

14.91

Total Campaign Conversion Rate

605.80

Average Spending

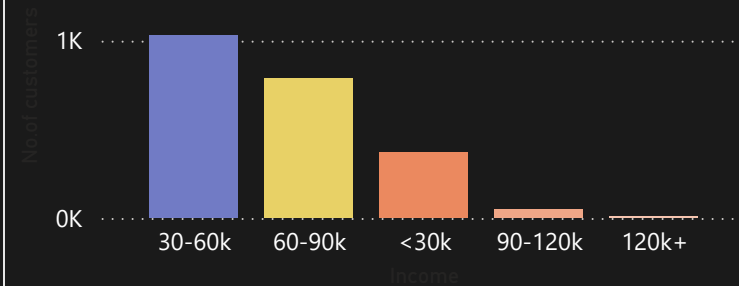
49.11

Average Recency

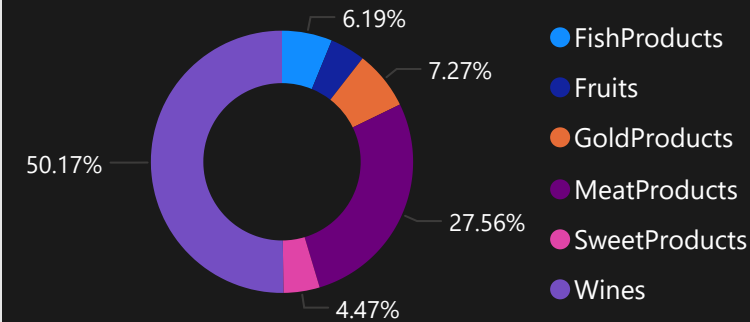
52.24K

Average of Income

Count of Income by Income Group



Total Spending by Product Category



Income Group

All

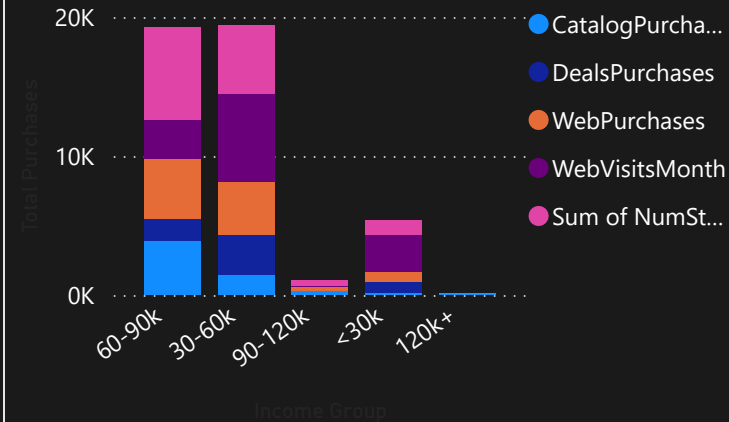
Marital_Status

All

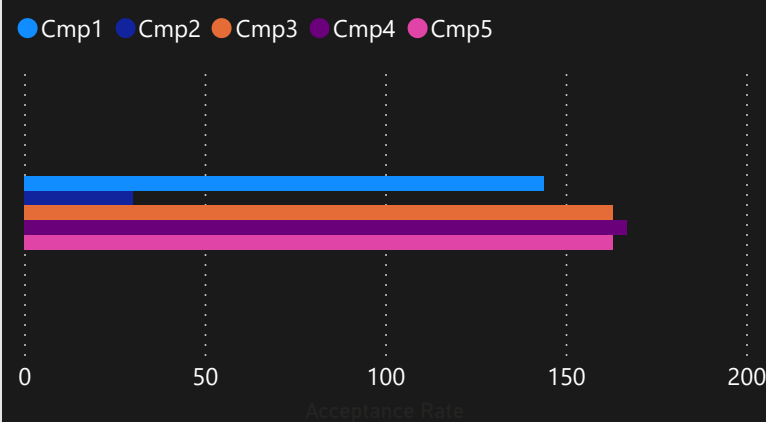
Education

All

Purchases Across Sales channel



Acceptance across campaigns



Customer Recency by Income Group

