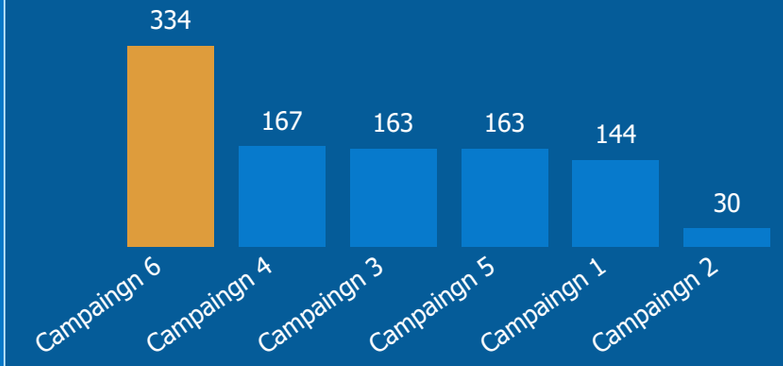
Campaign Performance

REKT BASE

Wine	Meat	Baked Goods	Fish	Sweet	Fruit
₦681K	₦374K	₦99K	₦84K	₦61K	₦59K

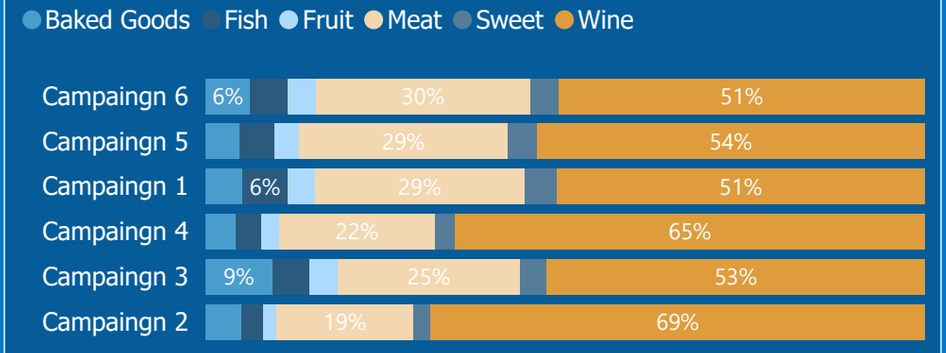
Which Campaigns Resulted in the Most Purchases?

Campaign 6 Had By far the Highest Number of Attributed Purchases



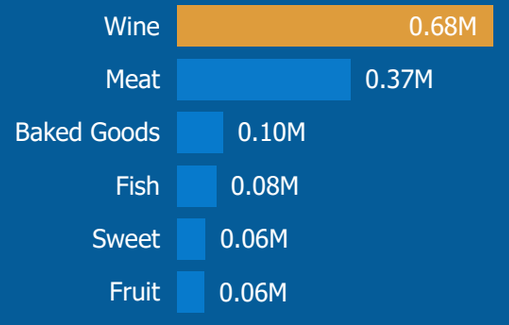
Which Products Did Buyers Purchase via Each Campaign?

Wine Was the Favourite Across All Campaign



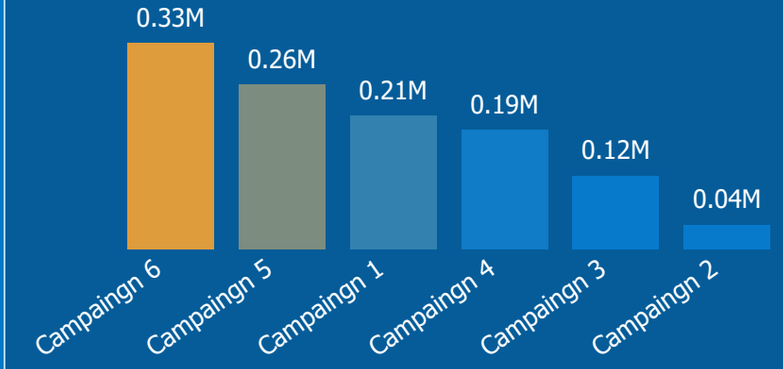
What Did Buyers Spend the Most on?

