# Food Marketing Analysis

| Total_Customers | Total Revenue | Avg Recency Orders | Avg Revenue Per... | Complaint Rate | Responce Rate |
|---|---|---|---|---|---|
| 2205 | $2.48M | 49 | $1.13K | 0.91% | 15.10% |

**Category**

- ☐ Education
- ☐ Relationship

**Education**

All ⌄

**Relationship**

All ⌄

**CustomerSegment**

All ⌄

**Age**

| 24 | 80 |



**Customers by Income Bins**

**Total_Customers by Recency**

**Total_Customers by Education**

- Graduation 1113 (50.48%)
- Basic 54 (2.45...)
- Primary 198 (8.98%)
- Master 364 (16.51%)
- Doctorate 476 (21.59%)

**Category Spendings**

- Wines 675093 (27.2%)
- Fish 83253 (3.35%)
- Gold 97146 (3.9...)
- Meat 364513 (14.6...)
- RegularProducts 1143750 (46.09%)
- Sweet 59818 (2.41%)
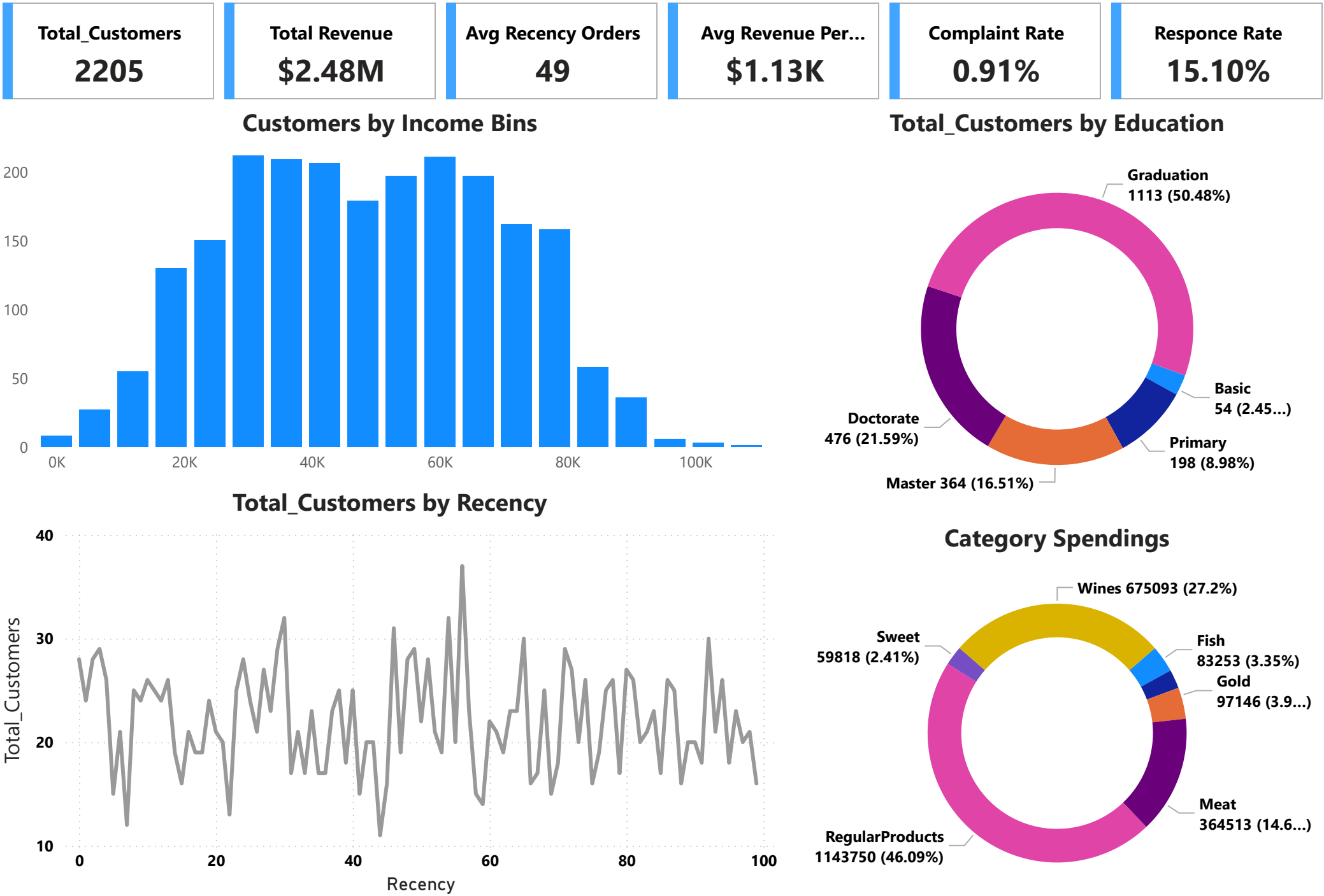
# Customer Acceptance

