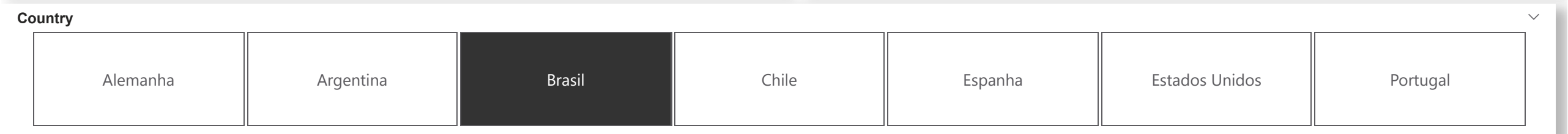
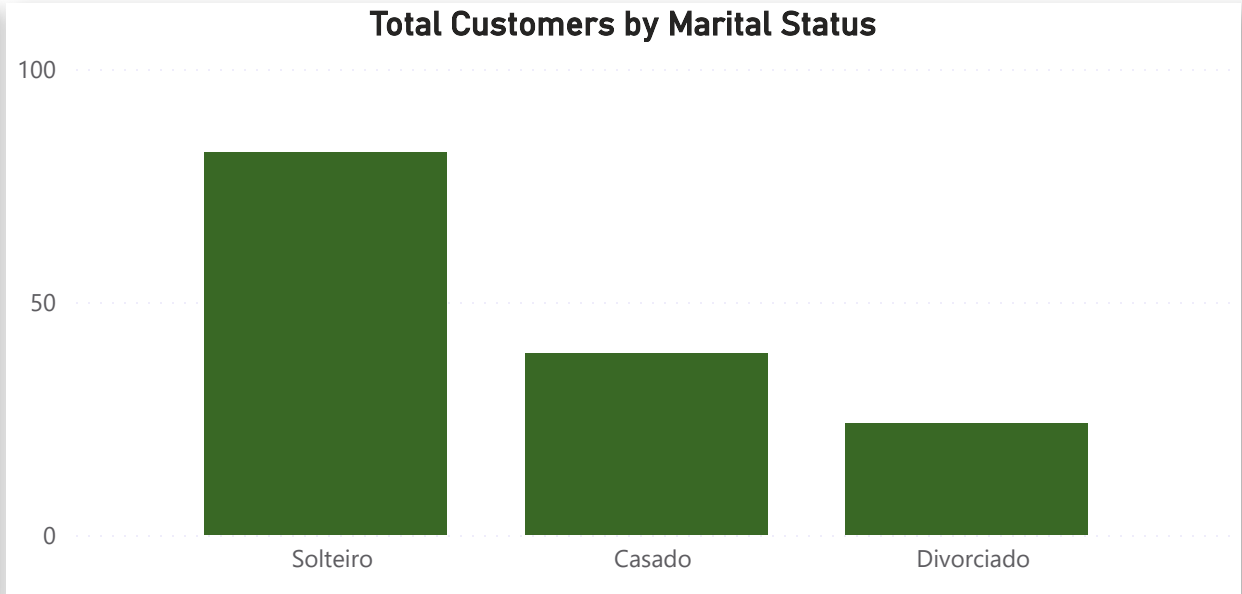
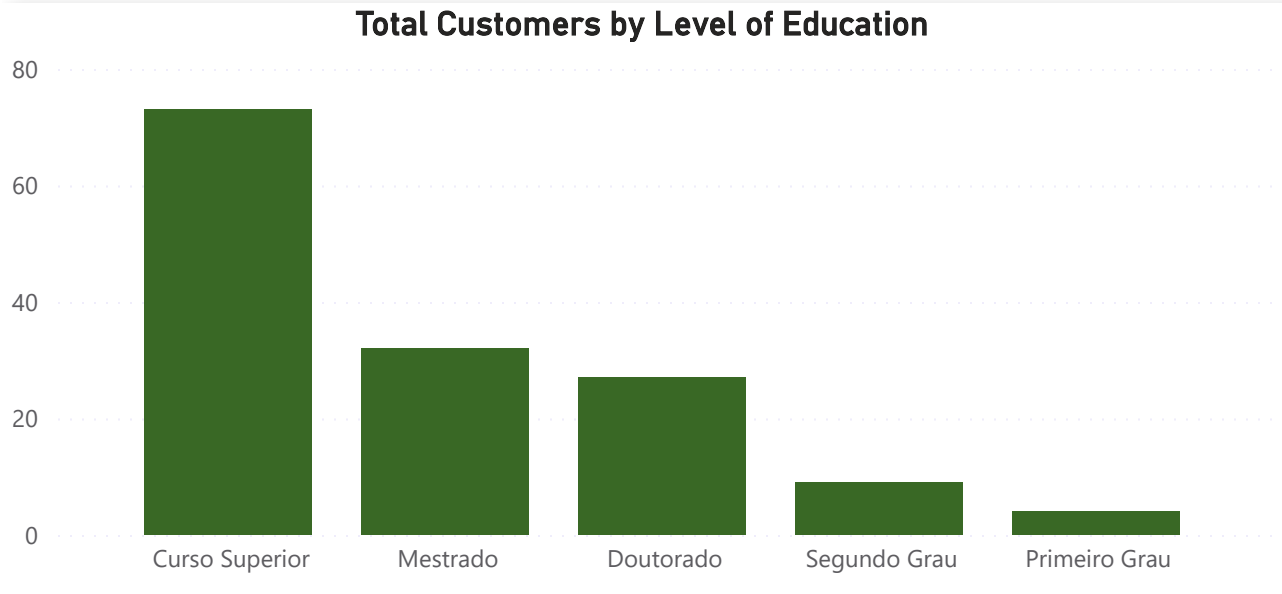
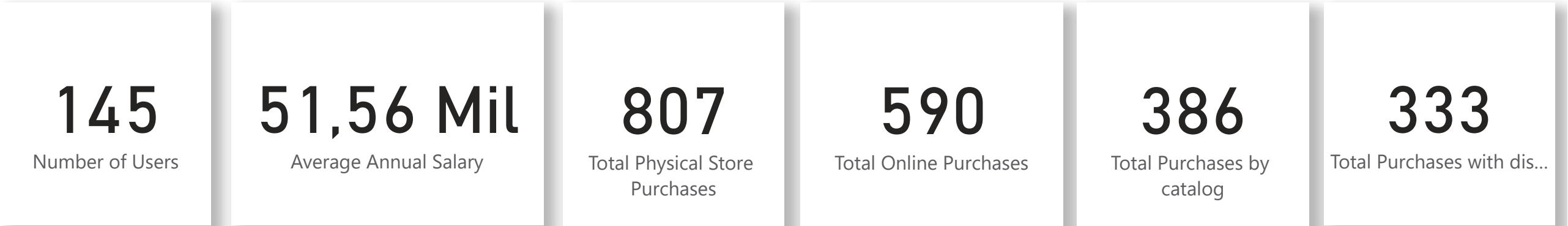


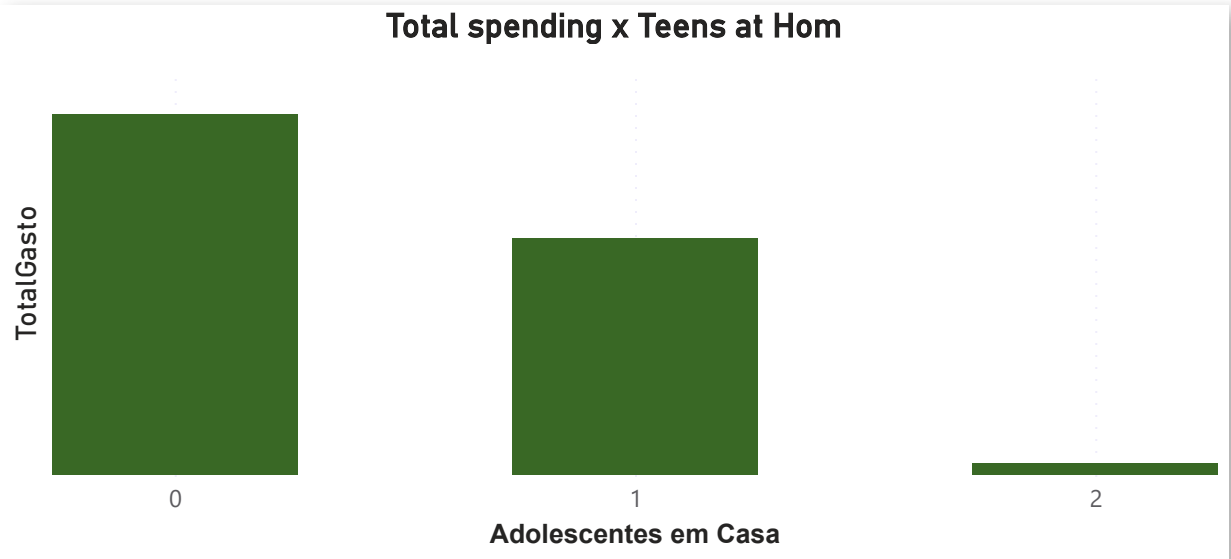
