



Marketing Campaign Analysis

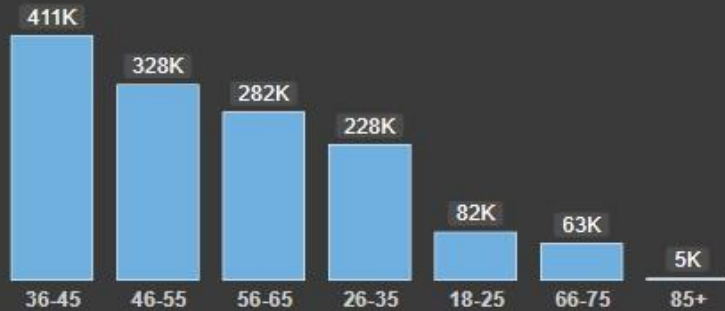
Insights & Finding Reports



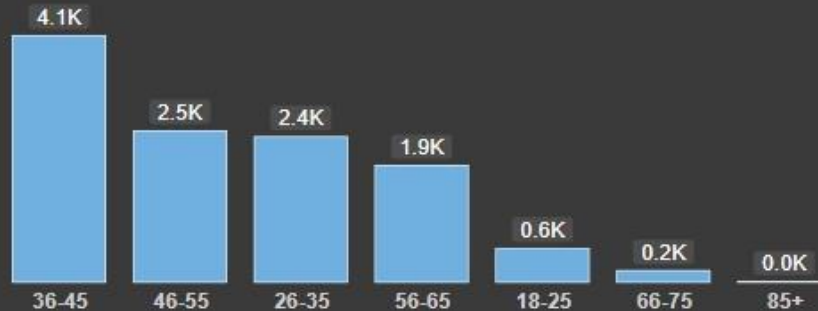
Age Group Wise Insight's

Marketing Campaign Analysis on Age Group

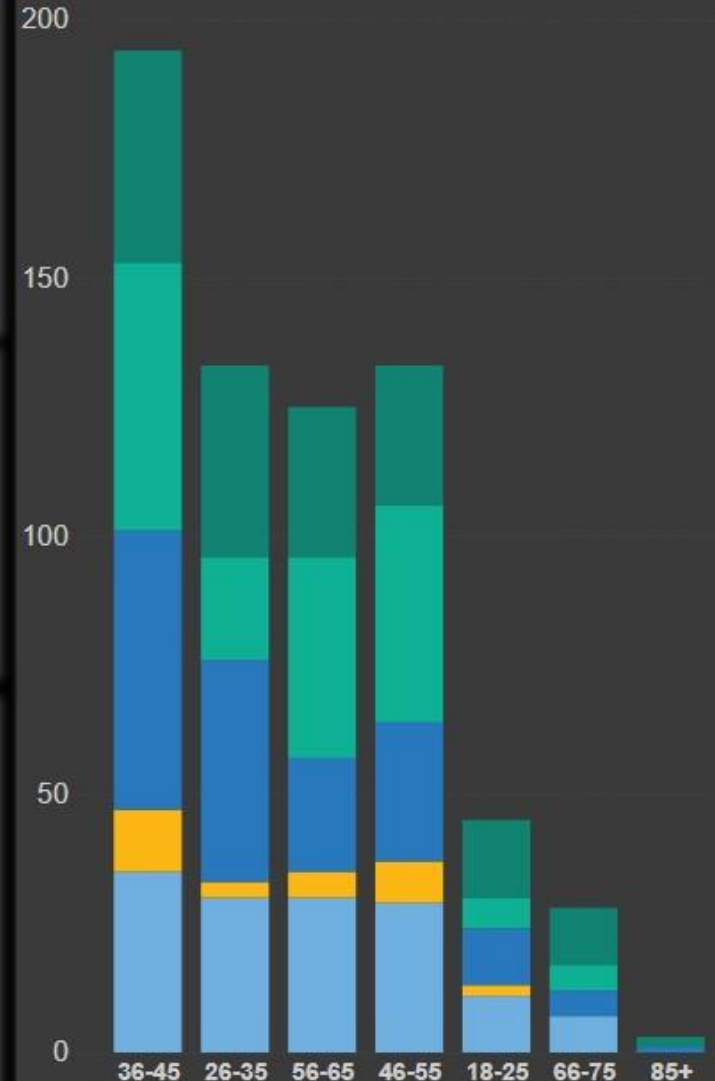
Total Spent Amount



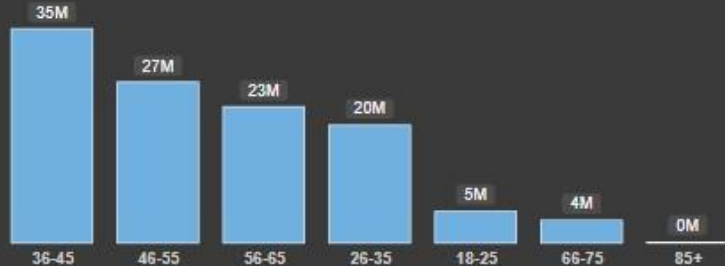
Number of Web Visitor's



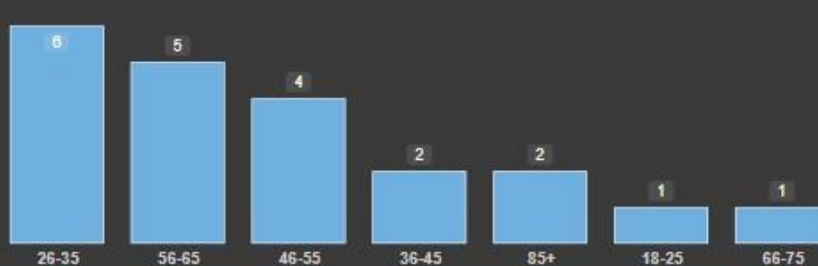
Accepted Offer On Campaign 1,2,3 and 4



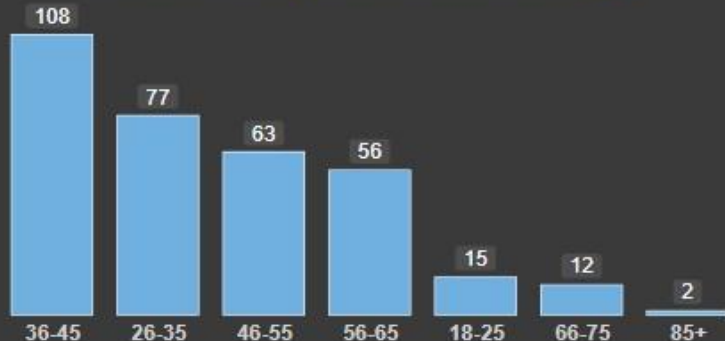
Total Income



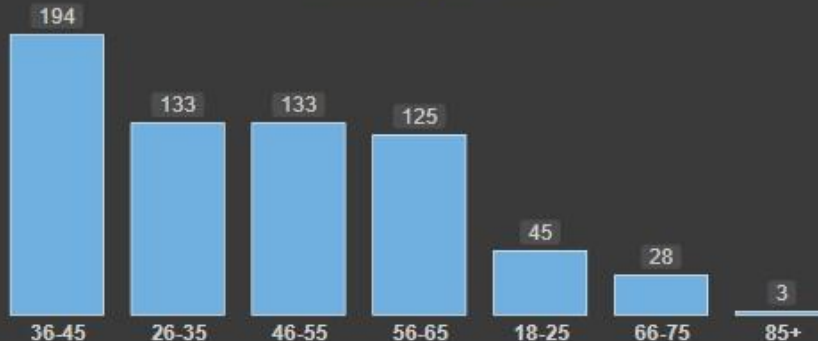
No. Complain



Customer Accept Offer in Last Campaign



Total Accepted Offer



Age Group: 36-45

- **Key Insights:**

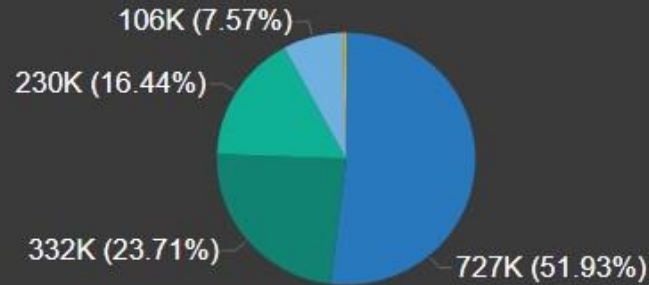
- This age group spends the most money and has the highest income.
- They accept the largest number of offers, particularly during the 3rd campaign.
- They visit the website frequently and have the lowest complaint rate.

- **Suggestion:** Focus marketing efforts on the 36-45 age group to boost sales and campaign success.

