



MARKETING CAMPAIGN

Customer Details

115.78M

Total Income Of Customers

2216

Total Customer

1120

Sum of Teenhome

979

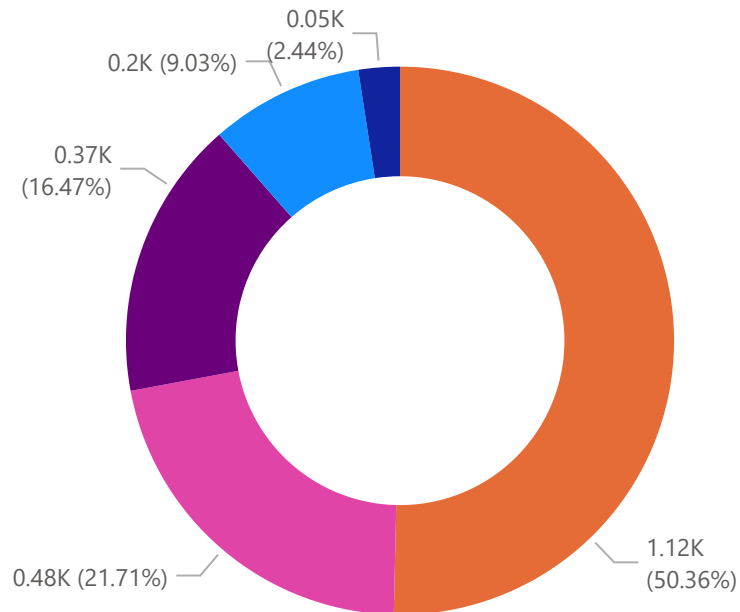
Sum of Kidhome

8

Total No of Marital_Status

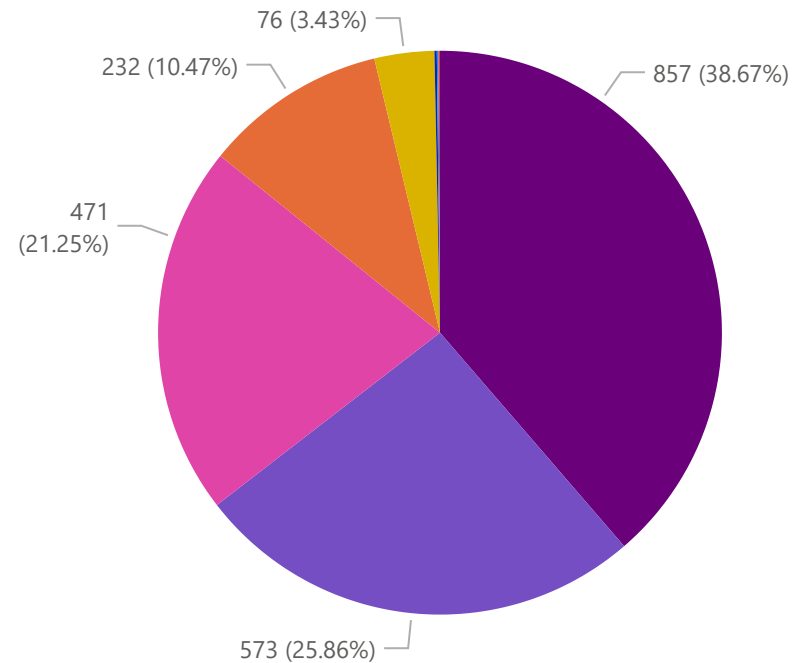
Count of Education by Education

Education Graduation PhD Master 2n Cycle Basic

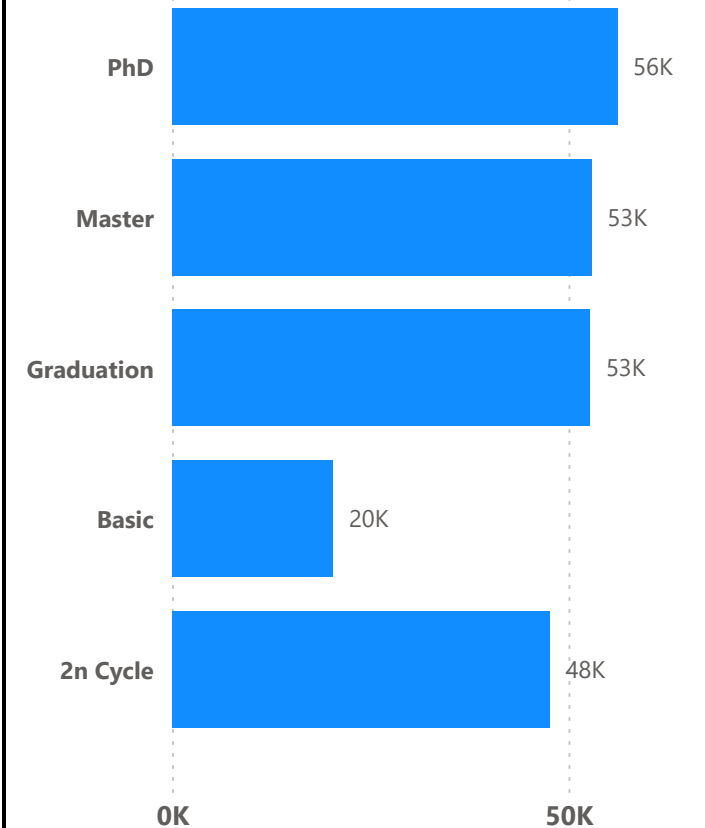


Count of Marital_Status by Marital_Status

Marital_Status Married Together Single Divorced Widow



