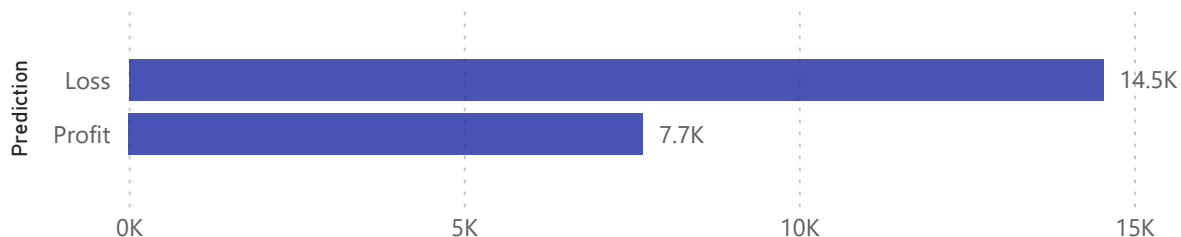# MARKETING ANALYSIS DASHBOARD
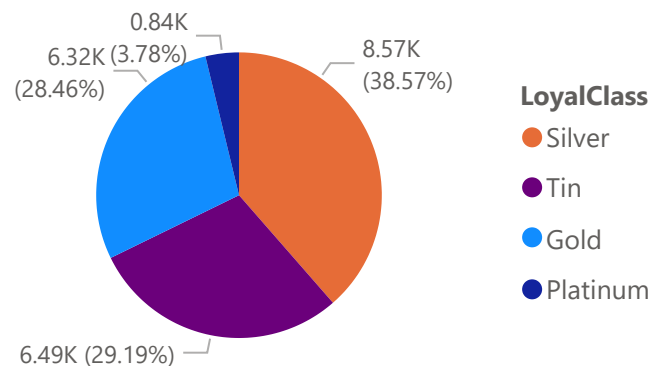
Total Profit/Loss making customers for the company
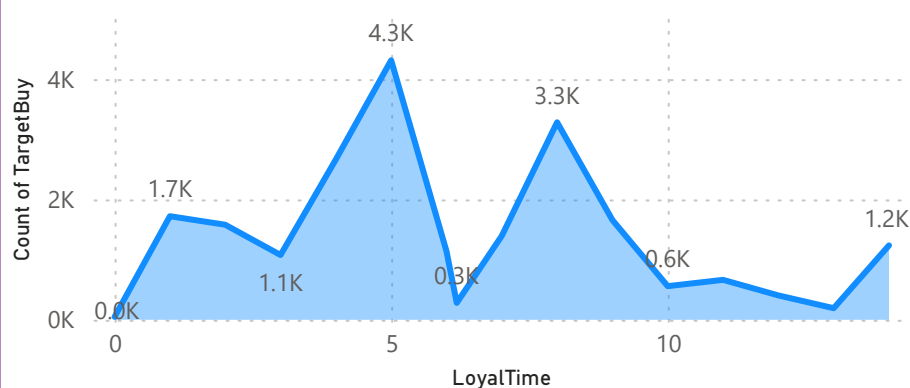
Prediction	
Loss	14.5K
Profit	7.7K

(x-axis: 0K, 5K, 10K, 15K)

Count of TargetBuy based on Region
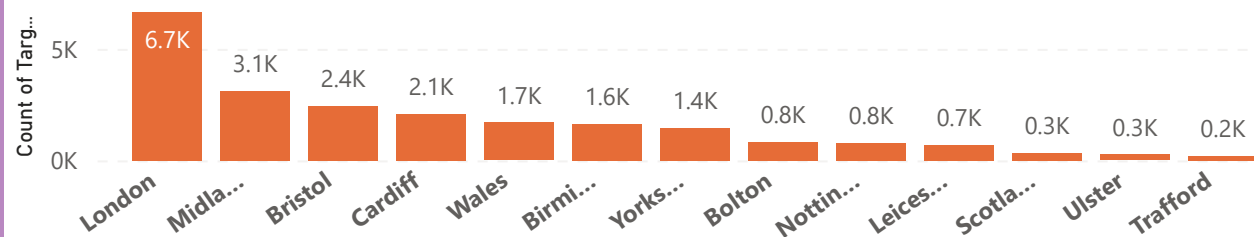
- London: 6.7K
- Midla...: 3.1K
- Bristol: 2.4K
- Cardiff: 2.1K
- Wales: 1.7K
- Birmi...: 1.6K
- Yorks...: 1.4K
- Bolton: 0.8K
- Nottin...: 0.8K
- Leices...: 0.7K
- Scotla...: 0.3K
- Ulster: 0.3K
- Trafford: 0.2K

