

14.91

Total Campaign Conversion Rate

605.80

Average Spending

0.94

Complaint Rate

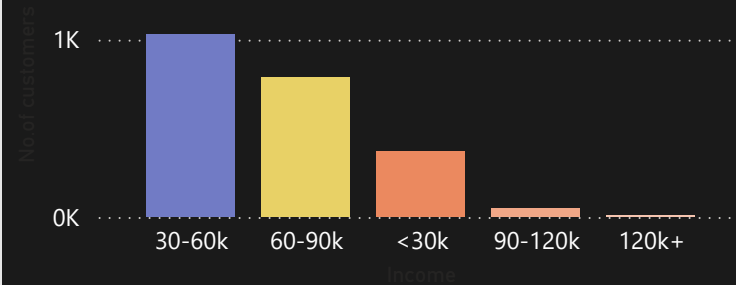
49.11

Average Recency

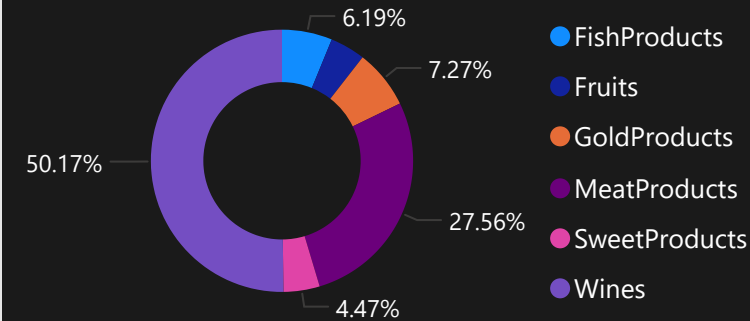
52.24K

Average of Income

Count of Income by Income Group



Total Spending by Product Category



Income Group

All

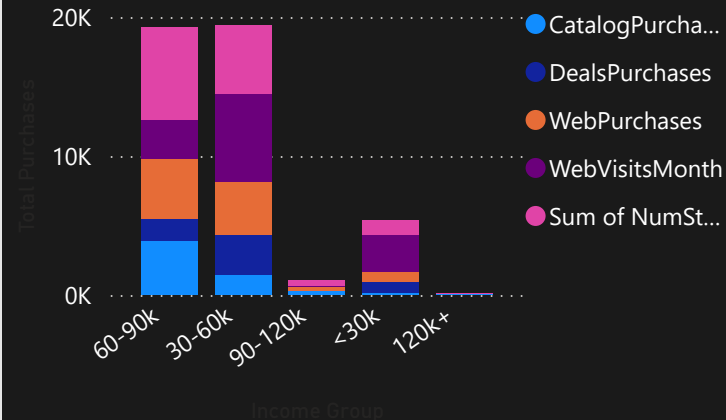
Marital_Status

All

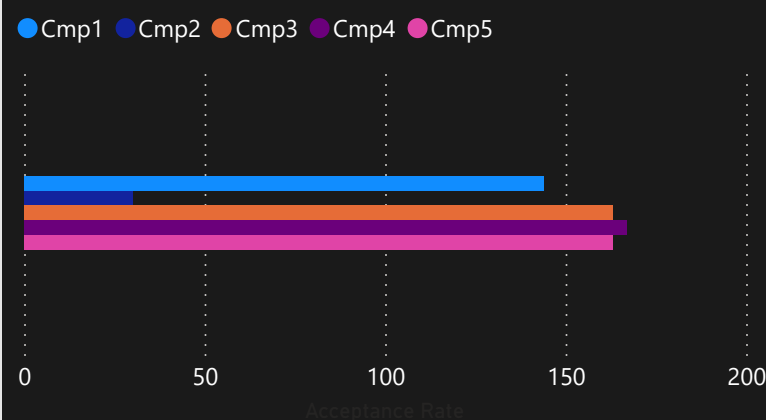
Education

All

Purchases Across Sales channel



Acceptance across campaigns



Customer Recency by Income Group

