

# Maven Marketing Campaign Dashboard

Total Customers

11.2K

Average Income

52.2K

Country

Australia

Canada

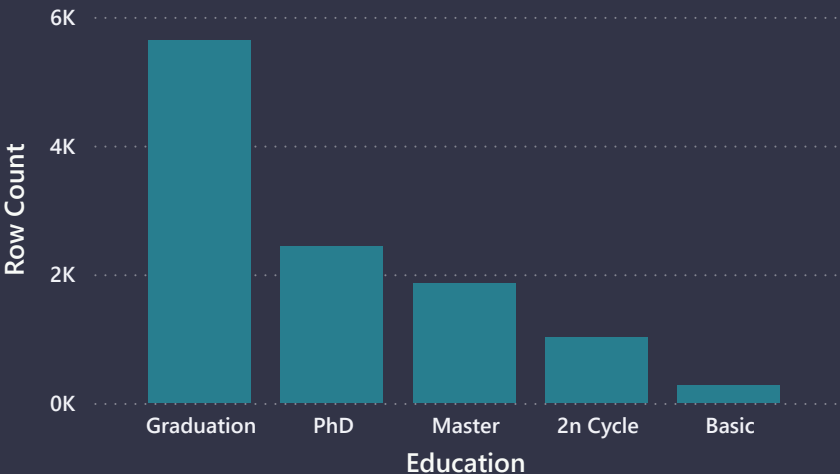
Germany

Purchase Behavior & Campaign Success

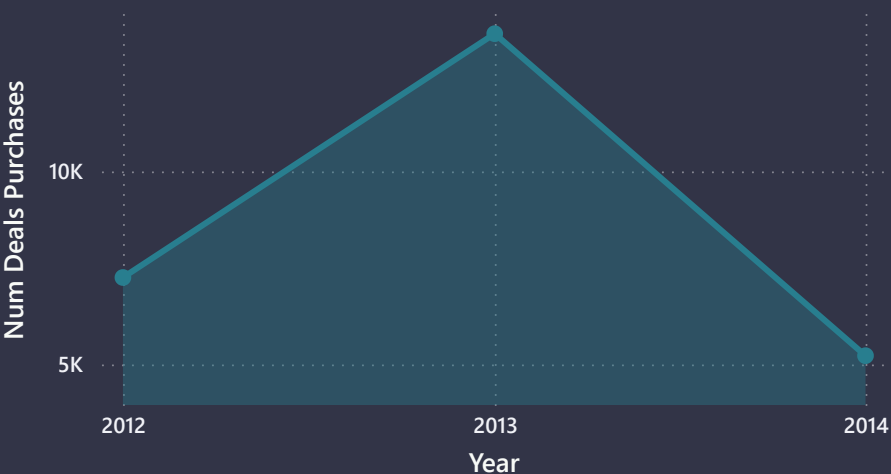
Customer Segmentation

ID	Income_Updated	Year	Month	Day
0	70951	2013	May	4
1	57091	2014	June	15
9	46098	2012	August	18
13	25358	2013	July	22
17	60491	2013	September	6
20	46891	2013	September	1
22	46310	2012	December	3
24	17144	2014	February	15
25	65148	2012	November	16
35	25545	2012	September	8
48	55761	2014	April	24
49	20587	2014	May	11
55	56253	2012	December	7
67	46423	2013	September	18
73	51411	2013	May	26
75	41030	2013	July	25