(y-axis: Count of Targ... 0K, 5K)

Count of TargetBuy based on LoyalClass

- 8.57K (38.57%)
- 6.49K (29.19%)
- 6.32K (28.46%)
- 0.84K (3.78%)

LoyalClass
- Silver
- Tin
- Gold
- Platinum

Count of TargetBuy based on LoyalTime

Data points: 0.0K, 1.7K, 1.1K, 4.3K, 0.3K, 3.3K, 0.6K, 1.2K

(x-axis: LoyalTime 0, 5, 10; y-axis: Count of TargetBuy 0K, 2K, 4K)

Count of TargetBuy based on Gender

- 14.66K (65.97%)
- 5.82K (26.17%)
- 1.75K (7.86%)

DemGender
- F
- M
- U
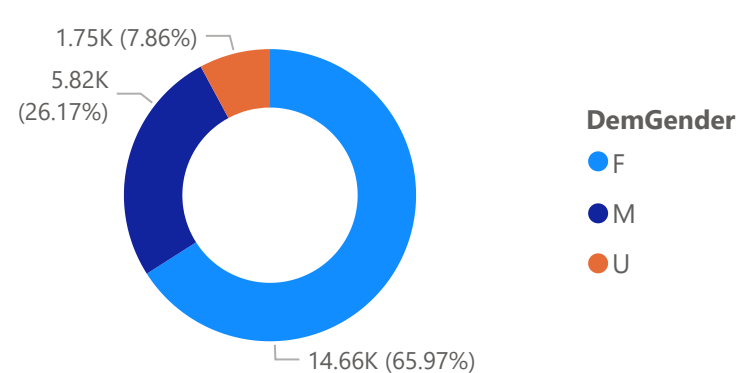
Count of TargetBuy based on Affluence

(x-axis: DemAffl 0, 5, 10, 15, 20; y-axis: Count of TargetBuy 0K, 2K)

Count of TargetBuy based on Age

Data points: 0.0K, 0.1K, 0.3K, 0.4K, 1.5K, 0.4K, 0.5K, 0.1K

(x-axis: DemAge 20, 40, 60, 80; y-axis: Count of TargetBuy 0K, 1K, 2K)
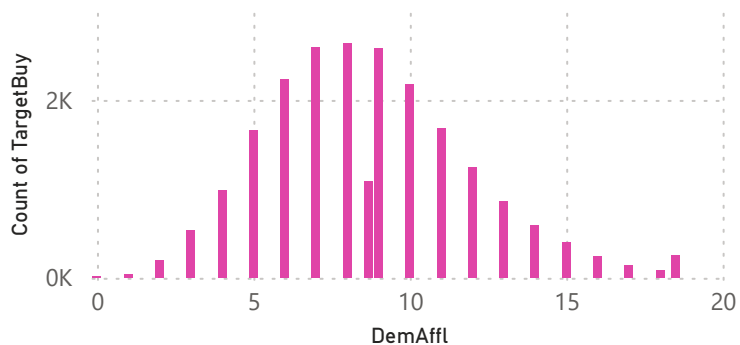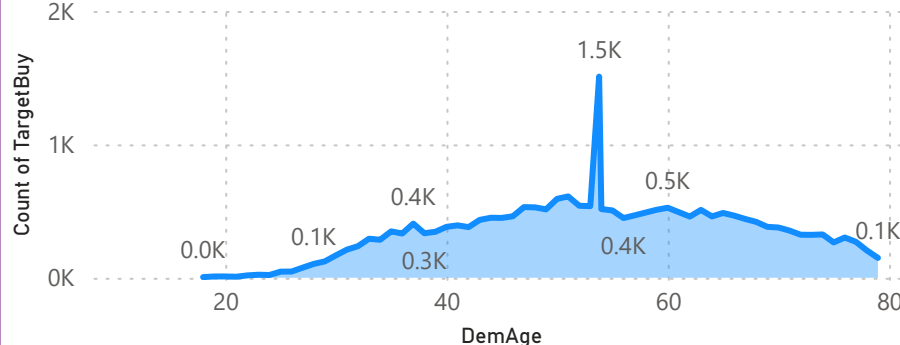
Count of TargetBuy based on ClusterGroup

- C: 5.2K
- D: 4.4K
- B: 4.1K
- F: 3.9K
- E: 2.6K
- A: 1.9K
- U: 0.1K

(x-axis: DemClusterGroup; y-axis: Count of TargetBuy 0K, 5K)