| Overall Acceptance campgn Rate | Responce Rate | Complaint Rate |
|:---:|:---:|:---:|
| 29.93% | 15.10% | 0.91% |

## Individual Campaign Acceptance Rate by Name



| Cmp1 | Cmp2 | Cmp3 | Cmp4 | Cmp5 |
|:---:|:---:|:---:|:---:|:---:|
| 0.064 | 0.014 | 0.074 | 0.074 | 0.073 |
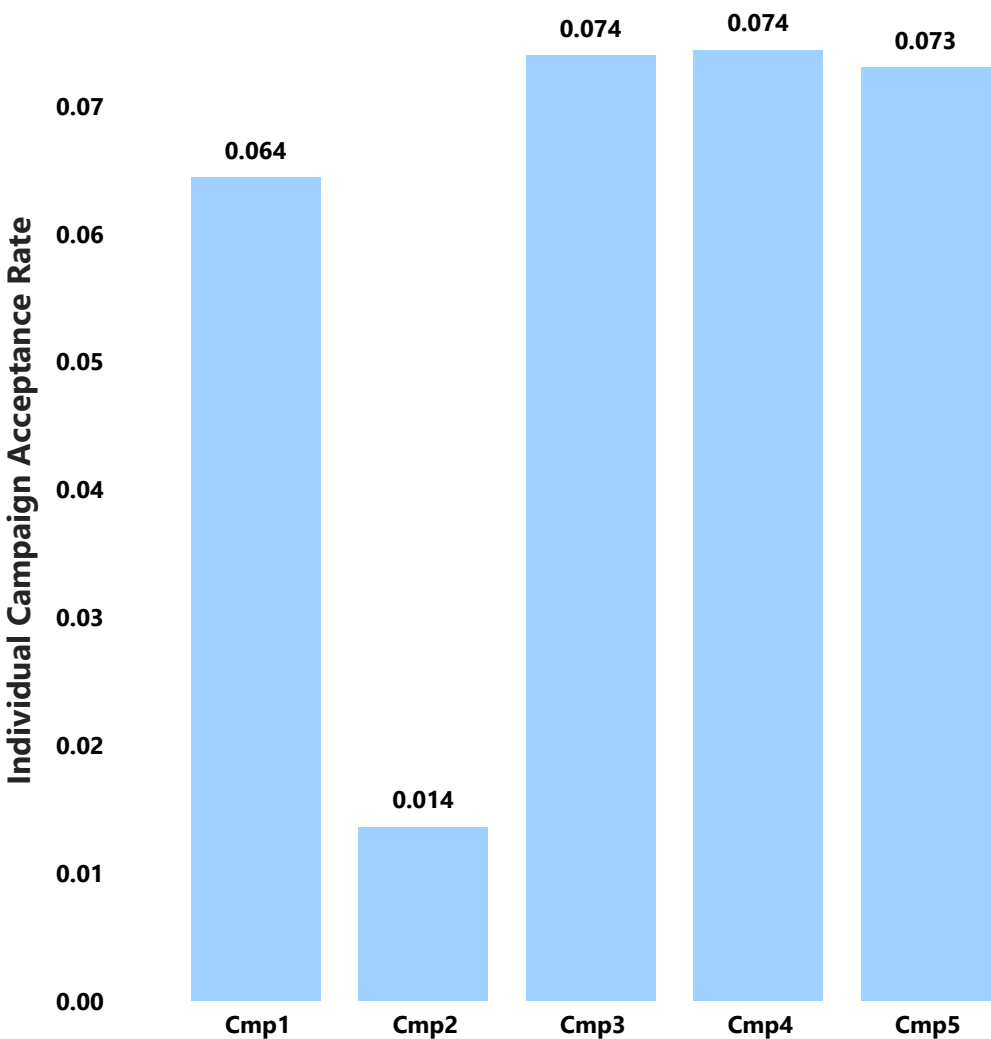
## Avg Customer Engagement by Name



