

# CUSTOMER SALES AND PURCHASE DASHBOARD

Demographic Information

Marketing Response

Total Income

\$114.68K

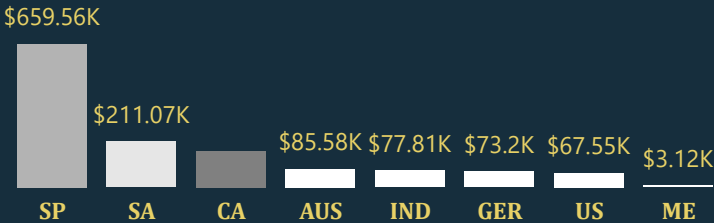
Average Income

\$51.75

Total Sales

\$1,345.28K

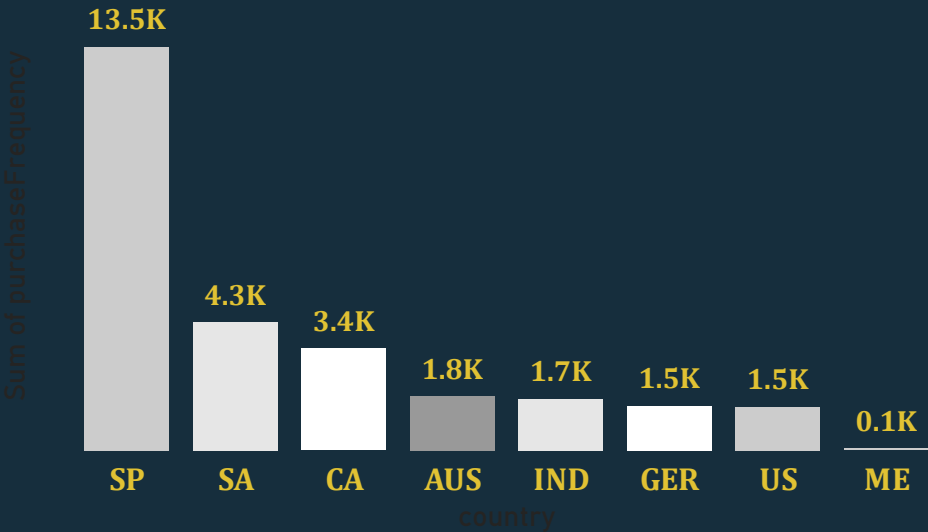
Total Sales by country



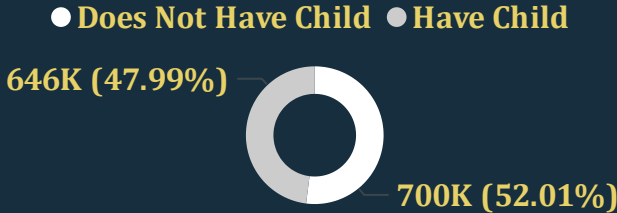
Total Sales by Marital Status



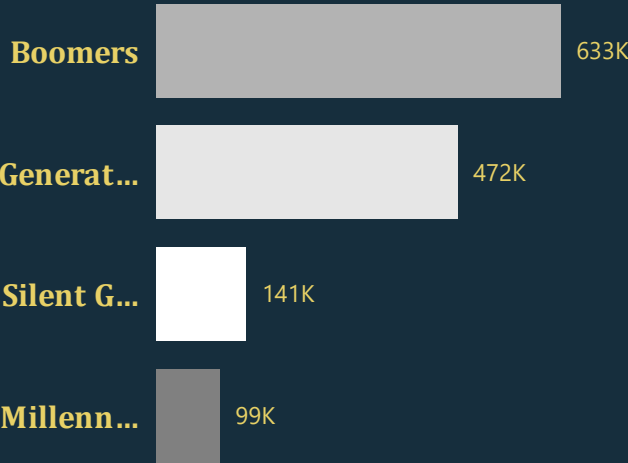
Total Purchase by Country



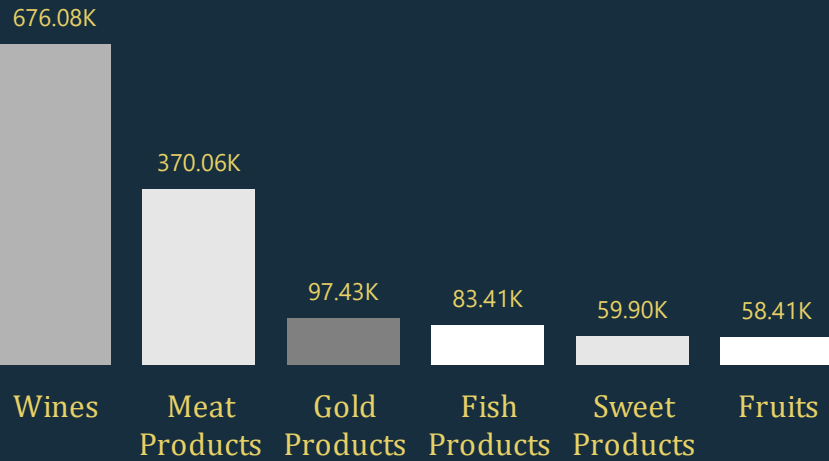
Total Sales by Child\_status



