

CAMPAIGN PERFORMANCE

Wine
\$681K

Meat
\$374K

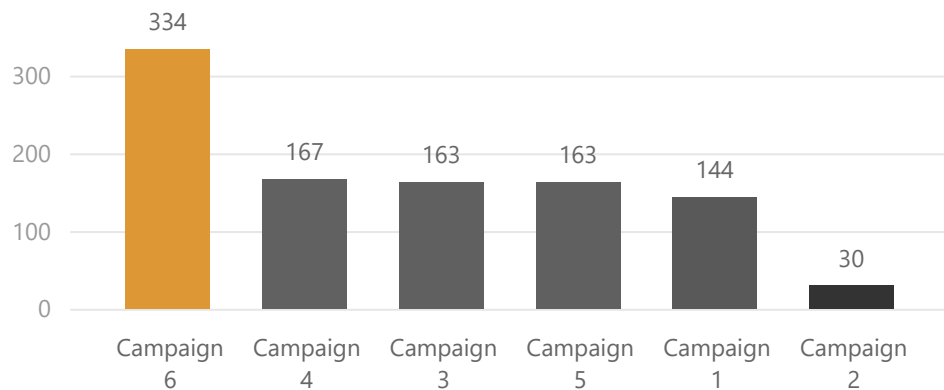
Baked Goods
\$99K

Fish
\$84K

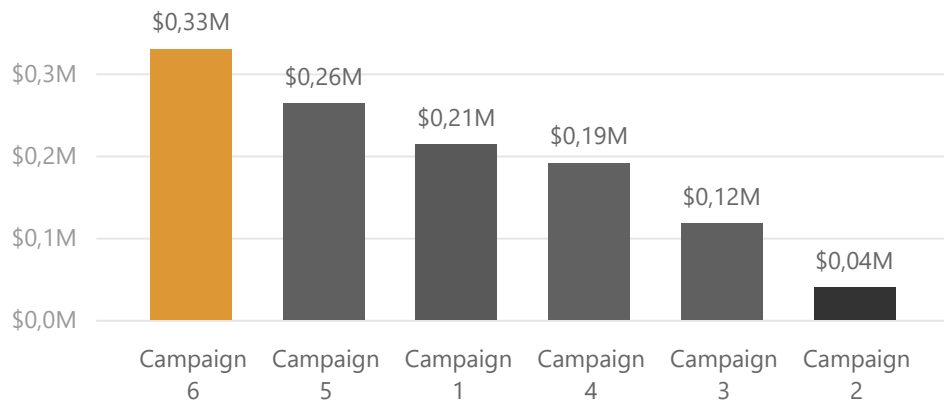
Sweets
\$61K

Fruits
\$59K

Which Campaigns Resulted in the Most Purchases?

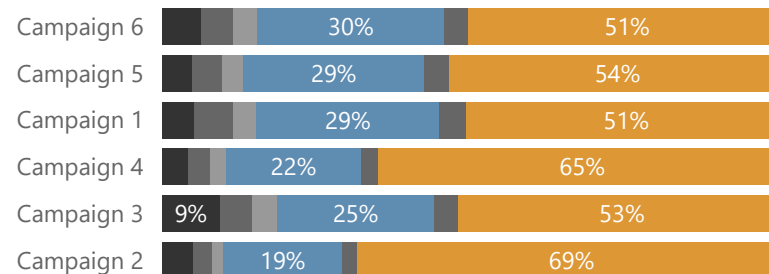


Which Campaigns Generated the Most Sales?



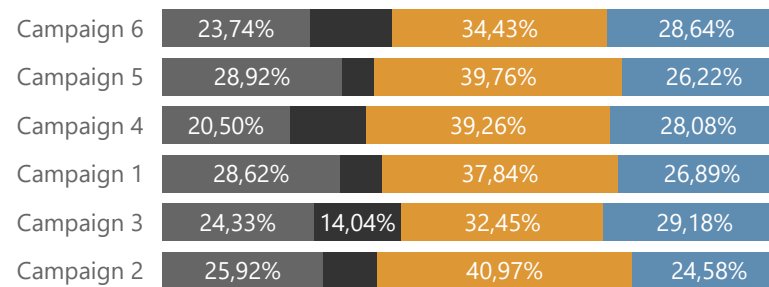
Which Products Did Buyers Purchase via Each Campaign?

