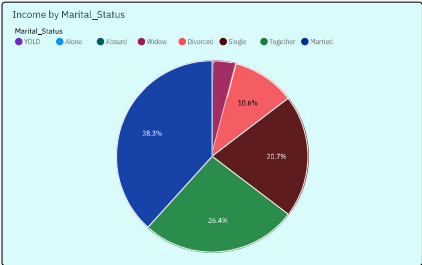


Story

Market Campaign

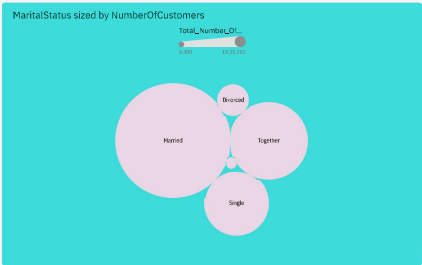
Customer Income by Marital Status

- Income is unusually high when Marital Status is Married.
- Income is unusually low when Marital Status is Widow.
- From 1965 to 1966, Married's Income dropped by 67%



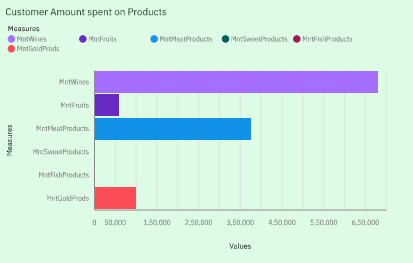
Customers Marital Status

- Total Number Of Customers ranges from nearly 4500, when Marital Status is Absurd, to over 1.9 million, when Marital Status is Married.



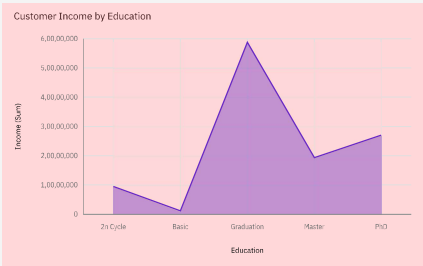
Customer Amount spent on Products

- MntGoldProds and MntFruits diverged the most when Year_Birth is 1962, and when MntGoldProds was nearly two thousand higher than the MntFruits.



Customer Income by Education

- Income is unusually high when Education is Graduation.
- From 1959 to 1960, Graduation's Income dropped by 44%.



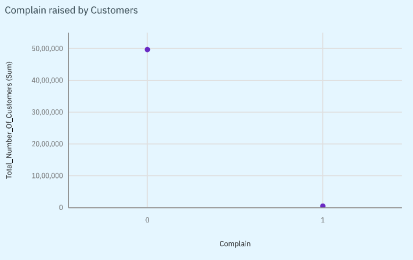
Customer ways of Purchases

- The overall number of results for NumStorePurchases is over twelve thousand.
- The overall number of results for NumCatalogPurchase is over two thousand.



Customer Complains

- Over forty lakhs of customers have no complains with the marketing campaign.
- Only small number of customers are not satisfied with the marketing campaign and have complains.



Customer Complain

- Average of 21 customers complain about the market campaign.
- The overall number of results for Total Complain is over two thousand.

Total Complain

21

Total Complain

