

Anexo 1: 1ª Campanha

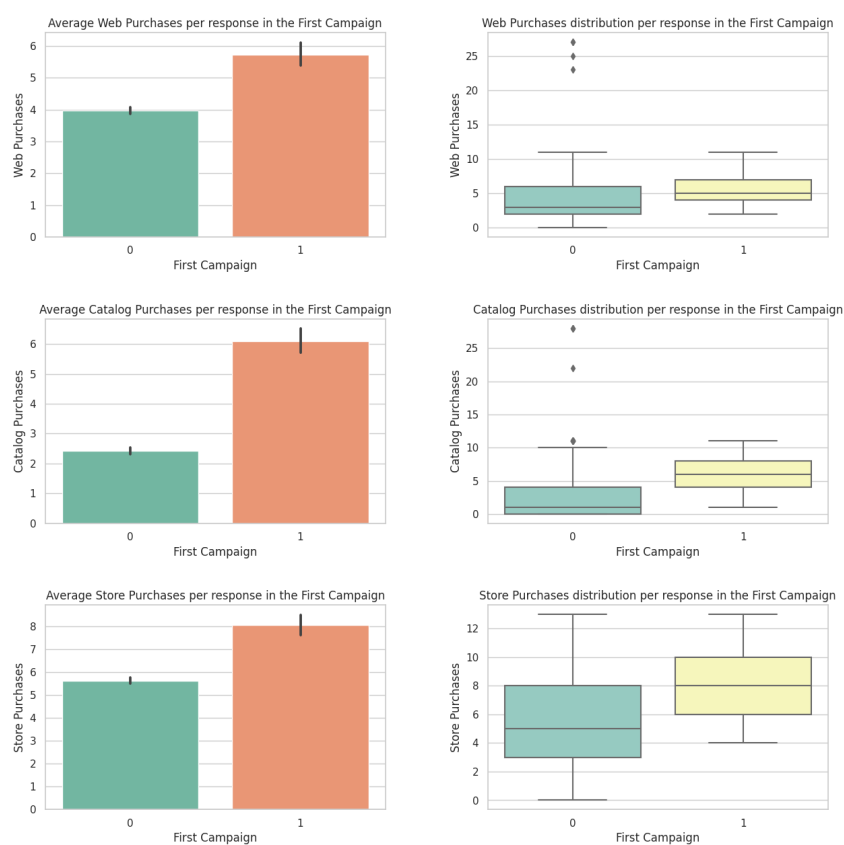


Figura 11: Gráficos Canais de Compra - Campanha 1

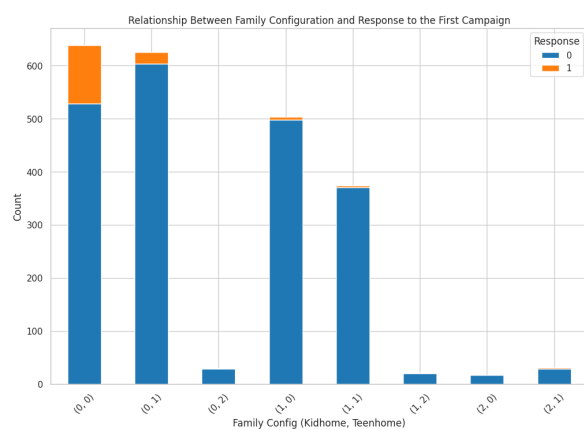


Figura 12: Gráficos de Configuração Familiar - Campanha 1

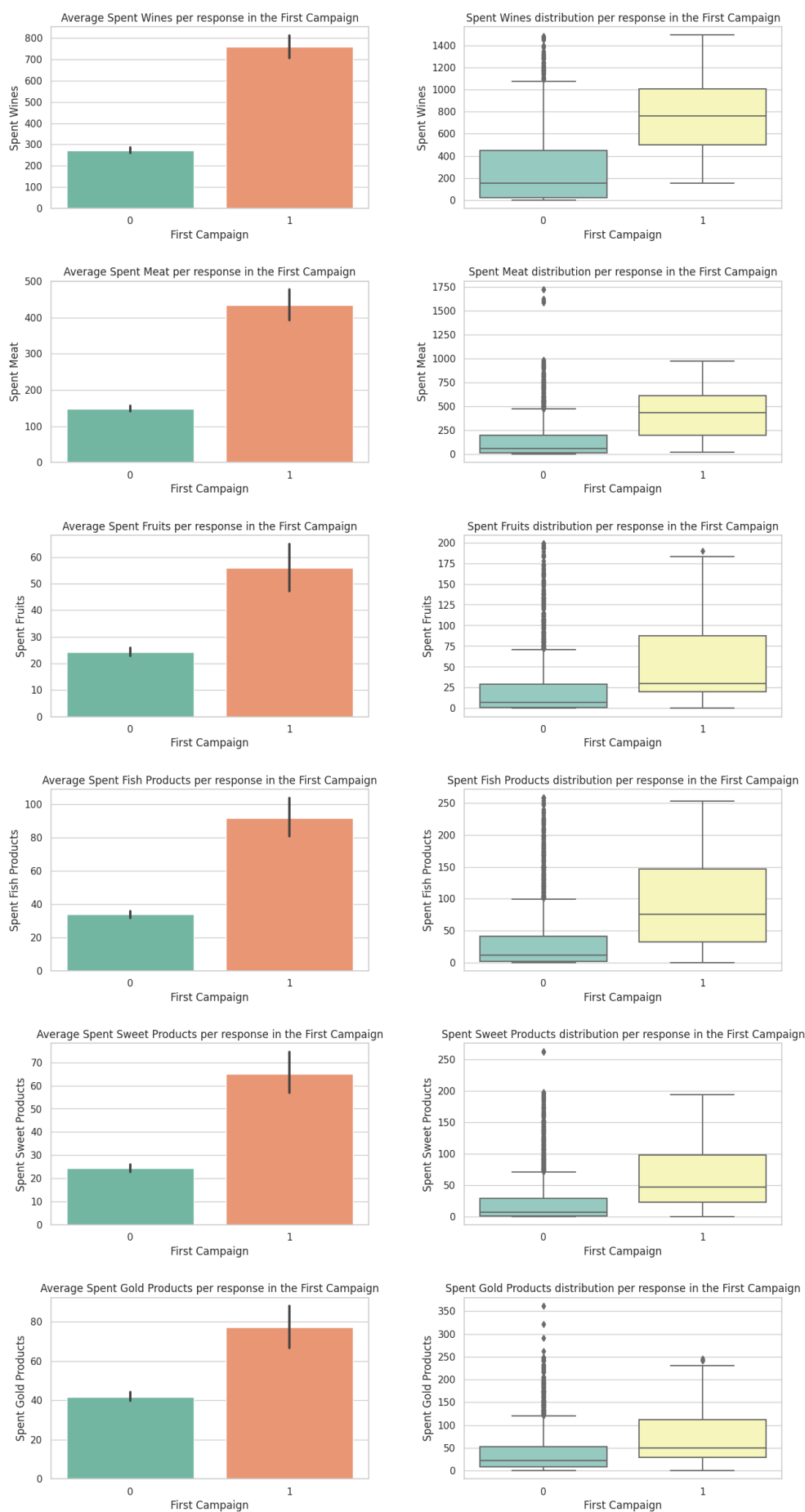


Figura 13: Gráficos Gasto com Produtos - Campanha 1

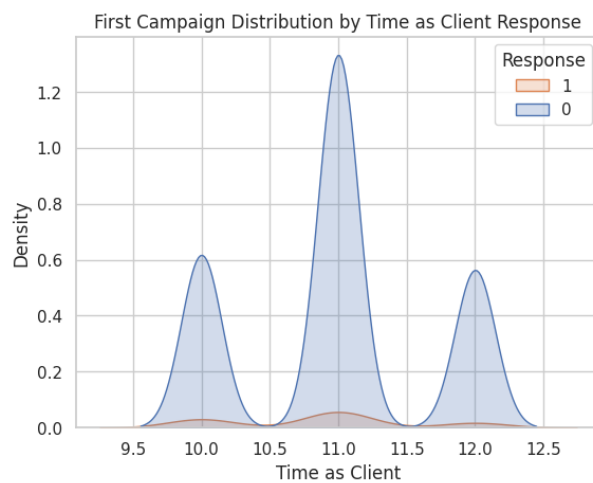


Figura 14: Gráficos de Tempo como Cliente - Campanha 1

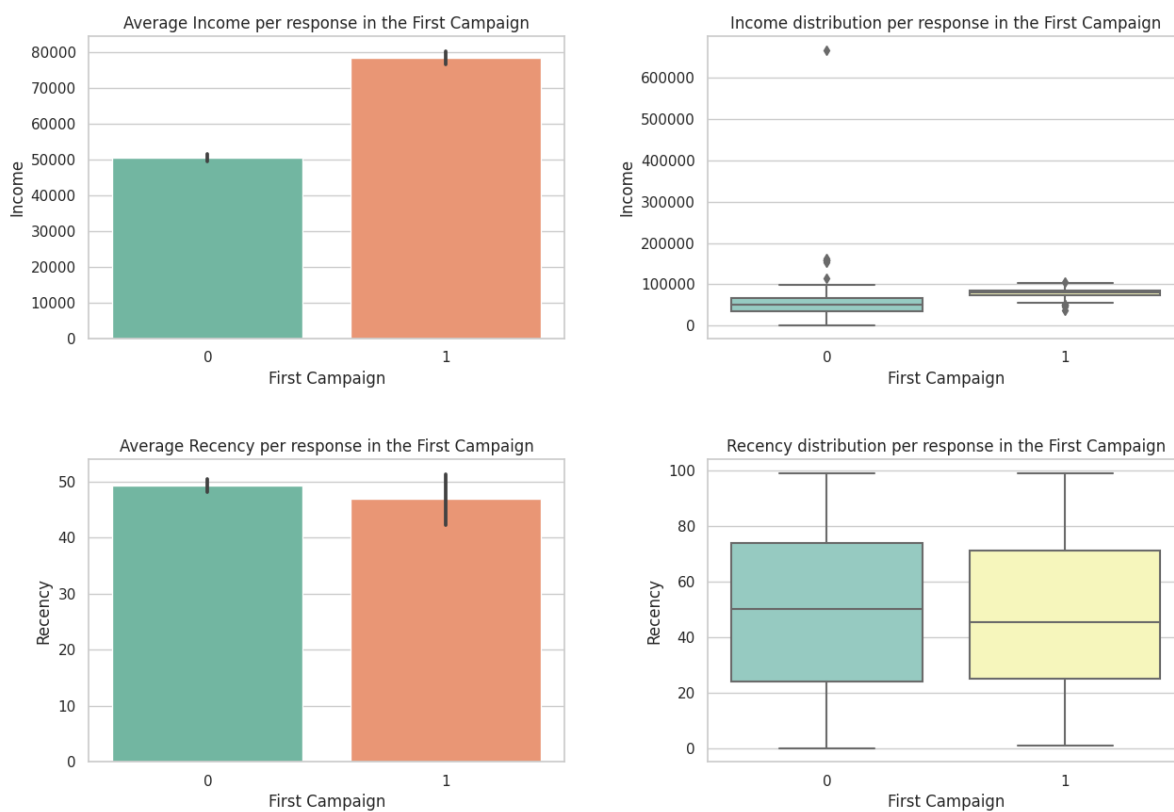


Figura 15: Gráficos de Renda e Recência de Compra - Campanha 1

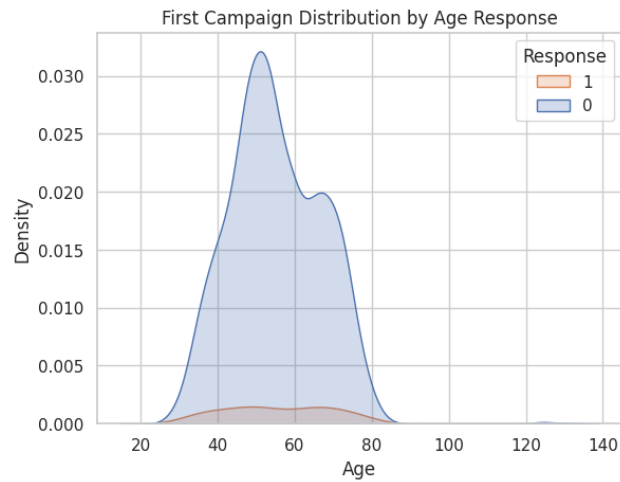


Figura 16: Gráficos de Idade - Campanha 1

