Goods Marketing Analytics
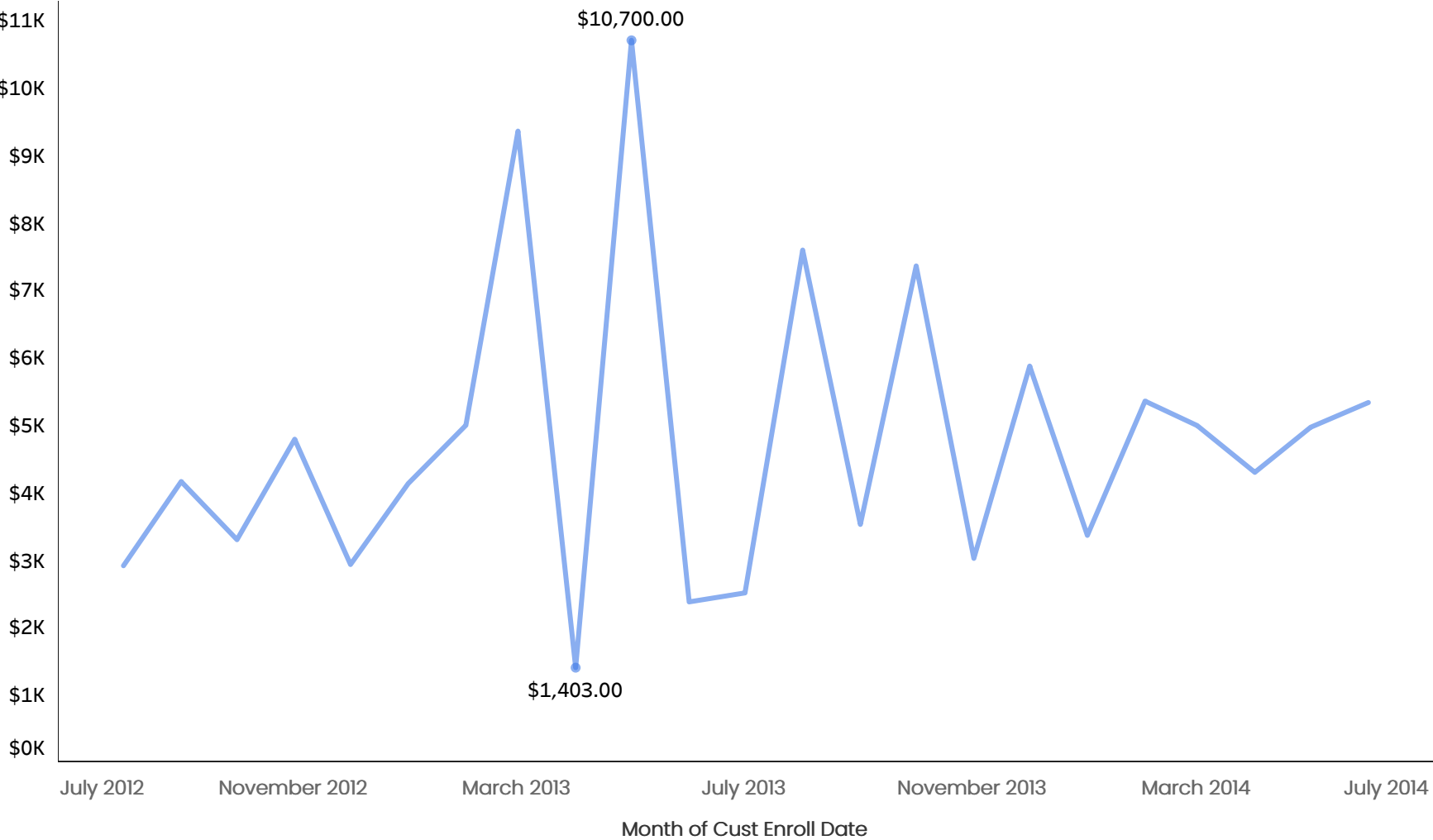
2012   2013   2014