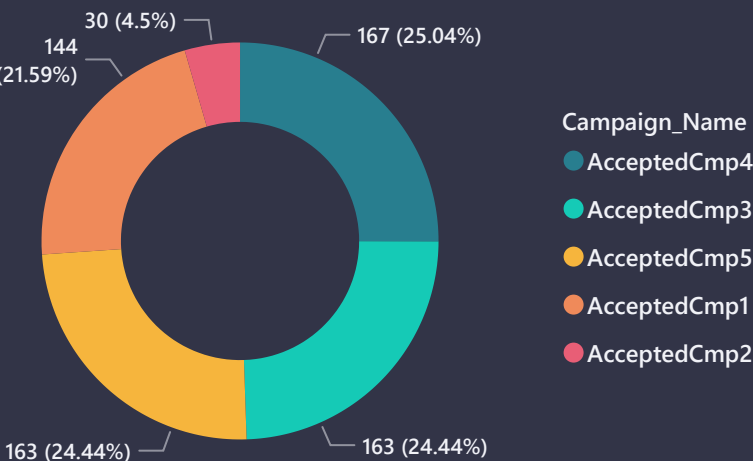
Total Count by Education



Num Deals Purchases by Year



Campaign Response by Campaign Name



Count of ID by Country



# Purchase Behavior and Campaign Success

Average Response

0.15

Average Recency

49.11

Total Complaints

105

Customer Enrolled Date

Last

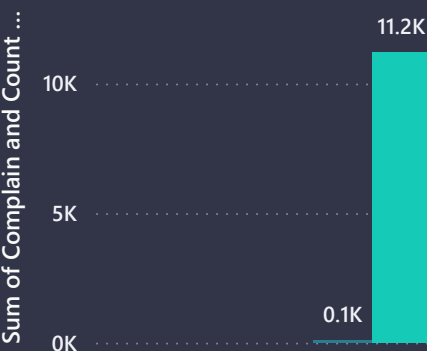
1

Select

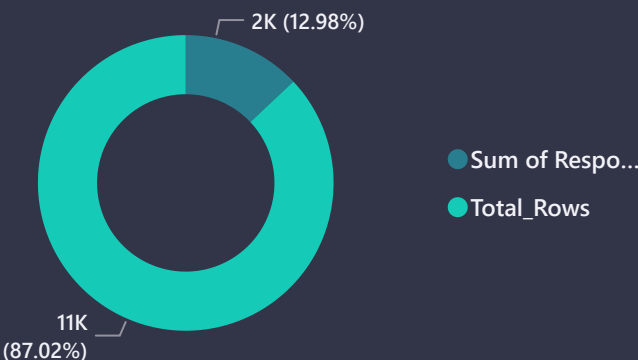
