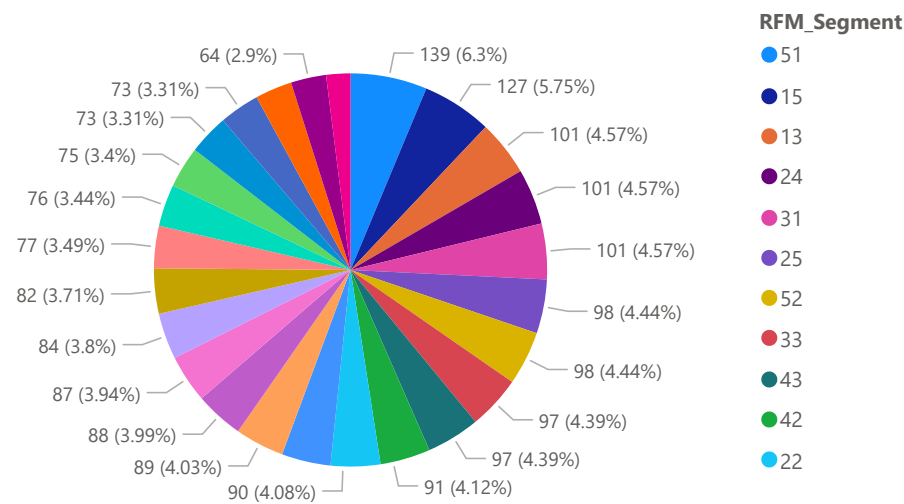
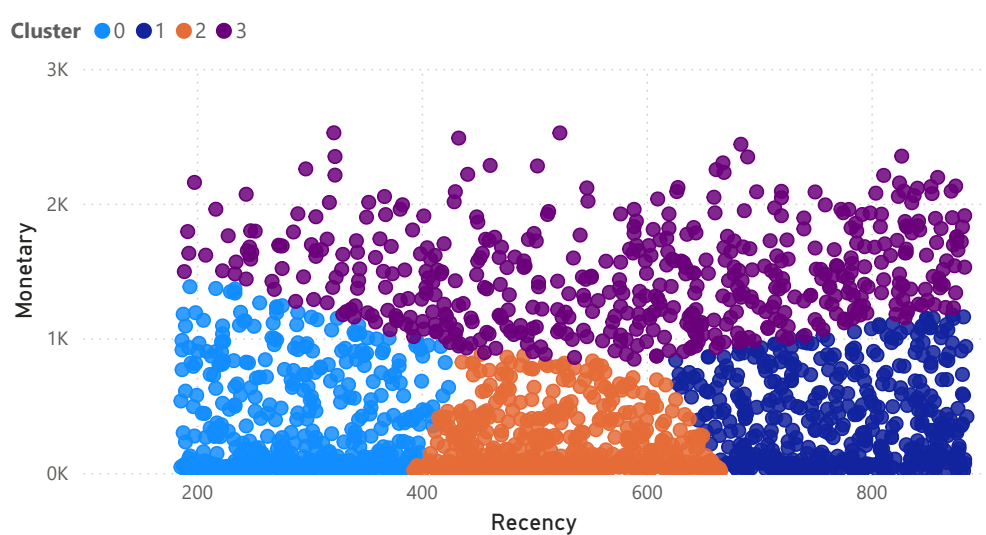


