



Campaign Management

Customer Overview

Purchase Behavior & Spending Analysis



Vas Solanki

2K

Count of ID

\$51.76K

Average Income

44

Average Joining Age

49

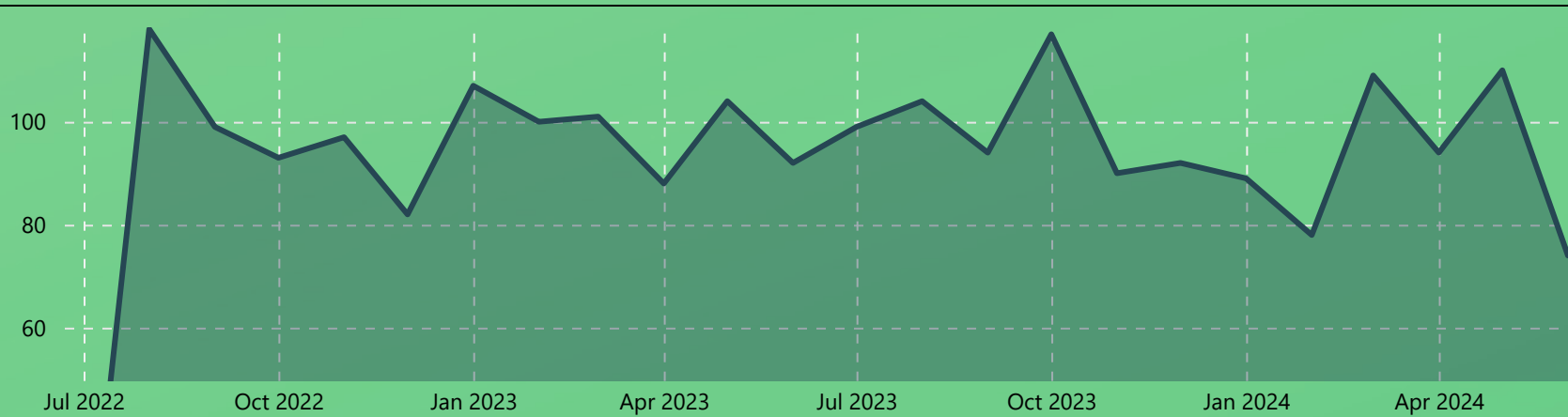
Average Recency

2022

2023

2024

Customer growth over years



Quarter

Qtr 1

Qtr 2

Qtr 3

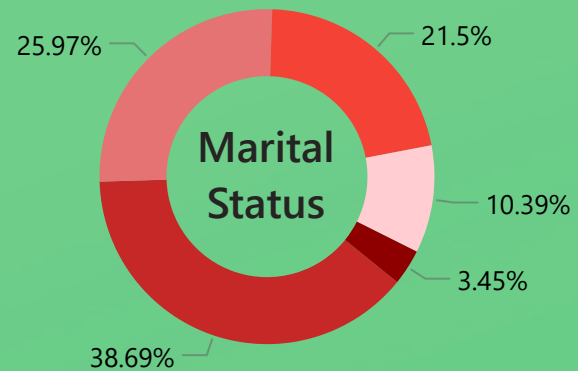
Qtr 4

Month

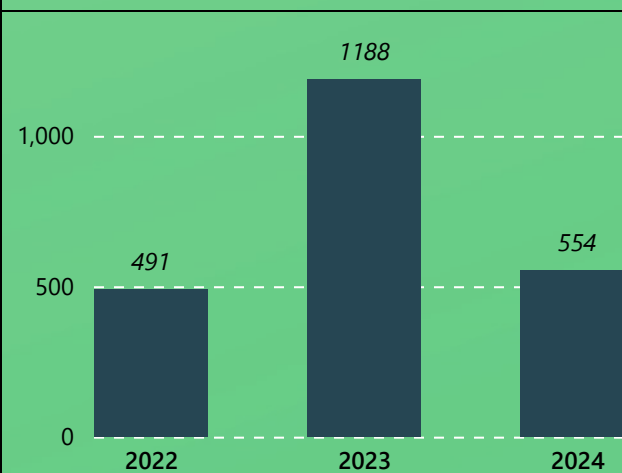
All



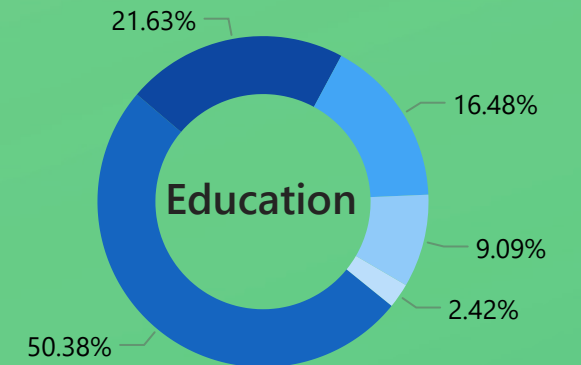
Married Together Single Divorced Widow



