Onaiza Reaz

Market Campaign Analysis

1. Income by Education

This bar chart displays the average income based on different levels of education. The categories include PhD, Master, Graduation, 2n Cycle, and Basic education. It visually represents how income varies across these educational qualifications, showing that higher educational levels are associated with higher incomes.
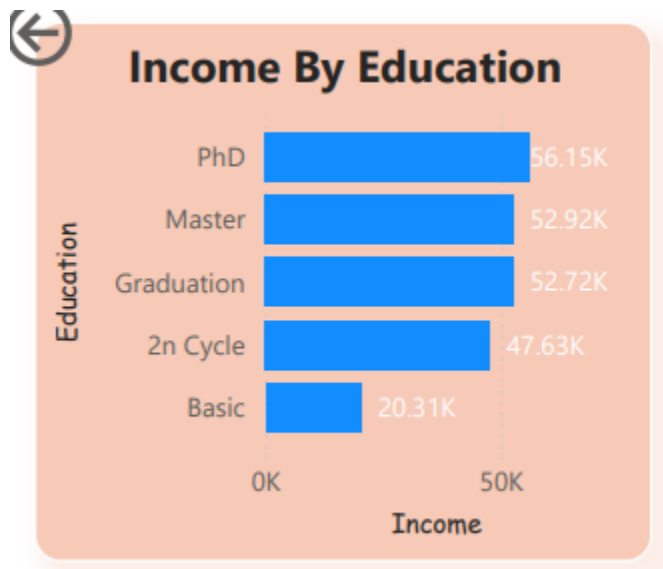

2. Average of All Products

This donut chart shows the average spending on various product categories. Each segment represents a different product, and the chart visually highlights which products have higher average spending compared to others. The segments include MntWines, MntFruits, MntMeatProducts, MntFishProducts, MntSweetProducts, and MntGoldProds.
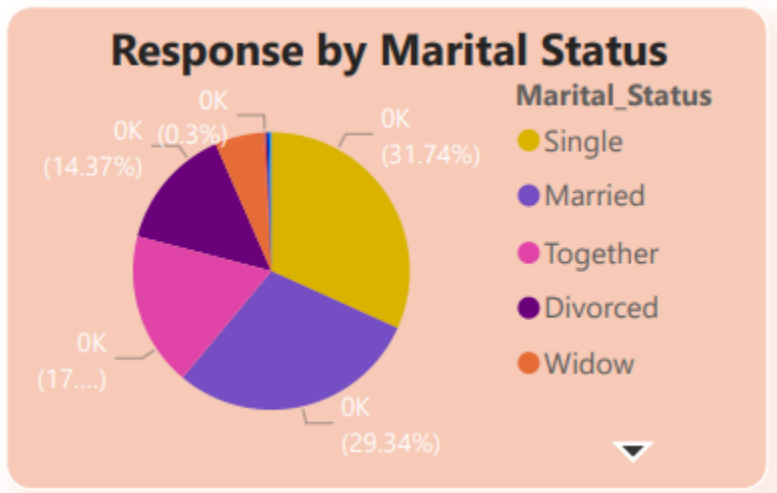
Average of all Product
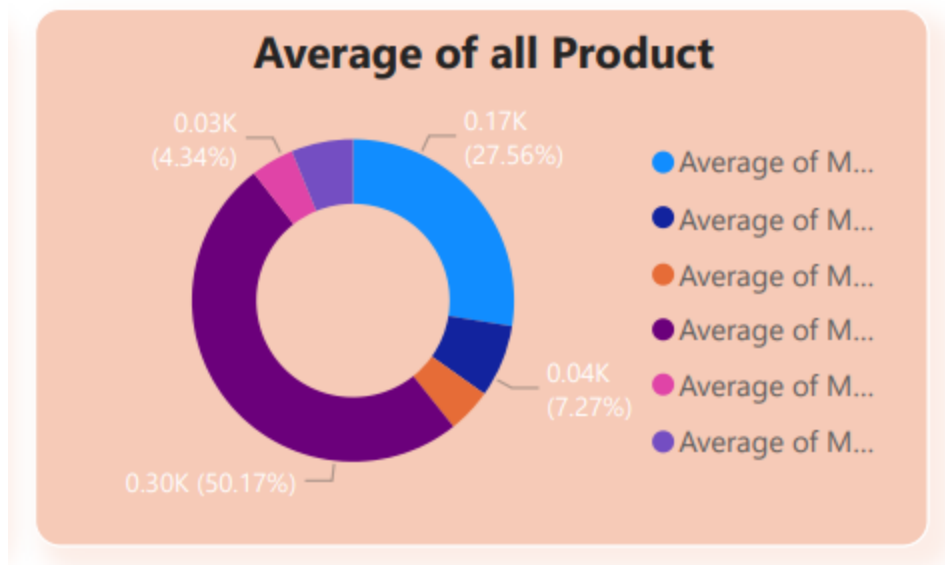
3. Relation Between Marital Status and Income

