

Campaign Performance

MARKET MILDZ



Wine
\$681K



Meat
\$374K



Bake Goods
\$99K



Fish
\$84K



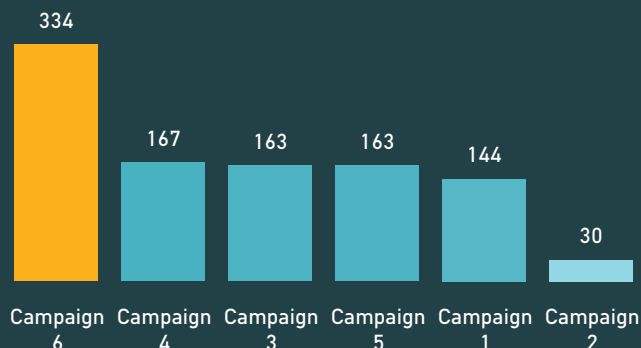
Fruits
\$59K



Sweet
\$61K

Which Campaigns Resulted in the Most Purchased?

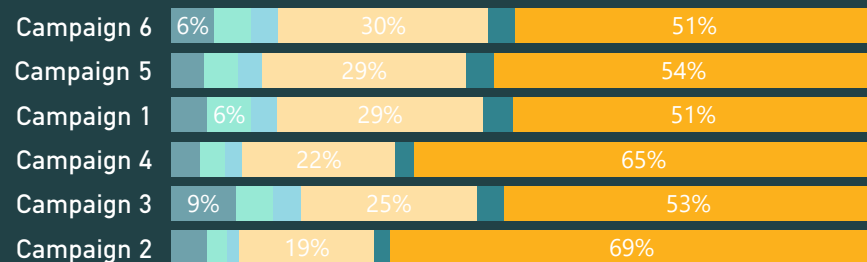
Campaign 6 had by far the highest number of attributed purchases.



Which Products Did Buyers Purchase via Each Campaigns?

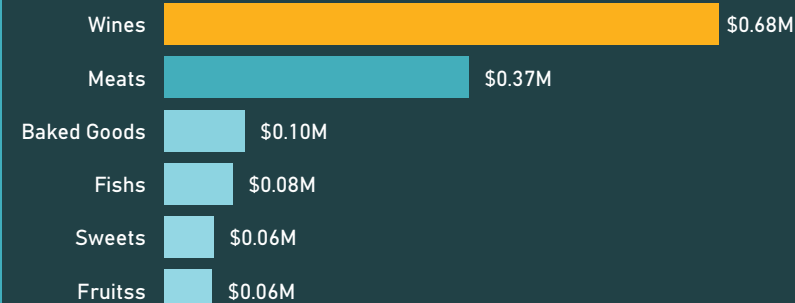
Wine was the clear Favorite Across Campaigns.

● Baked Goods ● Fishs ● Fruitss ● Meats ● Sweets ● Wines



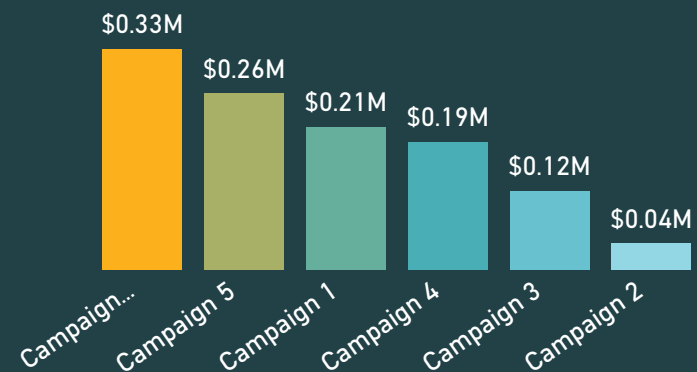
What Did Buyers Spend the Most On?

Wine was the top earner by revenue, As well.



Which Campaigns Generated the Most Sales (\$)?