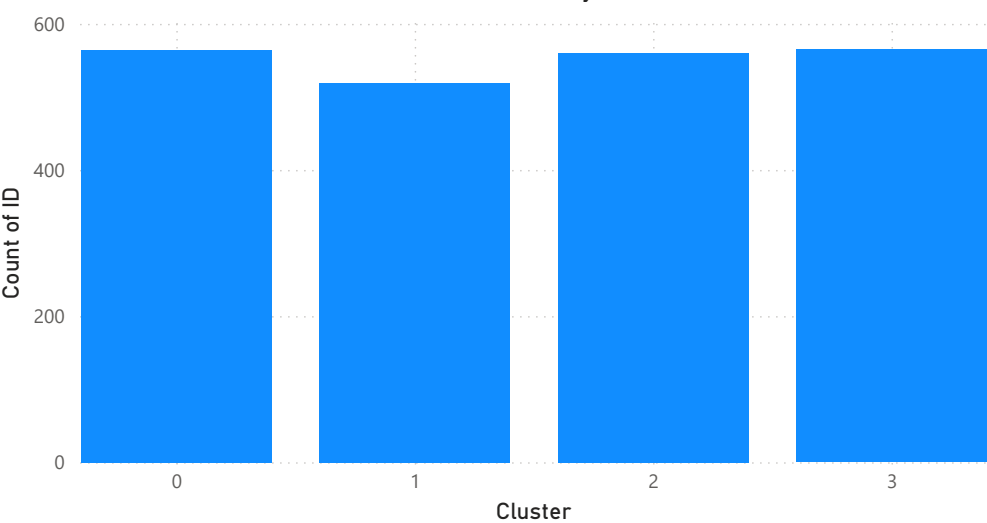
Distribution by RFM Segment



Recency and Monetary by Cluster

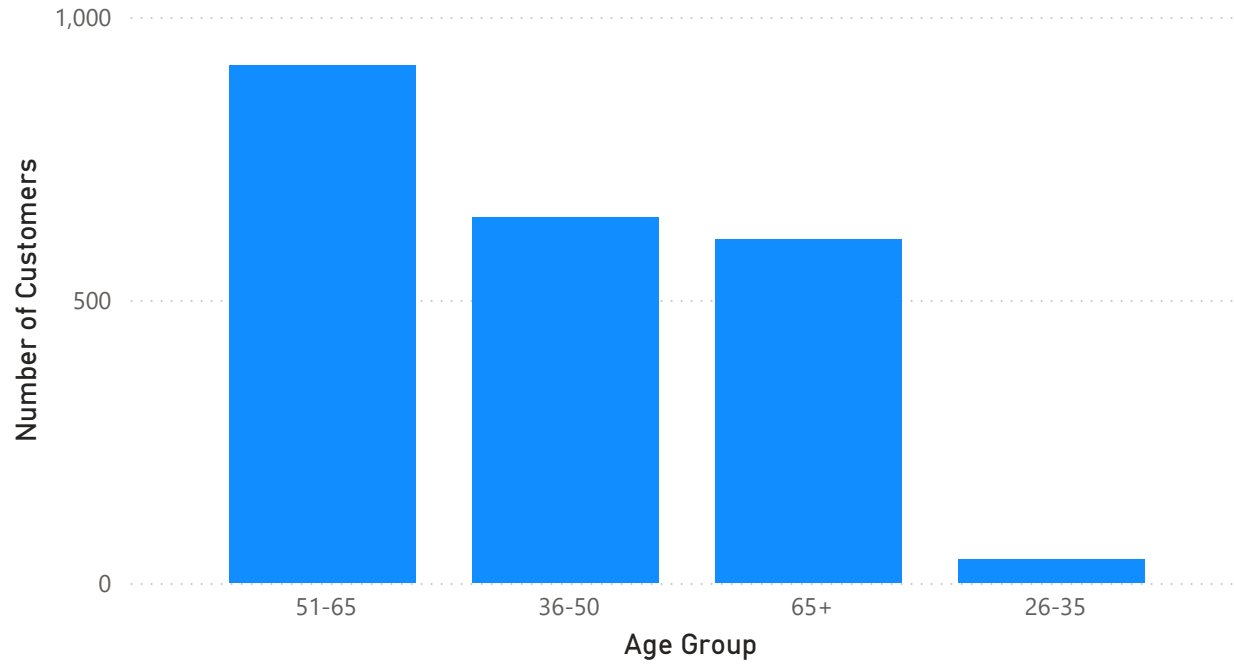


Number of Customers by Cluster