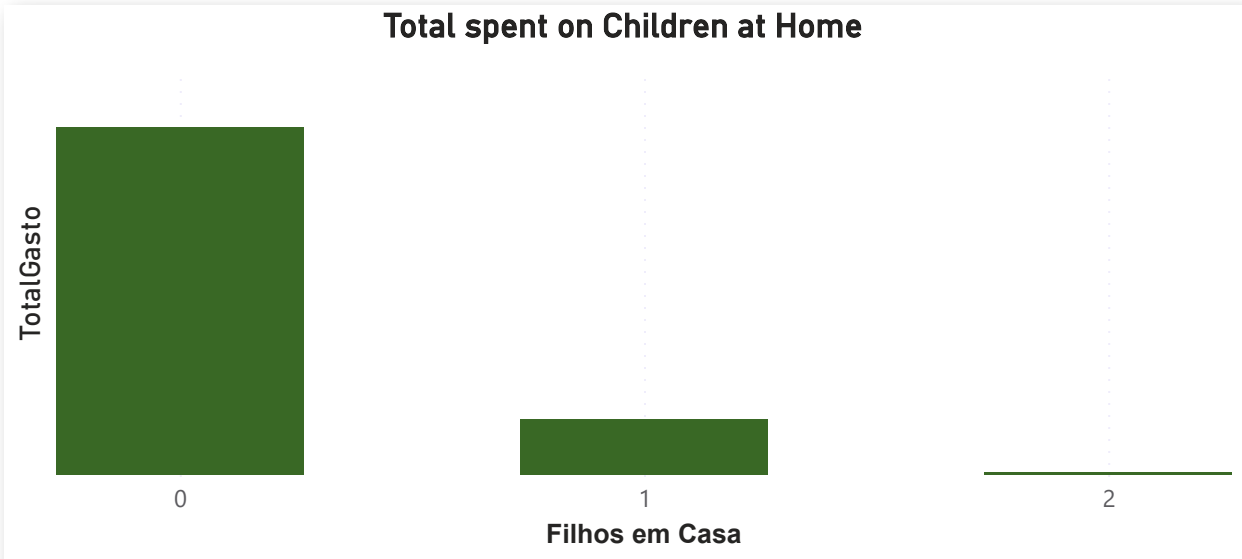
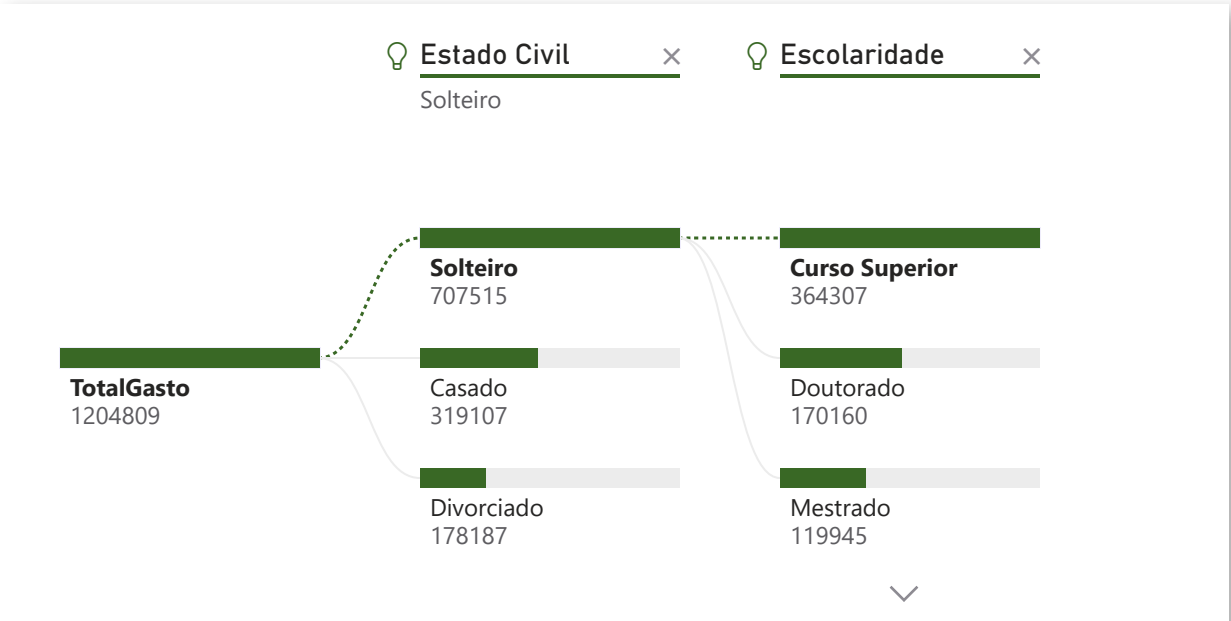
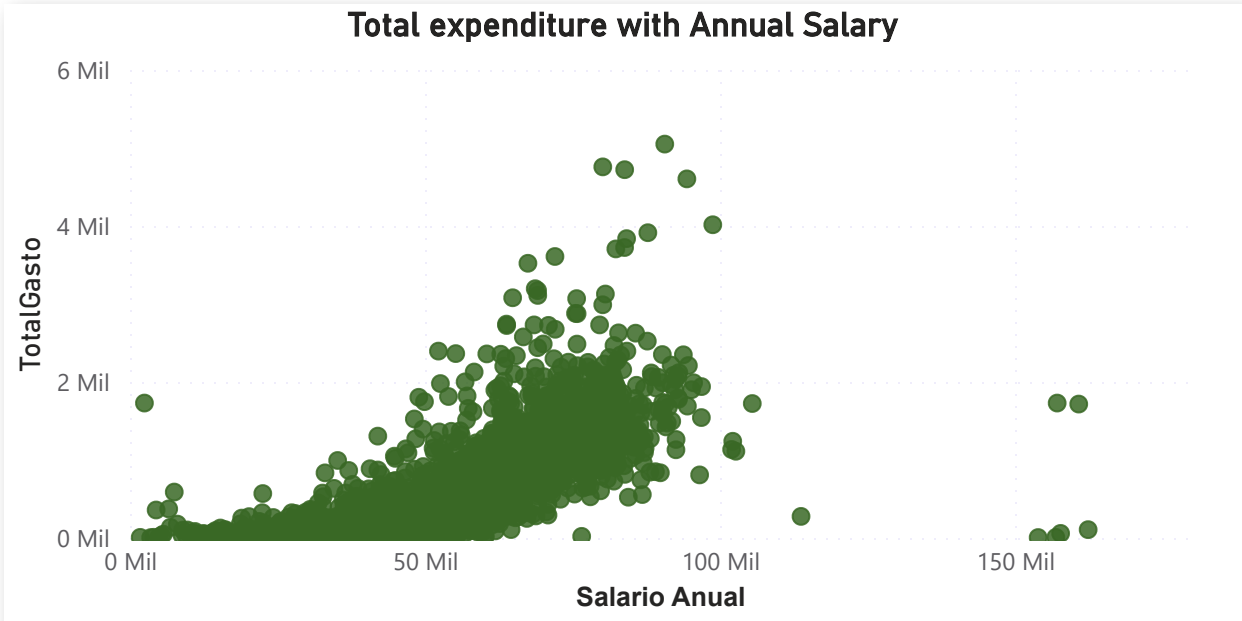
# Marketing Project - Marketing Campaign Analysis with Power BI

## Customer Vision