Incremental Revenue by Yearly Customer Enrollment
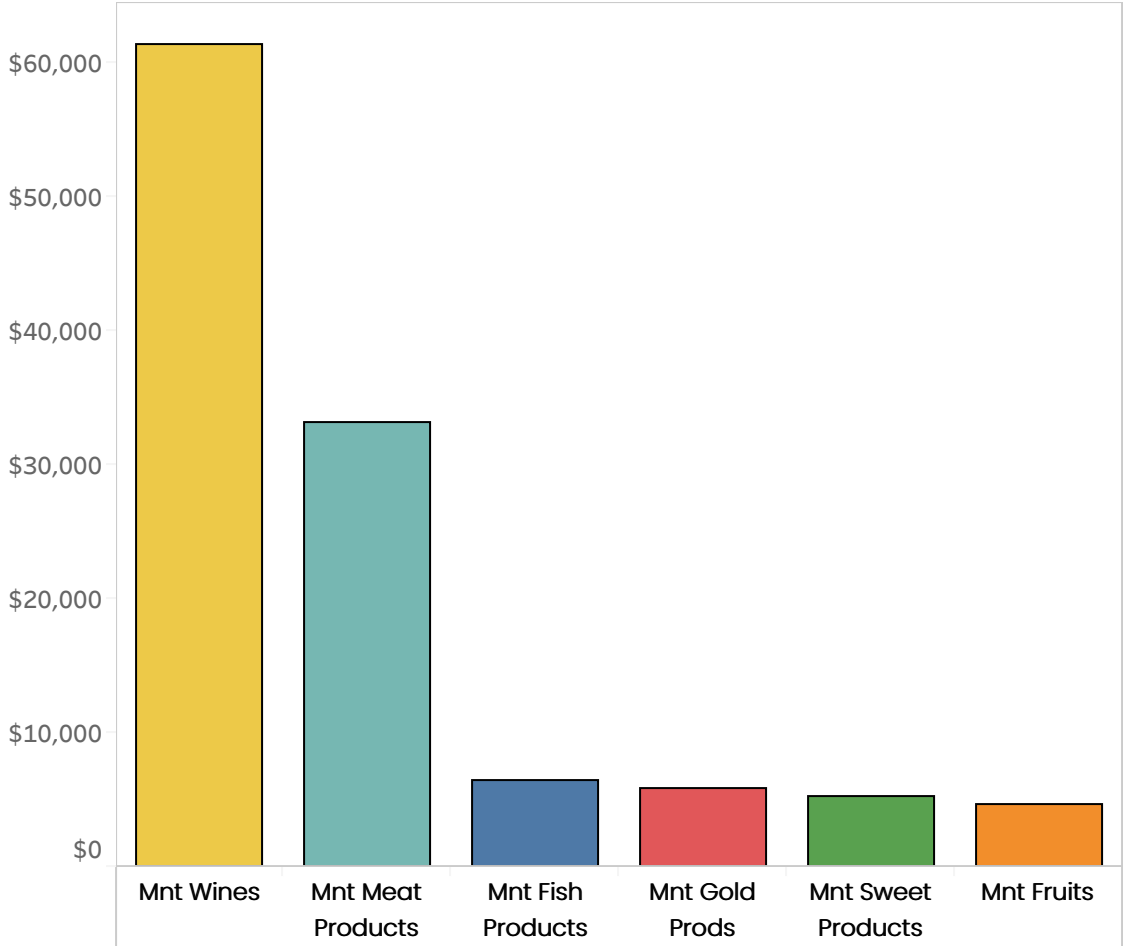
Wines

$10,700.00

$11K
$10K
$9K
$8K
$7K
$6K
$5K
$4K
$3K
$2K
$1K
$0K

$1,403.00

July 2012   November 2012   March 2013   July 2013   November 2013   March 2014   July 2014

Month of Cust Enroll Date

Purchases per Month

May 377	March 365	December 288	August 283
November 277	January 247	September 242	
June 268	April 202	October 196	
February 260			

Product and Website Performance by Country

Germany

Spain

Saudi Arabia   India

Australia

Canada

USA

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Campaign Revenue per Products Sold

$60,000
$50,000
$40,000
$30,000
$20,000
$10,000
$0

Mnt Wines   Mnt Meat Products   Mnt Fish Products   Mnt Gold Prods   Mnt Sweet Products   Mnt Fruits