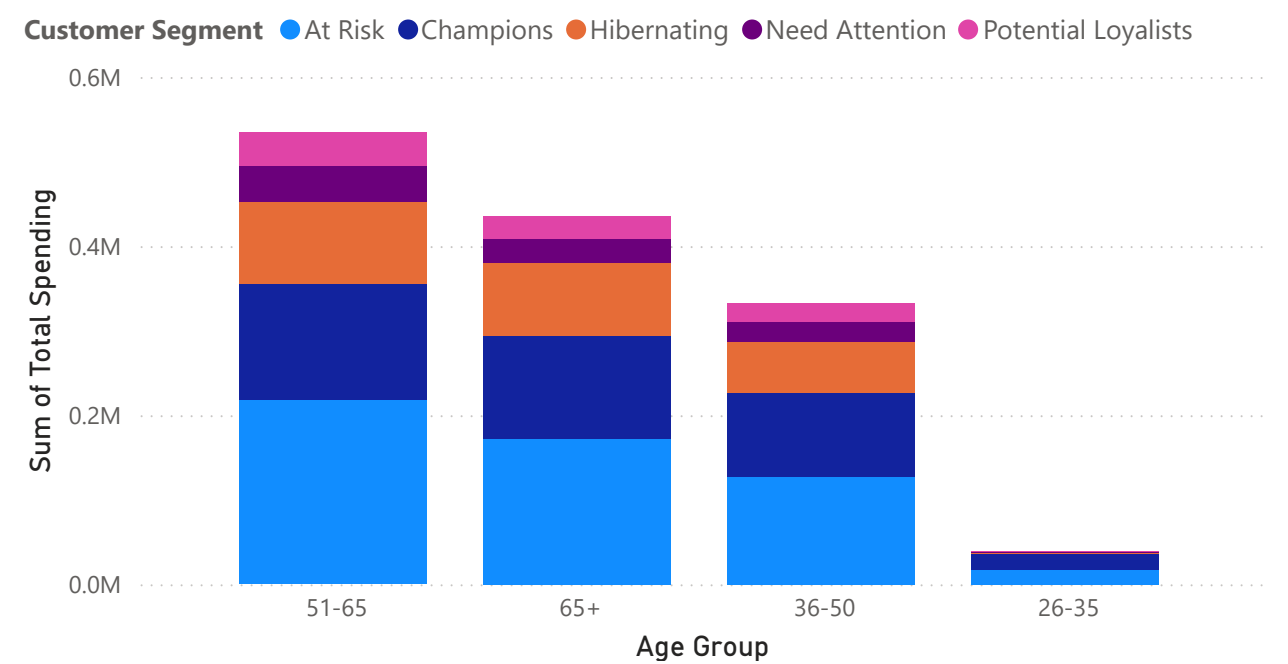


Count of ID 2.208K	Average of Age 56.10	Average of Income 51.94K
Average of Recency 539.47	Average of Monetary 606.90	Average of Total... 606.90