Avg Income by Education

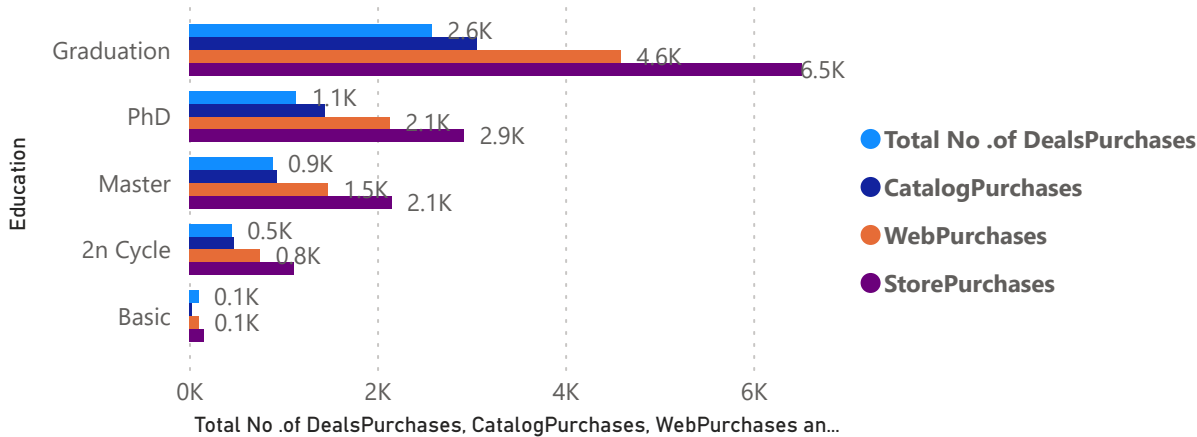


MARKETING CAMPAIGN

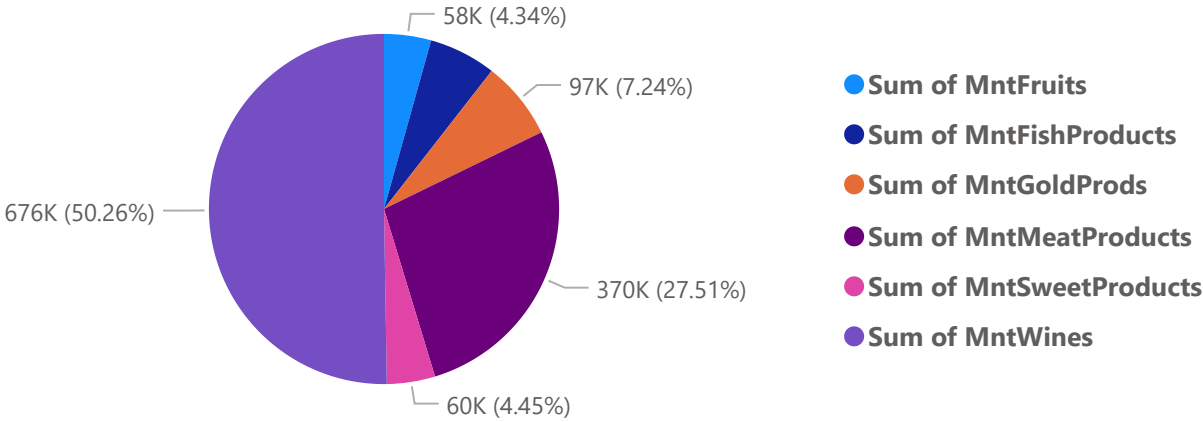
PRODUCT DETAILS

5919	5149	13K	9053	
Sum of NumCatalogPurchases	Sum of NumDealsPurchases	Sum of NumStorePurchases	Sum of NumWebPurchases	
83K	58K	370K	60K	676K
Sum of MntFishProducts	Sum of MntFruits	Sum of MntMeatProducts	Sum of MntSweetProducts	Sum of MntWines

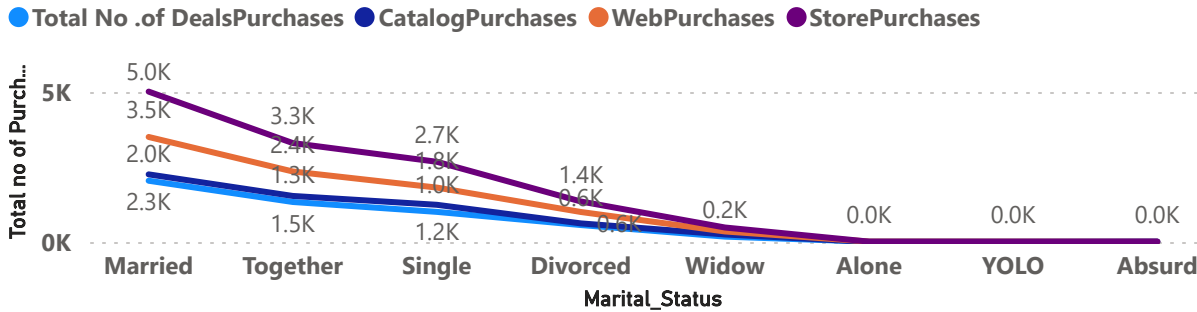
Purchases By Category



