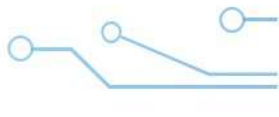
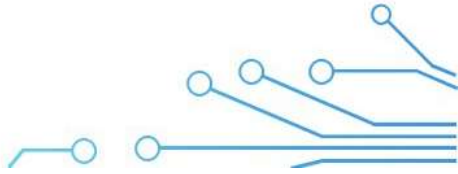


OVERVIEW

Client is a small company , they are still learning their market and about their customers.

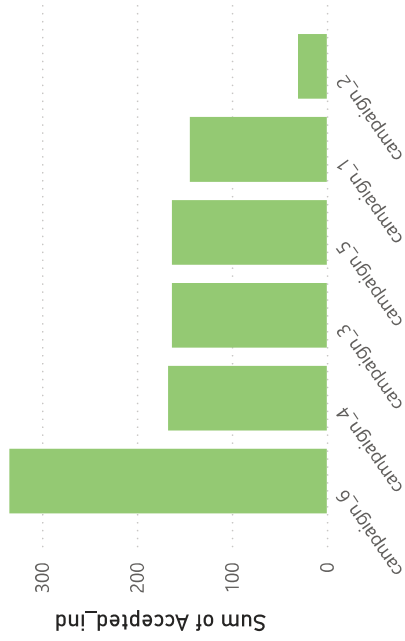


- 1> How are our 6 recent marketing campaign performing.
- 2> How are our products performing.
- 3> Who are our customers.
- 4> what is driving campaign performance and buyer decision making.