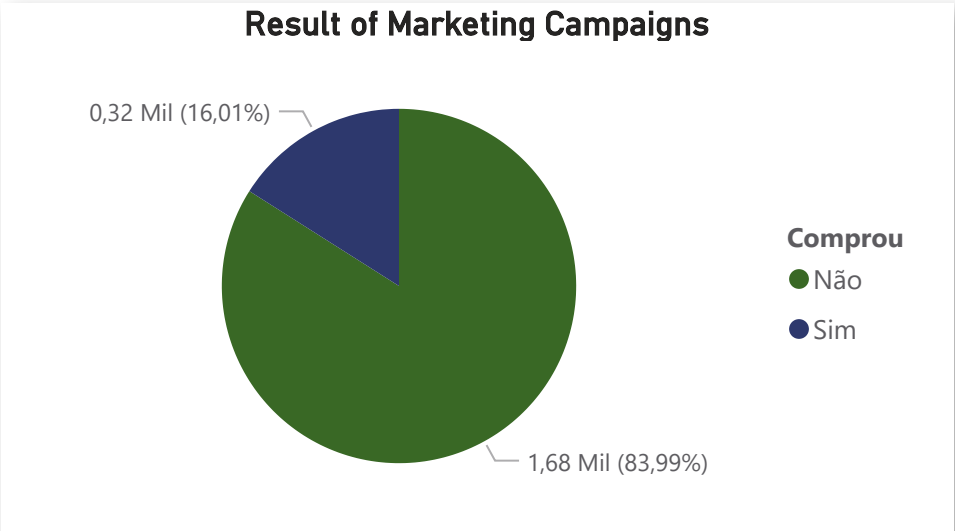
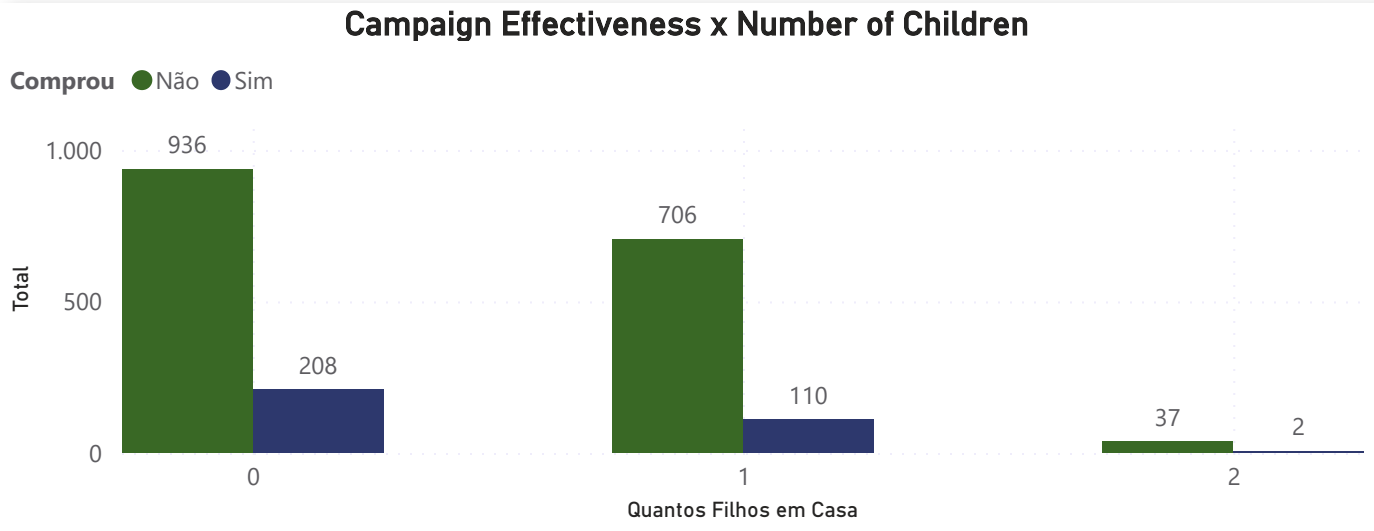
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## Insight Into Costumer Buying Behavior

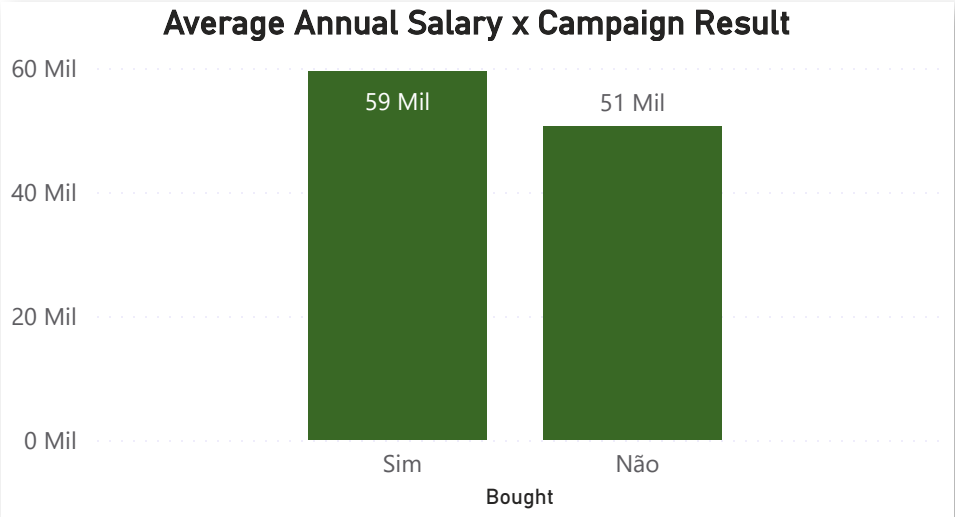


# Marketing Project - Marketing Campaign Analysis with Power BI

## Performance View of Marketing Campaigns



Comprou	Curso Superior	Doutorado	Mestrado	Primeiro Grau	Segundo Grau	Total
<input checked="" type="checkbox"/> Não	3404	1381	1133	79	549	6546
<input type="checkbox"/> Sim	720	518	242	4	117	1601
<input checked="" type="checkbox"/> Casado	176	95	58	4	10	343
<input checked="" type="checkbox"/> Divorciado	121	129	57		24	331
<input checked="" type="checkbox"/> Solteiro	423	294	127		83	927
Total	4124	1899	1375	83	666	8147



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## View of Purchasing Patterns by Point of Sale

