MARKETING ANALYTICS

Overview

Customer count by Gender

gender ● M ● F

551 (48.21%)   592 (51.79%)

Correlation Matrix

Attribute	Approved_Conversion	Clicks	Impressions	Spent	Total_Conversion
Approved_Conversion					
Clicks					
Impressions					
Spent					
Total_Conversion					
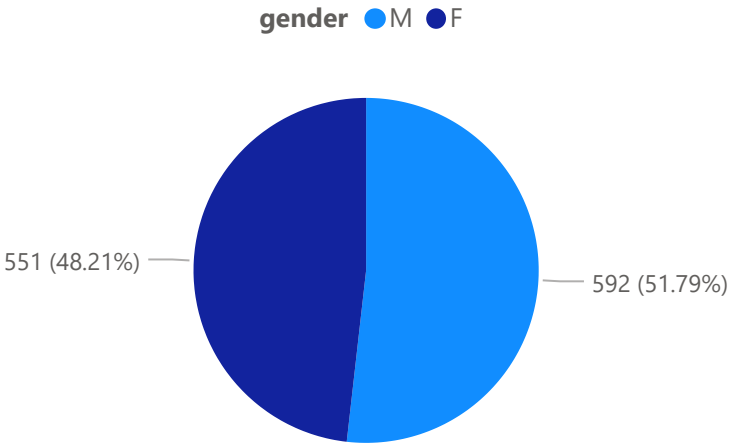
Customer count by Age
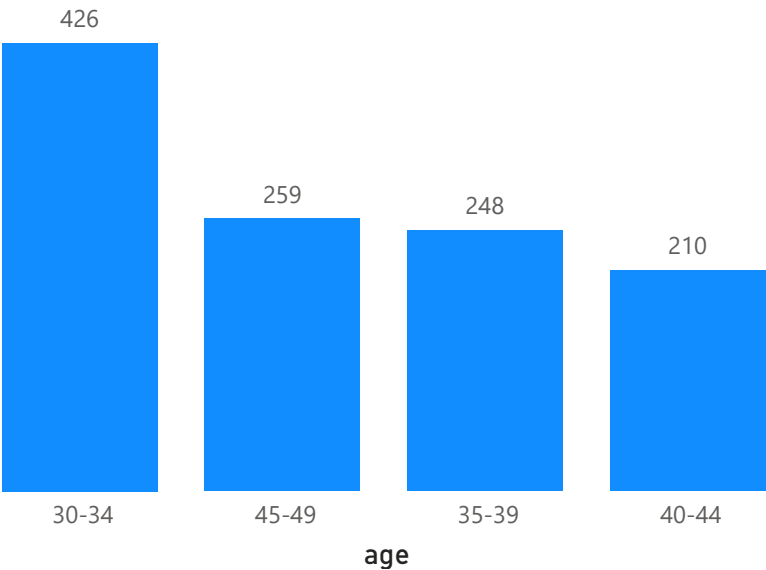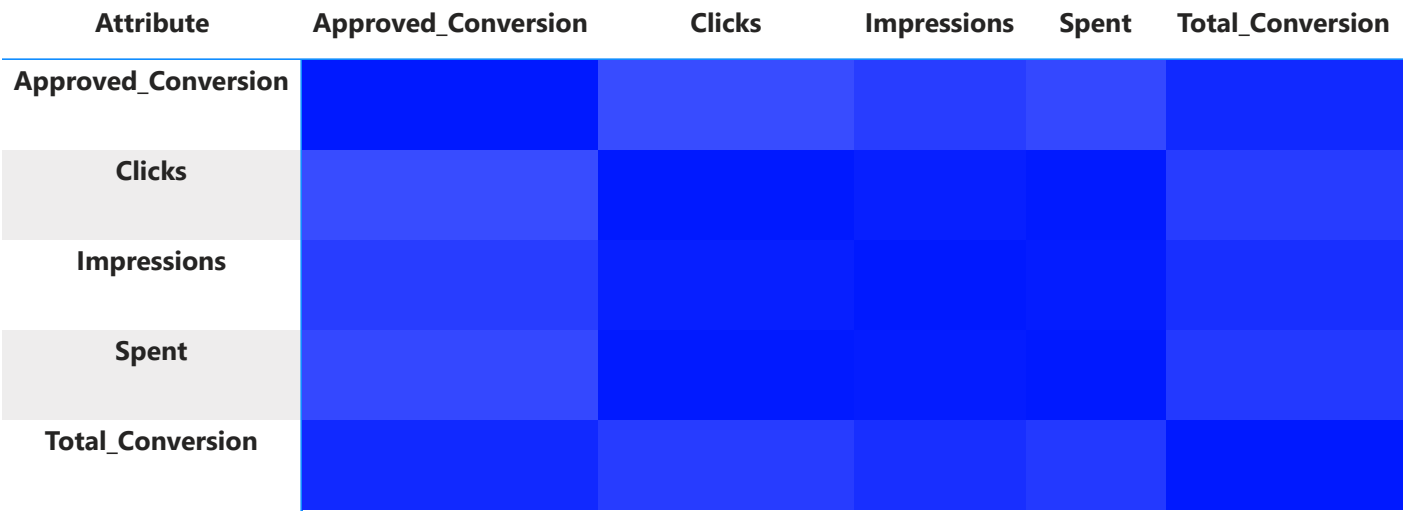
age	Spent	Impression	Click	Total Conversion	Approved Conversion
⊞ 30-34	15K	68M	9K	1431	494
⊞ 35-39	11K	42M	7K	626	207
⊞ 40-44	12K	40M	8K	523	170
⊞ 45-49	21K	64M	14K	684	208
Total	59K	213M	38K	3264	1079