● Baked Goods ● Fish ● Fruits ● Meat ● Sweets ● Wine

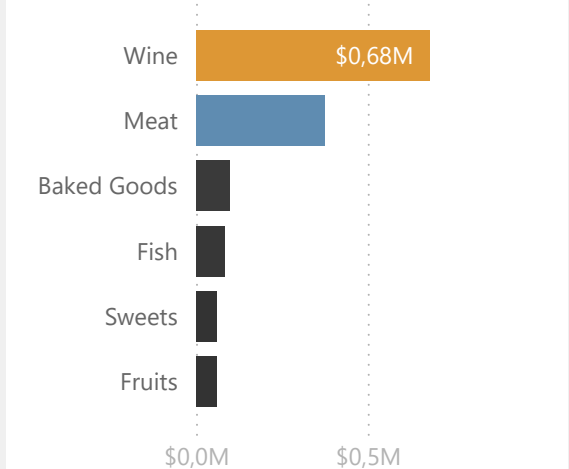


Through Which Platforms Did Buyers Purchase For Each Campaign?

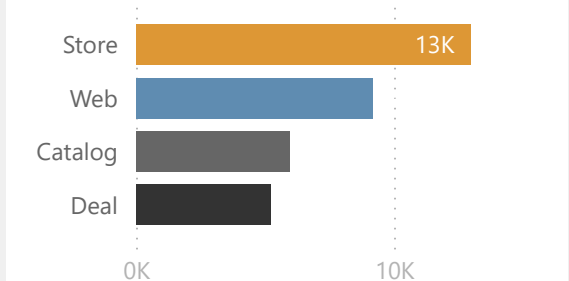
● Catalog ● Deal ● Store ● Web



What Did Buyers Spend the Most On?



On Which Platform Did Buyers Make Their Purchases?



