

# Marketing Campaign Dashboard

Total Customers

2237

Total Spend

\$13,55,048

Total Campaign Responses

666

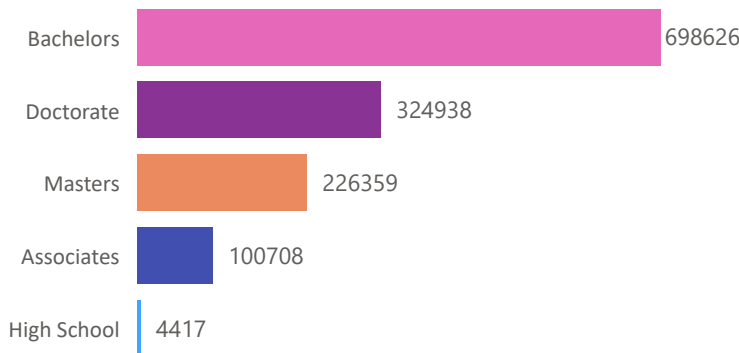
Top Spending Country

Spain

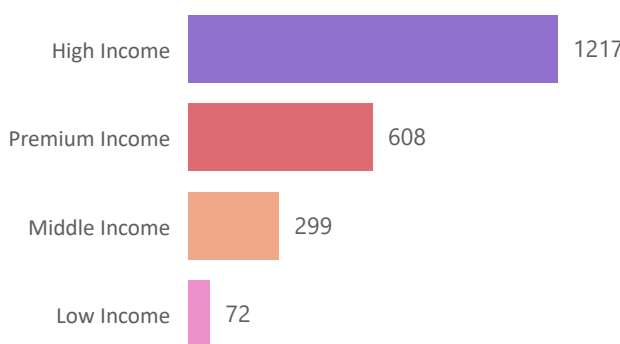
Overall Conversion Rate

29.77

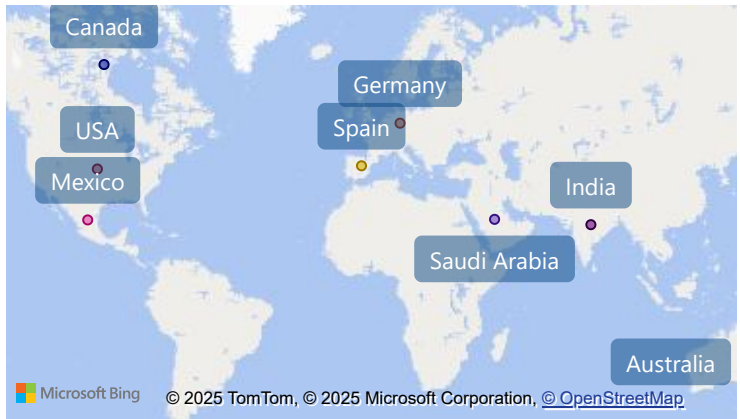
Spend (\$) by Education Level



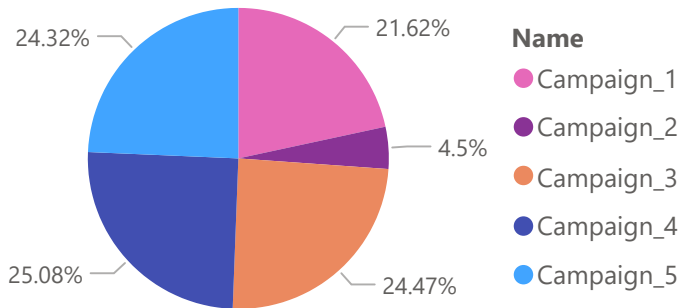
Spend (\$) by Income Segment



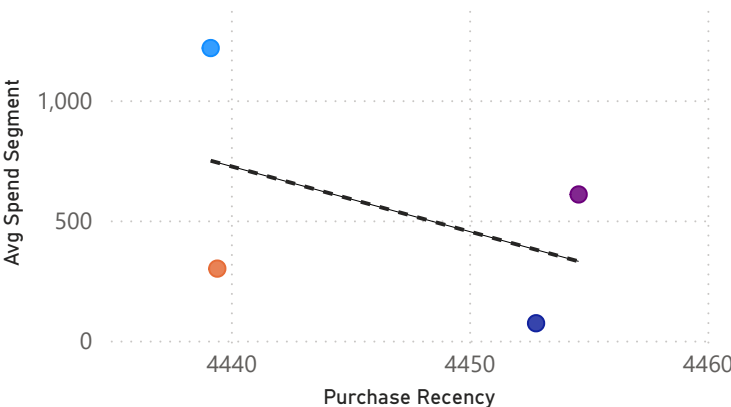
Average Spend by Country



Conversion Rates by Channel



Avg Recency Days VS Avg Spend



Total Spend (\$) by Age