MARKETING ANALYTICS

Cost

Campaign

| 1178 | 916 | 936 |

Gender

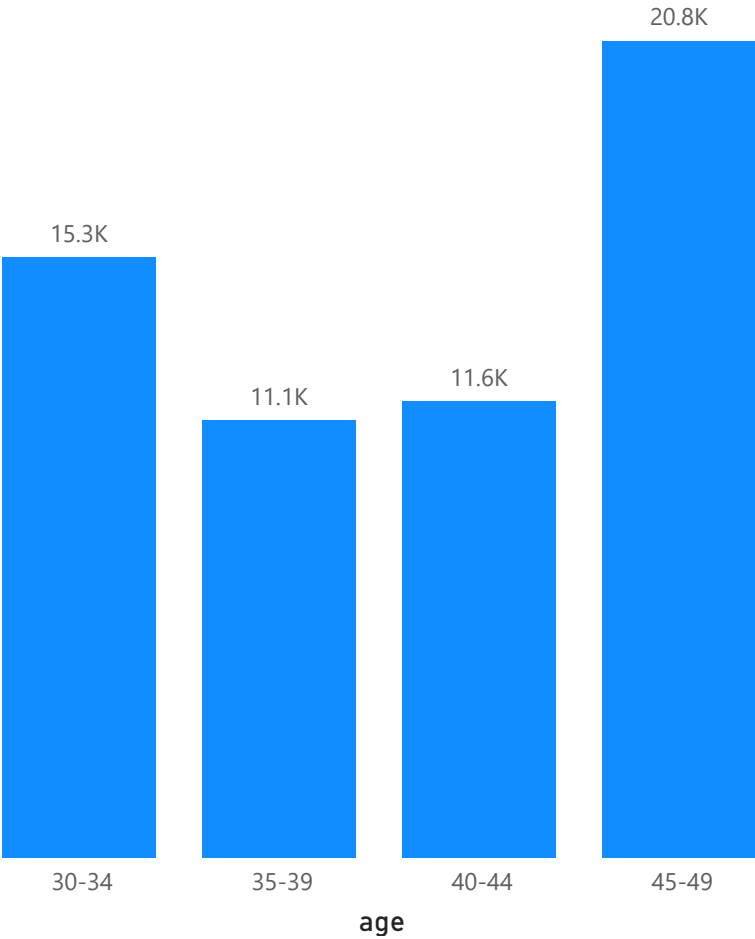| F | M |