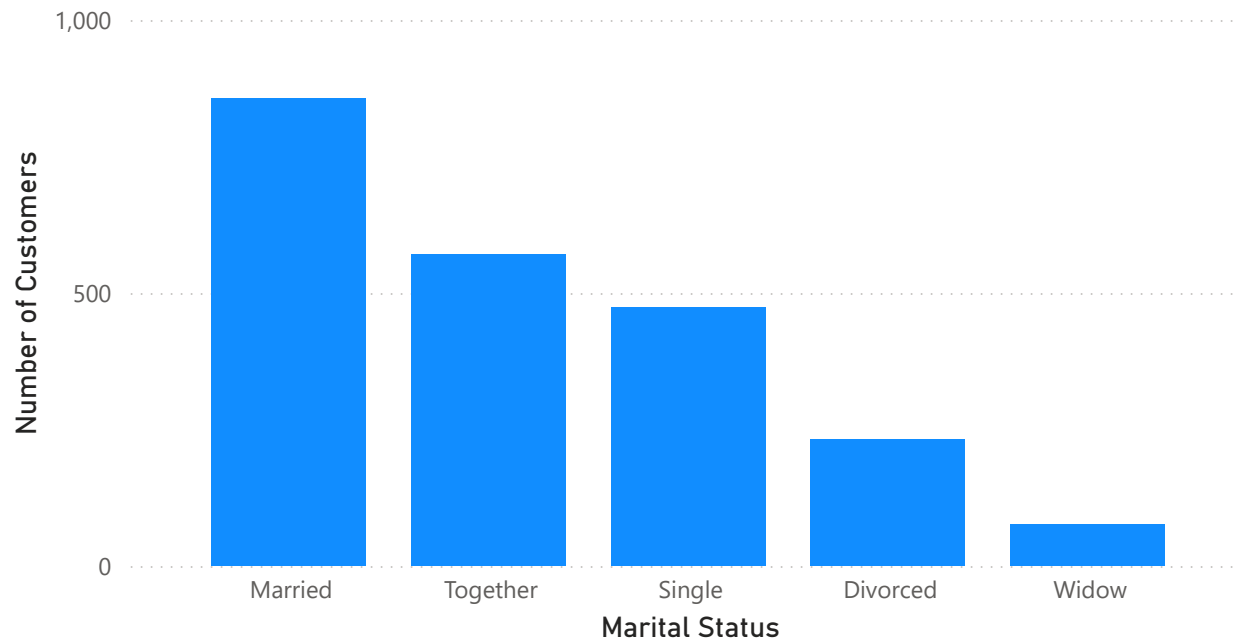
Age Group Distribution



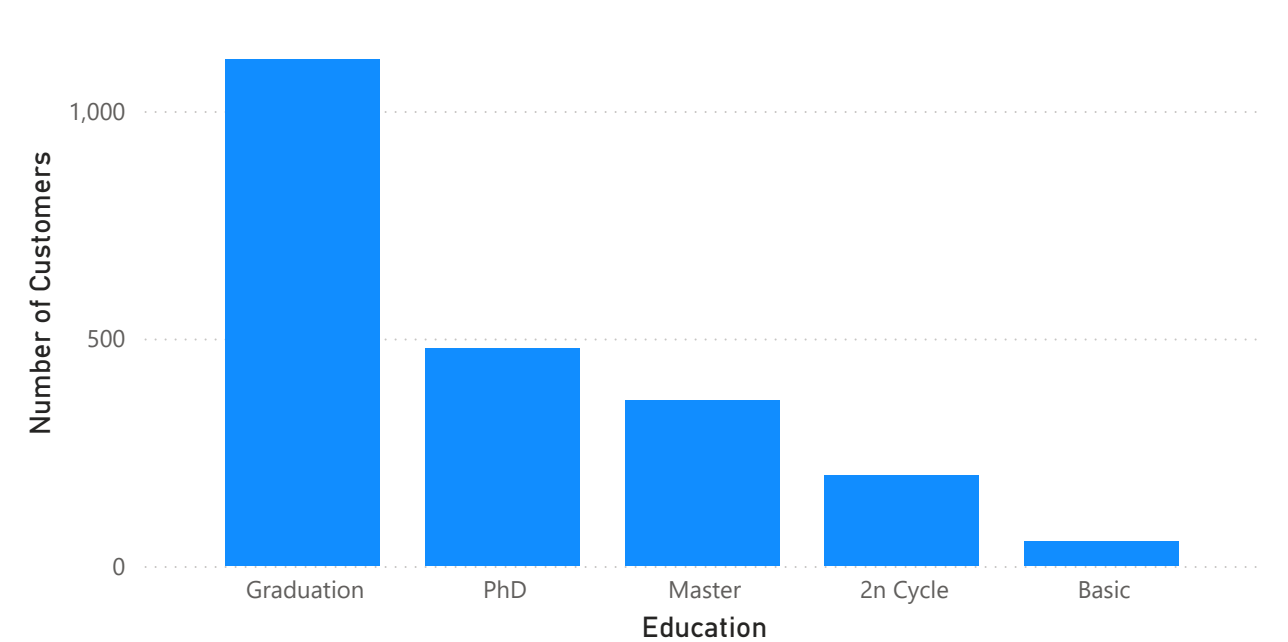
Customer Spending by Age Group



Marital Status



