

# STRATEGIC CUSTOMER INTELLIGENCE

Marital\_Status

Education

Active Customers

2,236

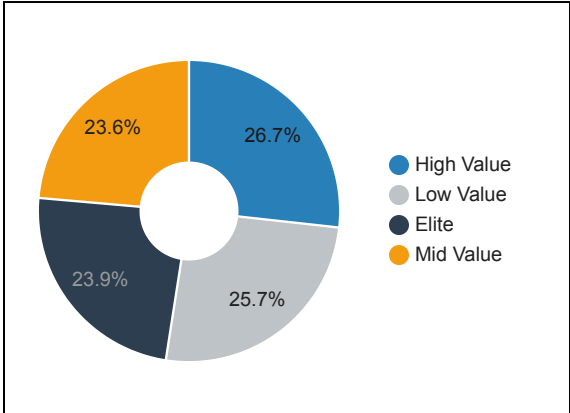
Total Revenue

1.4m

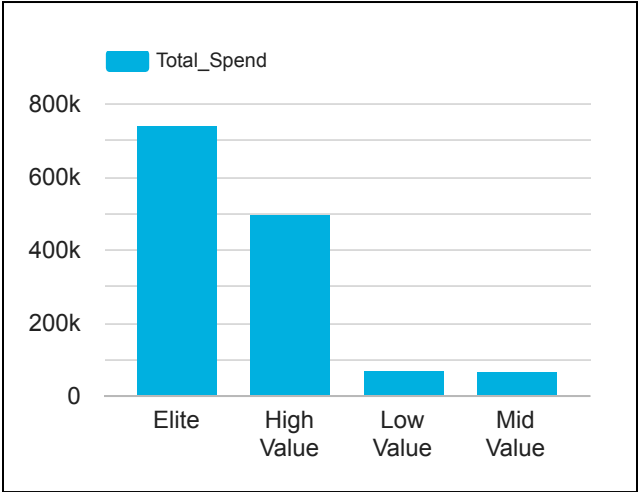
Avg. Response

14.94%

## Who are our customers?



## Where is the money coming from?



## Income vs. Spend Analysis