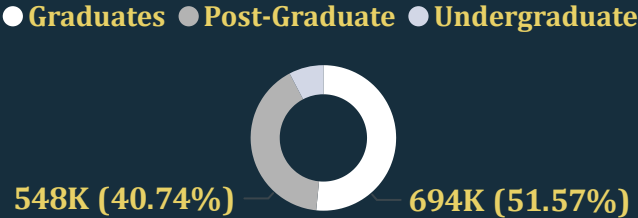
Total Sales by Generation



Total Sales By Product Category



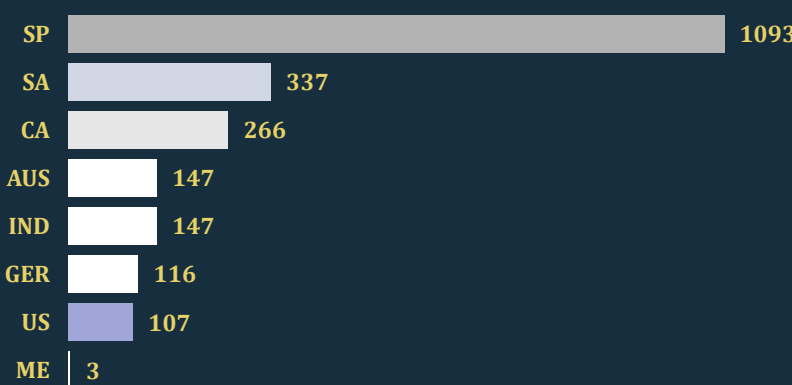
Total Sales by Education\_background



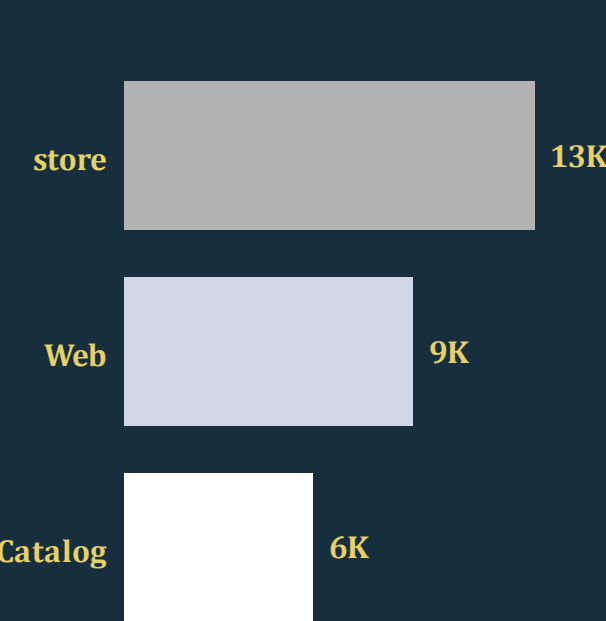
Total Number of Visit By Web



Total Web Purchase by country



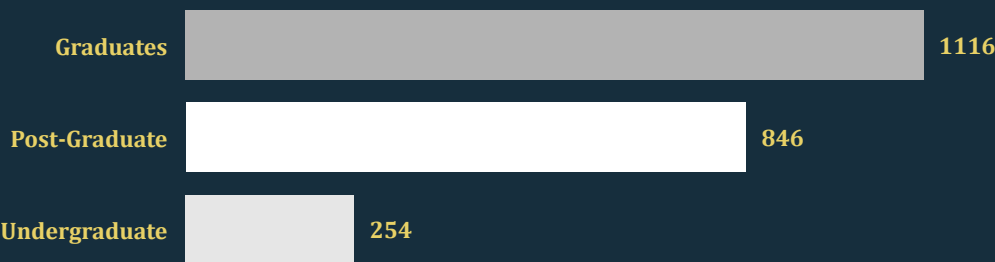
Total purchase by Channel



Total Web Purchase by Marital Group



Total Web Purchase by Educational background



DEMOGRAPHIC  
INFORMATION