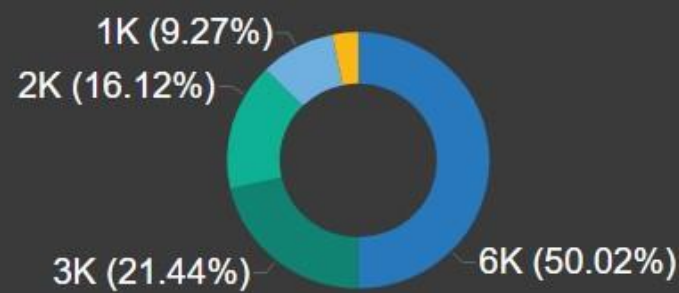
Education Level Wise Insight's

Marketing Campaign Analysis on Education Basis

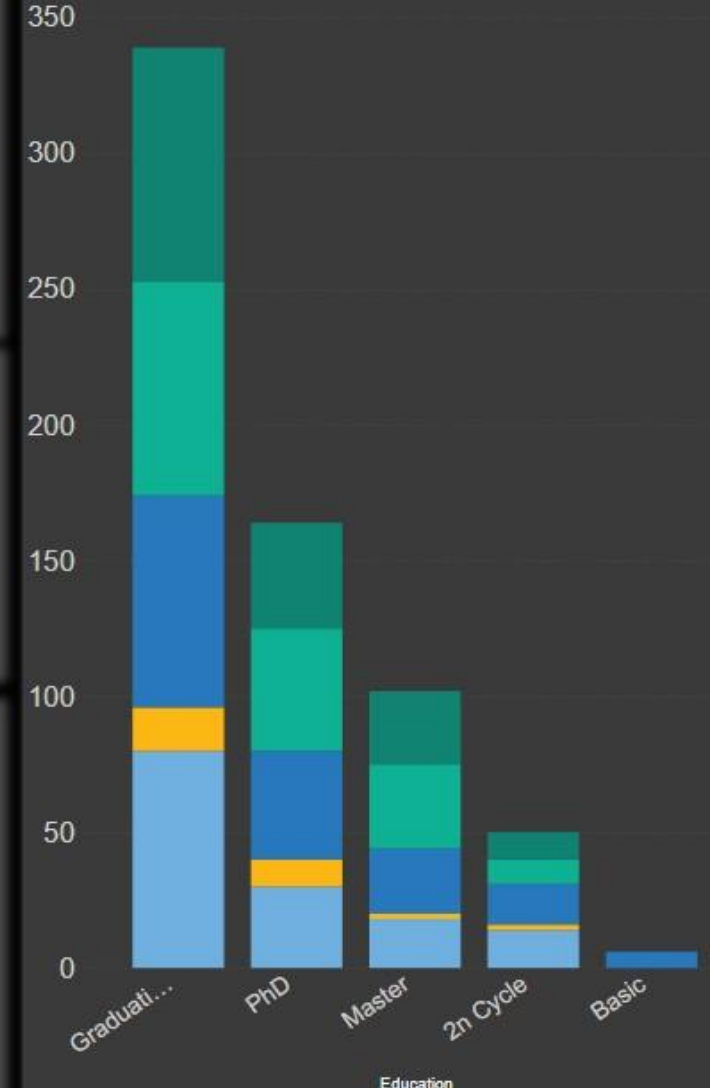
Total Spent Amount



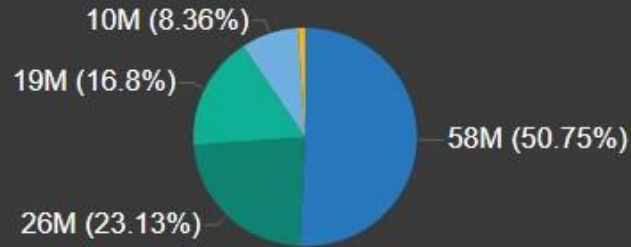
Web Visitor



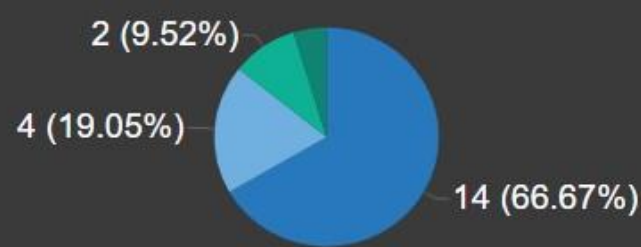
Accepted Offer On Campaign 1,2,3 and 4



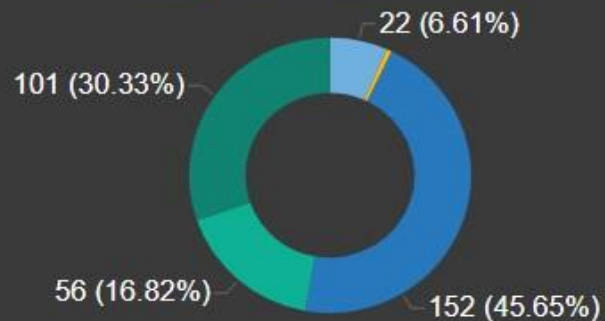
Total Income



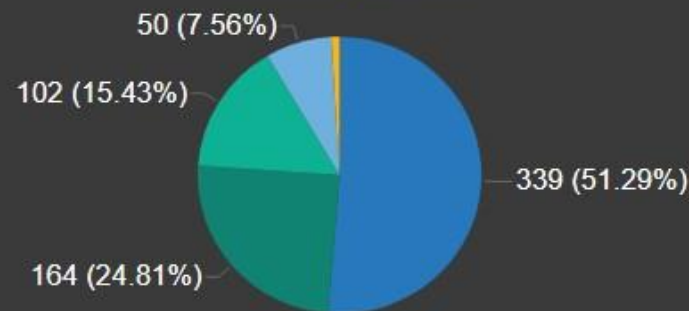
Number of Complain



Accept Offer in Last Campaign



Total Accepted Offer



Education: Graduates

- **Key Insights:**

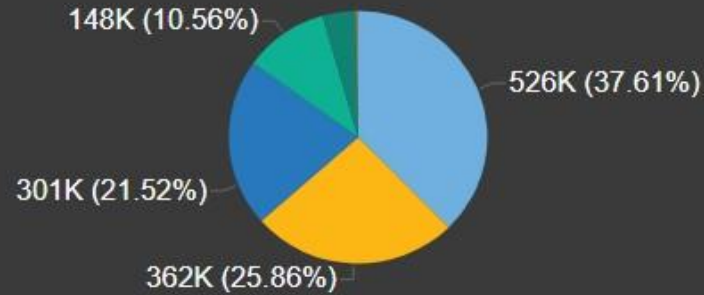
- Graduates account for 51% of total spending and 50.75% of total income.
- They are more likely to accept offers, with 51.29% acceptance.
- 50.02% of web visitors are graduates, but they also have the highest complaint rate at 66.67%.
- They responded best to offers in the 1st and 5th campaigns.

- **Suggestion:** Target graduates with special offers and discounts. Additionally, allocate resources to effectively manage their complaints.