| Store | Web | Catalog | Discounts |
|:---:|:---:|:---:|:---:|
| 5.8 | 4.1 | 2.6 | 2.3 |
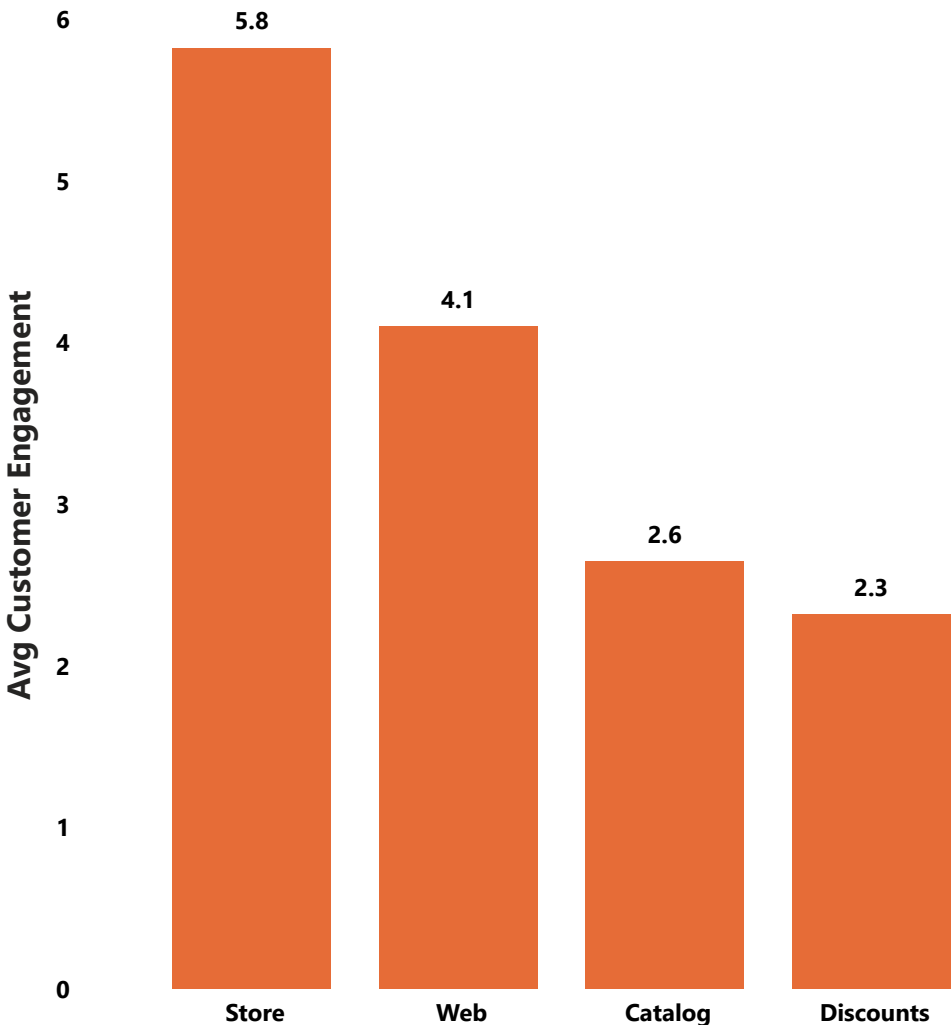
**Relationship**
All

