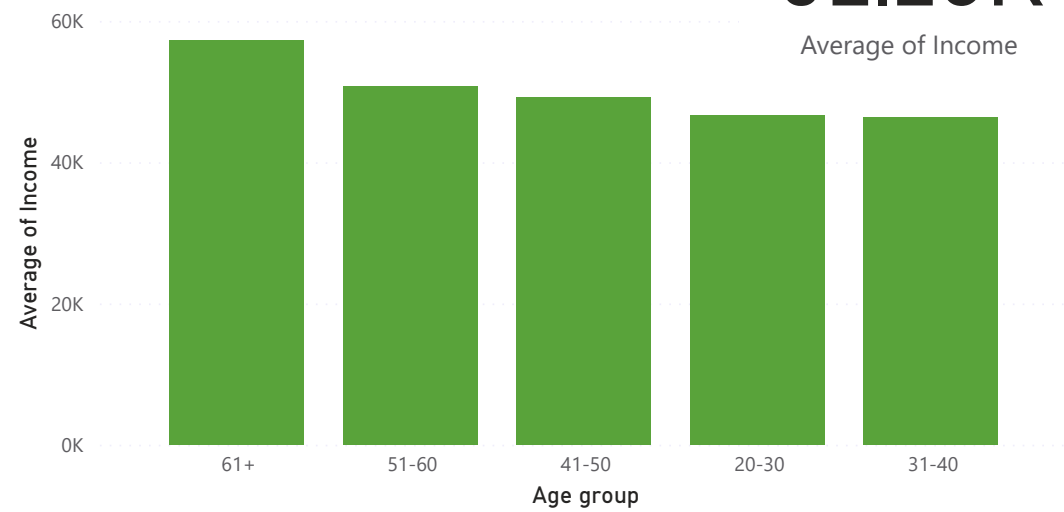
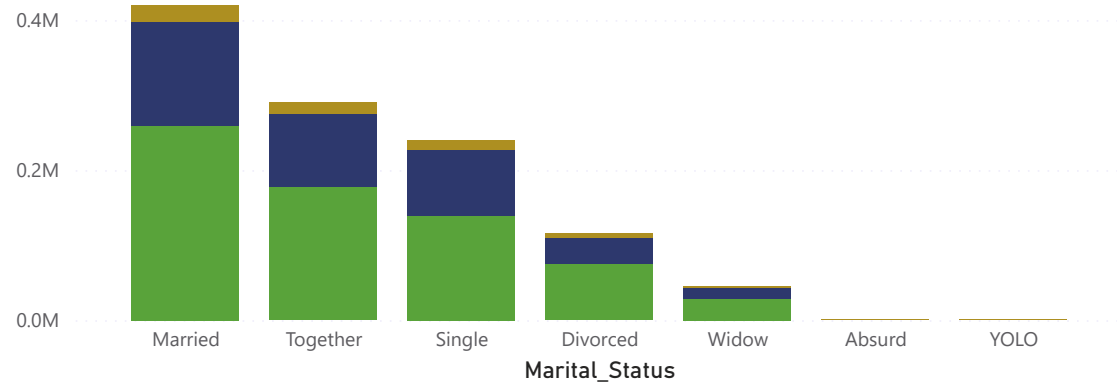


Who Are the Customers?