Spent amount
59K

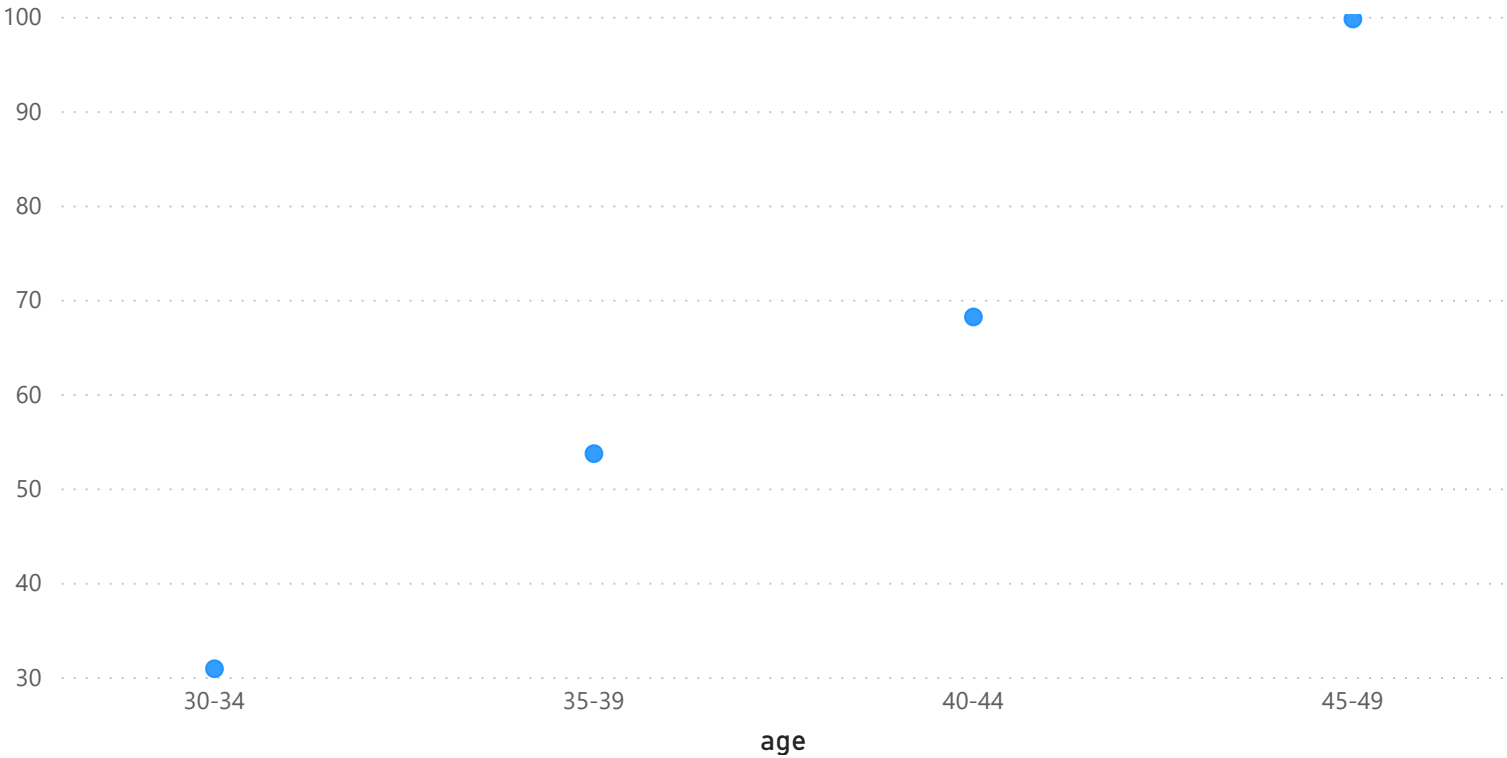## Spent per Ad
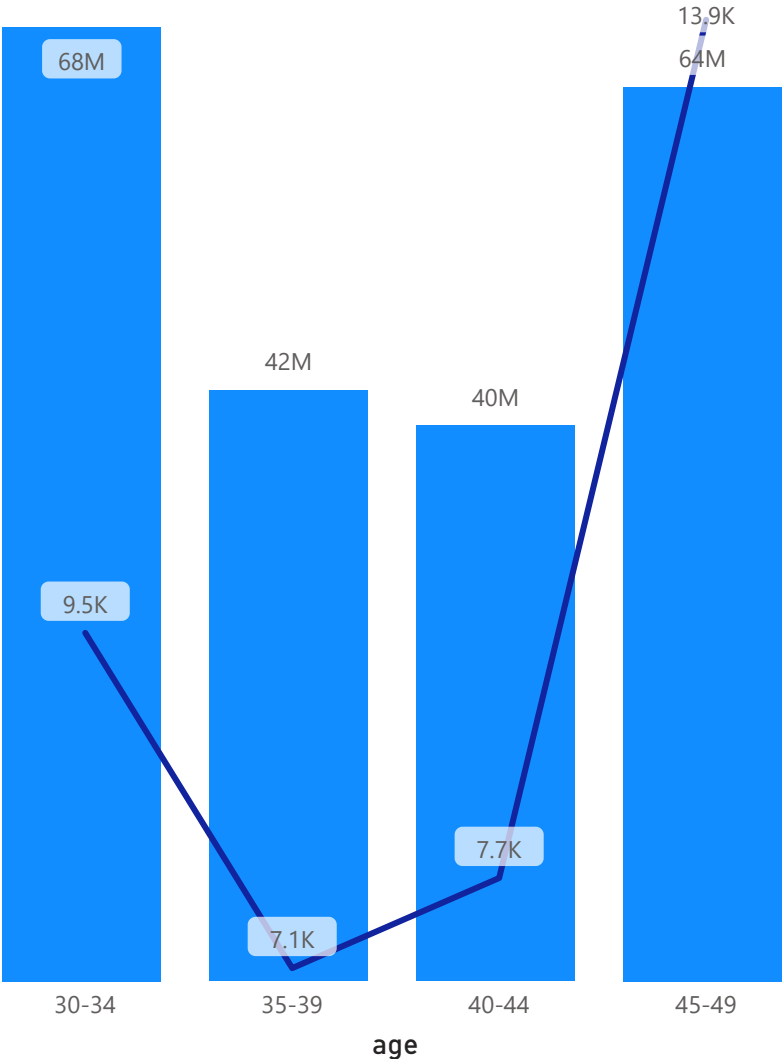# 51.36