SALES AND  
PURCHASE  
DASHBOARD

MARKETING  
CAMPAIGN  
DASHBOARD

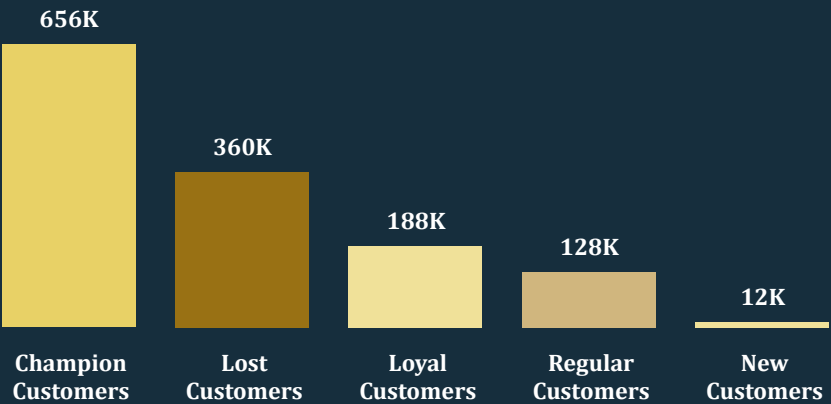
MARKETING DASHBOARD (DEMOGRAPHIC INFORMATION)

2012

2013

2014

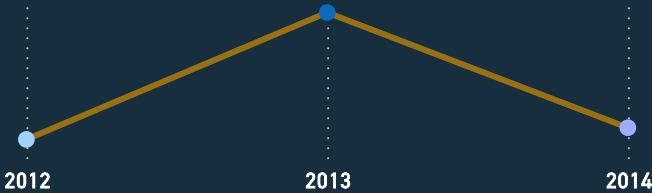
Total Sales by Segmentation



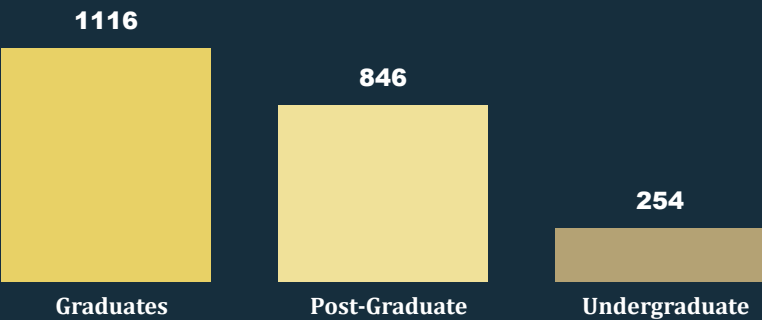
Total Customer

2216

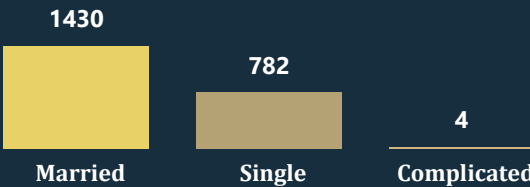
Number of Customer  
(Registered Date)



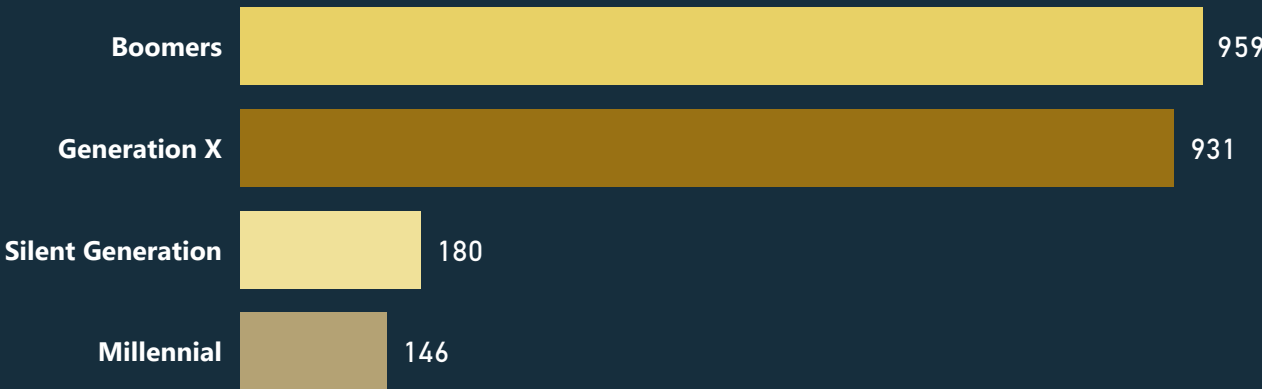
Number of Customer  
(educational Background)