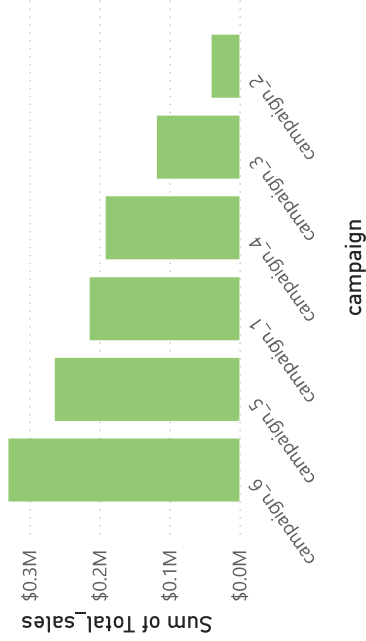


CAMPAIGN PERFORMANCE

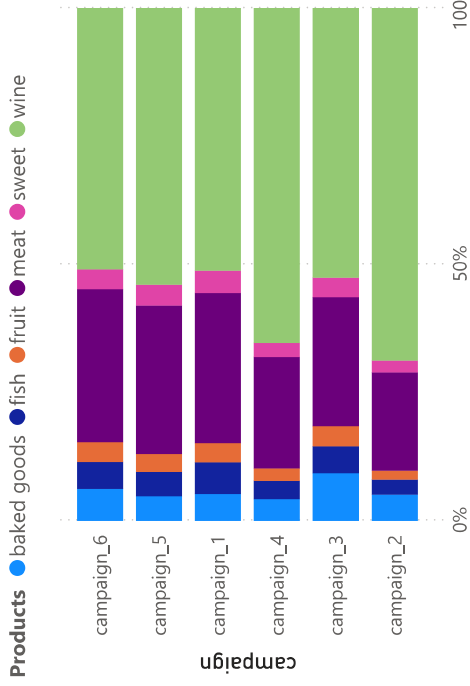
Sum of Accepted_ind by campaign



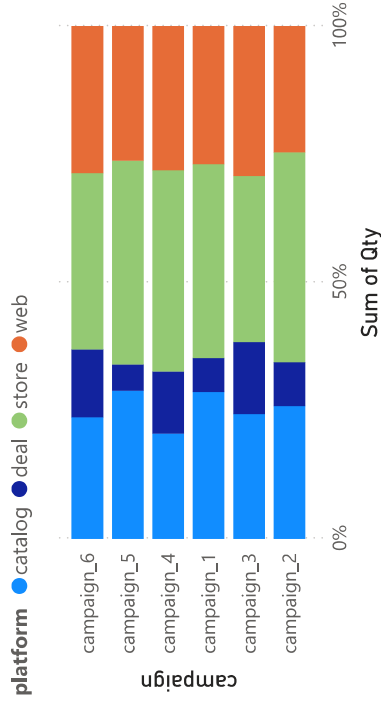
Sum of Total_sales by campaign



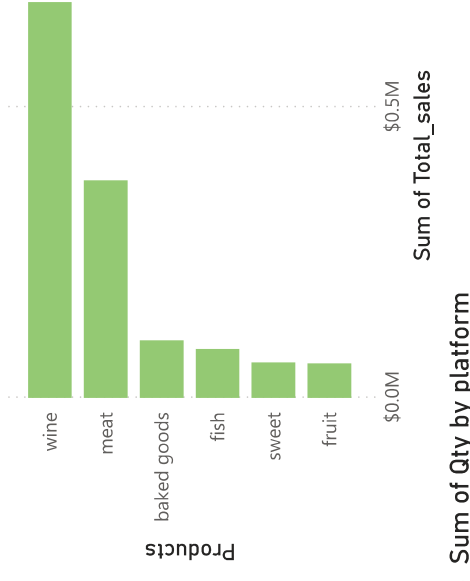
Sum of Total_sales by campaign and Products