No filters applied

## Count of Complain

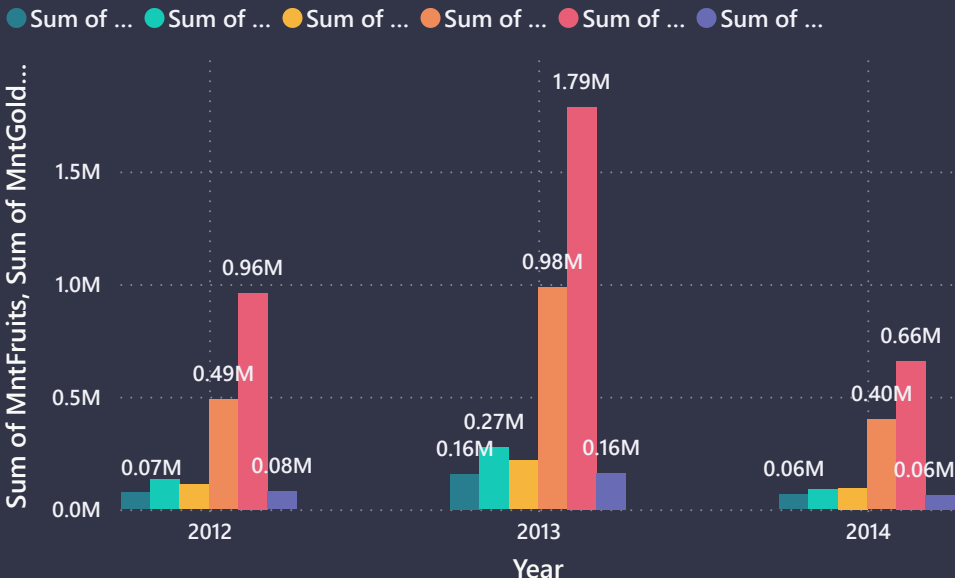
Sum of Complain Count of ID



## Total Response after Campaign

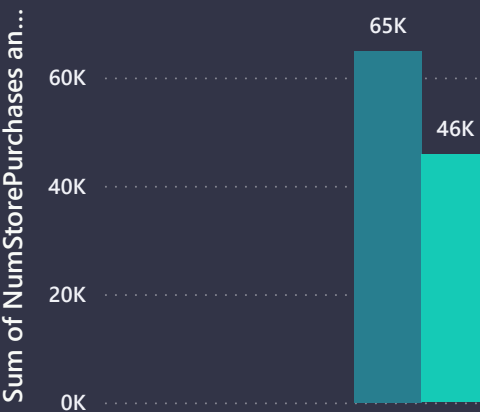


## Year wise Amount Spend on Products

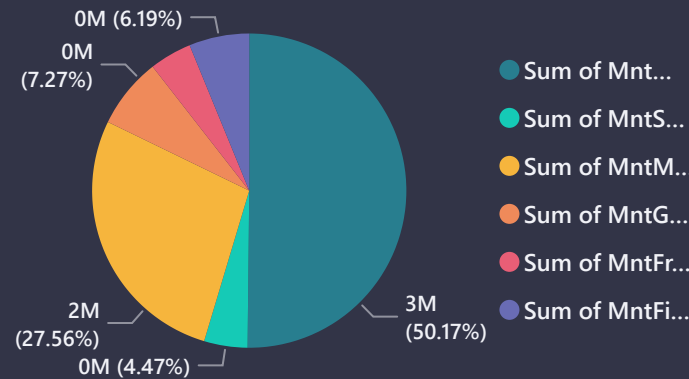


## StorePurchases vs WebPurchases

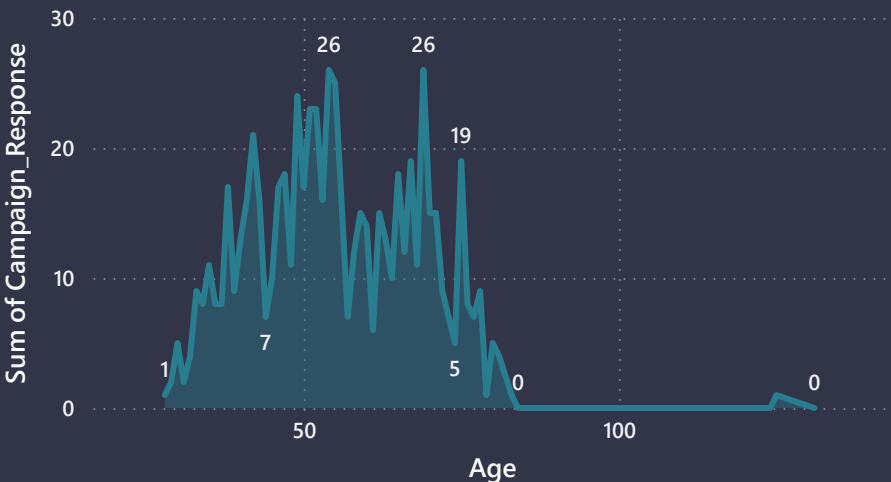
Sum of NumStorePurchases Sum of NumWebPurchases