**Education**
All

**CustomerSegment**
All

**Income**
1730 — 113734

**Age**
24 — 80

# RFM
# Analysis

## C003
### Top Customer

## C045
### Worst Customer

### Total_Customers by CustomerSegment
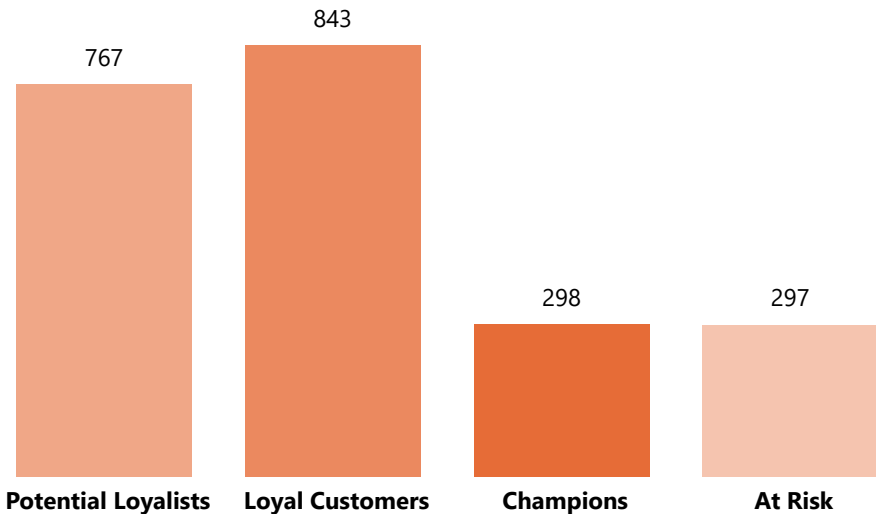


| | Potential Loyalists | Loyal Customers | Champions | At Risk |
|---|---|---|---|---|
| | 767 | 843 | 298 | 297 |

| Customer_ID | Sum of Recency | Sum of Frequency | Sum of Total Amount Spent | Sum of RecencyScore | Sum of FrequencyScore | Sum of MonetaryScore | Sum of RFMScore | CustomerSegment |
|---|---|---|---|---|---|---|---|---|
| C003 | 26 | 21 | 1468 | 5 | 5 | 5 | 555 | Champions |
| C006 | 16 | 22 | 1404 | 5 | 5 | 5 | 555 | Champions |
| C015 | 23 | 26 | 2540 | 5 | 5 | 5 | 555 | Champions |
| C023 | 0 | 20 | 1078 | 5 | 5 | 5 | 555 | Champions |
| C033 | 4 | 18 | 2348 | 5 | 5 | 5 | 555 | Champions |
| C039 | 3 | 21 | 2586 | 5 | 5 | 5 | 555 | Champions |
| C048 | 2 | 29 | 3322 | 5 | 5 | 5 | 555 | Champions |
| C053 | 30 | 21 | 2106 | 5 | 5 | 5 | 555 | Champions |
| C056 | 12 | 21 | 2716 | 5 | 5 | 5 | 555 | Champions |
| C057 | 18 | 22 | 1212 | 5 | 5 | 5 | 555 | Champions |
| C058 | 26 | 24 | 1430 | 5 | 5 | 5 | 555 | Champions |
| C059 | 8 | 19 | 1200 | 5 | 5 | 5 | 555 | Champions |
| C060 | 29 | 16 | 2092 | 5 | 5 | 5 | 555 | Champions |
| C063 | 19 | 32 | 2472 | 5 | 5 | 5 | 555 | Champions |