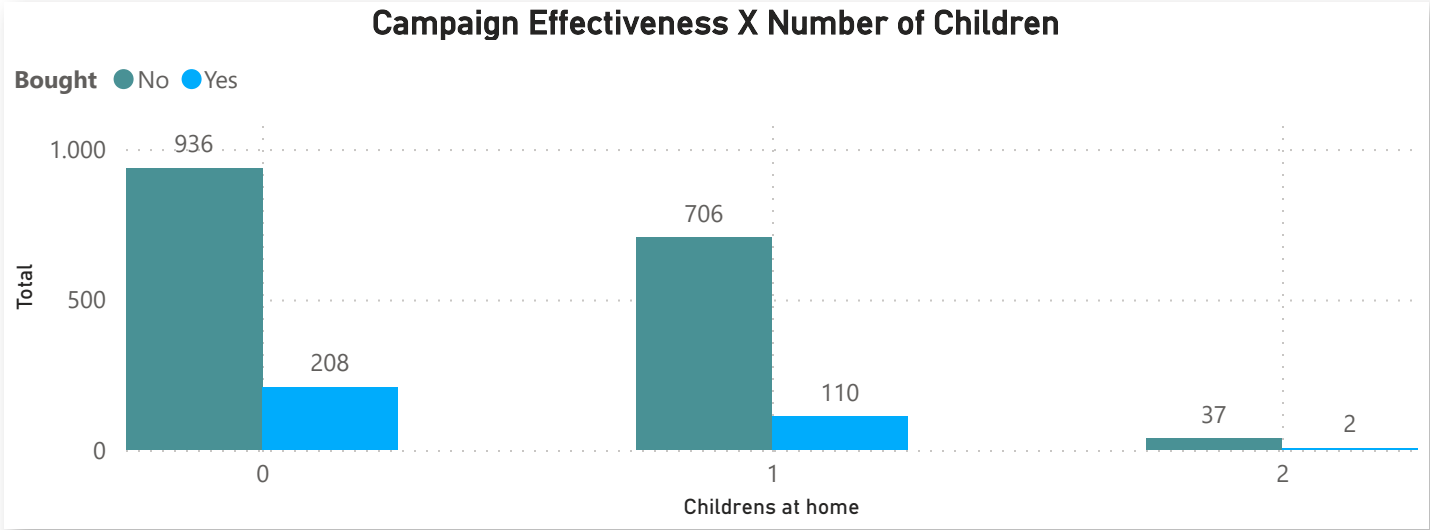
Marketing Campaign Analysis

Customer Purchasing Behavior View

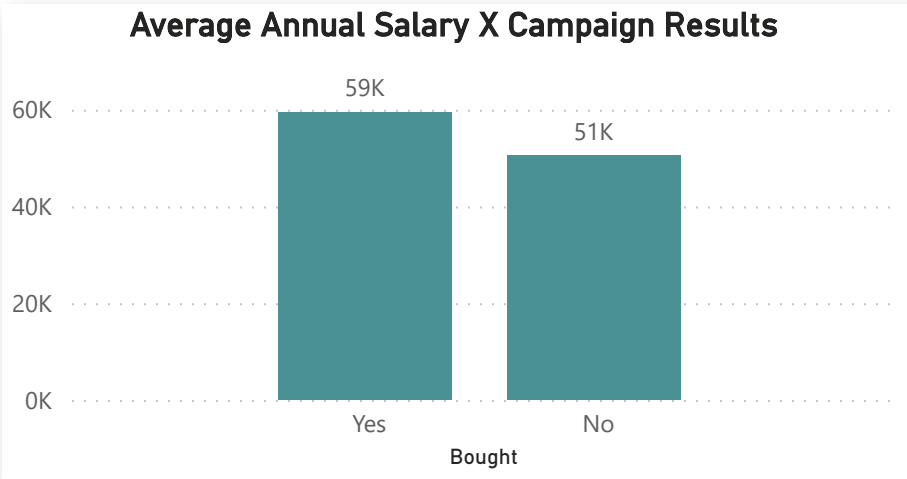


Marketing Campaign Analysis

Marketing Campaign Performance View



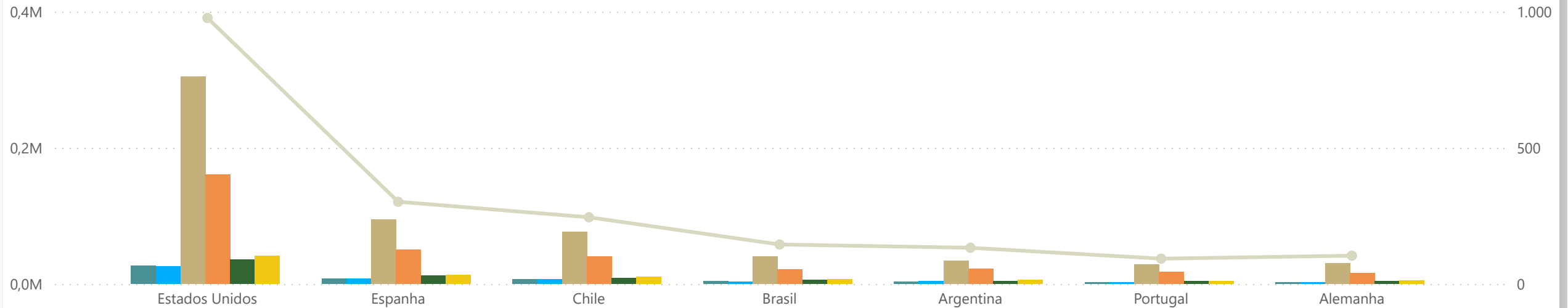
Bought		Doctorate	First Degree	High School	Higher Education	Masters	Total
<input type="checkbox"/> No		1820	320	814	4539	1453	8946
Divorced		244	13	129	618	174	1178
Married		502	71	234	1172	427	2406
Single		1074	236	451	2749	852	5362
<input type="checkbox"/> Yes		513	16	123	760	291	1703
Divorced		129		19	104	60	312
Married		80	16	17	161	78	352
Single		304		87	495	153	1039
Total		2333	336	937	5299	1744	10649



Marketing Campaign Analysis

Purchasing Patterns by Point of Sale View

Total Spending in Different Categories by Country



Total Spending By Year and Country