## Last 2 years Amount Spend on Products



## Campaign Response by Age



# Customer Segmentation

Home

Average Recency

1670

Customer Enrolled Date

0

1

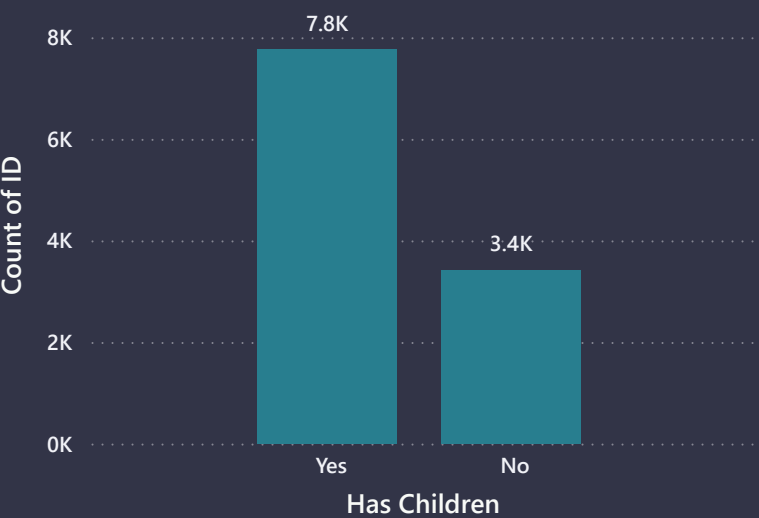
Customer Enrolled Date

2012

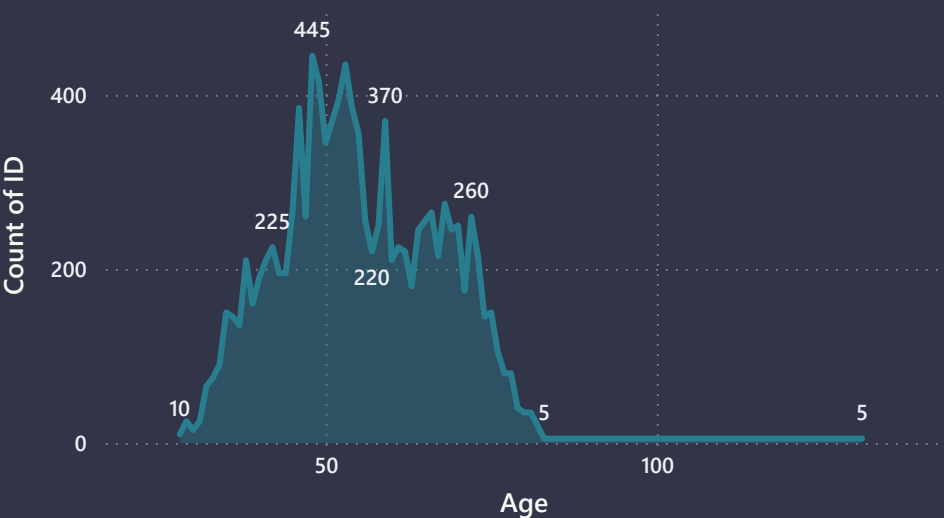
2013

2014

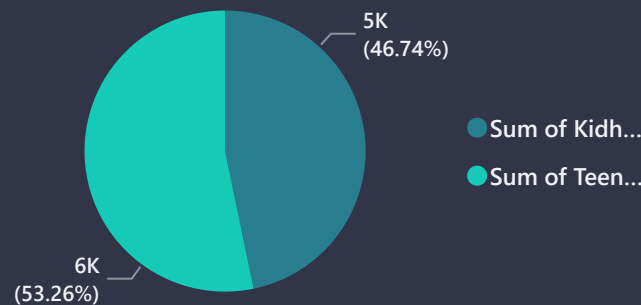
Customers with Children



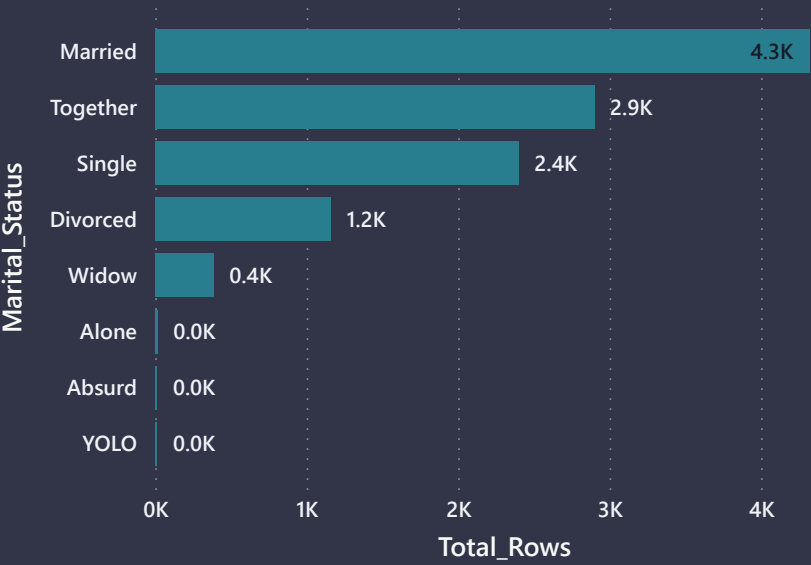
Customers by Age



Count of Kids vs Teens



Customers Count by Marital Status



Total no of Web Visits by Month

