Response Rate

15%

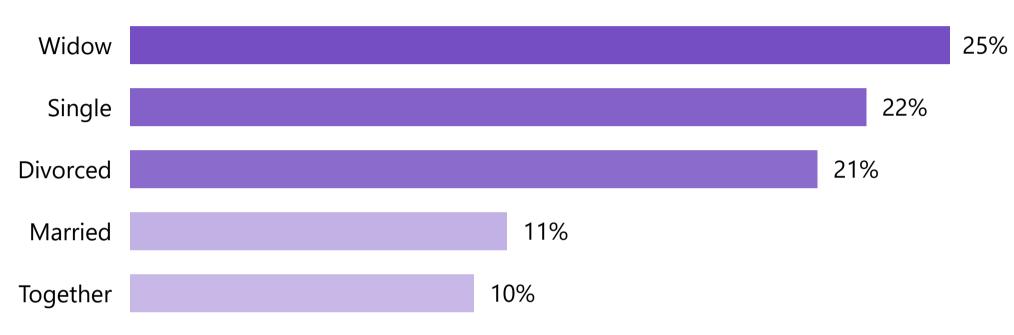
33%
Top\_Cust\_Resp\_Rate

**40K**Total Accepted

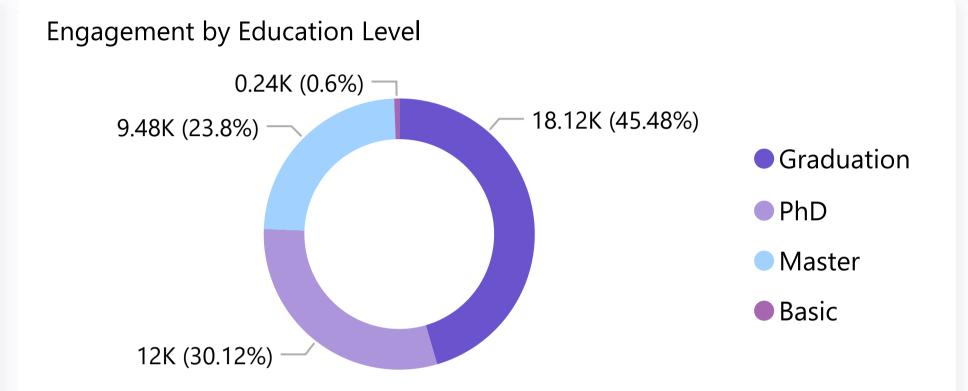
\$165 AvgSpend\_Resp **Response Rate (15%):** Focus on improving audience targeting and message relevance.

**Top Customer Response Rate (33%):** Prioritize this group with exclusive offers or loyalty benefits.

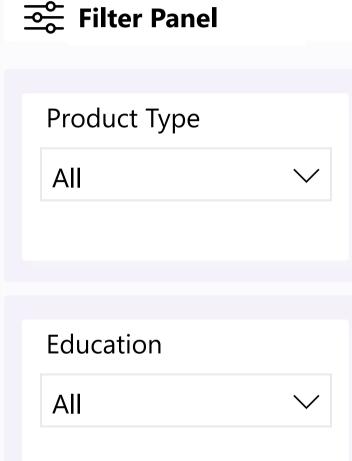




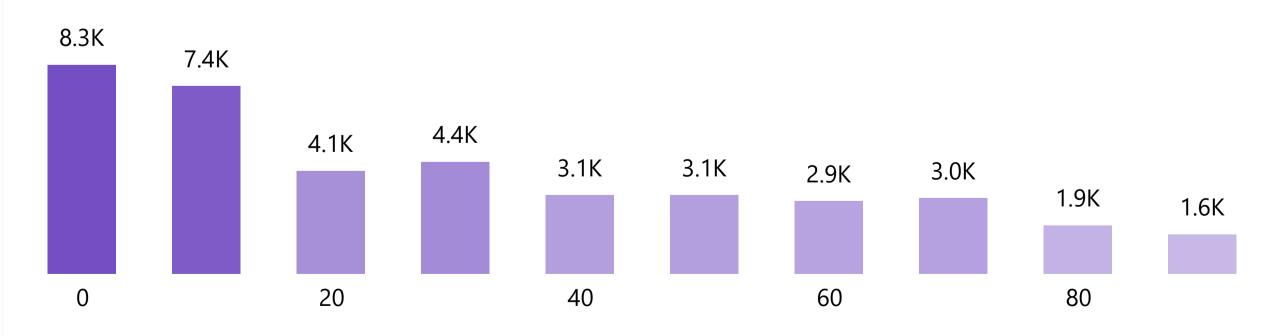
Widowed and single individuals show the highest response rates, suggesting stronger engagement with emotionally resonant messaging.