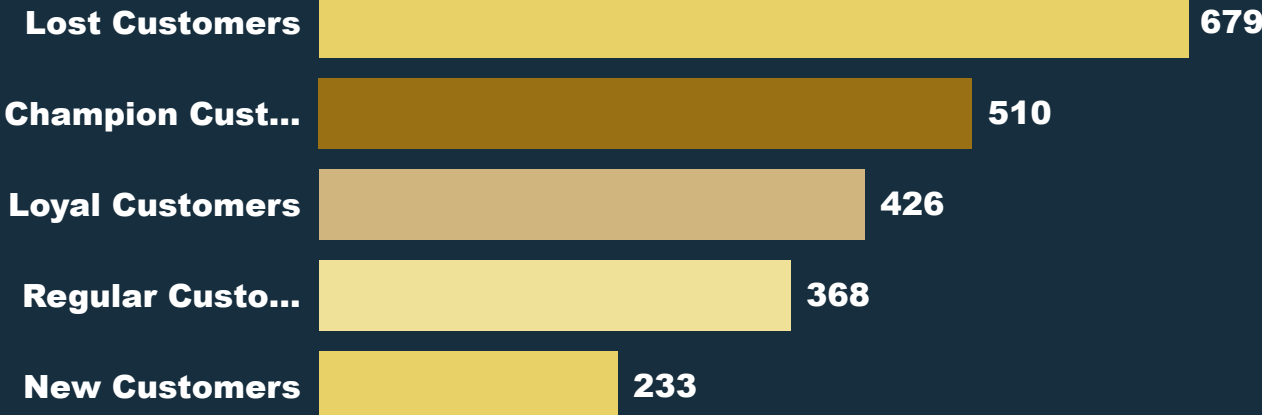
Number of Customer  
(Marital Group)



Number of Customer  
(By Age Group)



Total Customer by Segmentation



id	RFM_SEGMENT	rfm
0	Champion Customers	323
1	Lost Customers	122
9	Loyal Customers	322
13	Regular Customers	211
17	Champion Customers	333
20	Loyal Customers	322
22	Loyal Customers	322
24	Loyal Customers	321
25	Lost Customers	133
27	...	...