Education Level



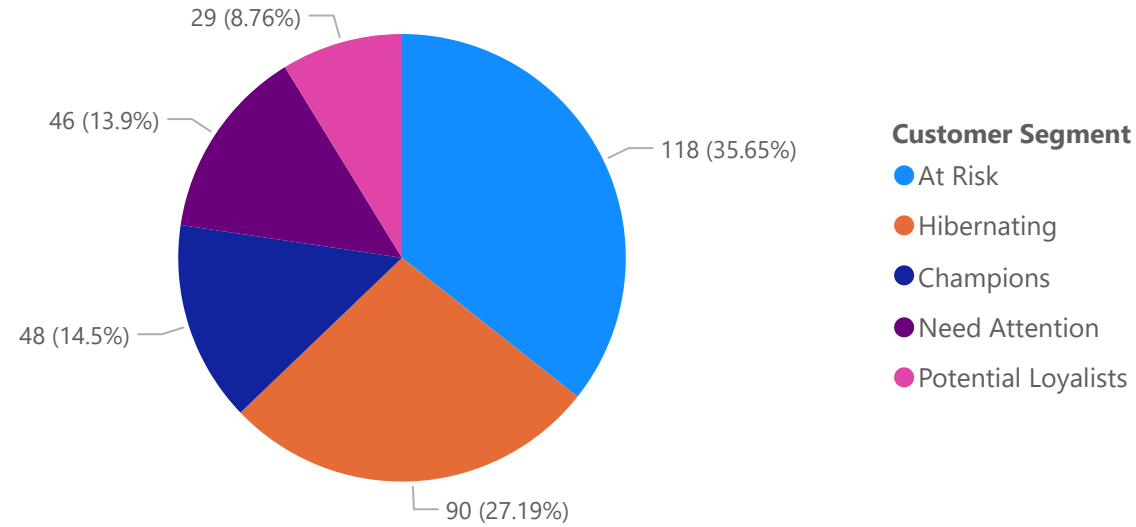
2208
Total Customers

331
Total Campaign Responses

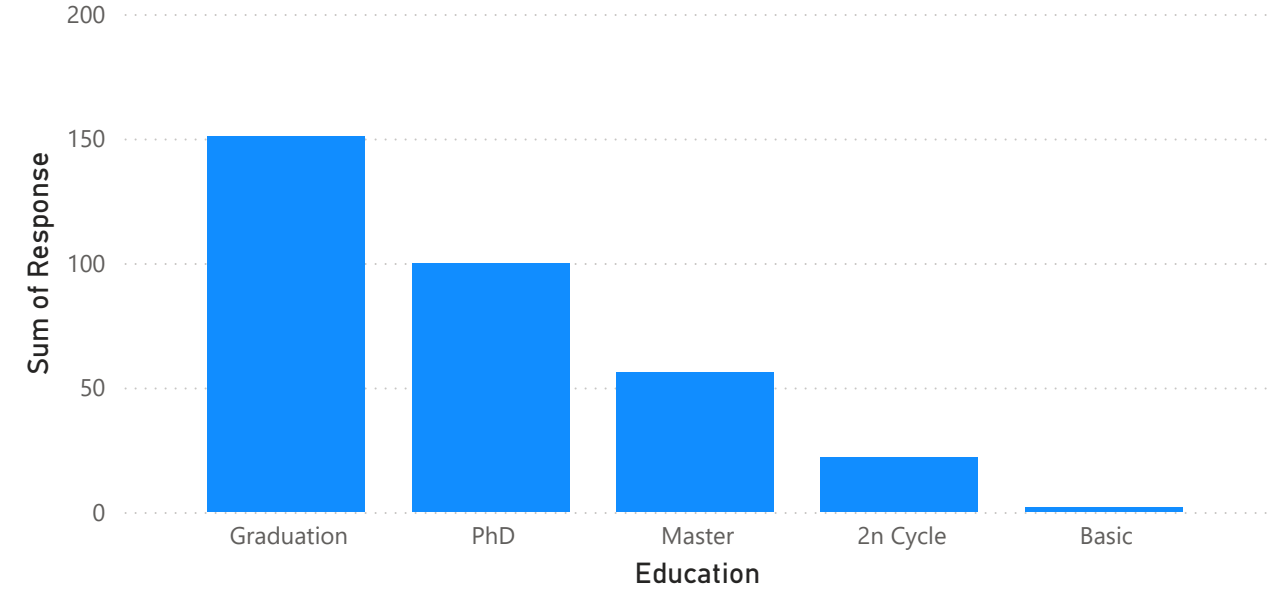
658
Total Campaigns Accepted