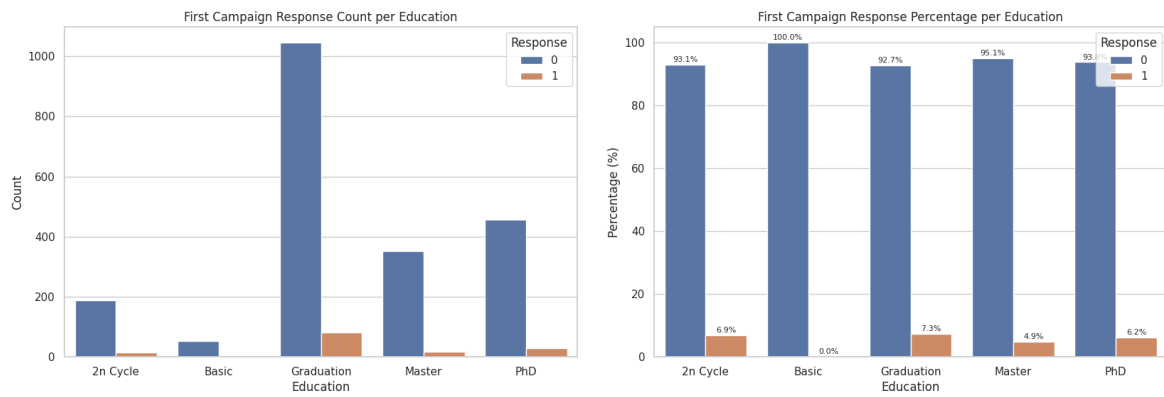


Figura 17: Gráficos da Educação - Campanha 1

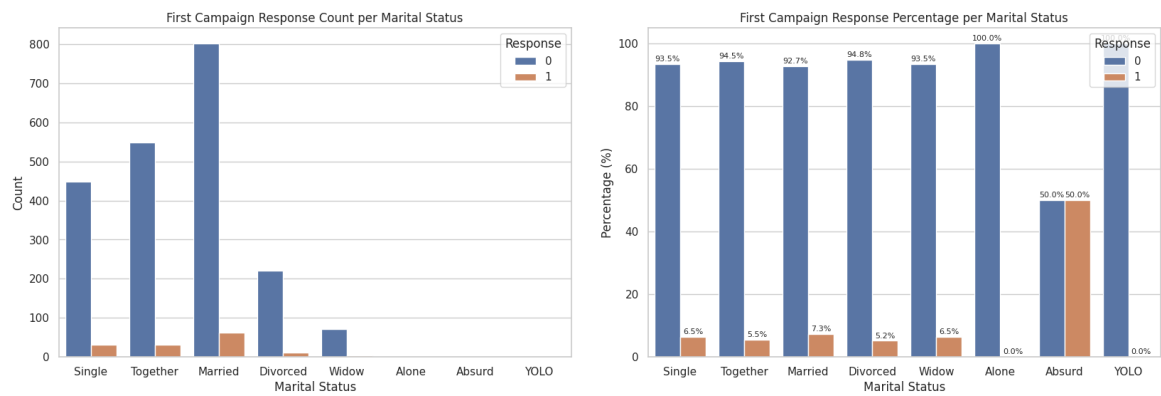


Figura 18: Gráficos do Estado Civil - Campanha 1

Anexo 2: 2ª Campanha

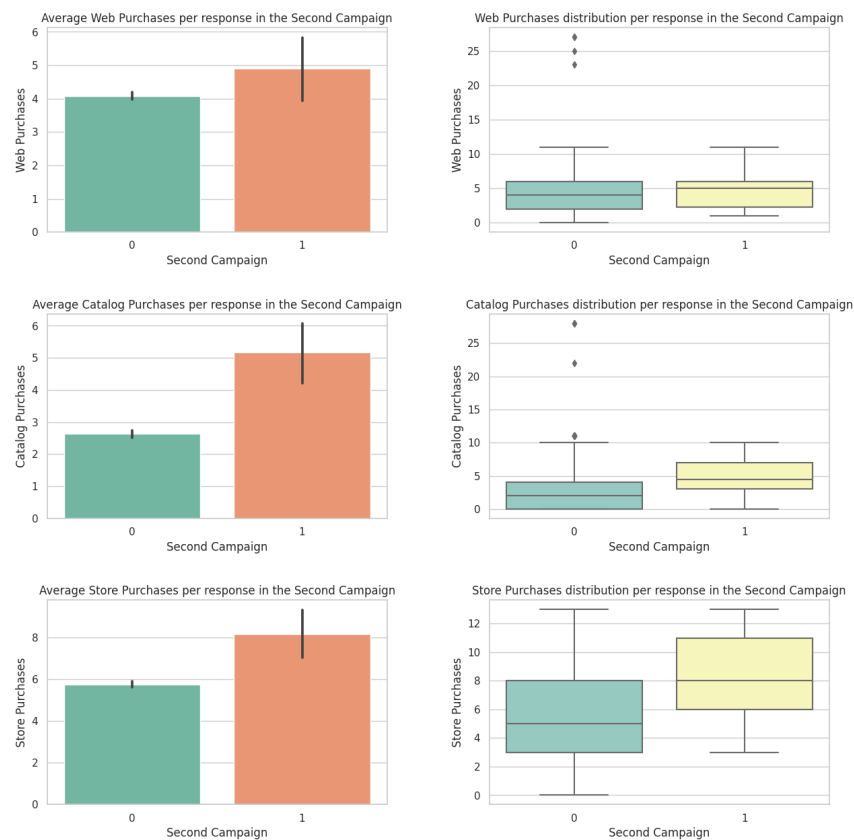


Figura 19: Gráficos Canais de Compra - Campanha 2

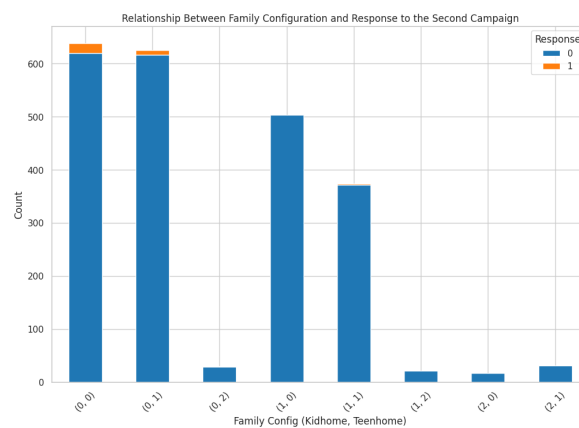


Figura 20: Gráficos de Configuração Familiar - Campanha 2

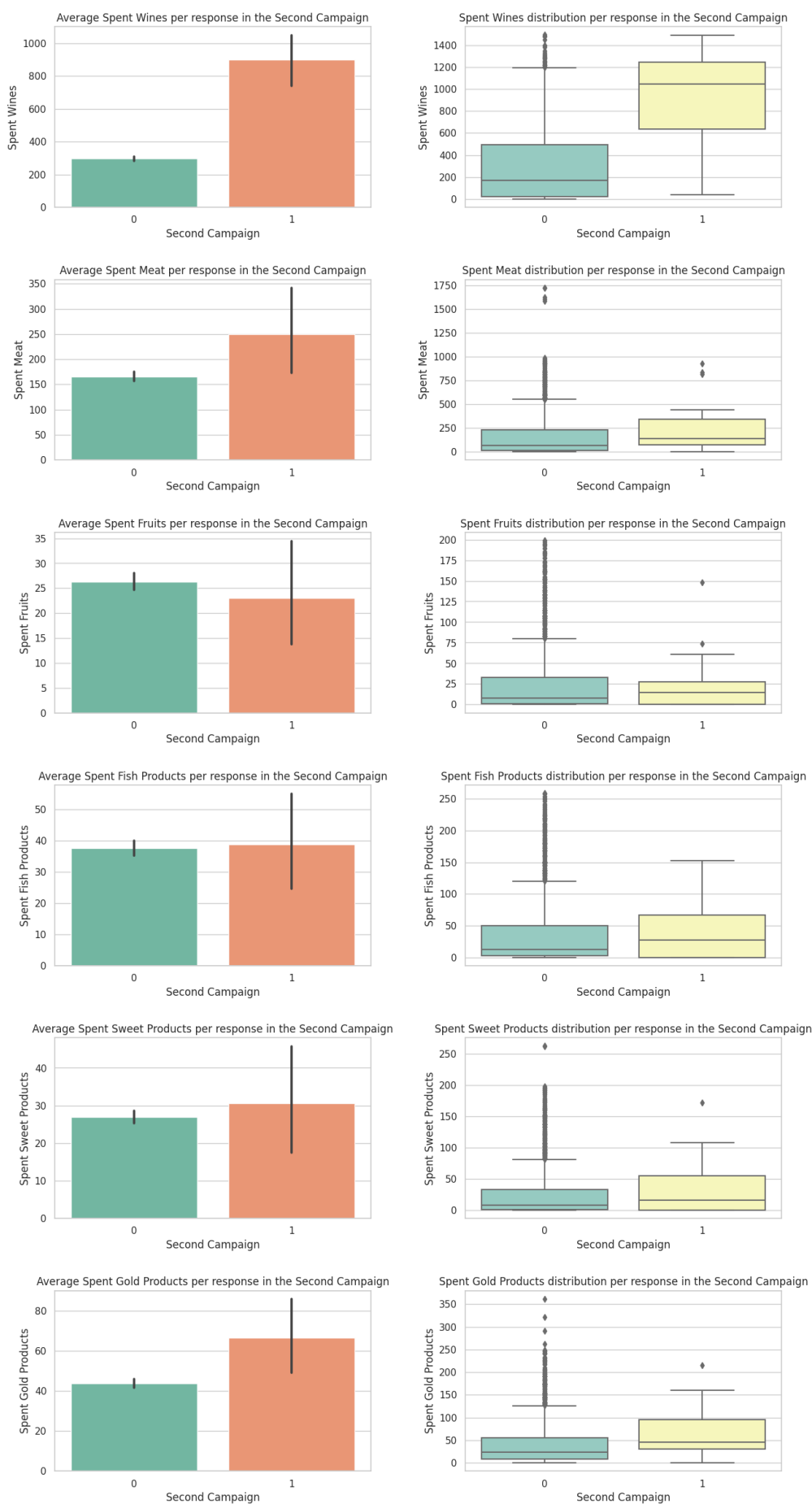


Figura 21: Gráficos Gasto com Produtos - Campanha 2

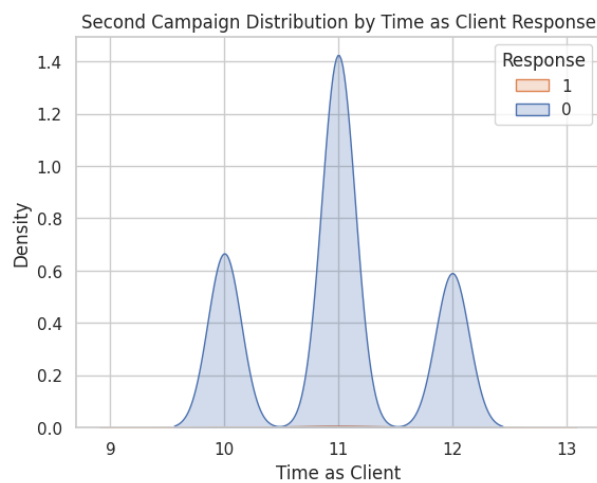


Figura 22: Gráficos de Tempo como Cliente - Campanha 2