BUYER COMPOSITION



Number of Customers

2240



AVG Income

\$52 247



AVG Age

56,2



Discount Purchases

5 208



Store Purchases

12 970



Catalog Purchases

5 963



Web Purchases

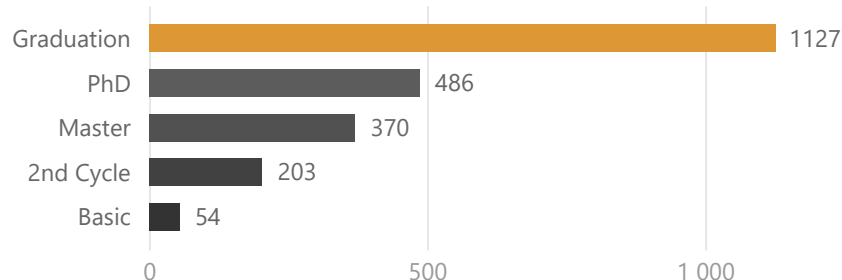
9 150



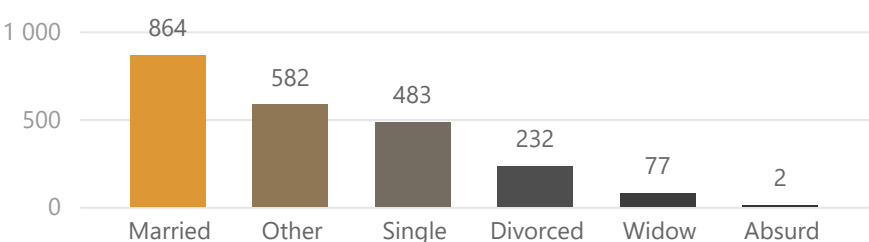
Web Visits Last Month

11 909

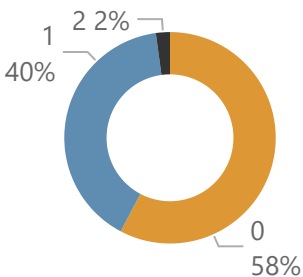
Education Level of Customers



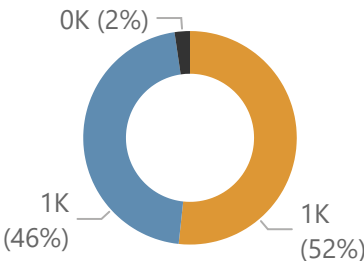
Marital Status of Customers



Number of Kids in the Household

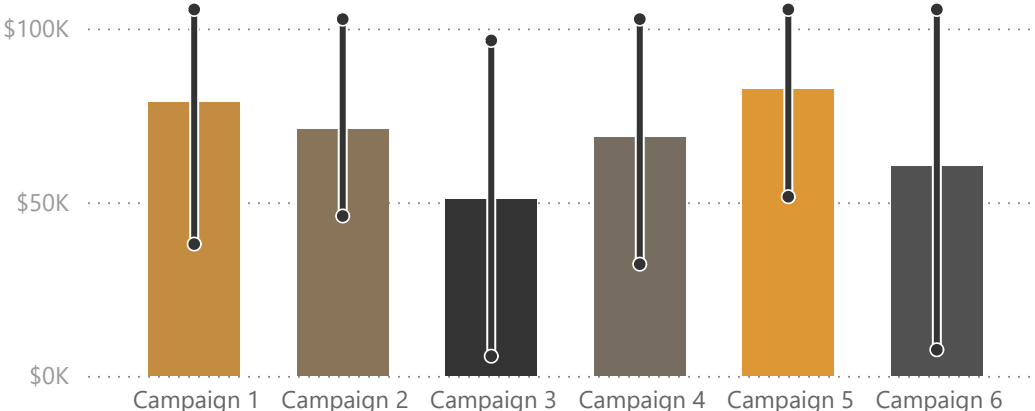


Number of teens in the Household

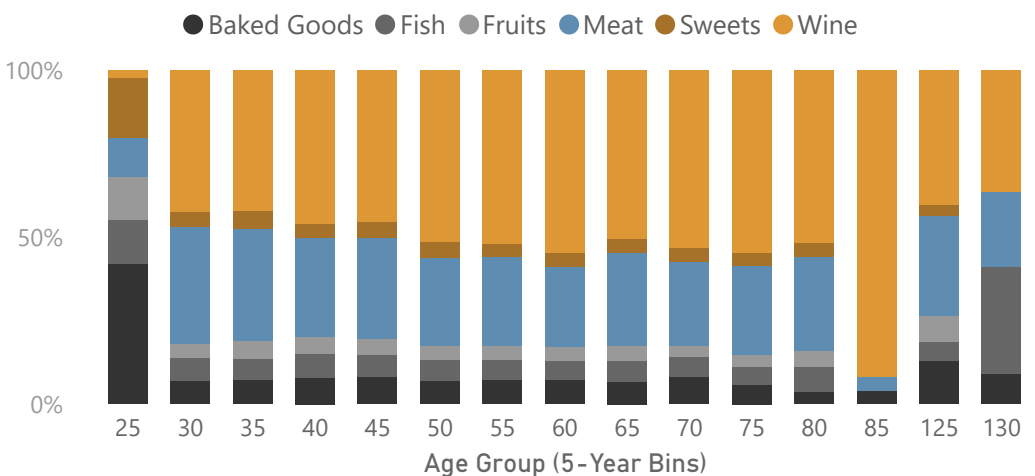


Average Salary of Customers in Each Campaign

Error Bars Indicate Maximum And Minimum Salary of Customers by Campaign



Change of Purchase Preferences with Age

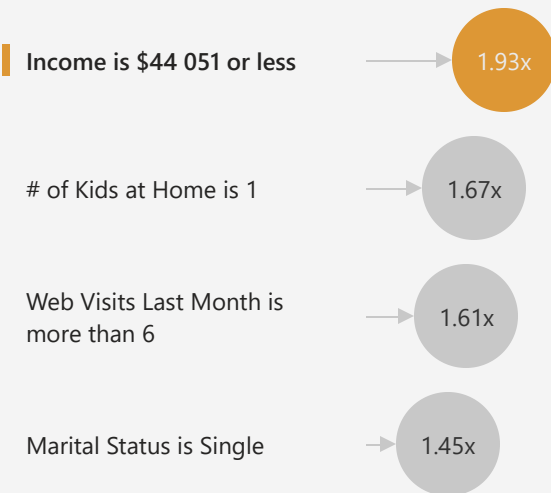


PURCHASE DRIVERS