14.99
Campaign Response Rate

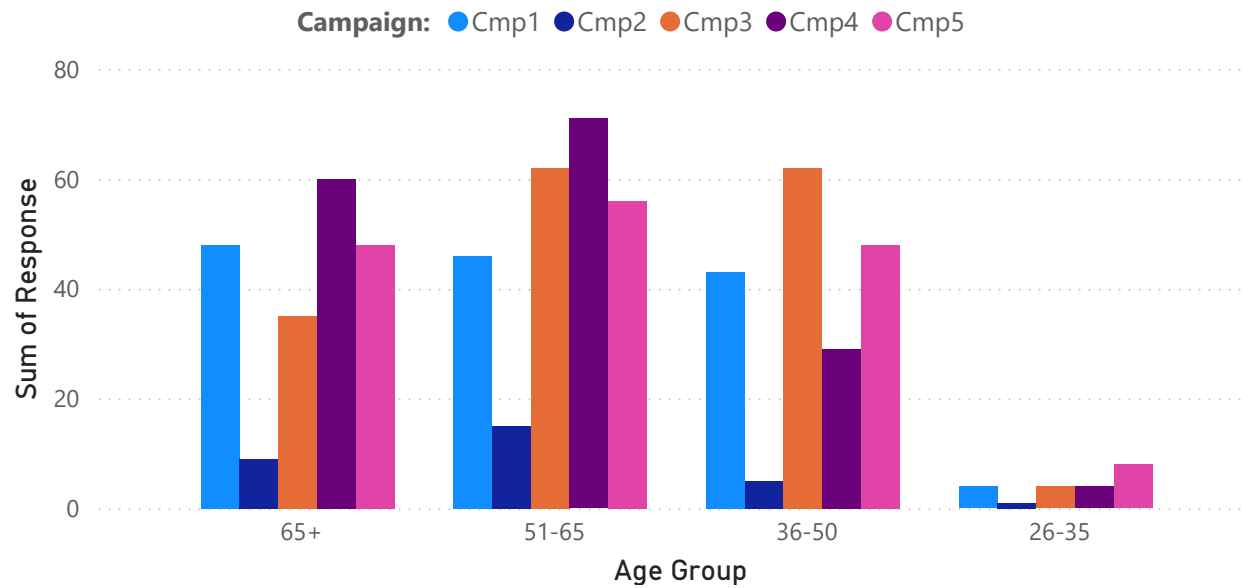
Response by RFM Segment



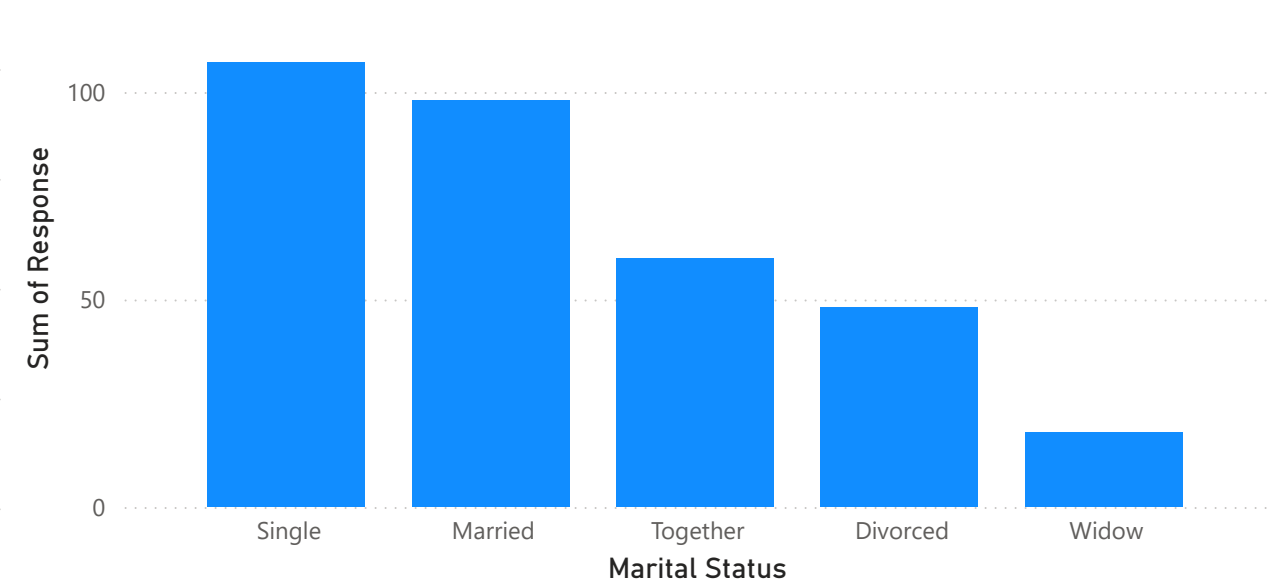
Campaign Response by Education