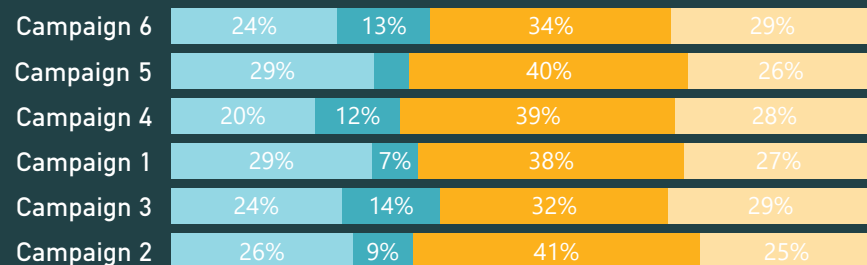
Campaign 5 and 6 was the most generated revenue.



Through Which Platforms Did Buyers Purchase for Each Campaigns?

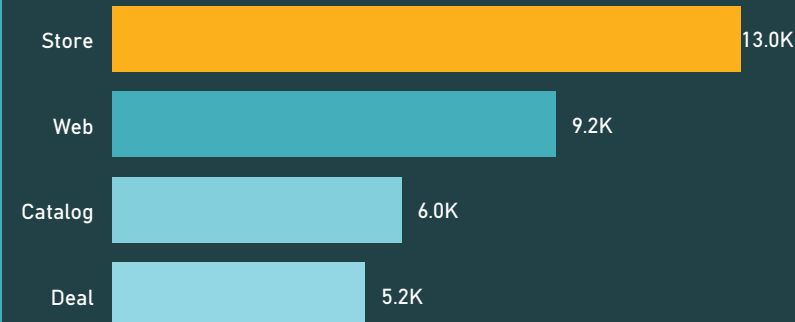
Across the board, In store purchases dominated all campaign purchases.

● Catalog ● Deal ● Store ● Web



On which platform, Did Buyers Make Their Puschases?

Overall, 13k purchased were made in store.



Buyer Composition

Of Customers

2,240



AVG Income

\$52,247



AVG AGE

56.2



Discount Purchased

5,208



Store Purchases

12,970



Catalog Purchases

5,963



Web Purchases

9,150



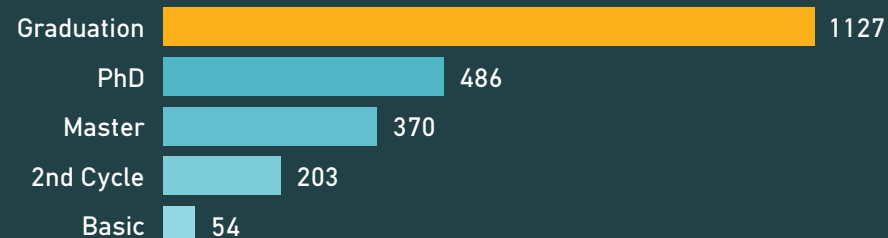
Web Visits Last Month

11,909



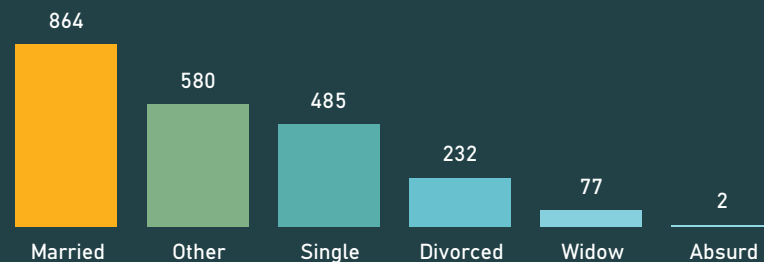
Which Education Level Have Most of Our Customer Attained?

The vast of our customers have completed Collage/University Degree.

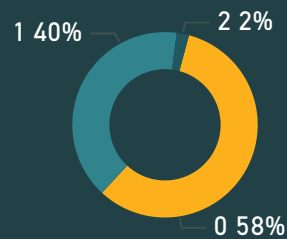


What is the Marital Status of Our Customers?