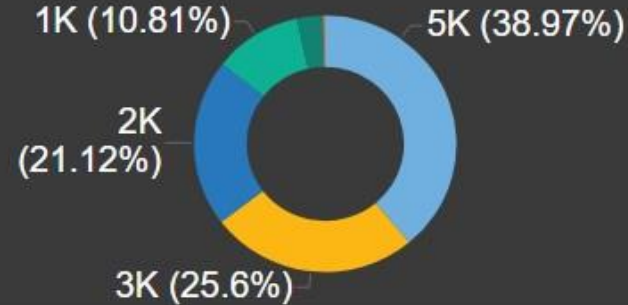
Marital Status Wise Insight's

Marketing Campaign Analysis on Marital Status Basis

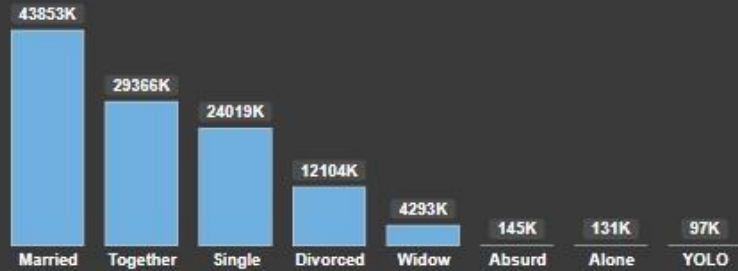
Total Spent Amount



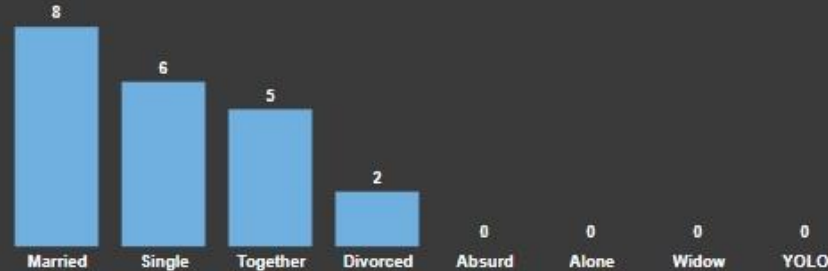
No. Of Web Visitor's



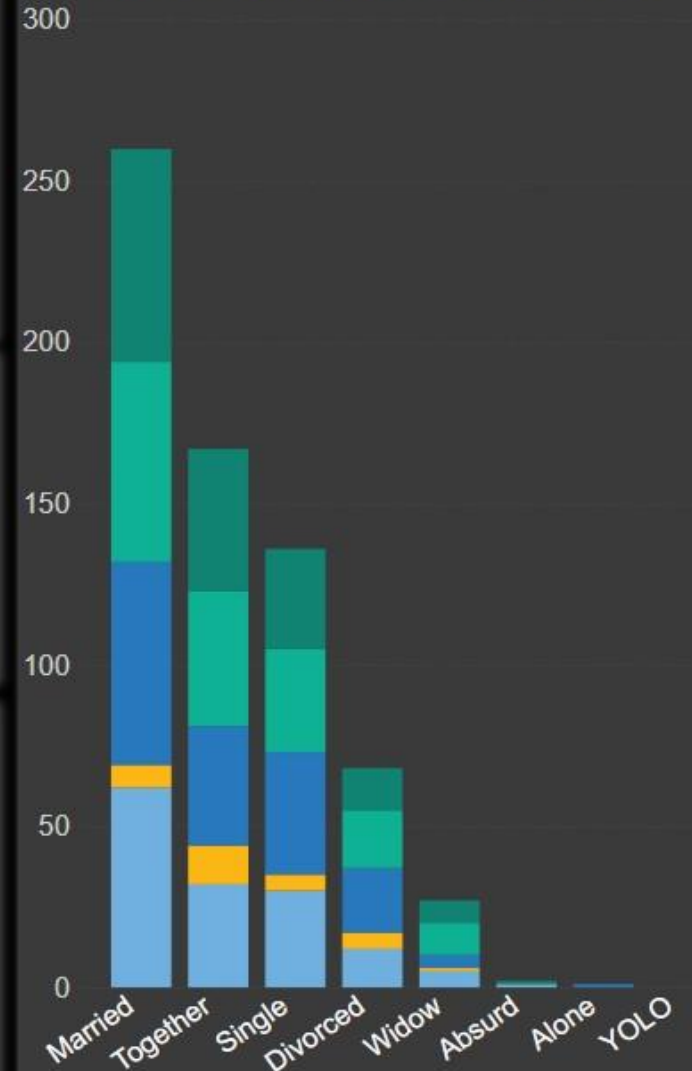
Total Income



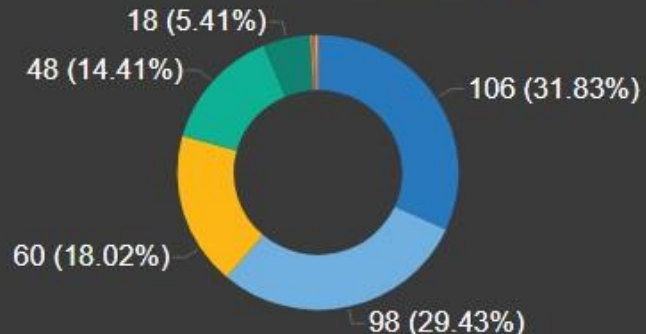
Number of Complains



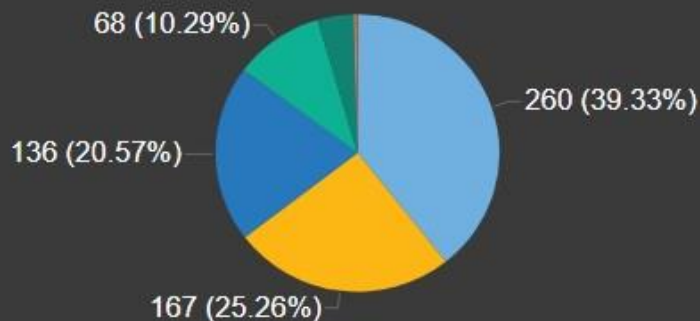
Accepted Offer On Campaign 1,2,3 and 4



Accepted Offer in Last Campaign



Accepted Offer by all Campaign



Marital Status: Married