This bar chart illustrates the relationship between different marital statuses and income. The categories include Absurd, Widow, Together, Divorced, Married, Single, YOLO, and Alone. It shows how income levels vary among these marital statuses, providing insights into any patterns or disparities. This chart shows absurd has highest income.
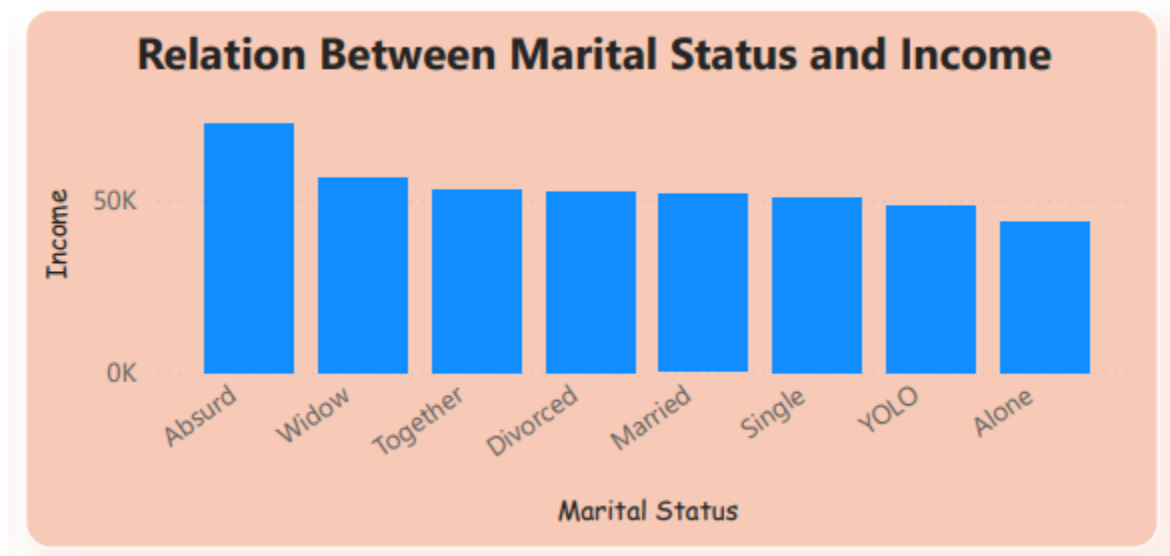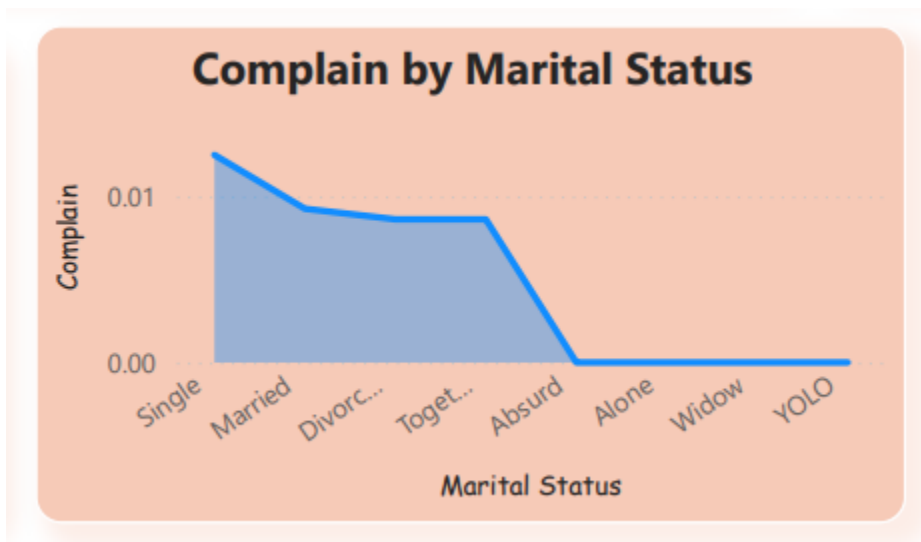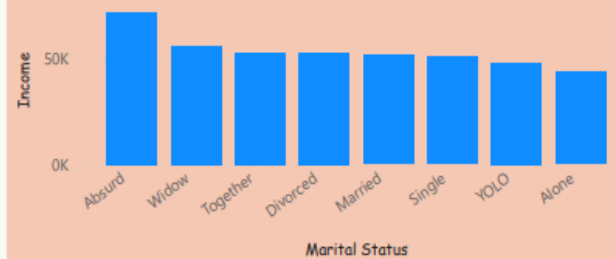