# MARKETING CAMPAIGN DASHBOARD

Sales & Purchase  
Dashboard

Demographic  
Information

Average Recency  
**49.01**

Average Monetary  
**\$607.08**

Average Frequency  
**12.56**

C1

0.21

C2

0.05

C3

0.25

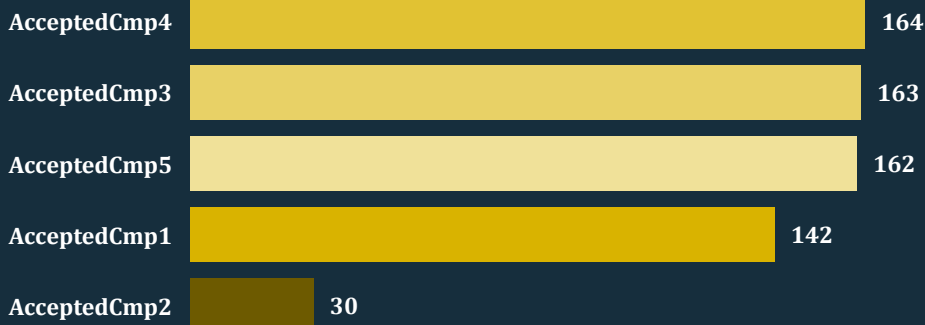
C4

0.25

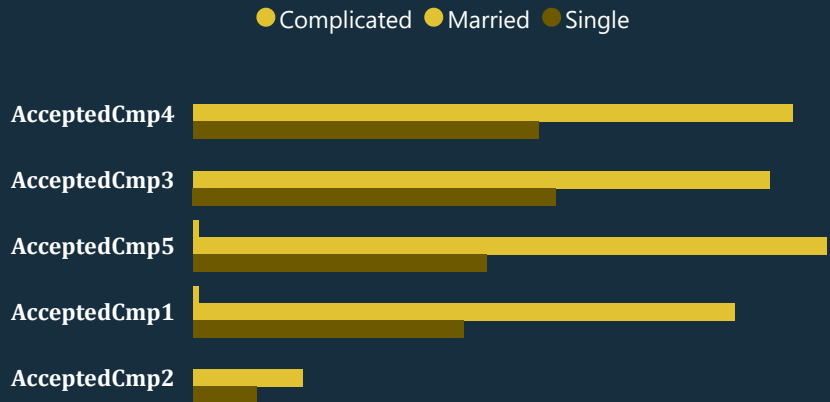
C5

0.25

## Number of Acceptance by Campaign



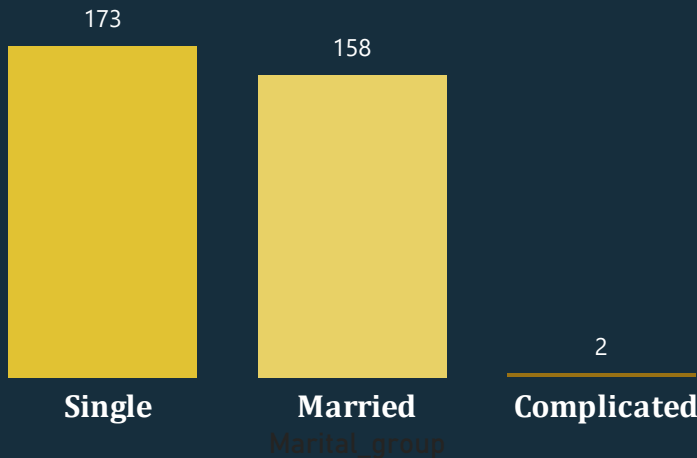
## Marketing Campaign Acceptance by Marital Group