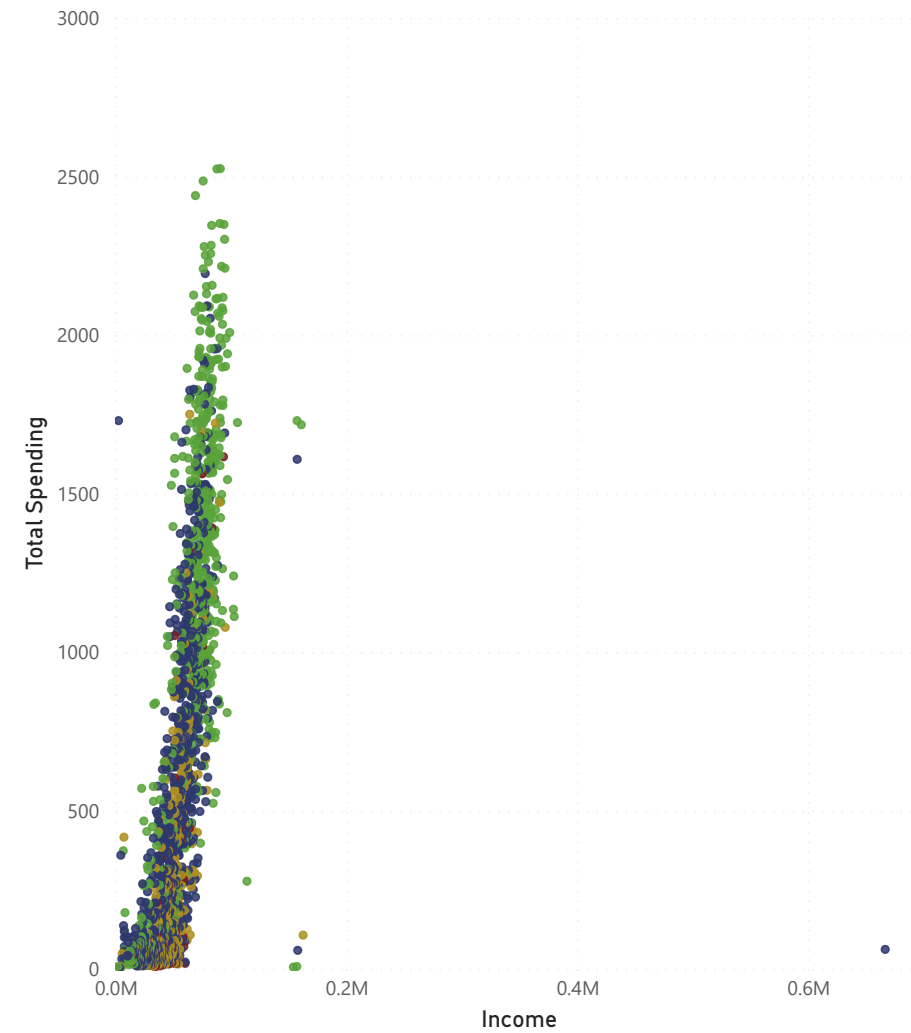
How Do They Spend?

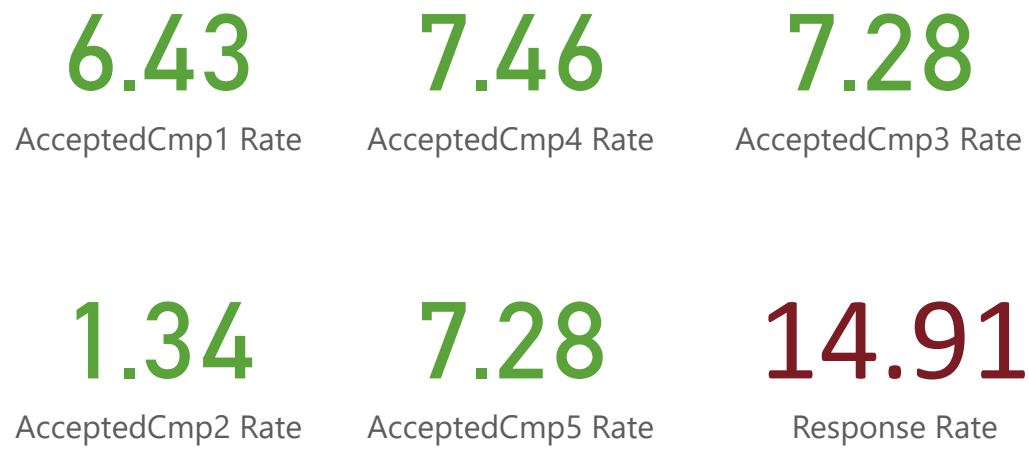
Sum of MntWines Sum of MntMeatProducts Sum of MntFruits