Customer Analytics

Goods

2012   2013   2014

Graduation
Master Degree
PhD

Month	
January	
February	
March	
April	
May	
June	
July	
August	
September	
October	
November	
December	

Distinct count of ID
(axis: 0 to 20)
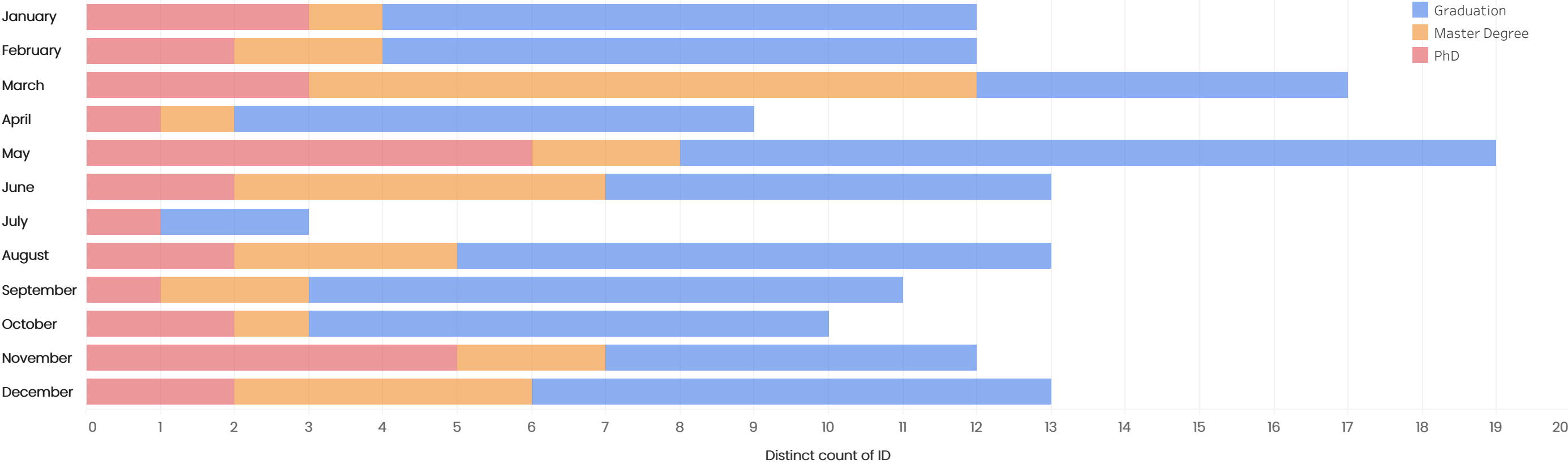
Web Purchase Correlations

Num Web Purchases (0 to 30)

- Mnt Wines (0, 500, 1000, 1500)
- Mnt Gold Prods (0, 100, 200, 300)
- Kid Home (-1, 0, 1, 2, 3)
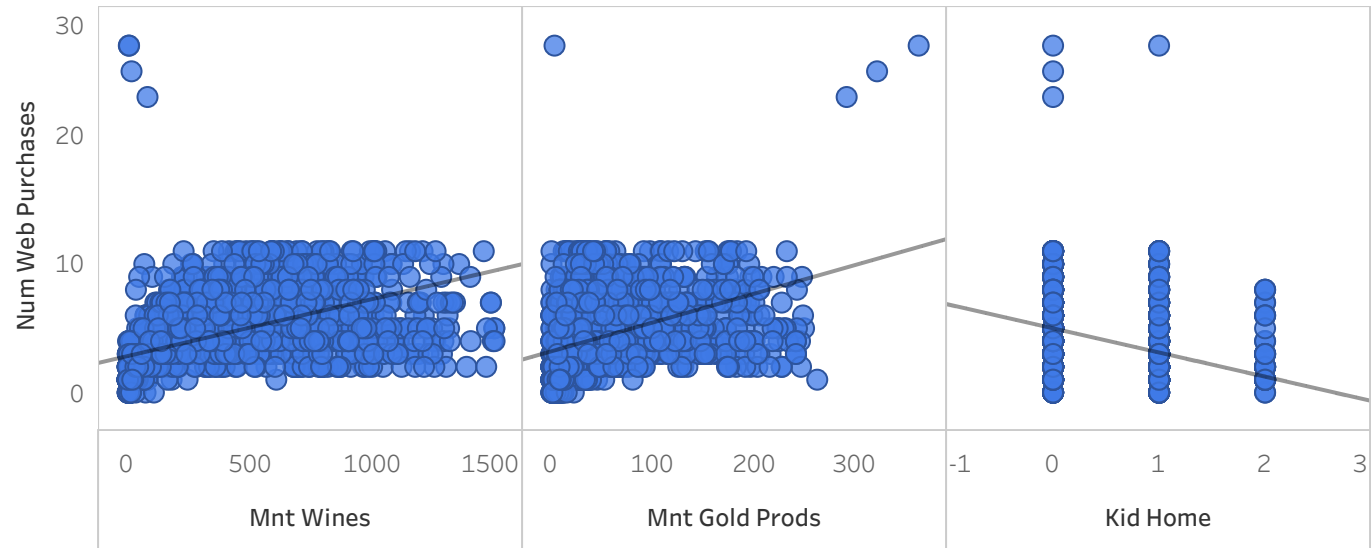
Customer Segmentation by Web Visits & Purchases