The majority of responders hold higher education degrees, reflecting appeal to educated audiences with professional communication style.

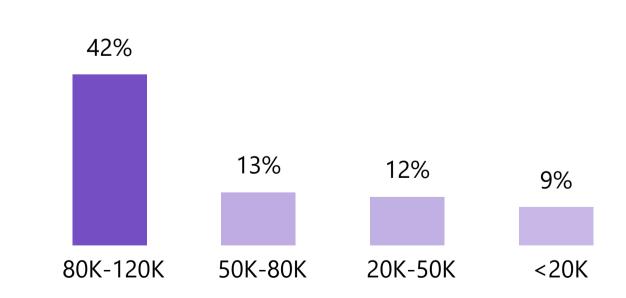


## Response Distribution by Recency



Most responses came from recent contacts, confirming that freshness of interaction is a key driver of engagement.

## Response Rate by Income Group



Customers earning between 80K–120K respond significantly more than lower income segments, revealing potential for premium positioning.

## ChannelType

ΑII



 $\checkmark$ 

## Marital\_Status



267% \$27M

**Total Spend** 

\$2.1M

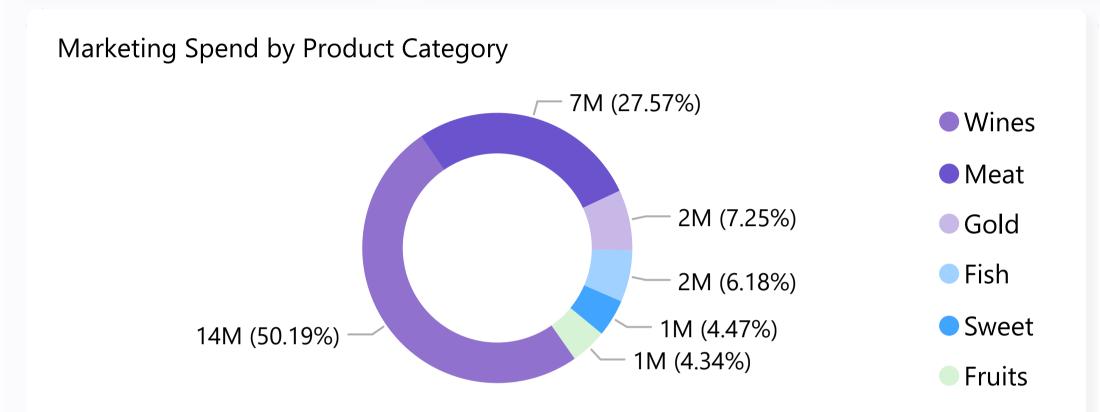
Net Profit

\$27.2

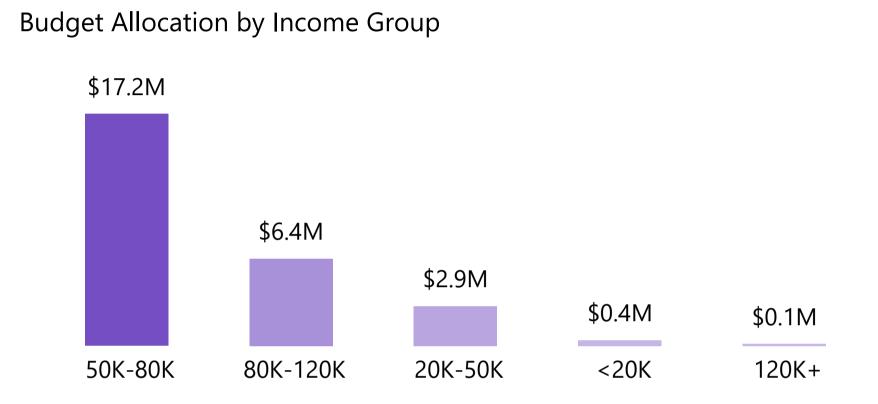
AOV

**Net Profit (\$2.1M):** Review low-performing spend areas and optimize product margins.

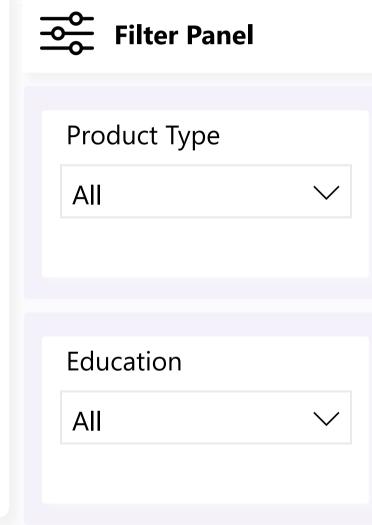