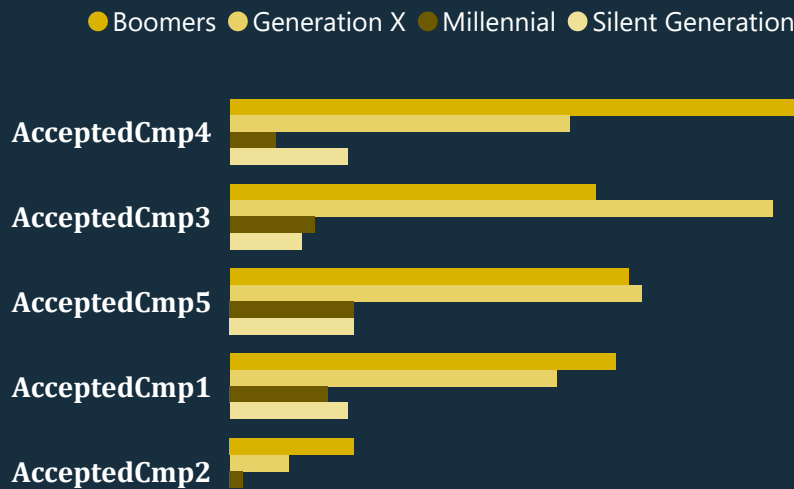
## Marketing Complain by Marital Group



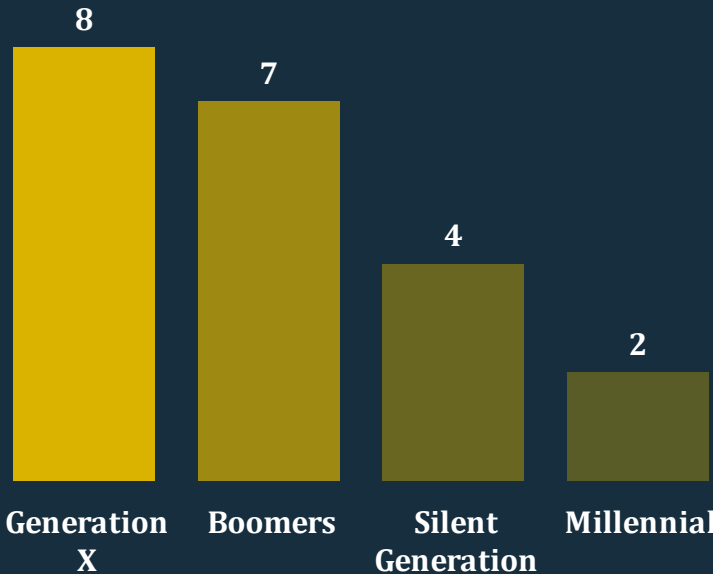
## Marketing Response by Marital\_group



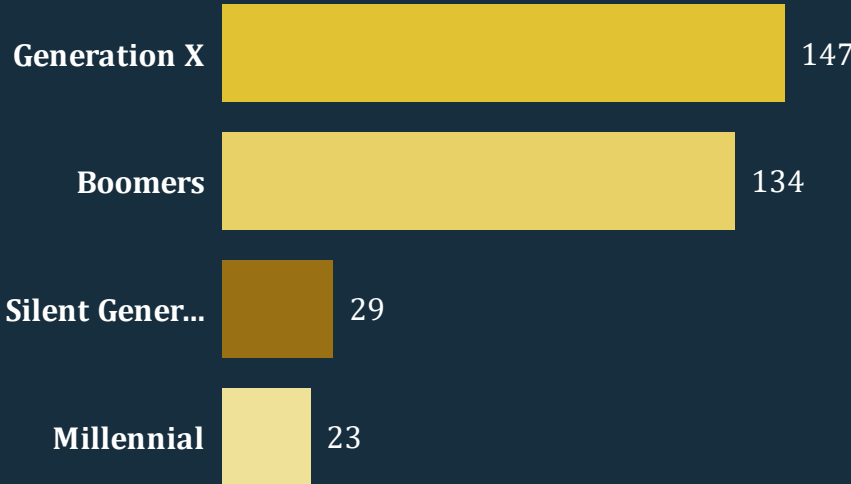
## Marketing Campaign Acceptance Generation



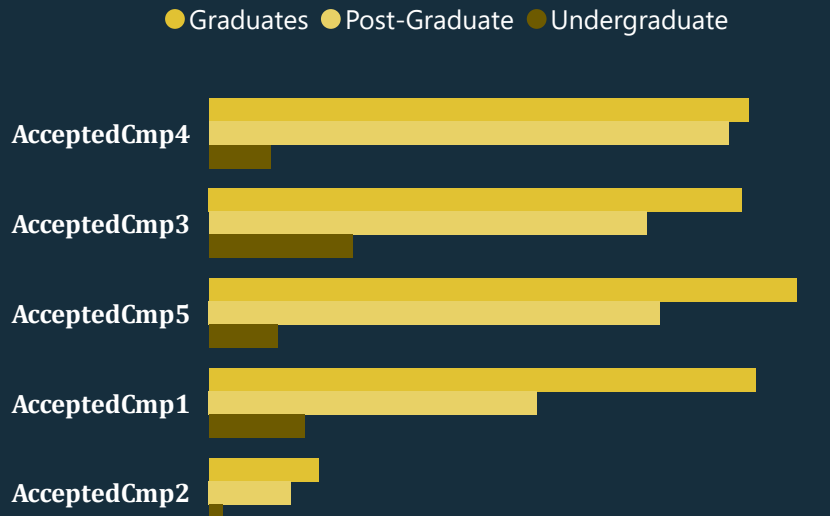
## Marketing Complain by Generation



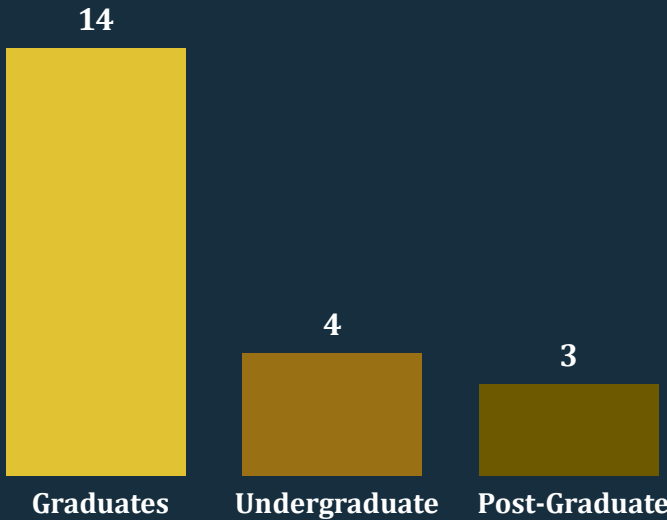
## Marketing Response by Generation



## Marketing Campaign Acceptance by Educational background



## Marketing Complain by Educational background



## Market Response by Educational background