Count of Ads
1143

## Sum of Spent by Age

Customer Acquisition Cost by Age

age	Spent	Impression	Click	Total Conversion	Approved Conversion	Customer Acquisition Cost
30-34	15K	68M	9K	1431	494	30.88
35-39	11K	42M	7K	626	207	53.68
40-44	12K	40M	8K	523	170	68.17
45-49	21K	64M	14K	684	208	99.76
Total	**59K**	**213M**	**38K**	**3264**	**1079**	**54.41**

MARKETING ANALYTICS

Clickthrough_rate

Campaign

| 1178 | 916 | 936 |

Gender

| F | M |

Impressions and Clicks by Age

● Impressions ● Clicks

Clickthrough_rate by Age
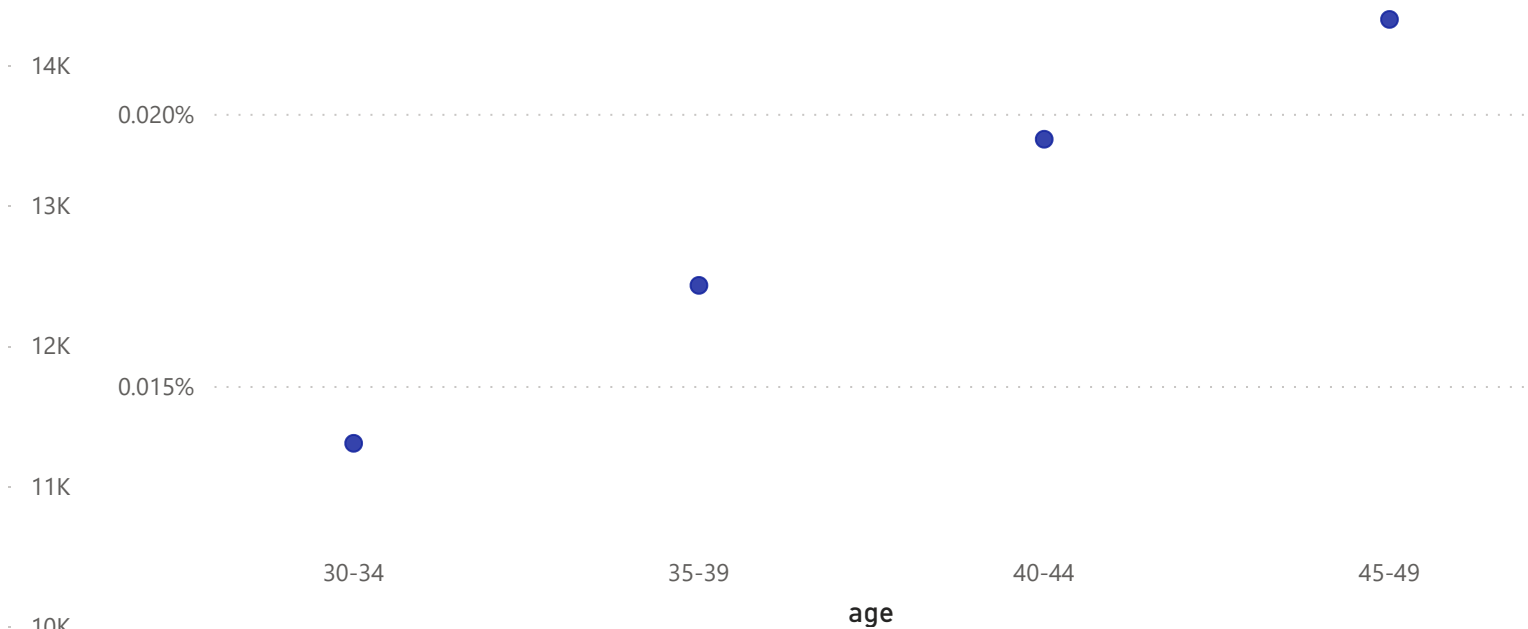
Age	Clicks	Impressions	Clickthrough_rate
30-34	9483	67993019	0.014%
35-39	7094	42104644	0.017%
40-44	7736	39604307	0.020%
45-49	13852	63732858	0.022%
Total	**38165**	**213434828**	**0.018%**