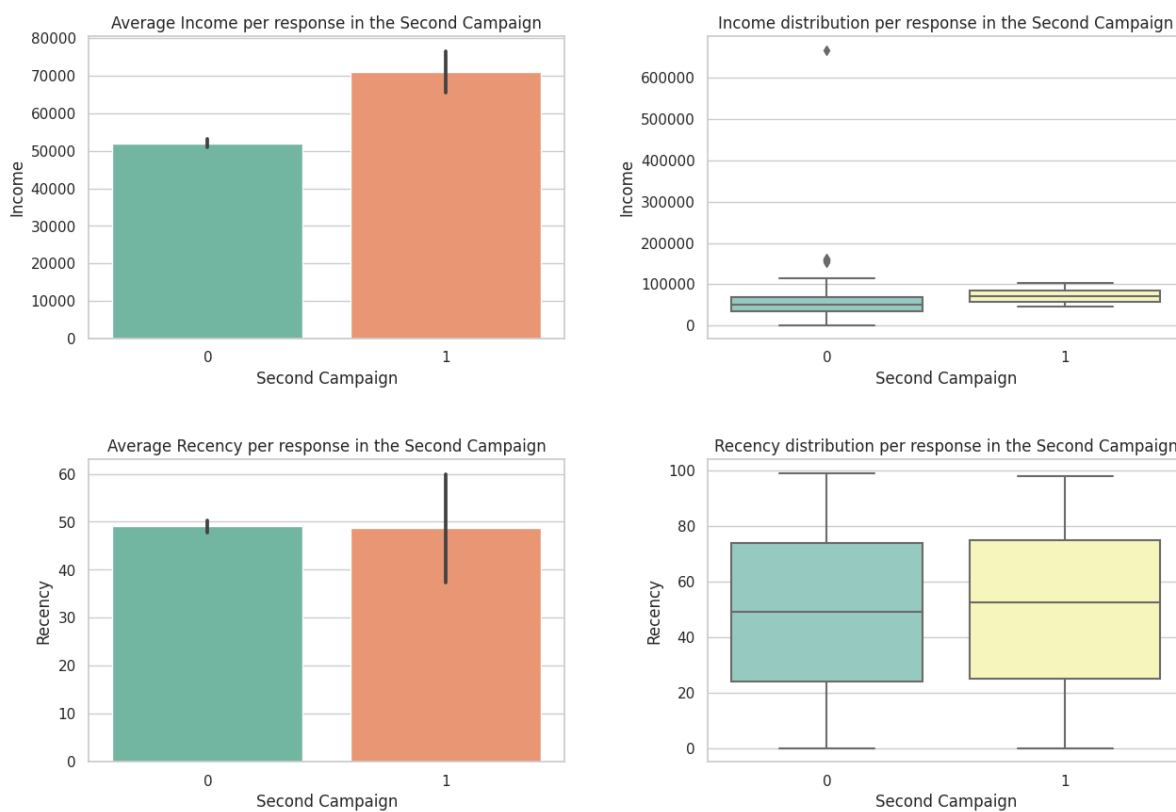


Figura 23: Gráficos de Renda e Recência de Compra - Campanha 2

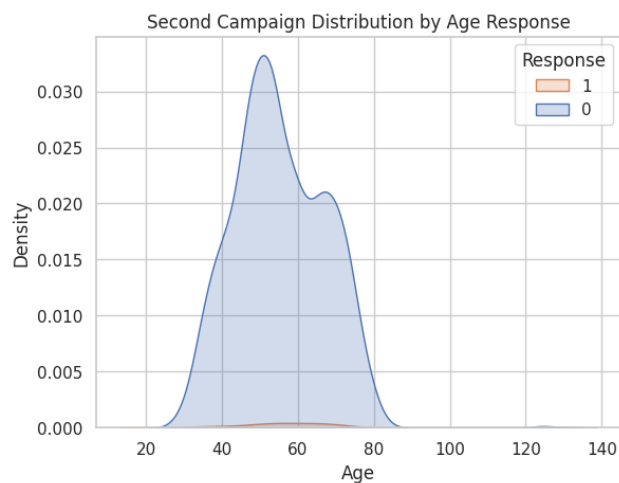


Figura 24: Gráficos de Idade - Campanha 2

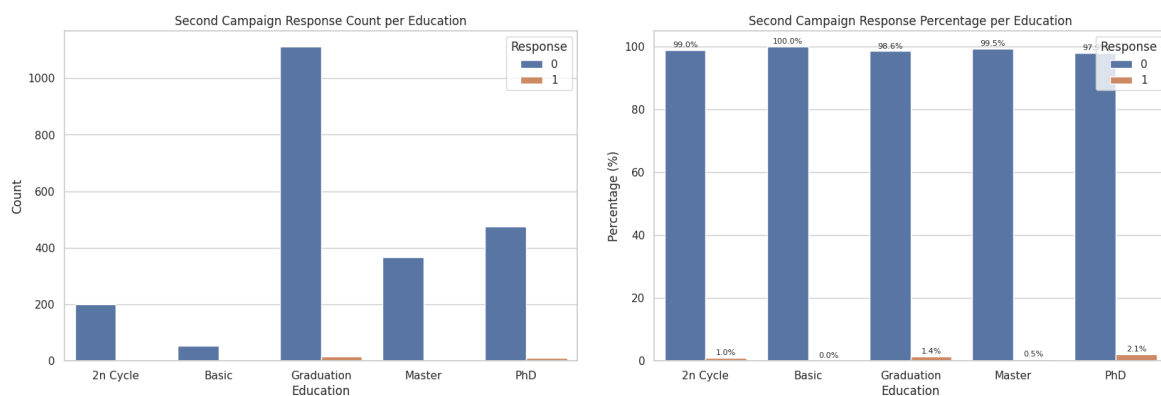


Figura 25: Gráficos da Educação - Campanha 2

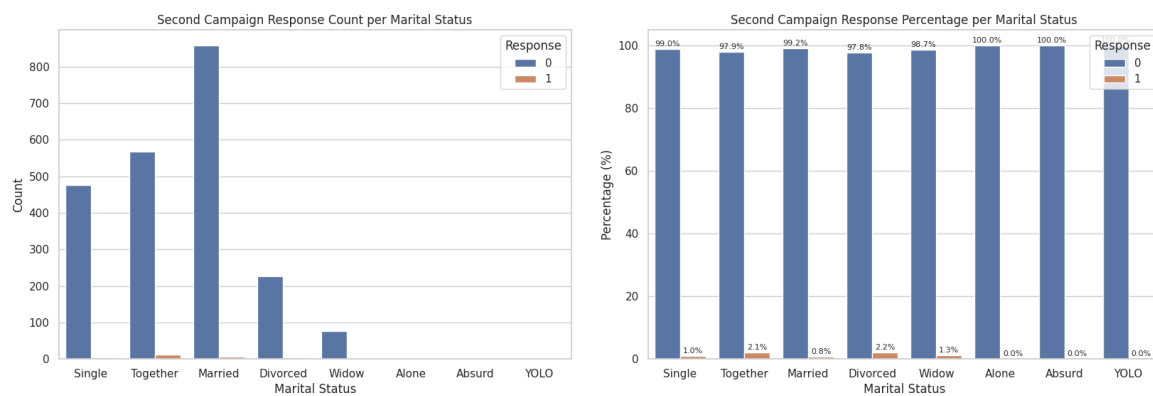


Figura 26: Gráficos do Estado Civil - Campanha 2

Anexo 3: 3ª Campanha

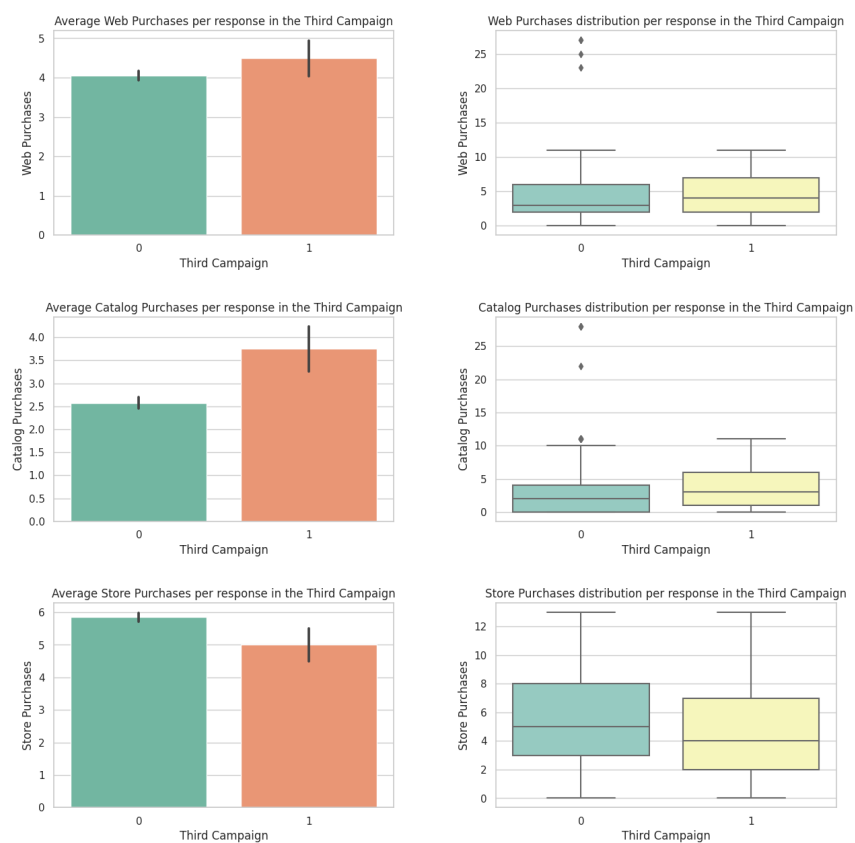


Figura 27: Gráficos Canais de Compra - Campanha 3

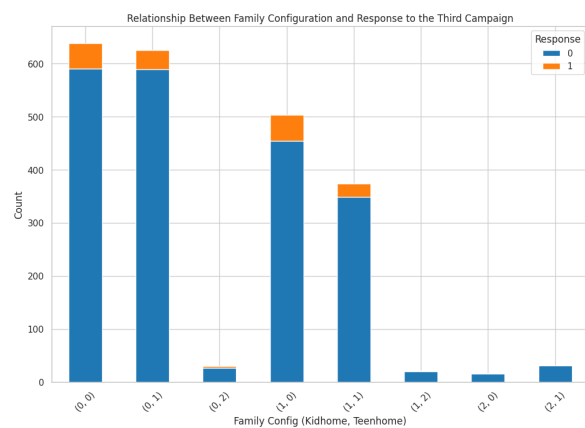


Figura 28: Gráficos de Configuração Familiar - Campanha 3