Wine was the Top Earner by Revenue



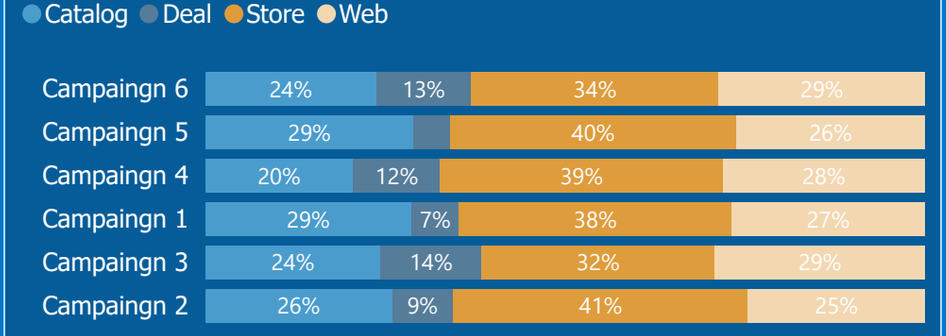
Which Campaigns Generated the Most Sales (N)?

Campaign 5 & 6 Generated the Most Revenue



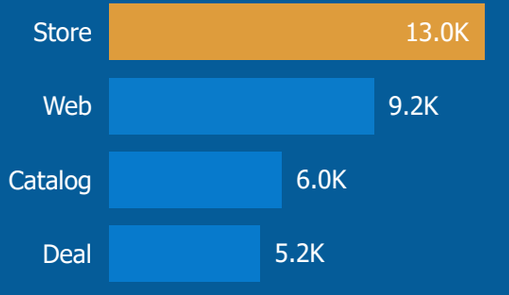
Through Which Platform Did Buyers Purchase for Each Campaign?

Across the Board, In-Store Purchases Dominated All Campaign Purchases



On Which Platform Did Buyers Make Their Purchases?

Overall 13k Purchases were Made in Store



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Buyer Composition

REKT BASE

# of Customers
2240

AVG Income
₦52,247

AVG Age
56.2

Discounts Purchased
5,208

Store Purchase
12,970

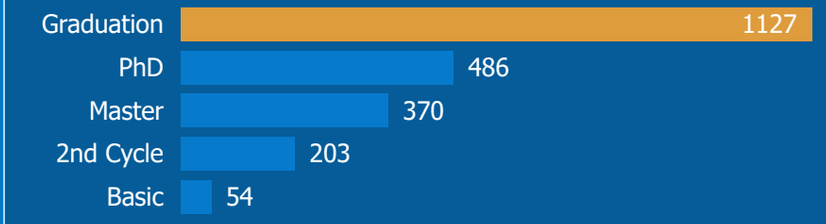
Catalog Purchase
5,963

Web Purchase
9,150

Web Visits Last Month
11,909

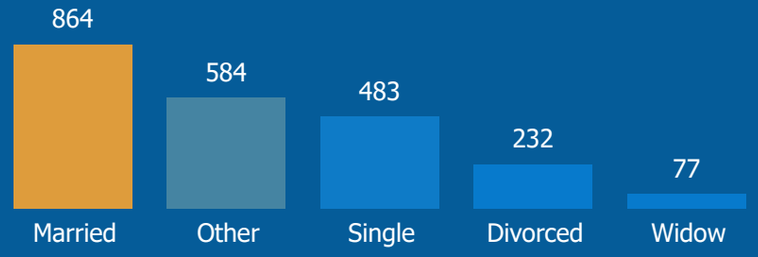
Which Education Level Have Most of Our Customers Attained?

Majority of Our Customers Have Completd College/University Degrees



What is the Marital Status of Our Customers?

Majority of Our Customers are Married

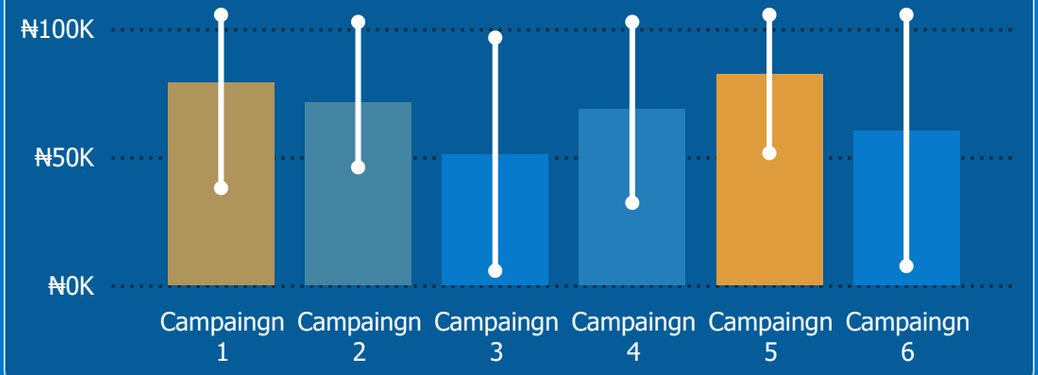


How Many Kids Our Customers Have at Home?