Customer Enrollment



Graduation PhD Master 2n Cycle Basic





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Vas Solanki

1.28M

Total Revenue

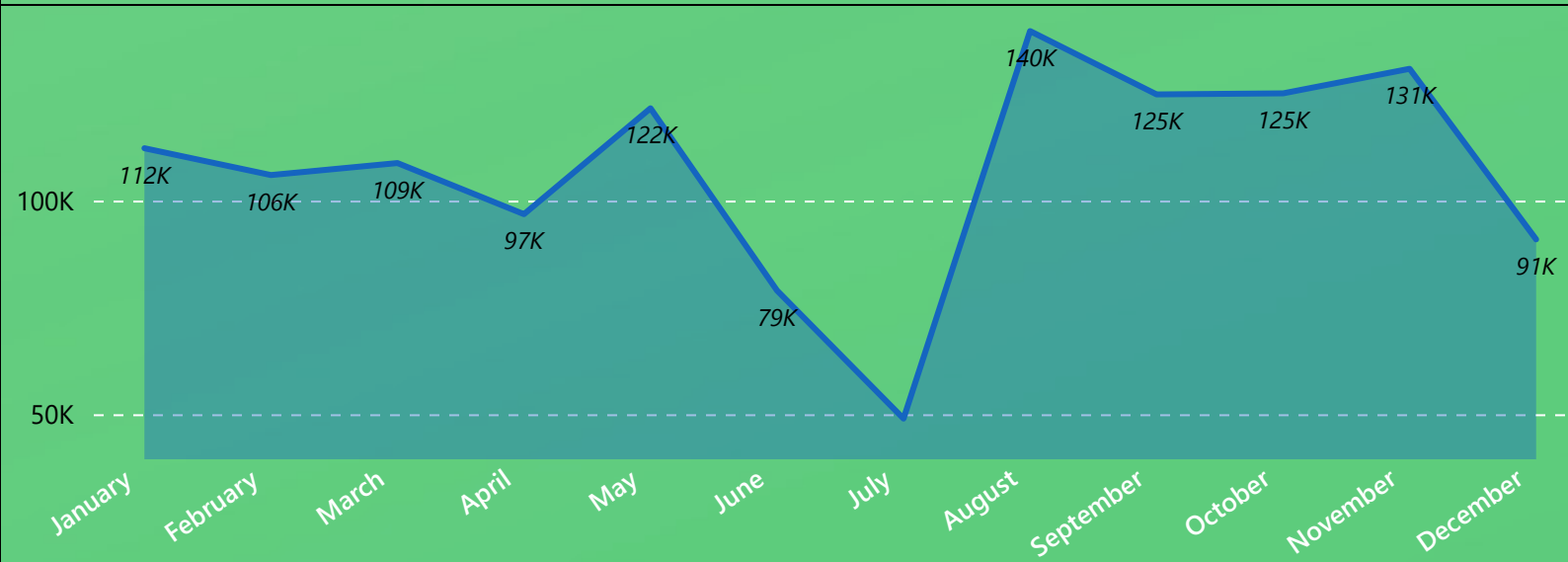
49

Average Recency

\$575.32

Average Spending per Customer

Total Revenue by Month



Avg Spending in Products

26.16

Fruits

43.66

Gold

165.23

Meat

26.92

Sweets

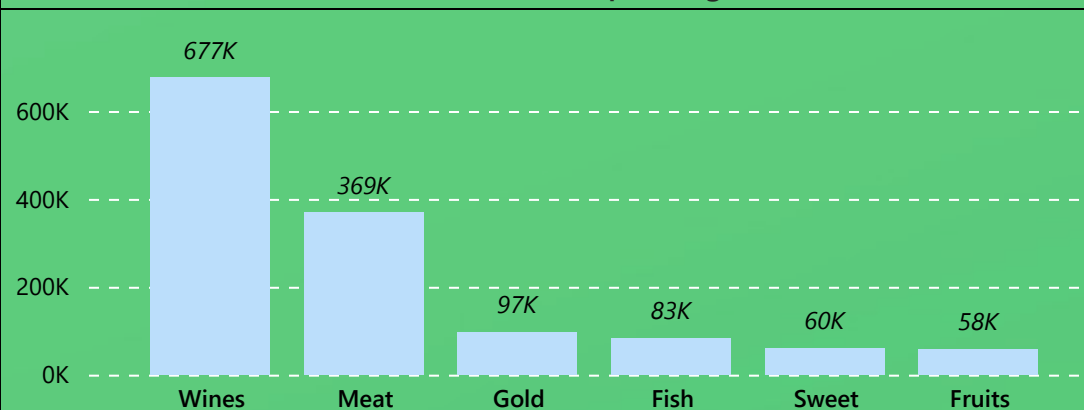
303.00

Wines

37.27

Fish

Total Product Spending



Purchase Distribution