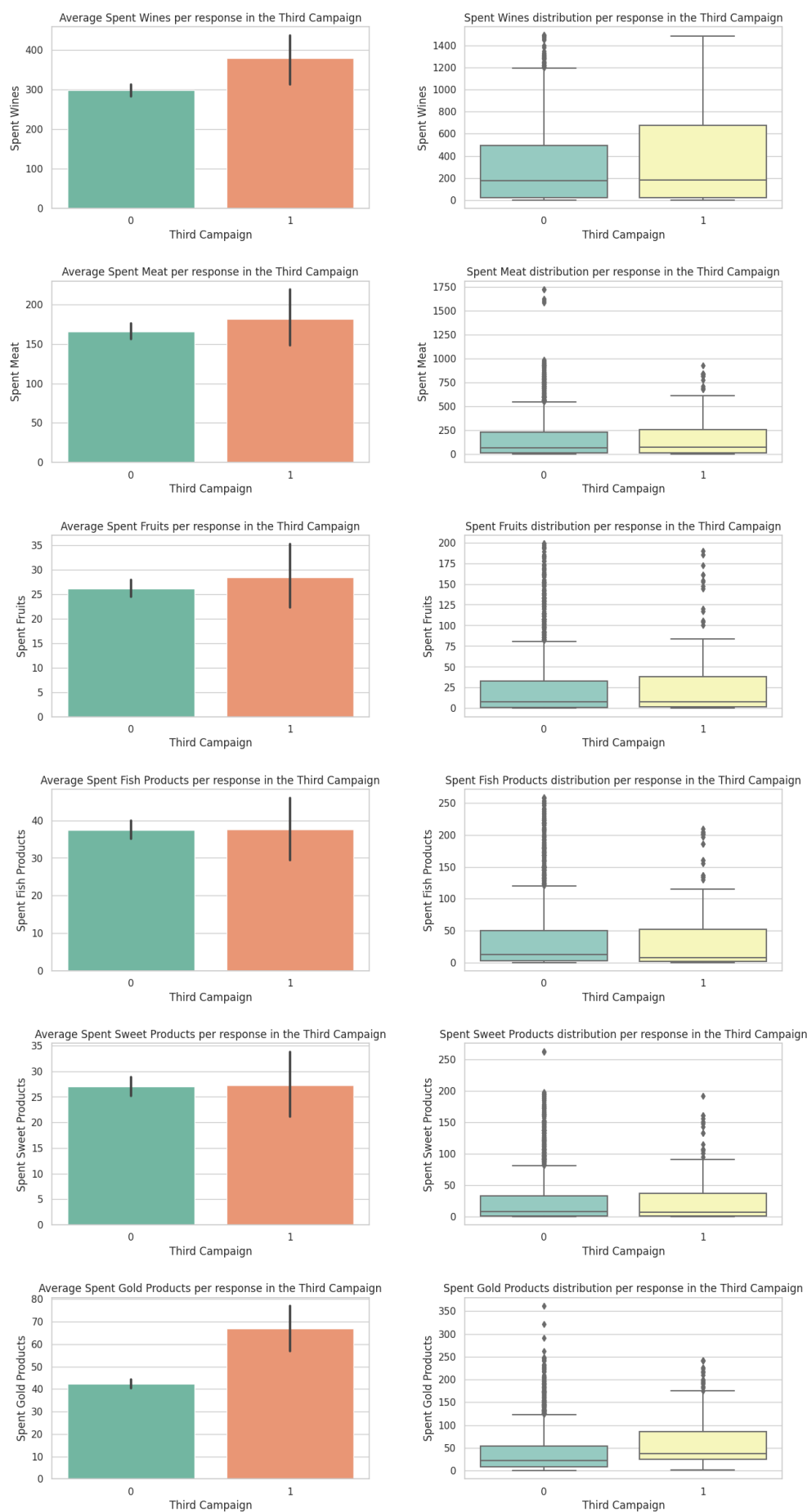


Figura 29: Gráficos Gasto com Produtos - Campanha 3

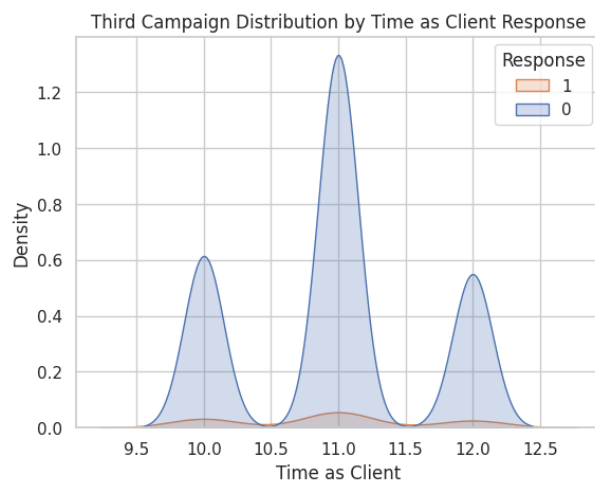


Figura 30: Gráficos de Tempo como Cliente - Campanha 3

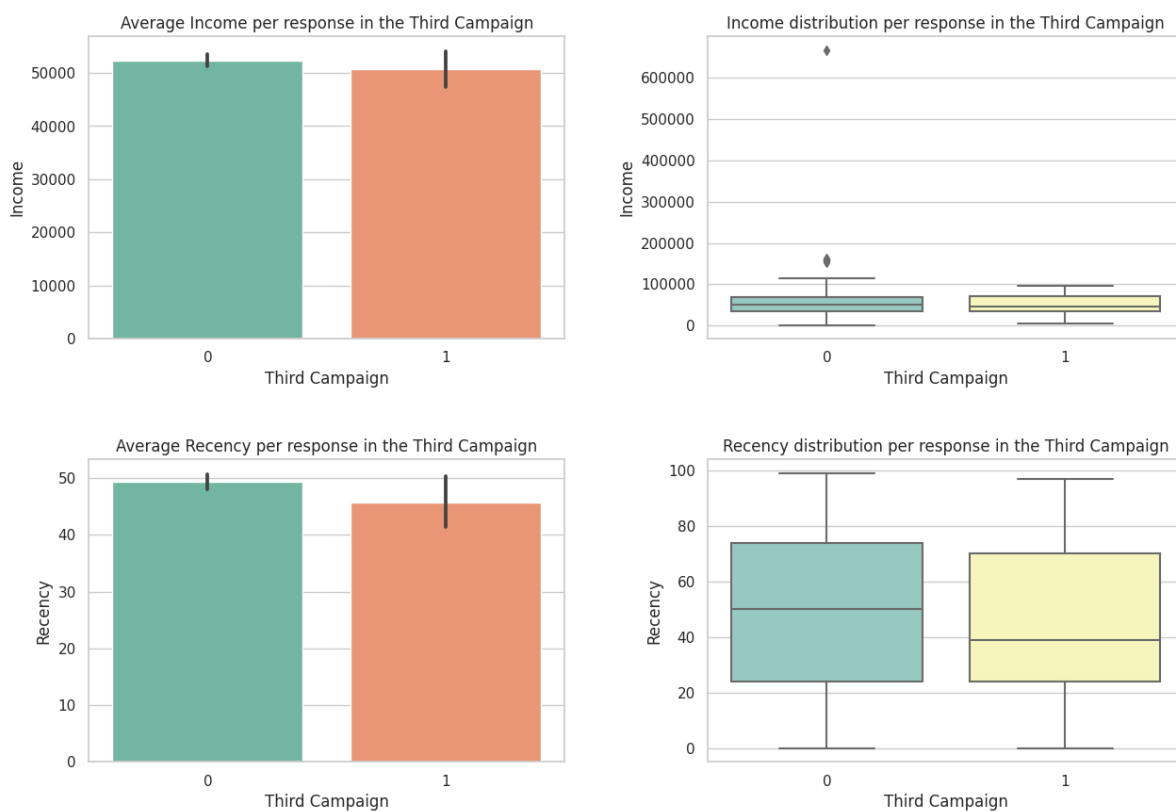


Figura 31: Gráficos de Renda e Recência de Compra - Campanha 3

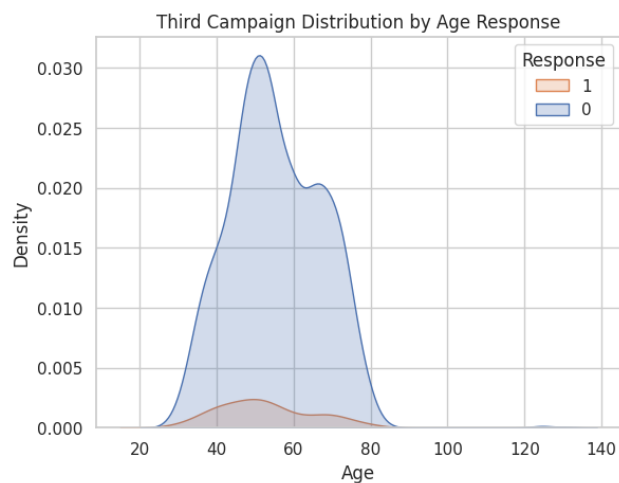


Figura 32: Gráficos de Idade - Campanha 3

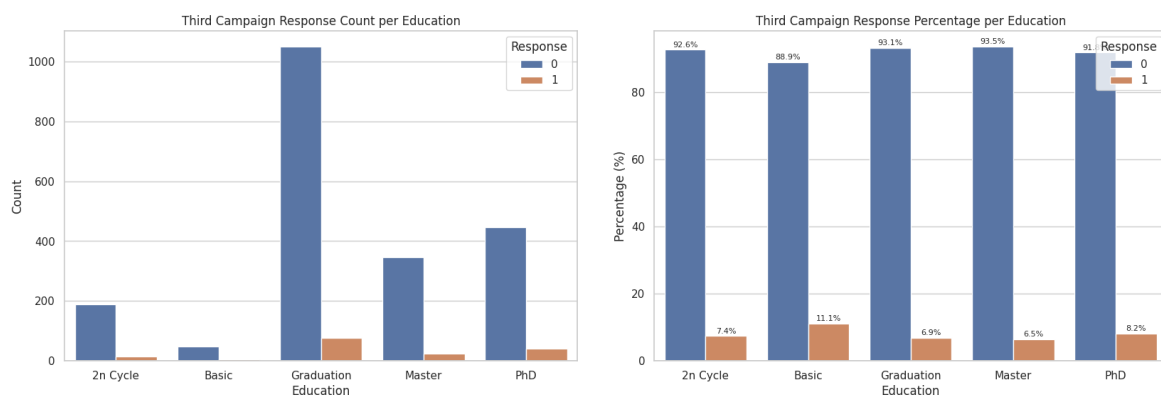


Figura 33: Gráficos da Educação - Campanha 3

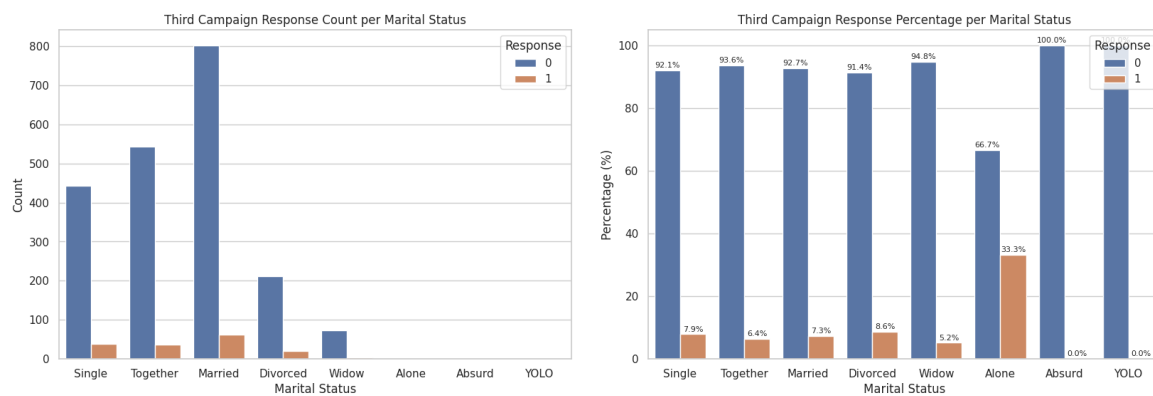


Figura 34: Gráficos do Estado Civil - Campanha 3