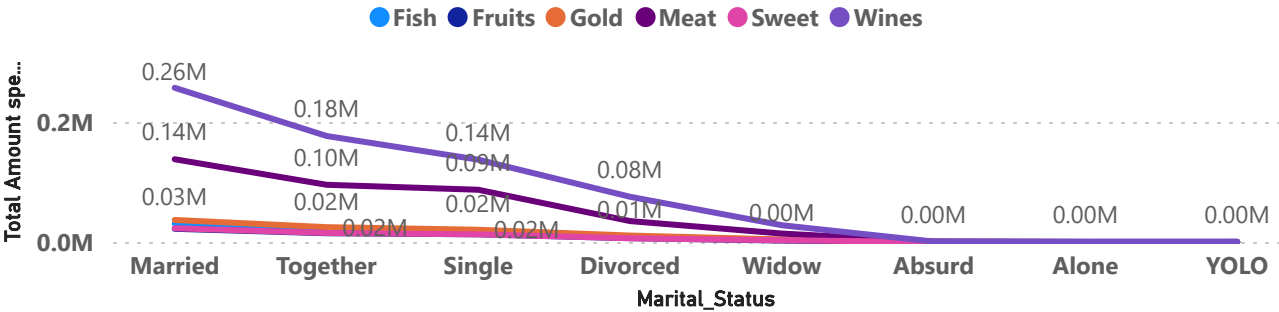
Purchases By Products



Total No .of Purchases By Catogories and Marital_Status



Amount spent on products in the last 2 years by Marital_Status



Insights :

At 2042, Married had the highest Total No .of DealsPurchases and was 50,950.00% higher than Absurd, which had the lowest Total No .of DealsPurchases at 4.

Total No .of DealsPurchases and total CatalogPurchases are positively correlated with each other.