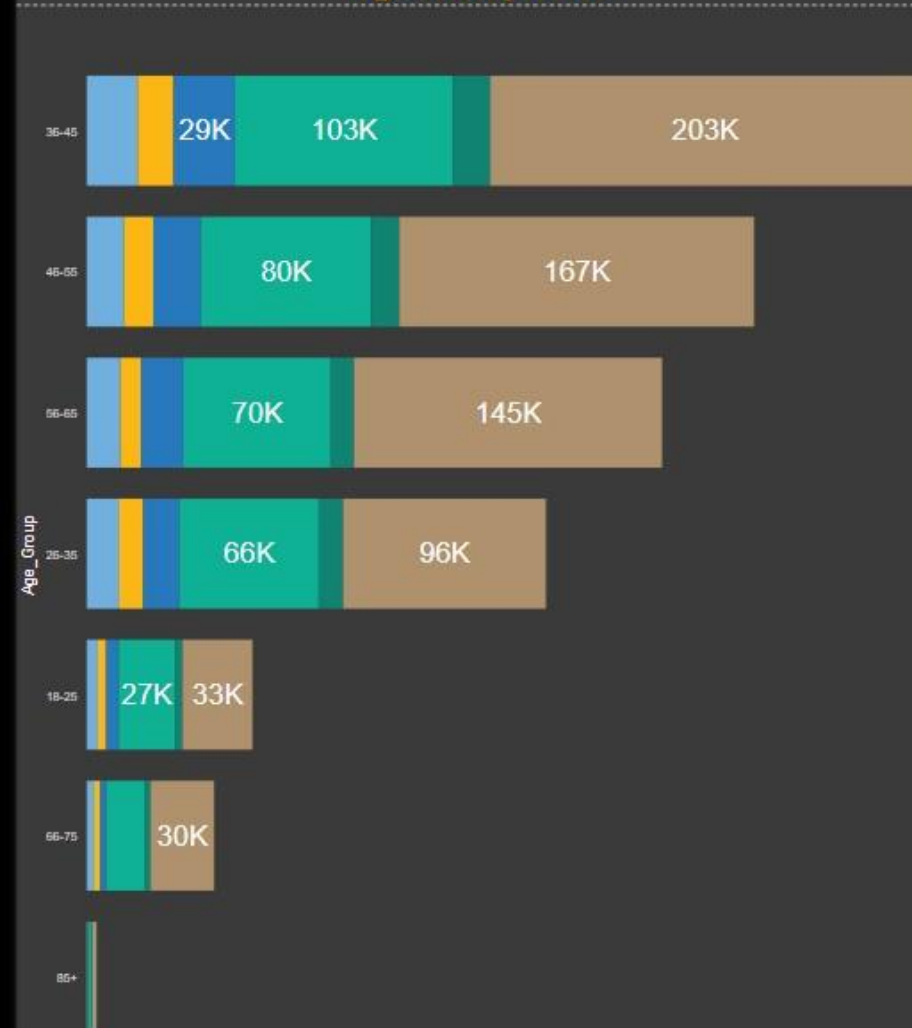
- **Key Insights:**

- Married individuals represent 37.61% of total spending and have the highest income.
 - They account for 38.97% of web visitors, more than any other group.
 - They have a 39.33% offer acceptance rate across all campaigns, with peak acceptance in the 2nd and 5th campaigns.
 - They have a slightly higher complaint rate.
- **Suggestion:** Prioritize married individuals in your marketing strategies, especially during the 2nd and 5th campaigns, while also addressing their concerns to improve satisfaction.