Anexo 4: 4ª Campanha

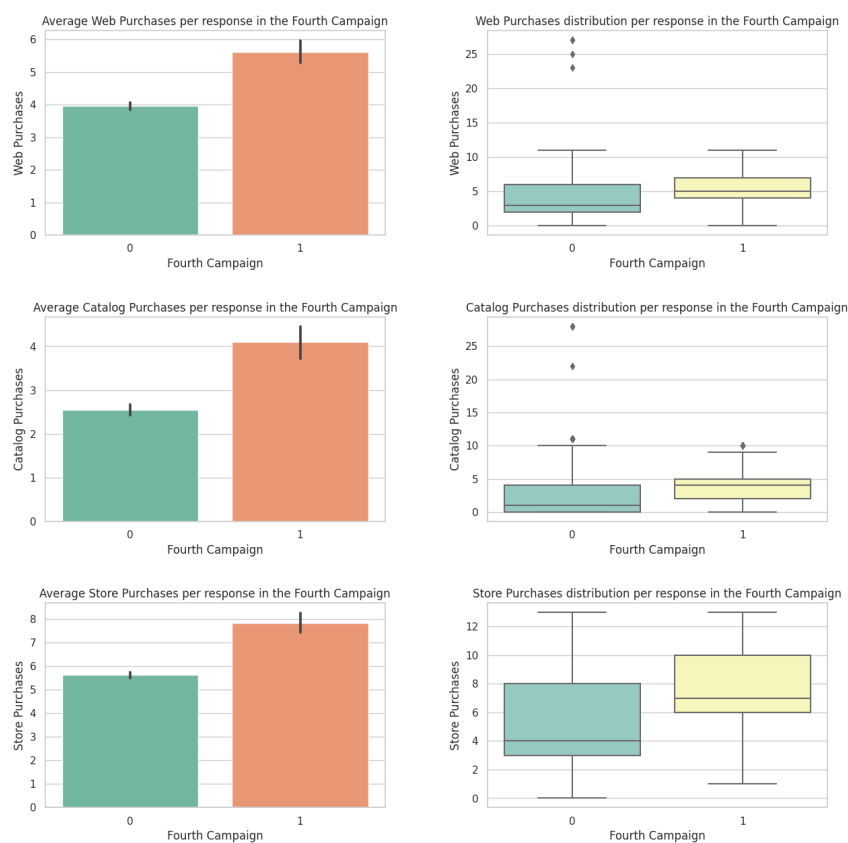


Figura 35: Gráficos Canais de Compra - Campanha 4

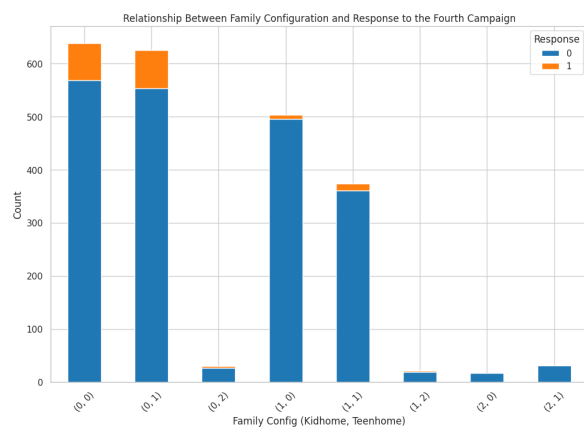


Figura 36: Gráficos de Configuração Familiar - Campanha 4

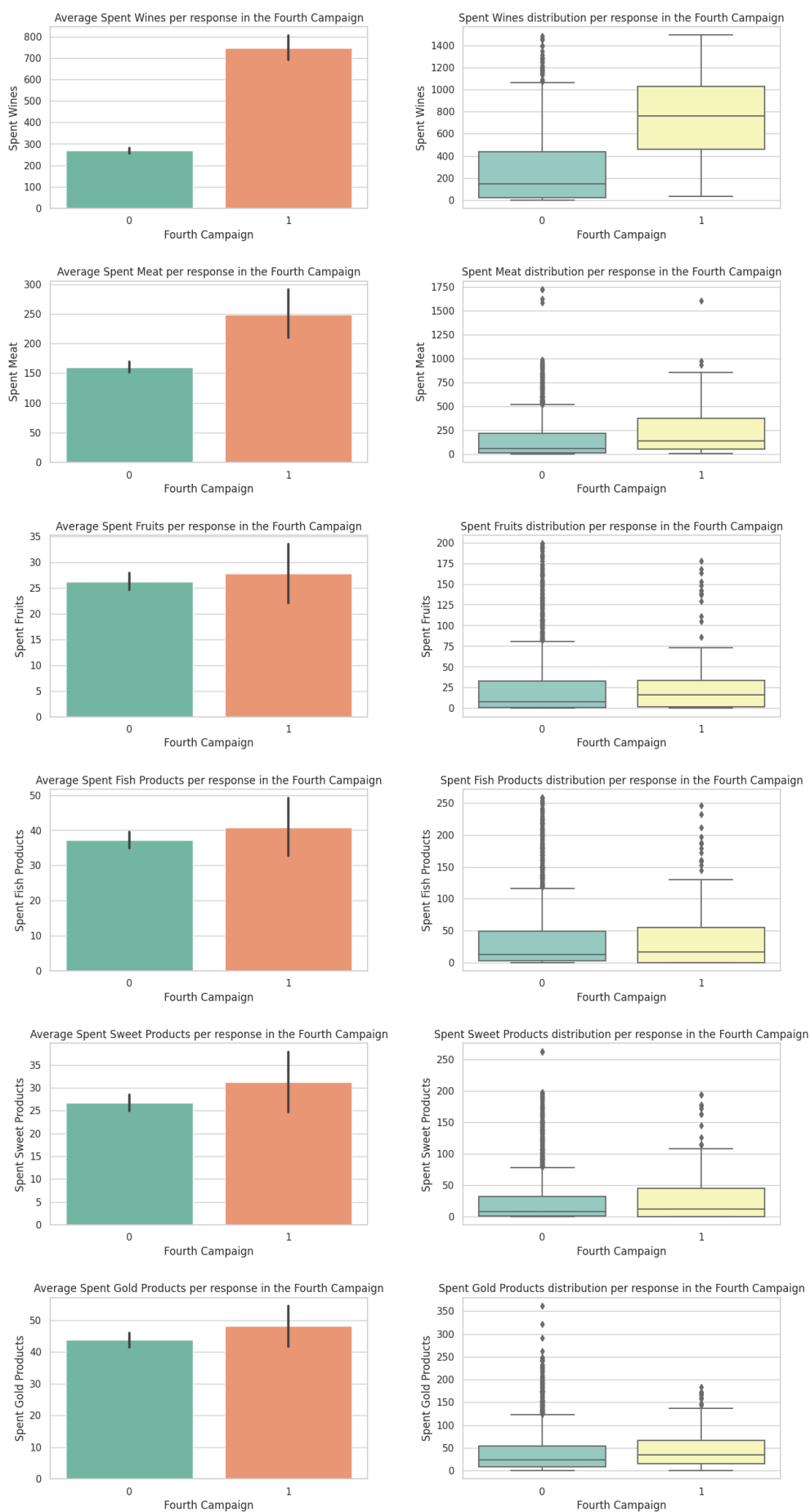


Figura 37: Gráficos Gasto com Produtos - Campanha 4

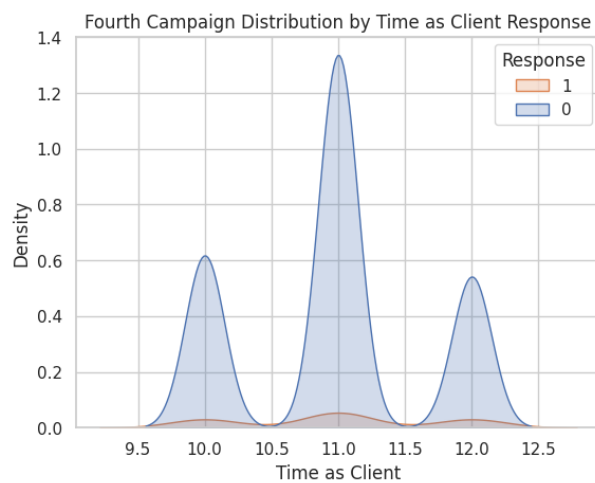


Figura 38: Gráficos de Tempo como Cliente - Campanha 4

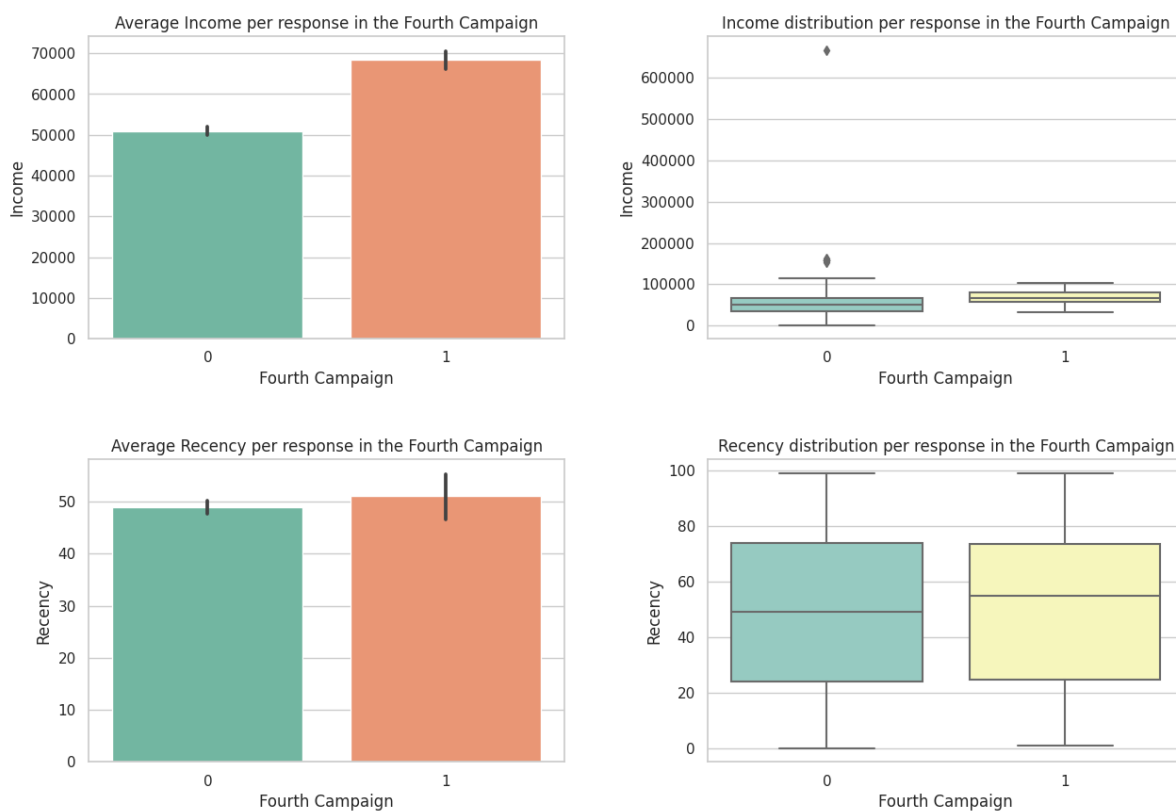


Figura 39: Gráficos de Renda e Recência de Compra - Campanha 4

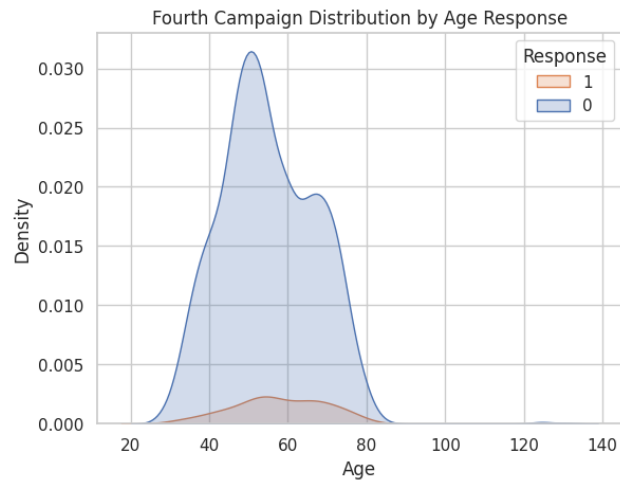


Figura 40: Gráficos de Idade - Campanha 4