MARKETING ANALYTICS

Conversion_rate

Gender

| F | M |

Clicks and Approved_Conversion by Age

● Clicks ● Approved_Conversion

Conversion_rate by age
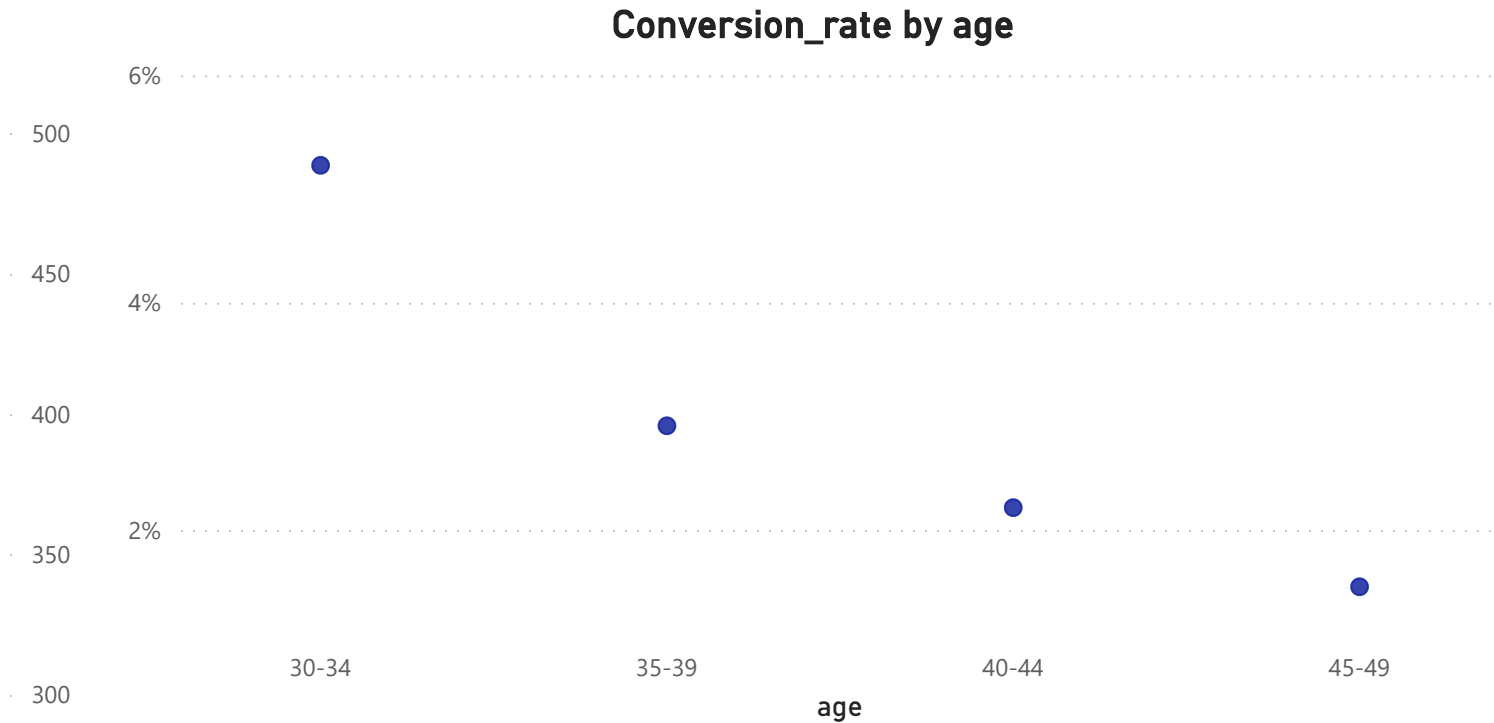