**Total Spend (\$27M):** Analyze ROI per channel to ensure spending is justified.

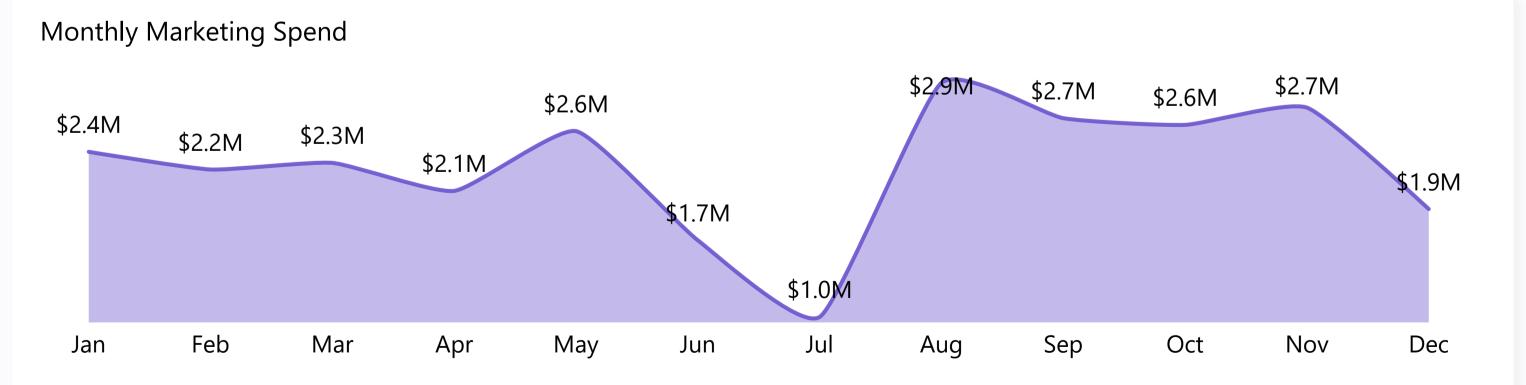


Wine dominates the budget with over half of total spend, which may limit exposure to other potentially profitable product lines.



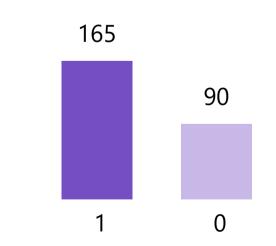
Most budget went to mid-income segments, but top-performing high-income groups received much less, showing an imbalance in allocation.





July showed a noticeable drop in spending, which may indicate weak performance or a deliberate reduction in campaign activity during that period.

Average Spend – Response vs No Response



Responders spend noticeably more per order, proving their higher lifetime value and conversion potential.