How Many Teens Our Customers Have at Home?

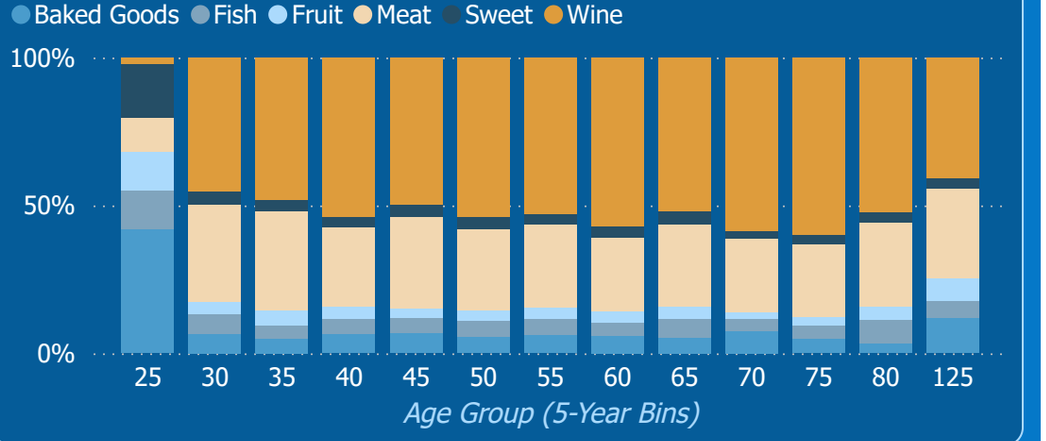
What Was the Average Salary of Customers Who Opted into Each Campaign?

Error Bars Indicate Maximum and Minimum Salary of Customer by Campaign



Do the Purchase Preferences of Our Customers Change with Age?

Notice that for older customers wine sales increase as a % of total salees and meat dec...



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Purchase Drivers

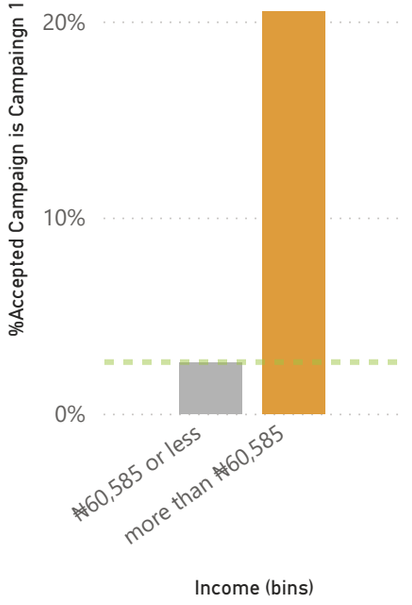
REKT BASE

Key influencers

What influences Accepted Campaign to be Campaingn 1 ?

When...	....the likelihood of Accepted Campaign being Campaingn 1 increases by
Income is more than ₦60,585	7.82x
# of Kids at home is 0	3.65x
# of Teen at home is 0	1.80x
Marital Status is Married	1.38x

← Accepted Campaign is more likely to be Campaingn 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 Visual Below:

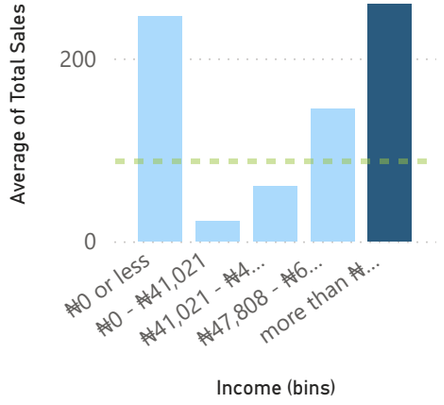
Select all | Baked Goods | Fish | Fruit | Meat | Sweet | Wine

Key influencers Top segments

What influences Total Sales to Increase ?

When...	....the average of Total Sales increases by
Income is more than ₦67,381	172.2
# of Kids 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

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