4. Response by Marital Status

This pie chart displays the response rates by marital status. The slices of the pie represent the proportion of responses from each marital status category, including Single, Married, Together, Divorced, Widow, and other statuses. It helps to understand which marital status groups are more responsive.
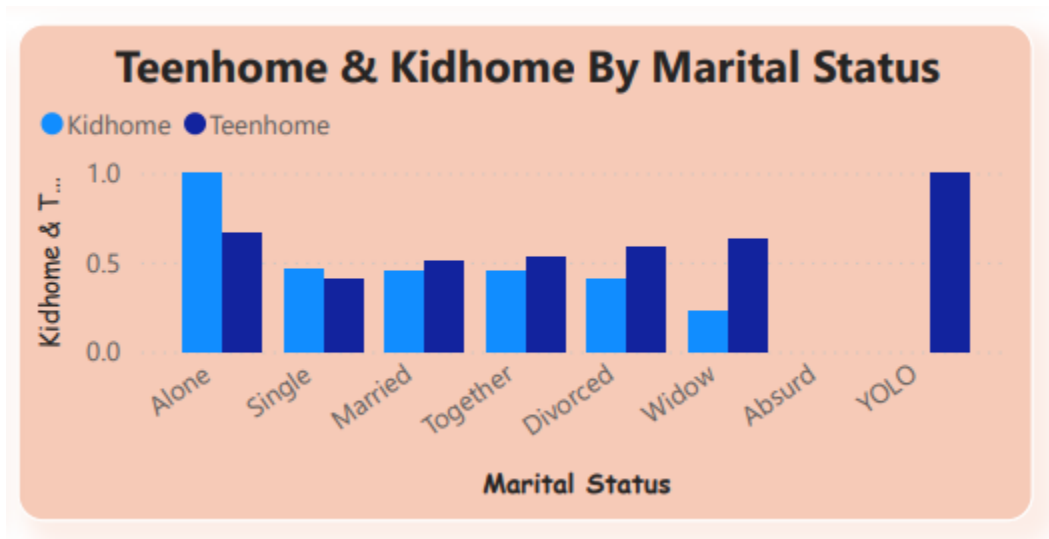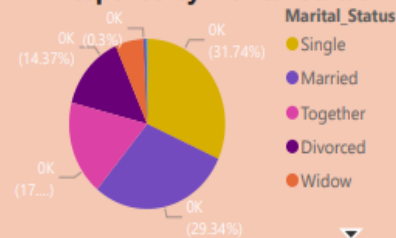

5. Complain by Marital Status

This line chart represents the number of complaints received from different marital status groups. The x-axis shows the marital status categories, while the y-axis shows the number of complaints. This chart highlights any trends or significant differences in complaint rates among the marital status groups.
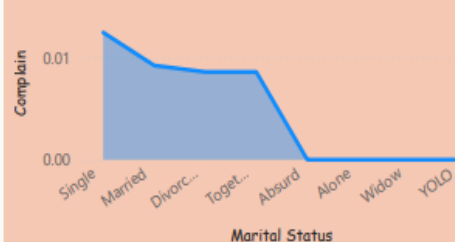
6. Teenhome & Kidhome By Marital Status

This clustered bar chart displays the average number of teenagers and kids at home, broken down by marital status. The blue bars represent the average number of teenagers (Teenhome), and the orange bars represent the average number of kids (Kidhome) for each marital status category. This visualization shows how the family structure varies across different marital statuses.

7. Campaign 1 Accepted by Marital Status

This slicer allows users to filter the data based on the "Accepted Campaign 1" status. The options include Absurd, Alone, Divorced, Married, and Single. Users can select one or multiple statuses to filter the dashboard accordingly.

8. Campaign 2 Accepted by Marital Status

This slicer allows users to filter the data based on the "Accepted Campaign 2" status. The options include Married, Single, Together, Widow, and other statuses. Similar to the previous slicer, it helps users to focus on specific segments of the data.

Campaign Accepted 2

- ☐ Married
- ☐ Single
- ☐ Together
- ☐ Widow
- ☐ YOLO

9. Table

Sum of NumStorePurchases:

- This column shows the total number of purchases made in physical stores for each marital status category. It aggregates the "NumStorePurchases" field, providing insights into how frequently customers from each marital status shop in-store.

Total Spending:

- This measure column represents the sum of spending across all product categories (wines, fruits, meat products, fish products, sweet products, and gold products) for each marital status. It provides a comprehensive view of total expenditure by each marital status group, calculated as:
- `Total Spending = SUMX( Sheet1, Sheet1[MntWines] + Sheet1[MntFruits] + Sheet1[MntMeatProducts] + Sheet1[MntFishProducts] + Sheet1[MntSweetProducts] + Sheet1[MntGoldProds])`

Sum of NumWebPurchases:

- This column indicates the total number of online purchases made by each marital status category. It aggregates the "NumWebPurchases" field, showing the frequency of online shopping among different marital statuses.
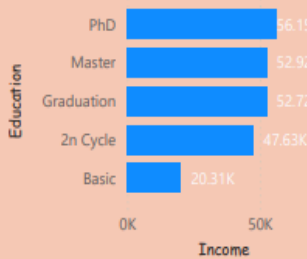
Sum of NumDeals:

- This column displays the total number of deals accepted by customers in each marital status category. It aggregates the "NumDealsPurchases" field, giving insights into how often customers from different marital statuses take advantage of promotional deals.

Marital_Status	Sum of NumStorePurchases	Total Spending	Sum of NumWebPurchases	Sum of NumDeals
Absurd	13	2385	7	
Alone	12	770	15	
Divorced	1350	141666	1000	
Married	5055	510453	3532	
Single	2707	291112	1859	
Together	3327	352865	2367	
Total	12970	1356988	9150	

REPORT

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