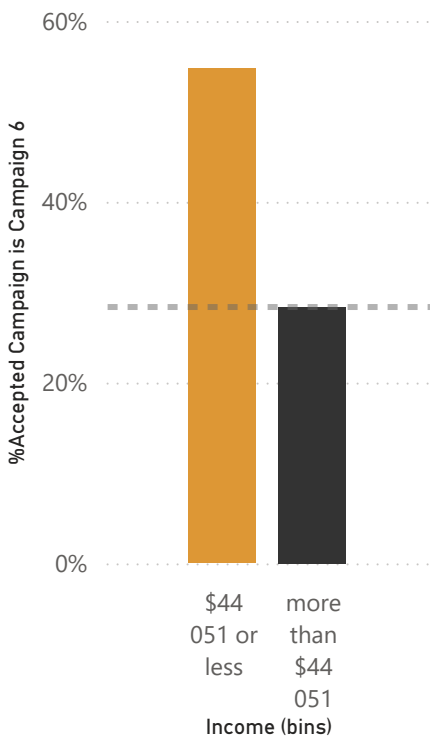
Key influencers

What influences Accepted Campaign to be Campaign 6 ?

When...
....the likelihood of Accepted Campaign being Campaign 6 increases by



← Accepted Campaign is more likely to be Campaign 6 when Income is \$44 051 or less than otherwise (on average).



☐ Only show values that are influencers

Choose a Product/Products to Evaluate in the Key Influencers Visual Below:

Select all

Baked Goods

Fish

Fruits

Meat

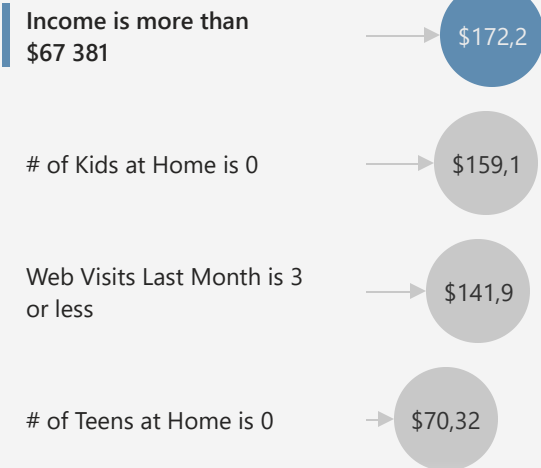
Sweets

Wine

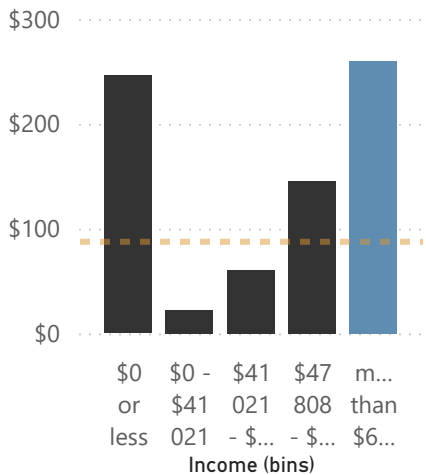
Key influencers Top segments

What influences Sales to Increase ?

When...
....the average of Sales increases by



← Sales is more likely to increase when Income is more than \$67 381 than otherwise (on average).



☐ Only show values that are influencers