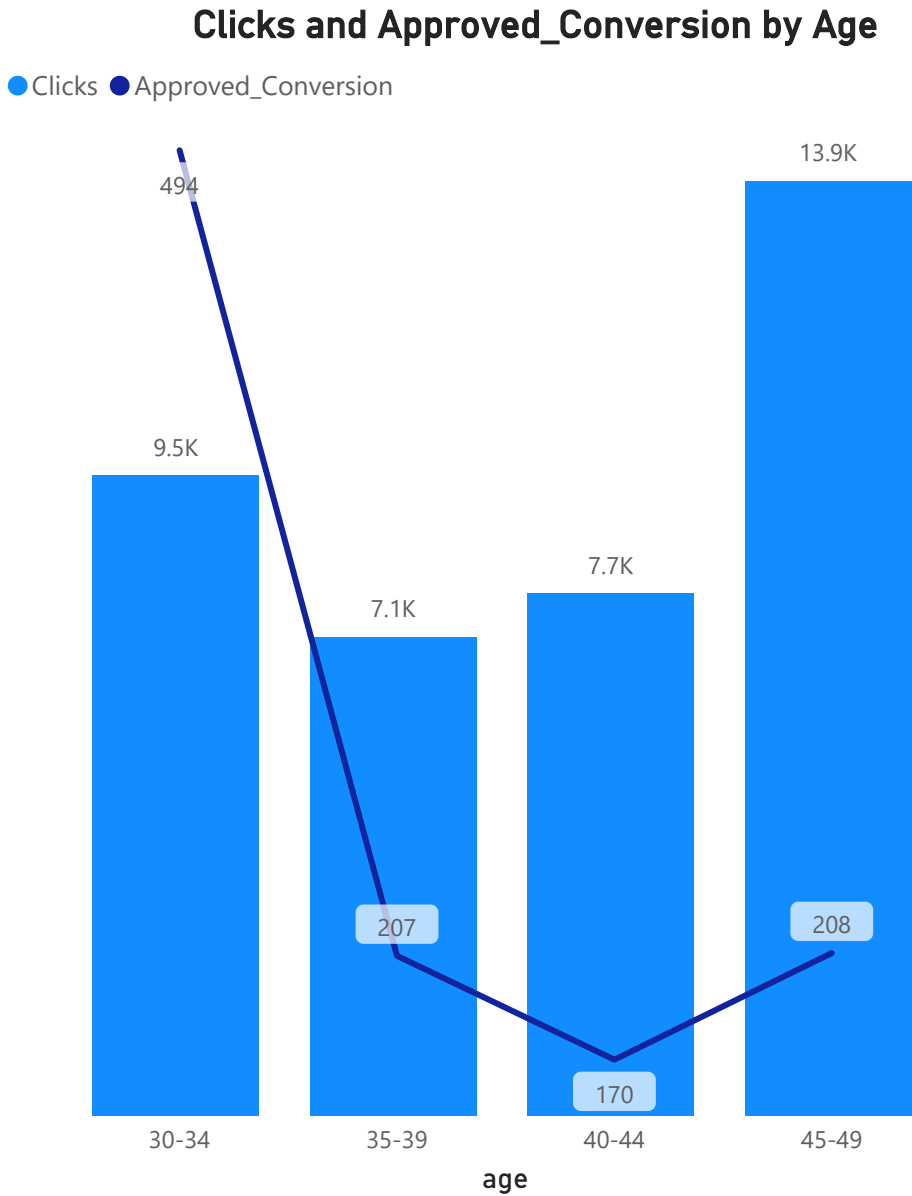
Age	Clicks	Approved Conversion	Conversion_rate
30-34	9.5K	494	5.2%
35-39	7.1K	207	2.9%
40-44	7.7K	170	2.2%
45-49	13.9K	208	1.5%
Total	**38.2K**	**1079**	**2.8%**