Total Purchases (0 to 300)

Website Visits per Month (0 to 130)

- **Low Visits/Purchases**
- **Mid Visits/Purchases**
- **Mid-Many Visits/Purchase**
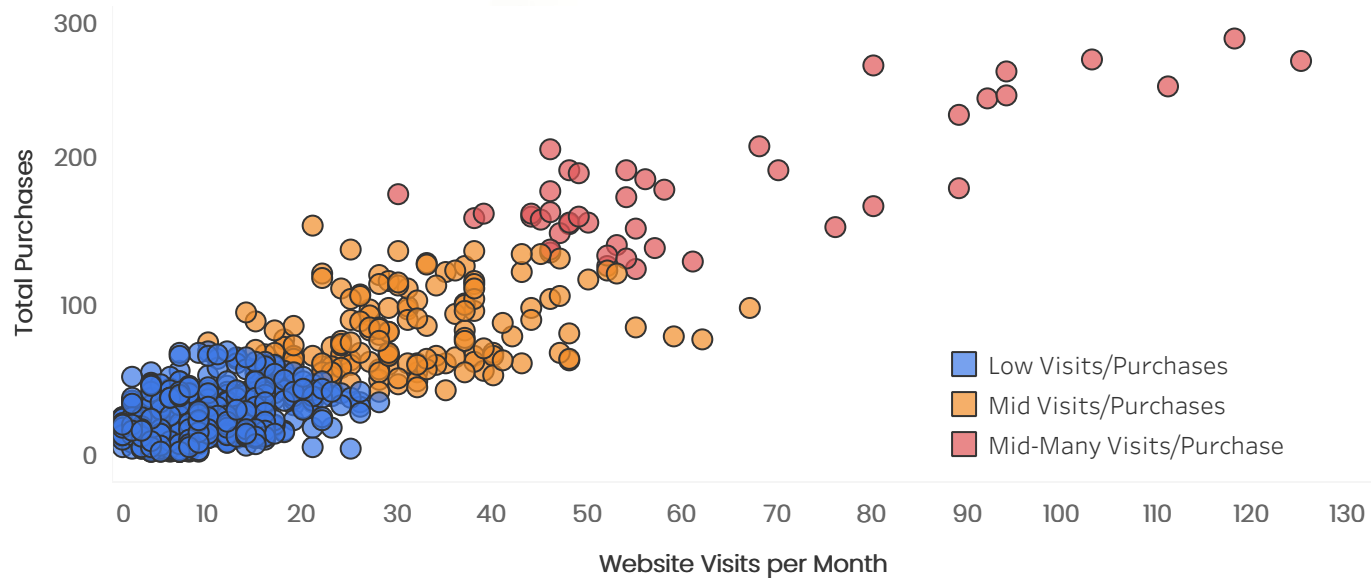
Customer Segment - Hidden Details