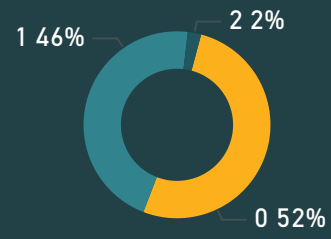
The Majority of customers are Married.



How Many Kids Do Our Customers Have at Home?

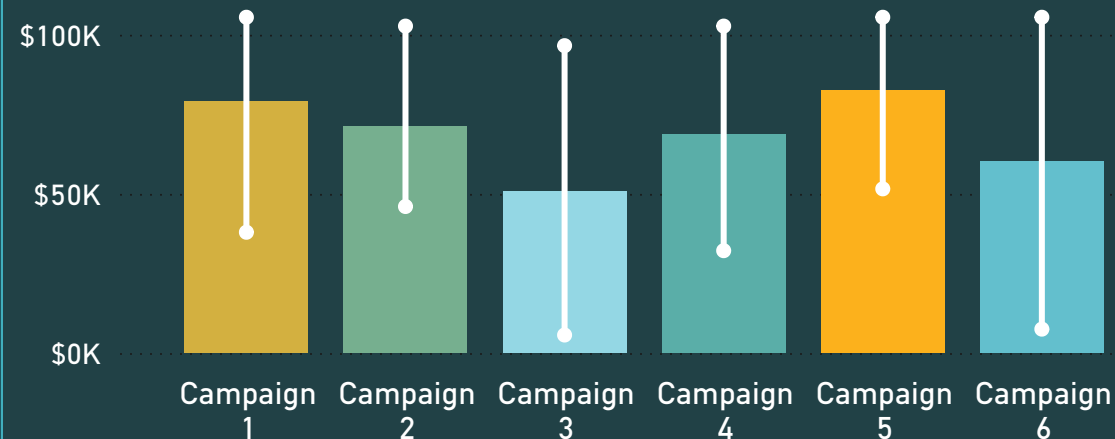


How Many Teens Do Our Customers Have at Home?



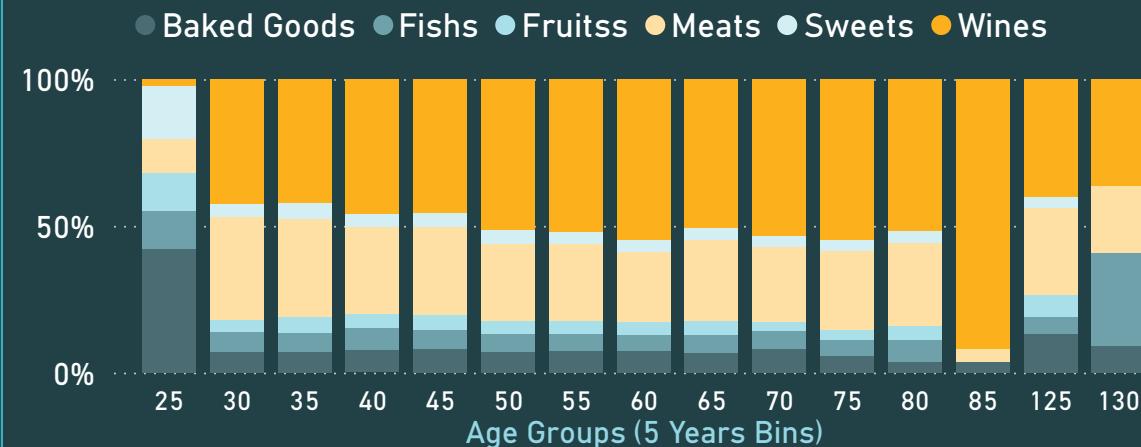
What was the Average Salary of Customers Who Opted into Each Campaigns?

Error Bars Indicate Maximum and Minimum Salary of Customers by Campaigns.



Do the Purchase Preferences of Our Customers Change with Age?