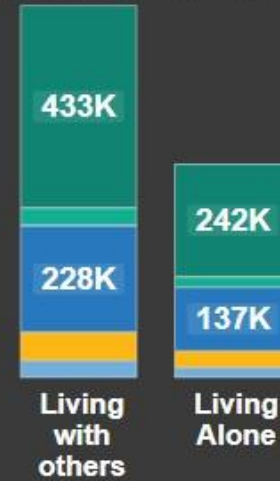
Food Product Preferences

Marketing Campaign Analysis on Customer Spent on Food Product's

Age Group Wise



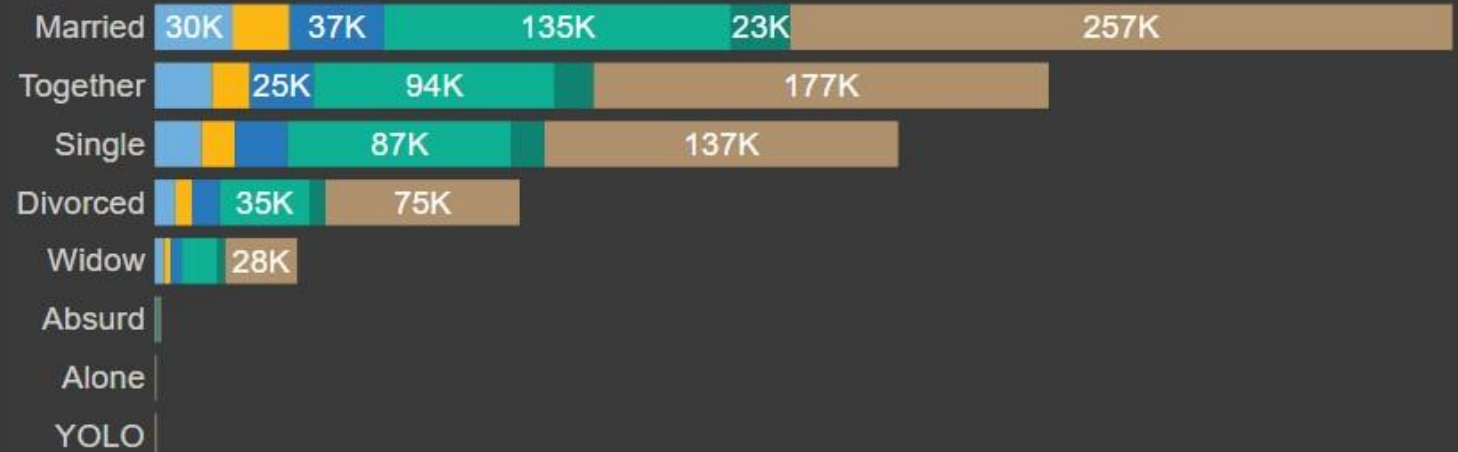
Living Status Wise



Education Level Wise



Marital Status Wise



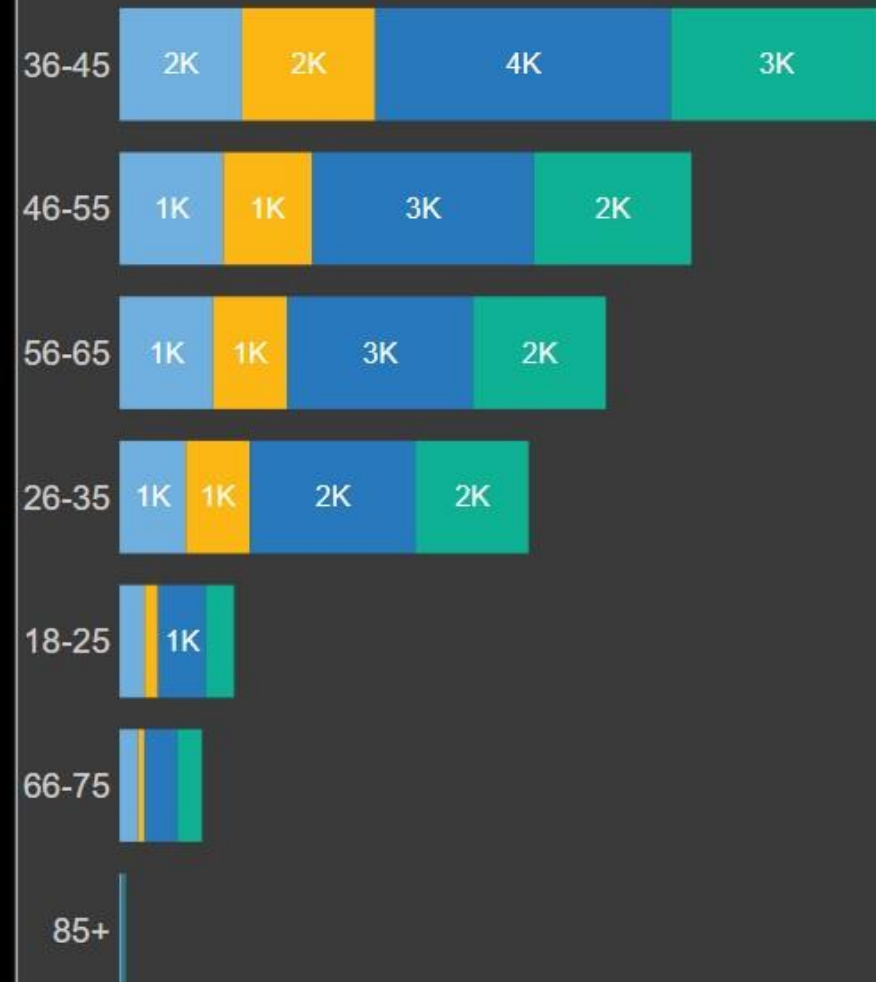
Product Preferences : Wine & meat

- **Key Insights:**
 - Married, graduate individuals aged 36-45 prefer **wine** first and **meat** products second.
- **Suggestion:** Tailor marketing campaigns to emphasize these products for this specific demographic.