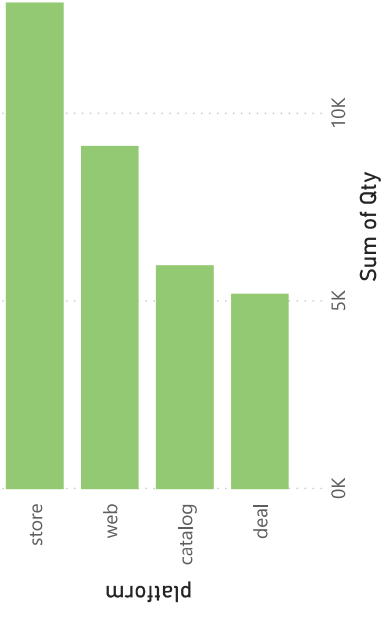
Sum of Qty by campaign and platform

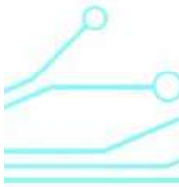


Sum of Total_sales by Products

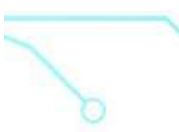


Sum of Qty by platform





BUYER COMPOSITION



Count of ID

2.24K

Average of Income

\$52.2472514K

Average of Ages

56.19

Sum of Purchased_catalog

6K

Sum of Purchased_store

13K

Sum of Purchased_web

9K

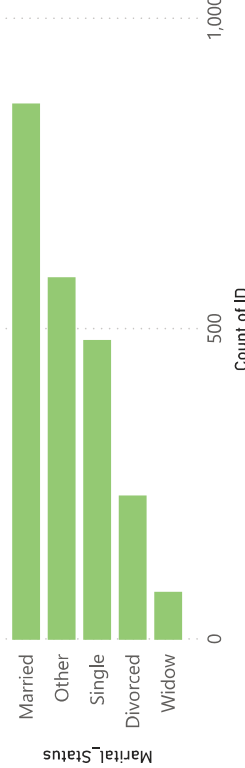
Sum of Purchased_deal

5K

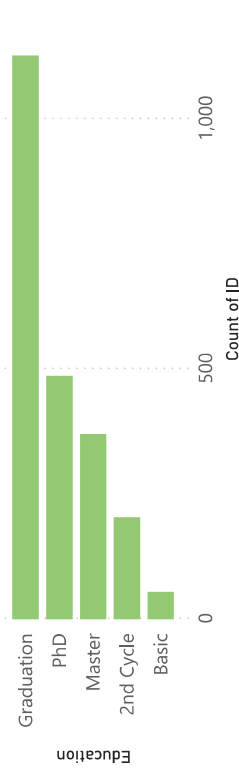
Sum of web visit

12K

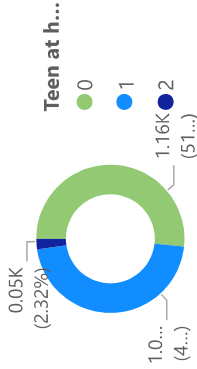
Count of ID by Marital_Status



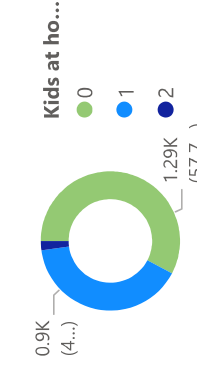
Count of ID by Education



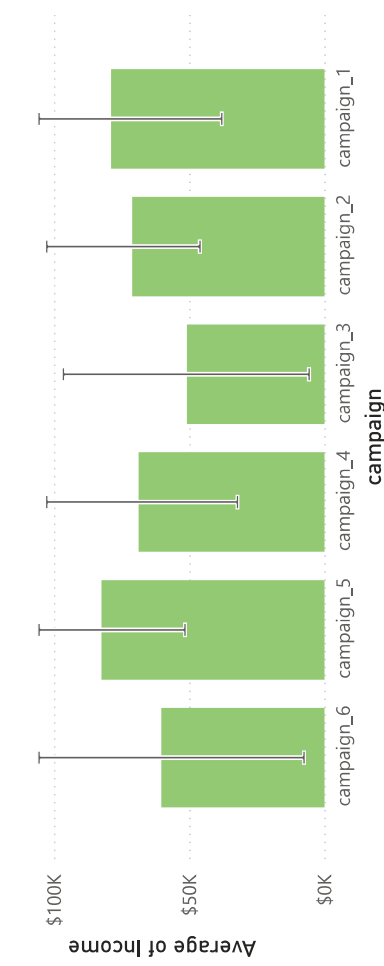
Count of ID by Teen at home



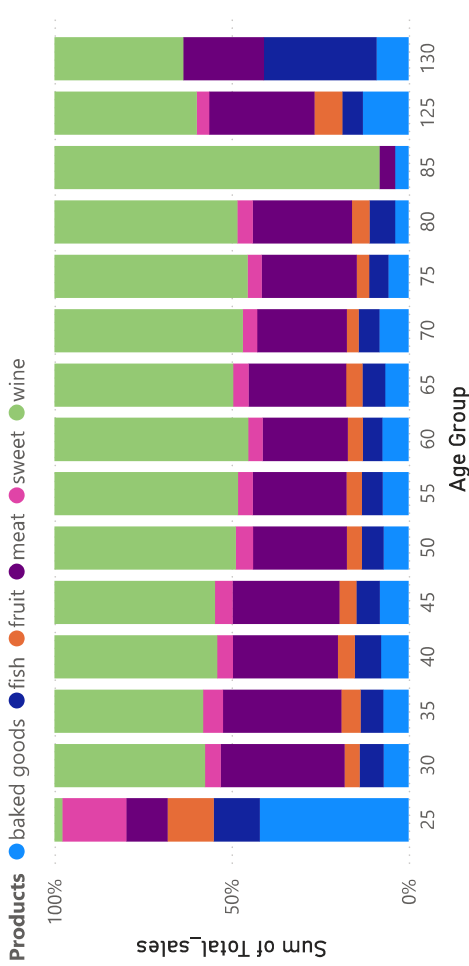
Count of ID by Kids at home

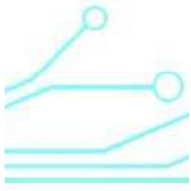


Average of Income by campaign



Sum of Total_sales by Age Group and Products





PURCHASE DRIVERS



Products

baked goods

fish

fruit

meat

sweet

wine

Key influencers



Top segments



What influences campaign to be campaign_1 ?

What influences Total_sales to Increase ?

When...
....the likelihood of
campaign being
campaign_1 increases by

Income is more than
\$60,585

7.82x

of Kid at home is 0

3.65x

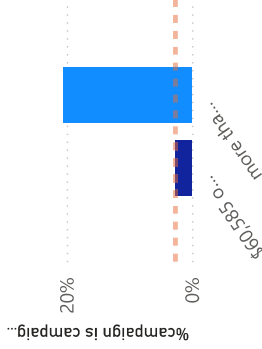
web_visits_last_month is 5
or less

3.13x

of Teen at home is 0

1.80x

← 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

When...
....the average of Total_sales
increases by

Income is more than
\$67,381

\$172.2

of Kid at home is 0

\$159.1

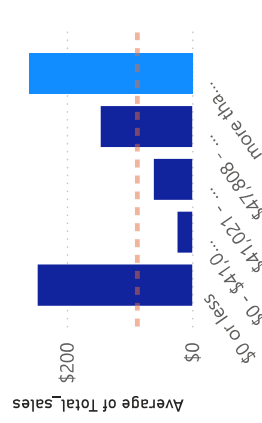
web_visits_last_month is 3
or less

\$141.9

of Teen at home is 0

\$70.32

← Total_sales is more likely to increase when
Income is more than \$67,381 than otherwise
(on average).



☐ Only show values that are influencers