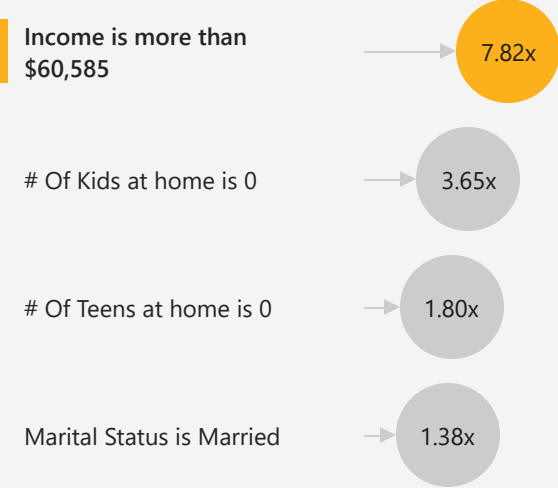
Notice that for Older Customers, Wine sale increase as a % to total sales and Meat decrease.



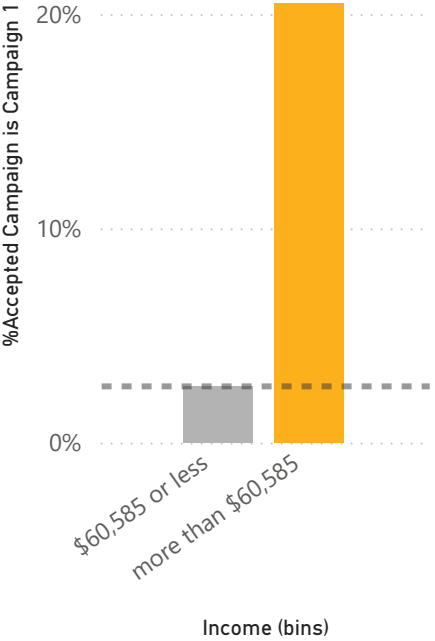
Key influencers

What influences Accepted Campaign to be Campaign 1 ?

When...
....the likelihood of Accepted Campaign being Campaign 1 increases by



Accepted Campaign is more likely to be Campaign 1 when Income is more than \$60,585 than otherwise (on average).



Only show values that are influencers

Please Choose a Product/Products to Evaluate in the Key Influencers Below.

Baked Goods

Fishes

Fruitss

Meats

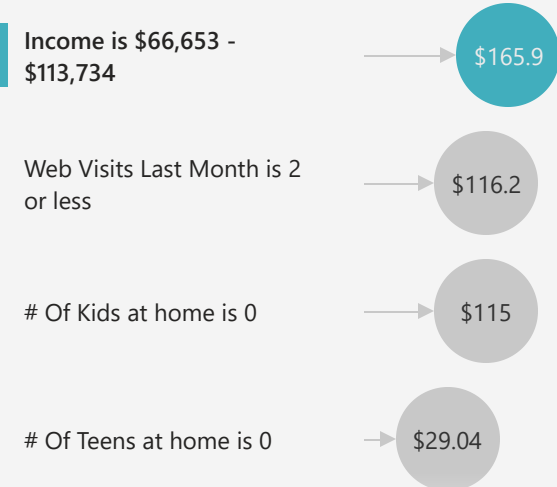
Sweets

Wines

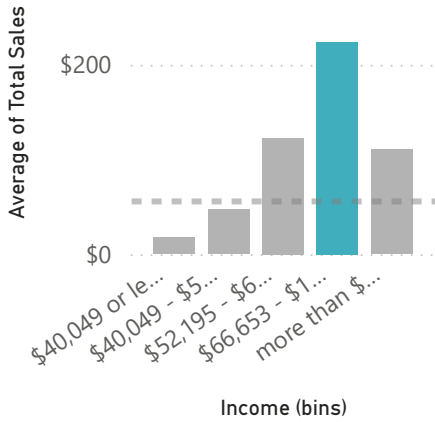
Key influencers Top segments

What influences Total Sales to Increase ?

When...
....the average of Total Sales increases by



Total Sales is more likely to increase when Income is \$66,653 - \$113,734 than otherwise (on average).



Only show values that are influencers