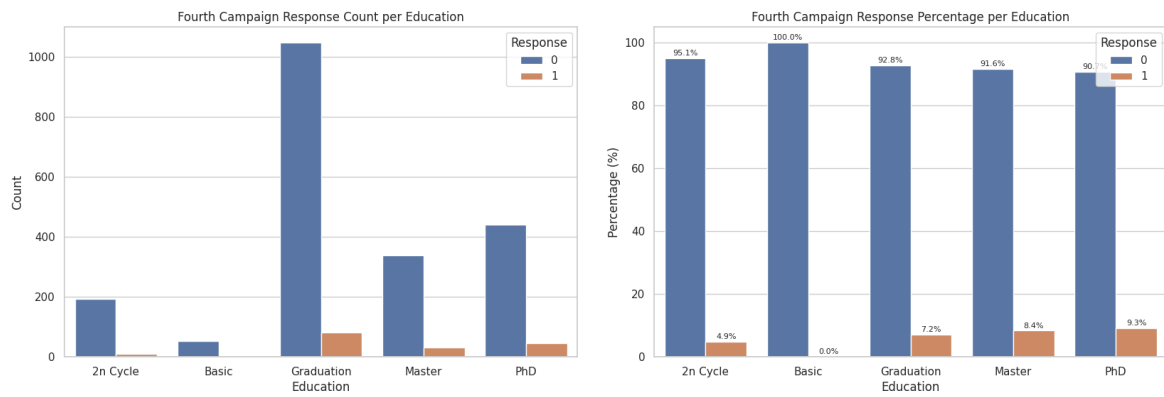


Figura 41: Gráficos da Educação - Campanha 4

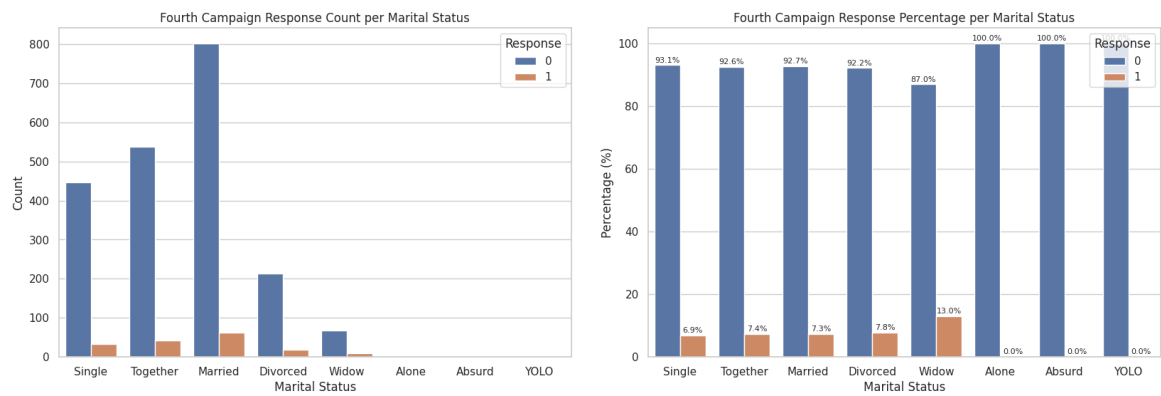


Figura 42: Gráficos do Estado Civil - Campanha 4

Anexo 5: 5ª Campanha

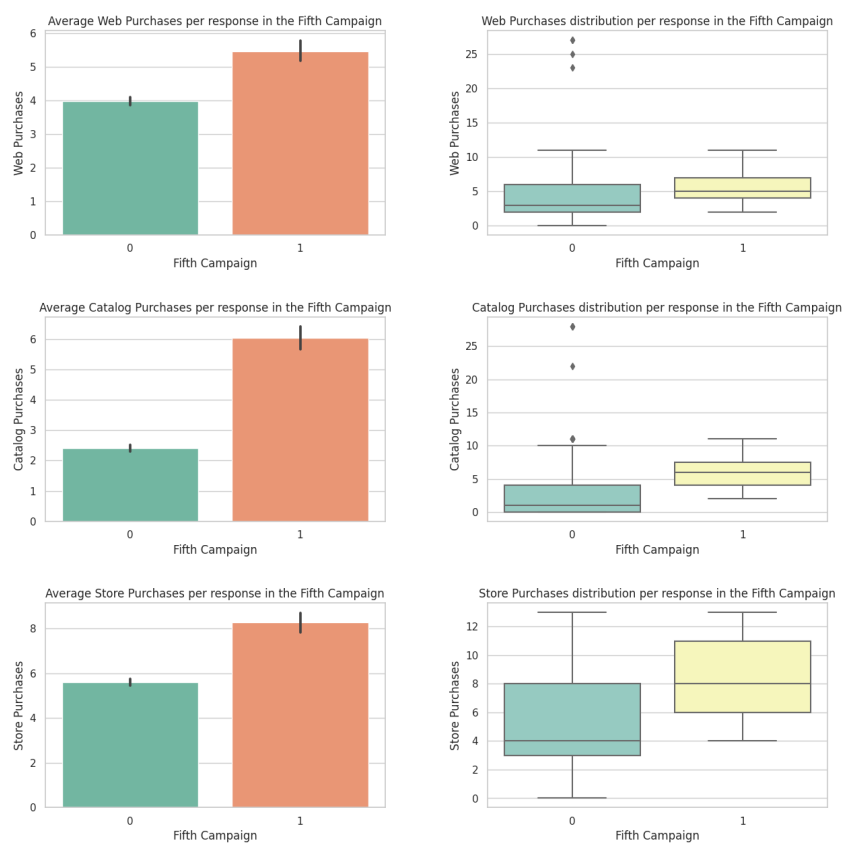


Figura 43: Gráficos Canais de Compra - Campanha 5

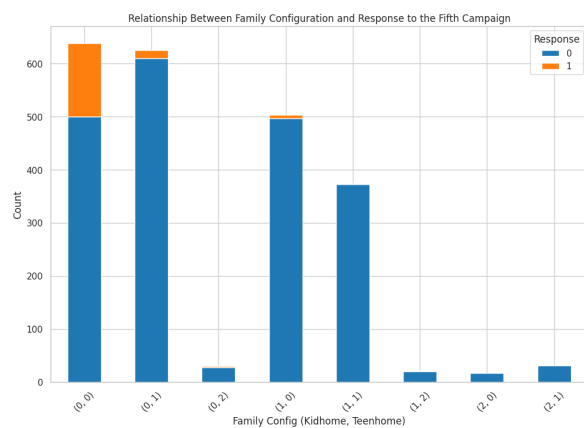


Figura 44: Gráficos de Configuração Familiar - Campanha 5

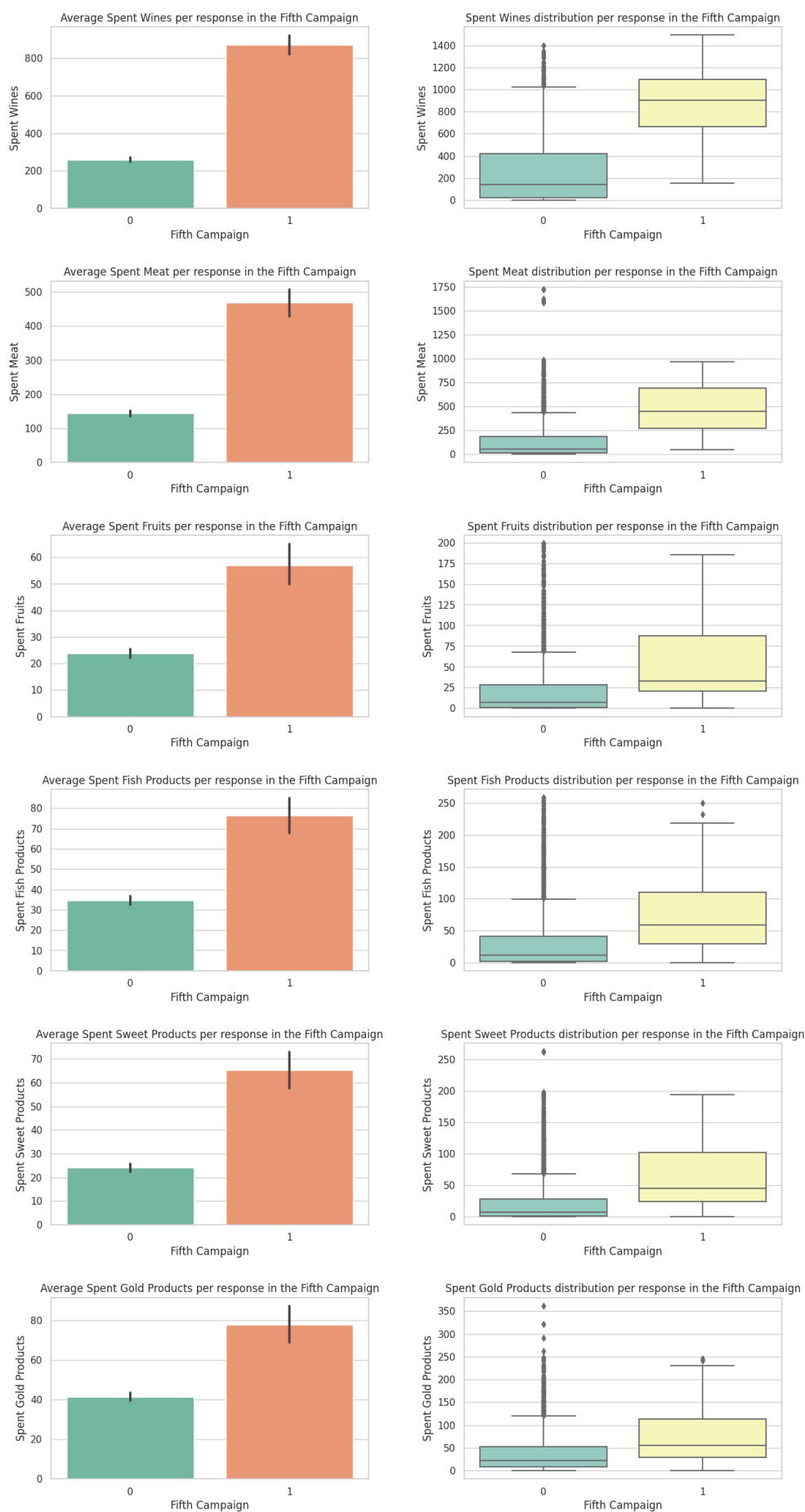


Figura 45: Gráficos Gasto com Produtos - Campanha 5

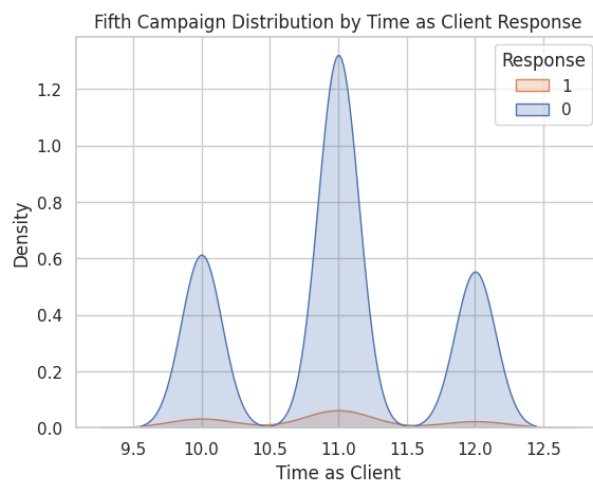


Figura 46: Gráficos de Tempo como Cliente - Campanha 5