Customer's Purchase behaviour

Marketing Campaign Analysis on Type's of Purchase

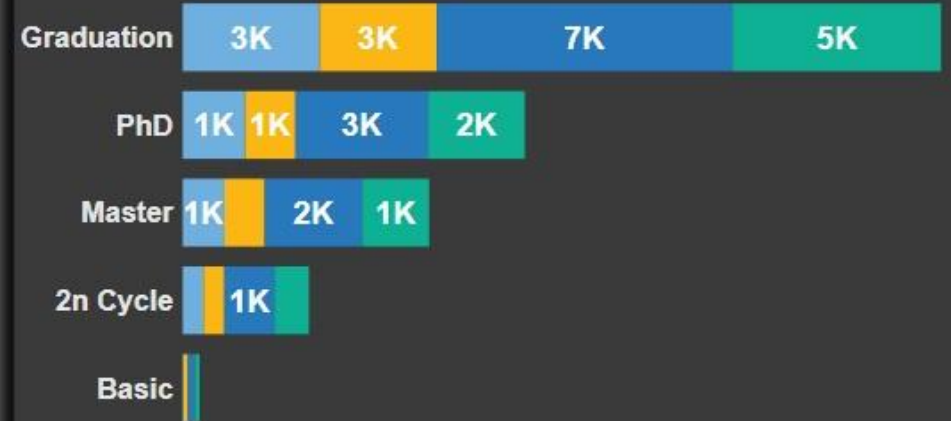
Age Group Wise



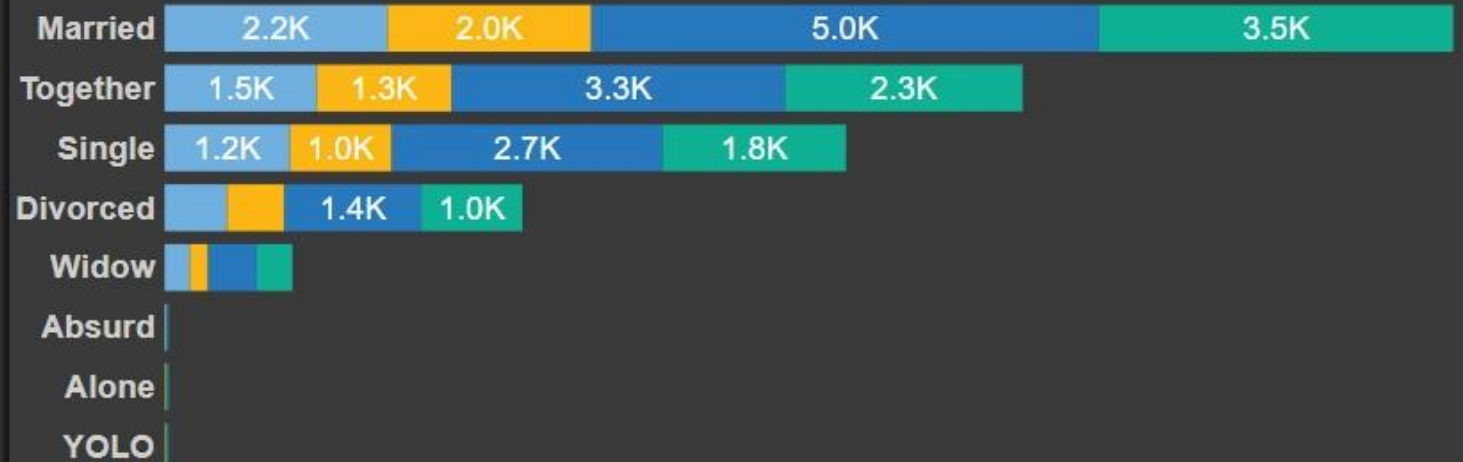
Living Status Wise



Education Level Wise



Marital Status Wise



Purchase behaviour: Store & Web

- **Key Insights:**
 - Married graduates aged 36-45 prefer **store** purchases, followed by **web** purchases.
- **Suggestion:** Focus on both in-store and online purchasing options for this demographic to maximize conversions.

Thank you