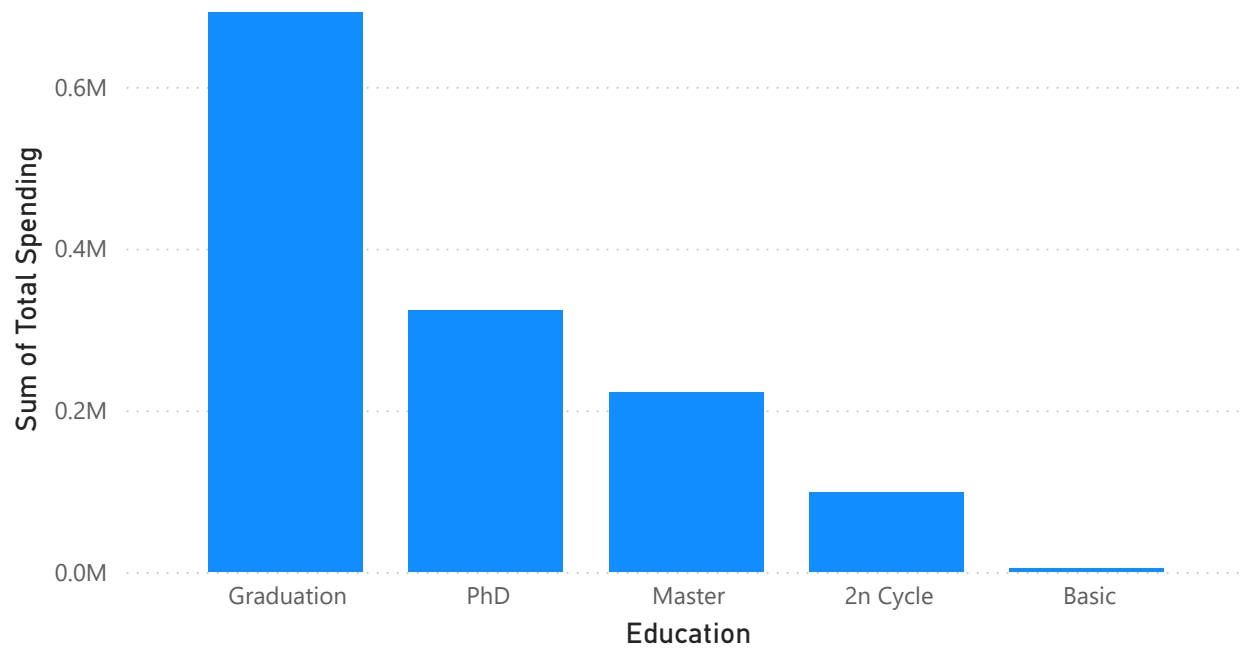
Campaign Response by Age Group



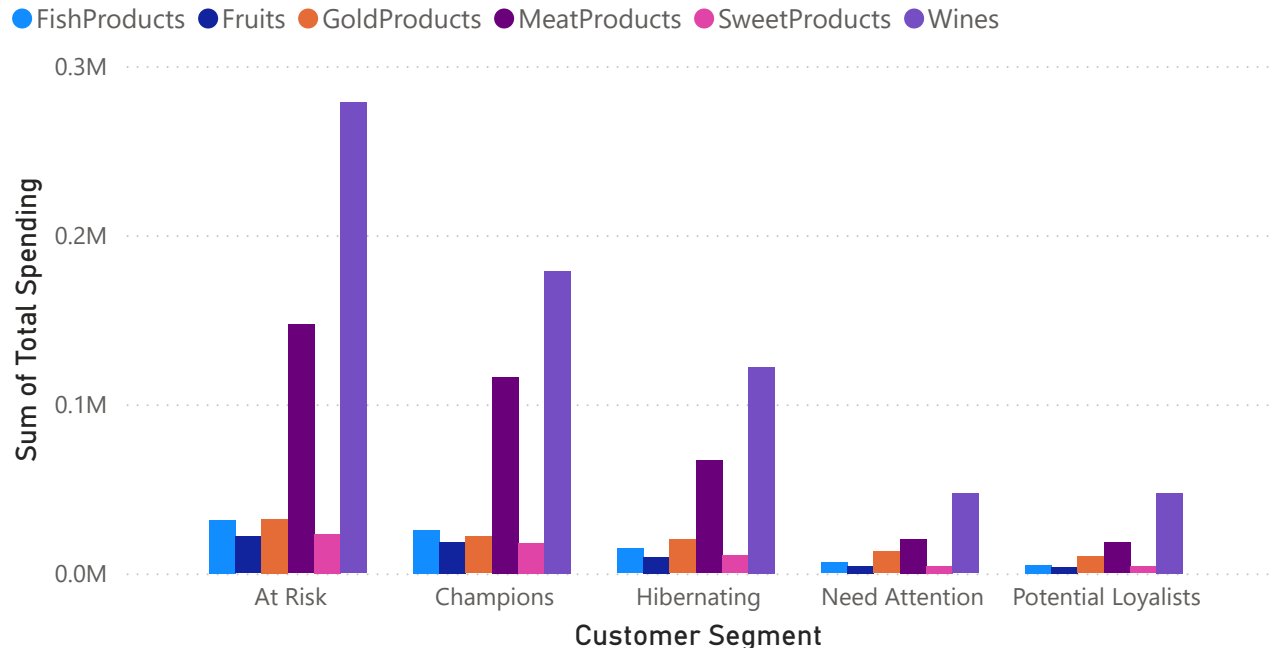
Campaign Response by Marital Status