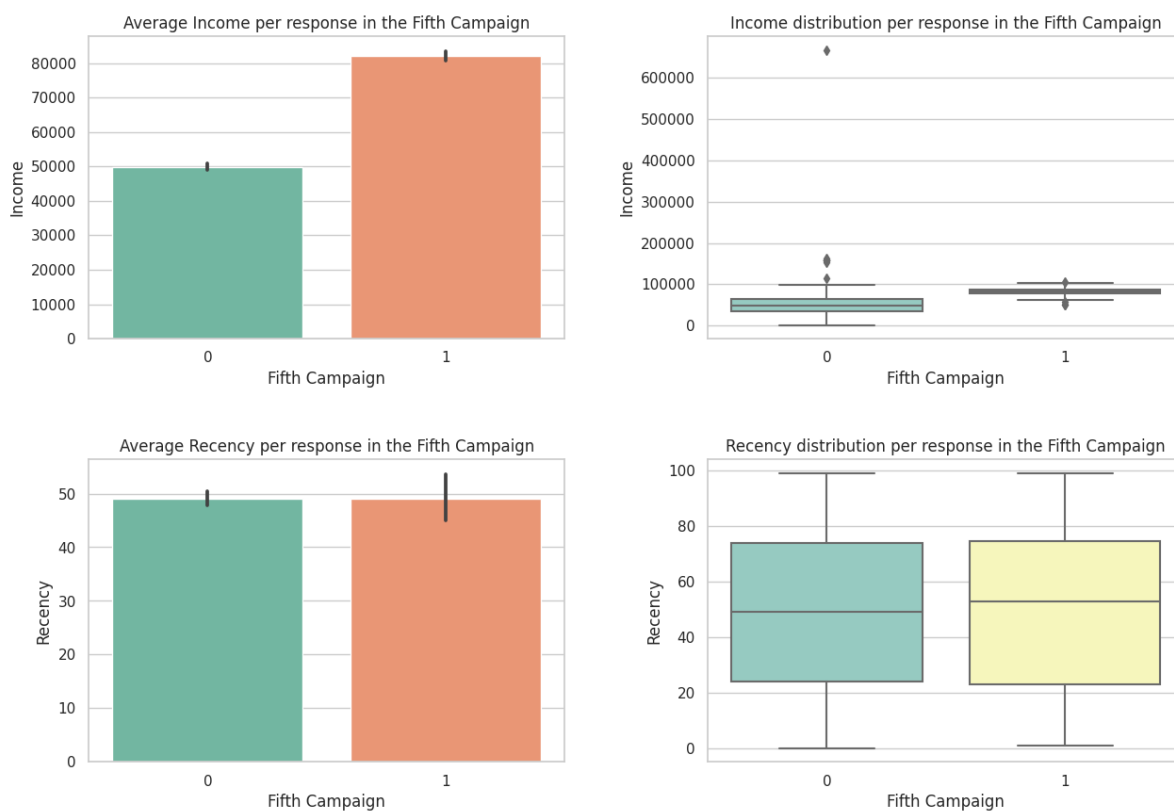


Figura 47: Gráficos de Renda e Recência de Compra - Campanha 5

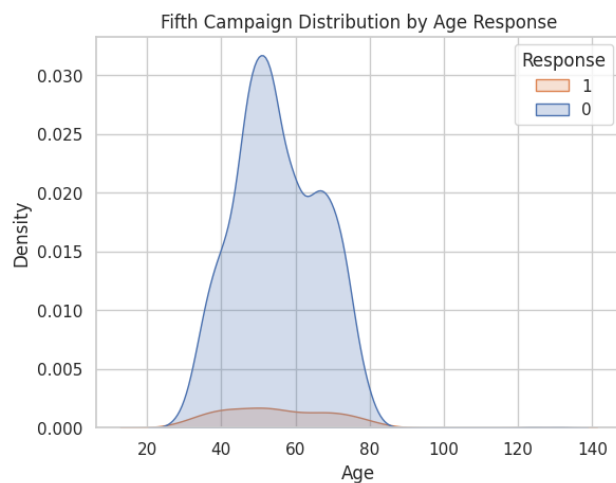


Figura 48: Gráficos de Idade - Campanha 5

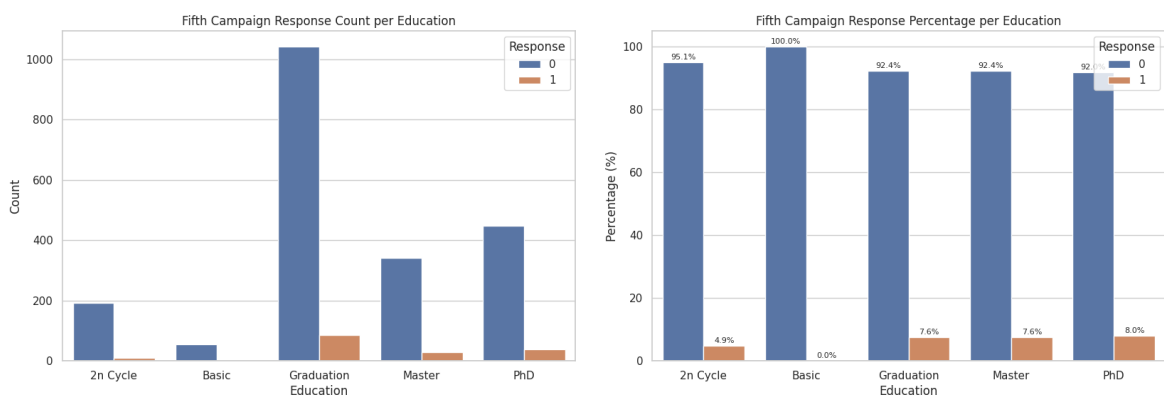


Figura 49: Gráficos da Educação - Campanha 5

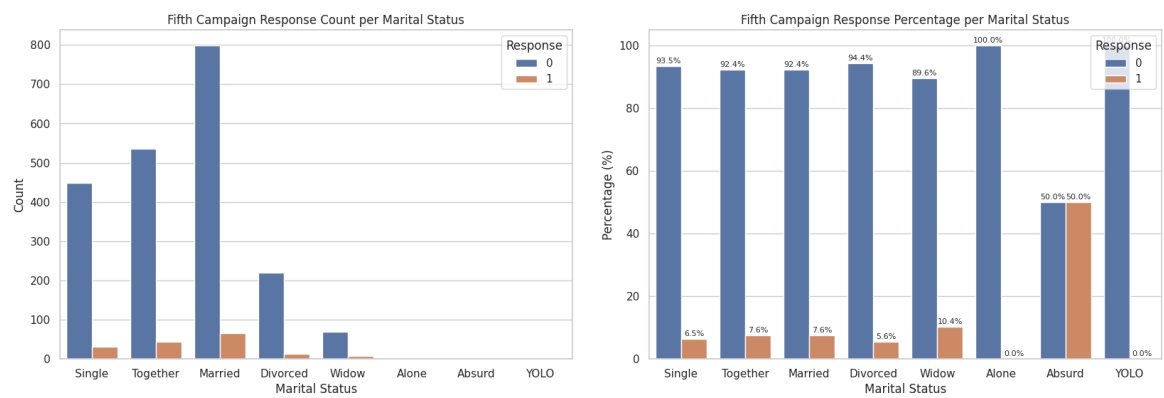


Figura 50: Gráficos do Estado Civil - Campanha 5

Anexo 6: 6ª Campanha

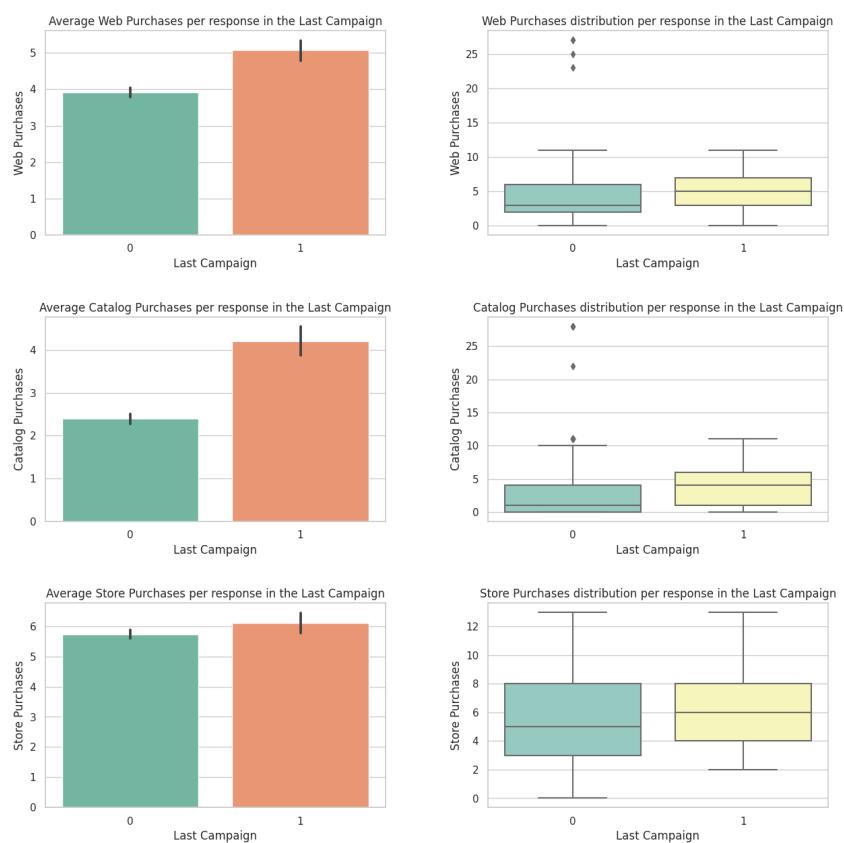


Figura 51: Gráficos Canais de Compra - Campanha 6

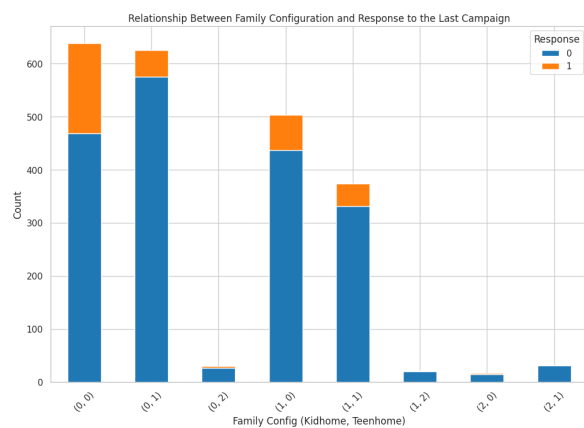


Figura 52: Gráficos de Configuração Familiar - Campanha 6