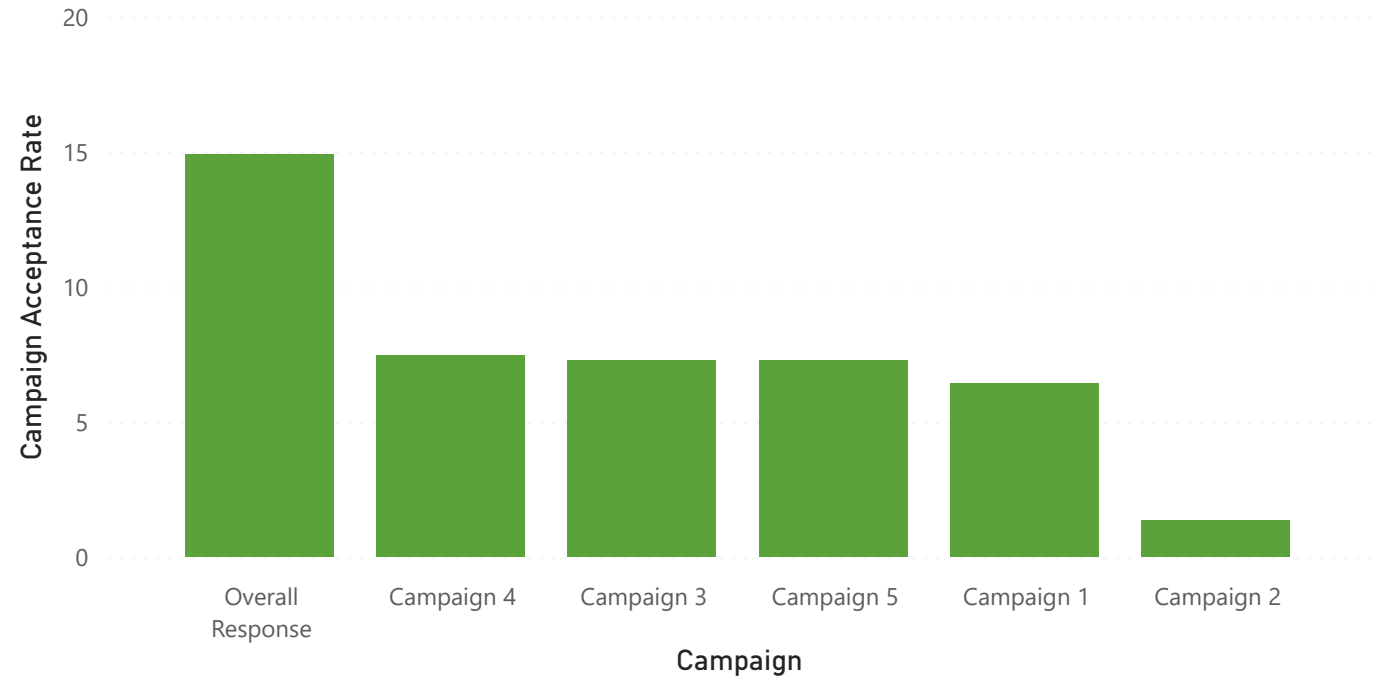
What Influences Purchases?