MARKETING CAMPAIGN

ADCOMP DETAILS

Total Accepted Cmp 1

142

Total Accepted Cmp 2

30

Total Accepted Cmp 3

163

Sum of Accepted Cmp 4

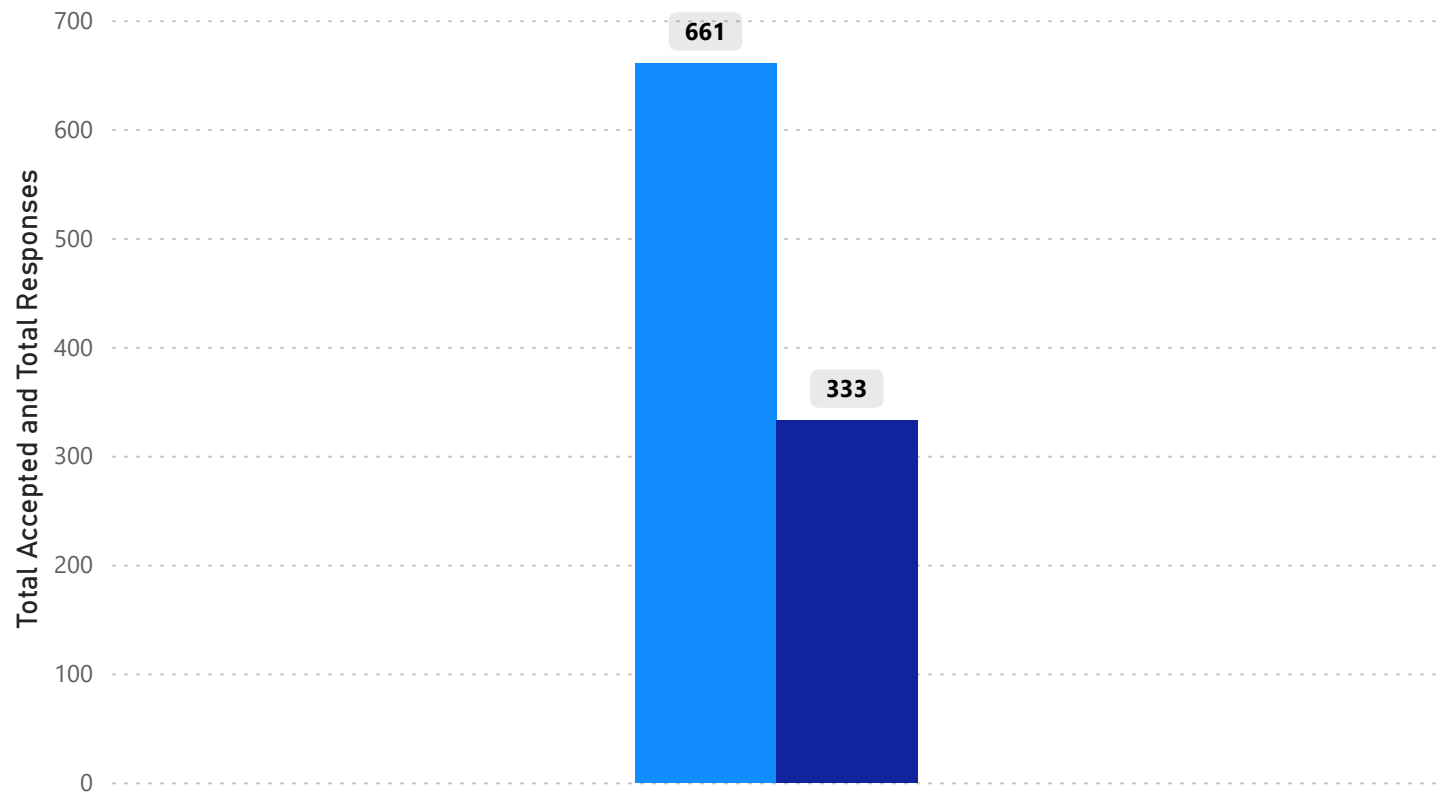
164

Sum of Accepted Cmp5

162

Total Accepted and Total Responses

● Total Accepted ● Total Responses



Revenue from the campaign and Cost of Campaign