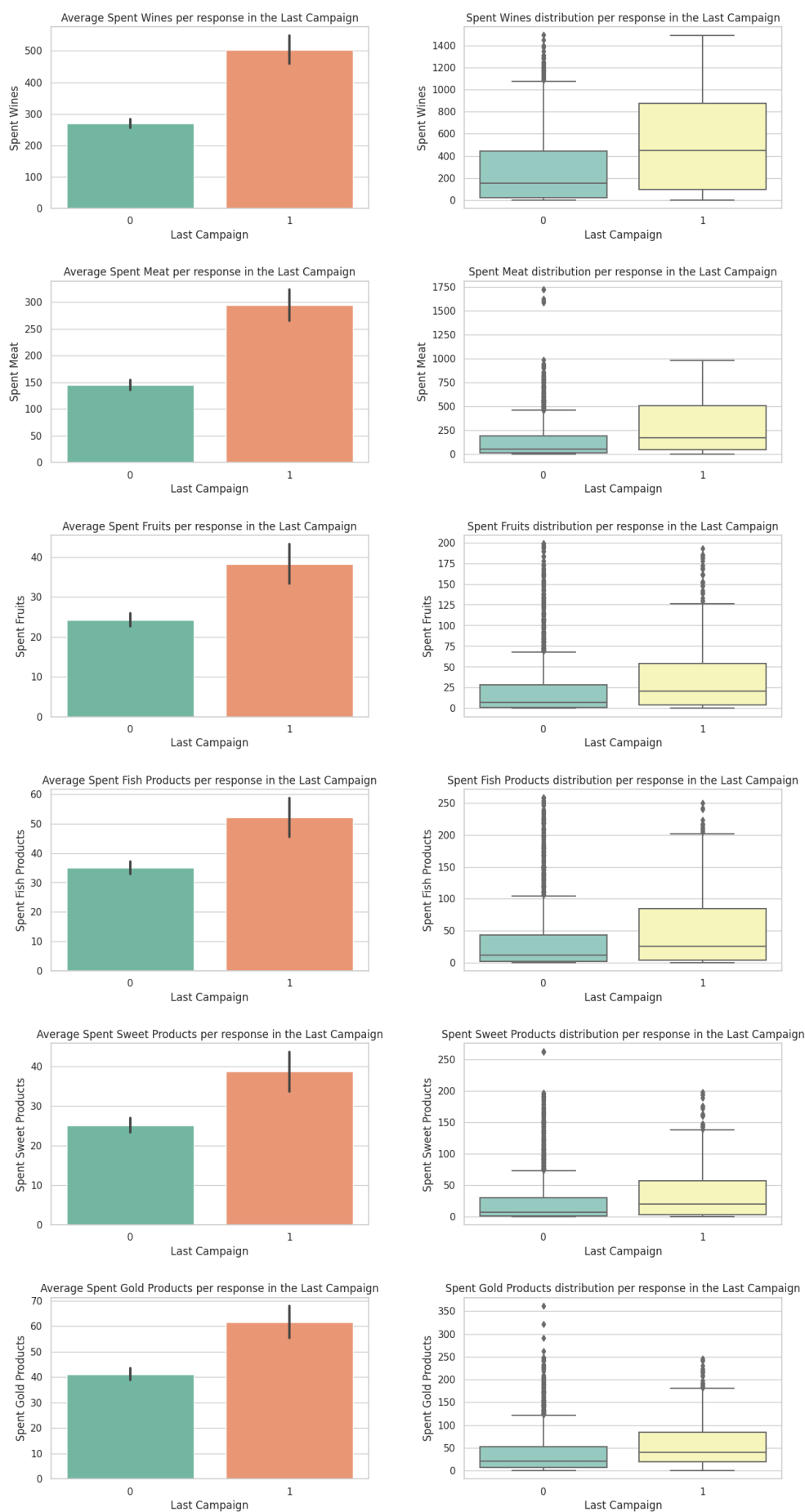


Figura 53: Gráficos Gasto com Produtos - Campanha 6

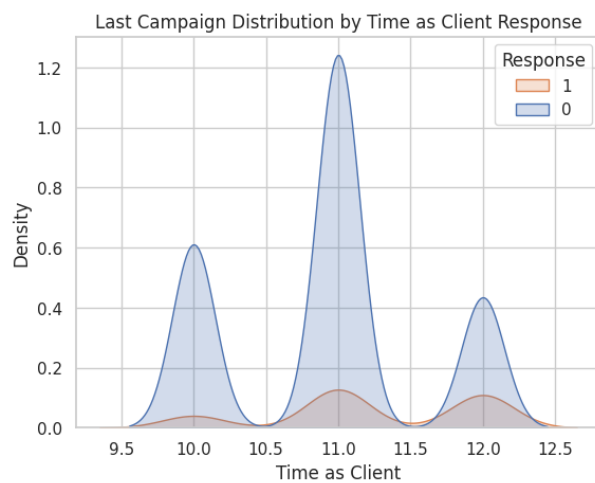


Figura 54: Gráficos de Tempo como Cliente - Campanha 6

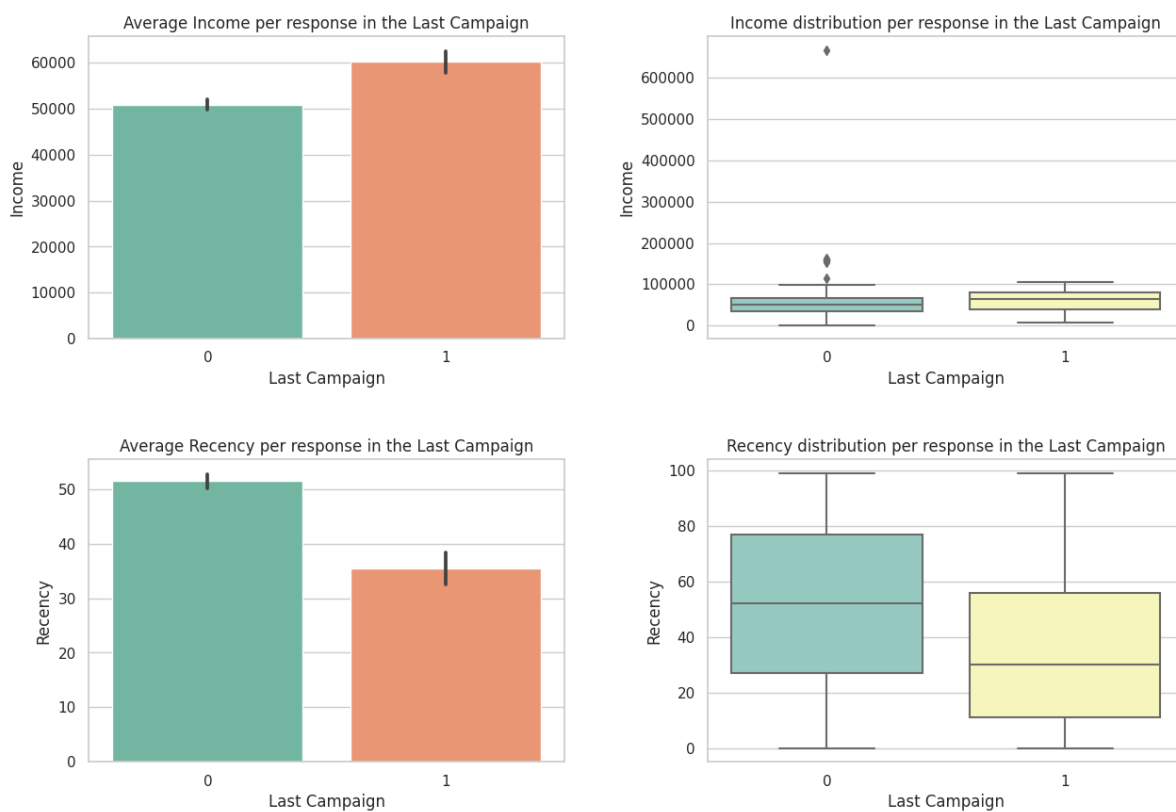


Figura 55: Gráficos de Renda e Recência de Compra - Campanha 6

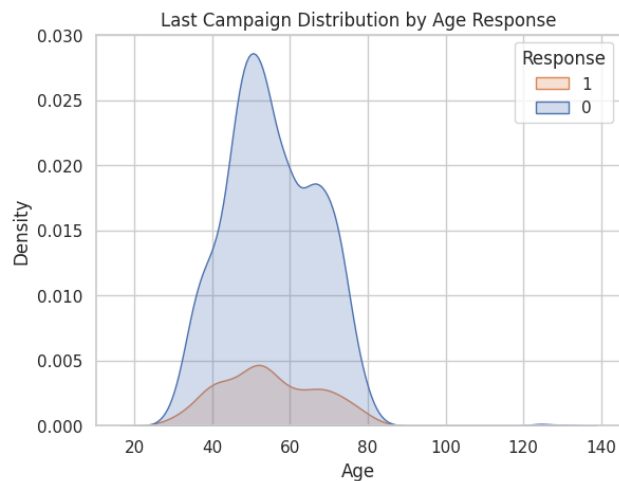


Figura 56: Gráficos de Idade - Campanha 6

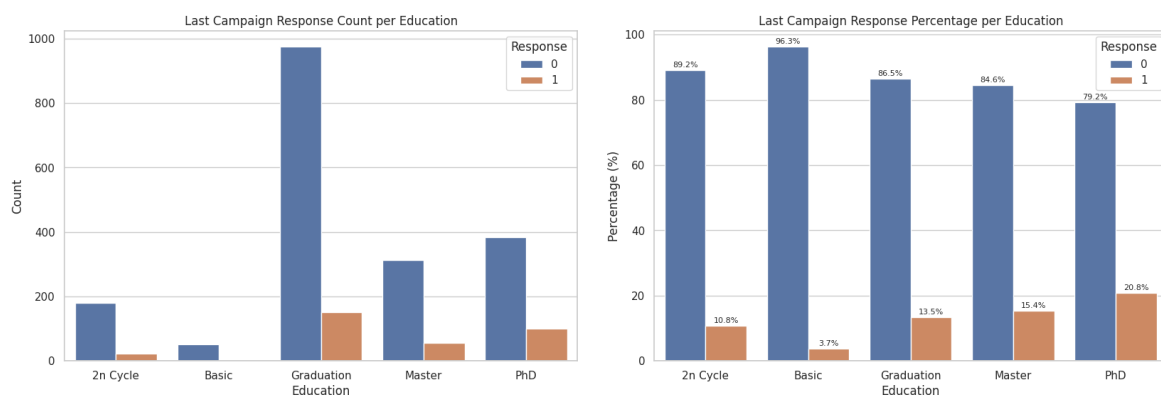


Figura 57: Gráficos da Educação - Campanha 6

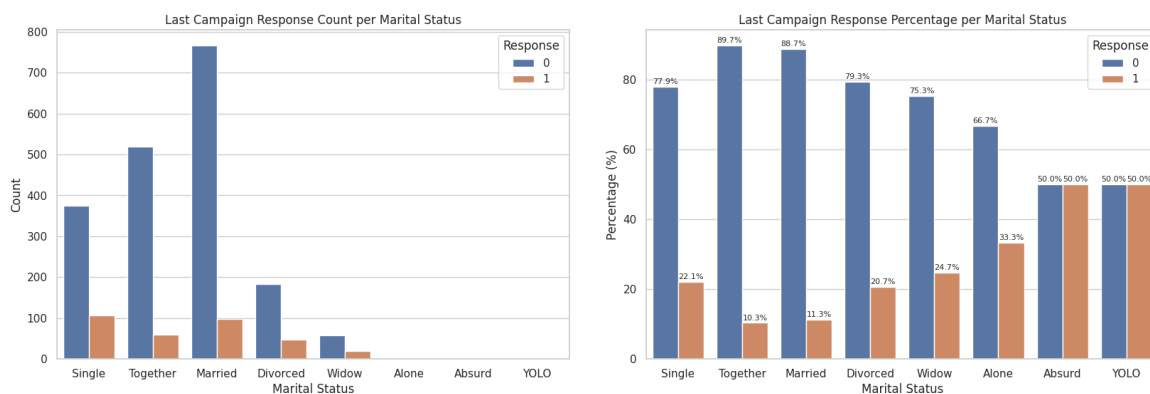


Figura 58: Gráficos do Estado Civil - Campanha 6