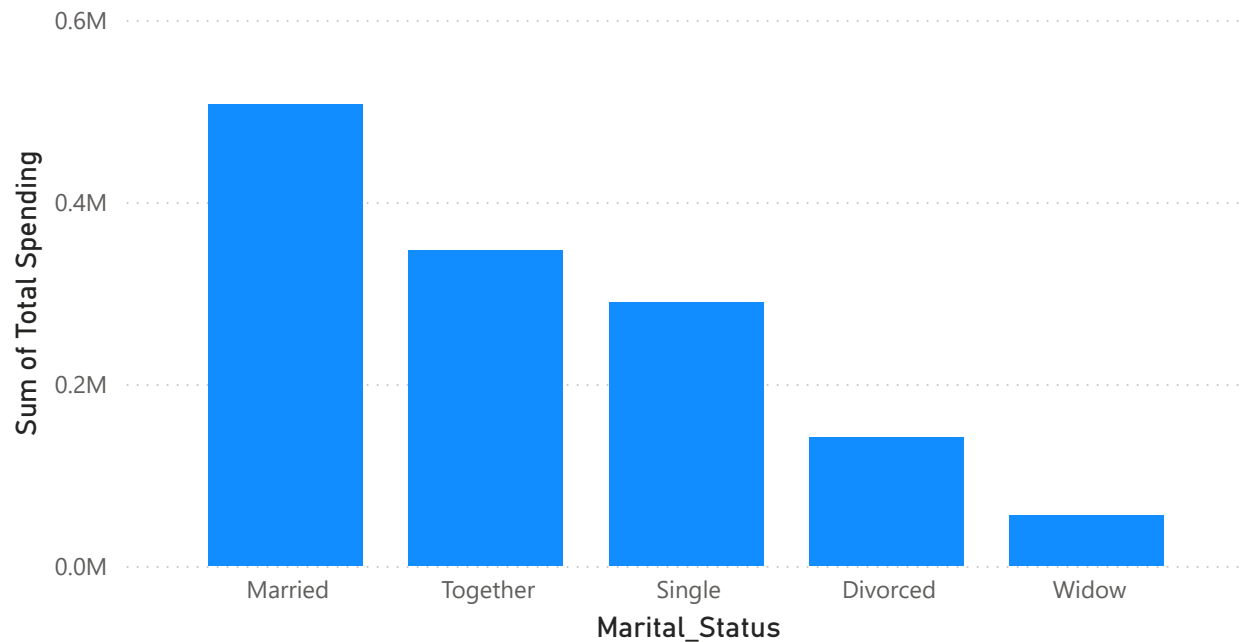
Total Spending by Education



Total Spending Products by Customer Segment



Total Spending by Marital Status



Total Products