Family size 0 1 2 3



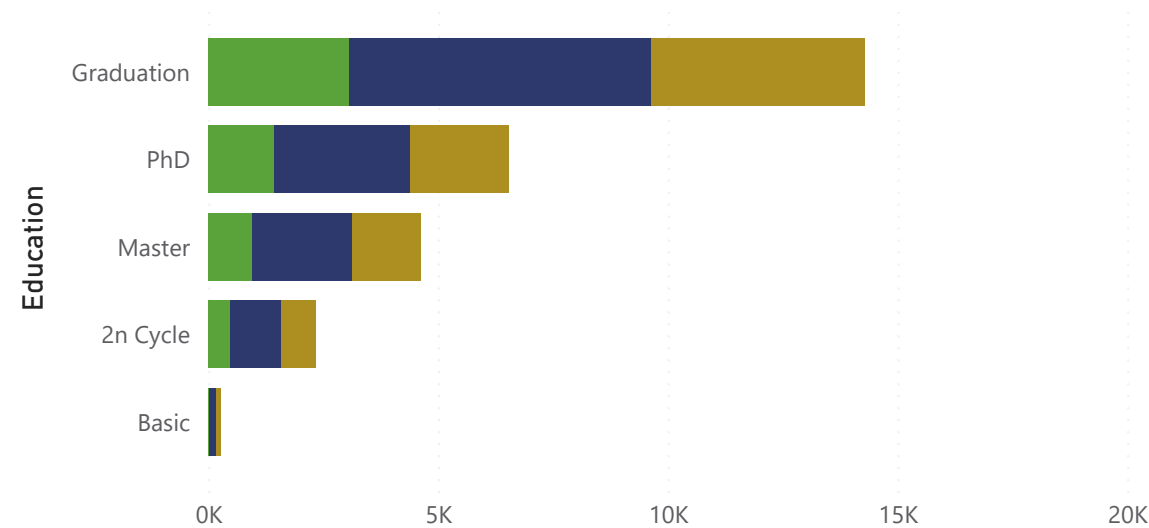


Campaign Acceptance Rate by Campaign

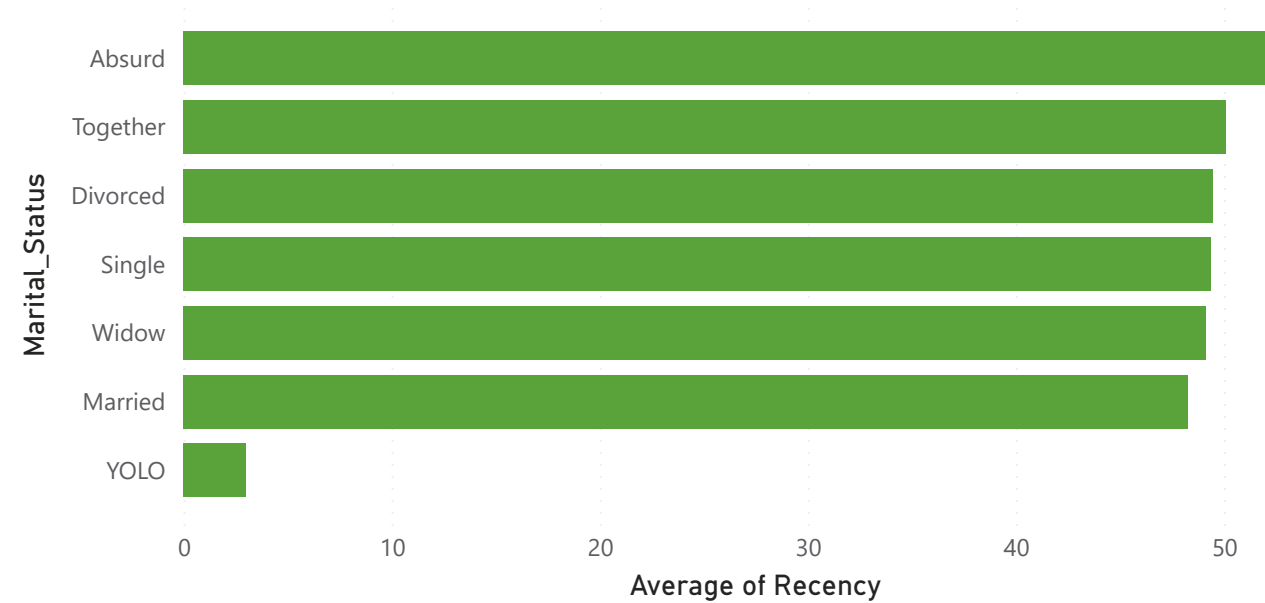


Purchase Channel Preferences by Education Level

Sum of NumCatalogPurchases Sum of NumStorePurchases Sum of NumWebPurchases



Recency of Purchases by Marital Status



Marketing Campaign Insights: Key Findings

1. Who Are the Customers?

- **Finding:** Customers aged 61+ have the highest average income (~52.23K).
- **Action:** Target this age group for premium products like wines.

2. How Do They Spend?

- **Finding:** Married customers spend the most on wines (0.4M total), followed by Together and Single customers.
- **Action:** Focus wine promotions on Married customers and meat promotions for Together customers.

3. What Influences Purchases?

- **Finding:** Customers with no kids/teens (Family Size = 0) spend more, especially at higher income levels.
- **Action:** Target childless households for luxury goods like wines.

4. How Effective Are the Campaigns?

- **Finding:** Overall response rate is 14.91%, but individual campaigns range from 1.34% (Campaign 2) to 7.46% (Campaign 4).
- **Action:** Investigate Campaign 2's low acceptance and improve targeting for future campaigns.

5. Purchase Channel Preferences

- **Finding:** Graduates prefer catalog purchases, while PhD holders favor in-store purchases.
- **Action:** Focus catalog campaigns on Graduates and enhance in-store experiences for PhD holders.

6. Recency of Purchases

- **Finding:** Together customers are the most engaged (lowest recency), while YOLO customers are the least engaged (highest recency).
- **Action:** Target YOLO and Married customers with re-engagement campaigns and maintain loyalty programs for Together customers.

Overall Recommendations

- Prioritize high-value segments: Focus on customers aged 61+ with no kids, targeting them with luxury products like wines, especially if they are Married.
- Optimize channel strategies: Use catalogs for Graduates and enhance in-store experiences for PhD holders.
- Improve campaign effectiveness: Investigate Campaign 2's failure and refine targeting, while running re-engagement campaigns for YOLO and Married customers and loyalty programs for Together customers.