

Customer Profile

Median Income
51K

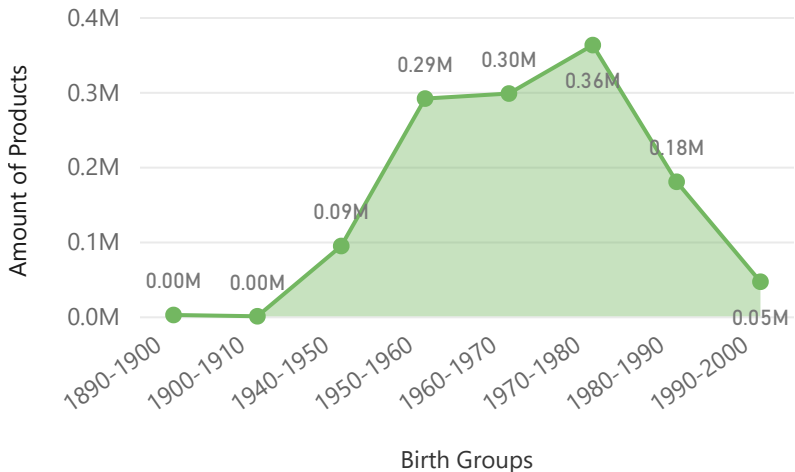
Average Change in Purchases
By Income Groups
5.23%

Average Change in Purchases
From No Kids/Teens to Kids/Teens
-77.61%

Percentage of Complaints
0.938%

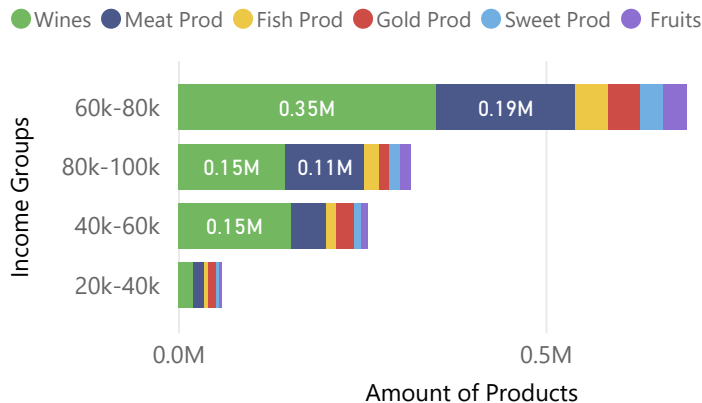
Amount of Products Purchased

By Birth Year Groups



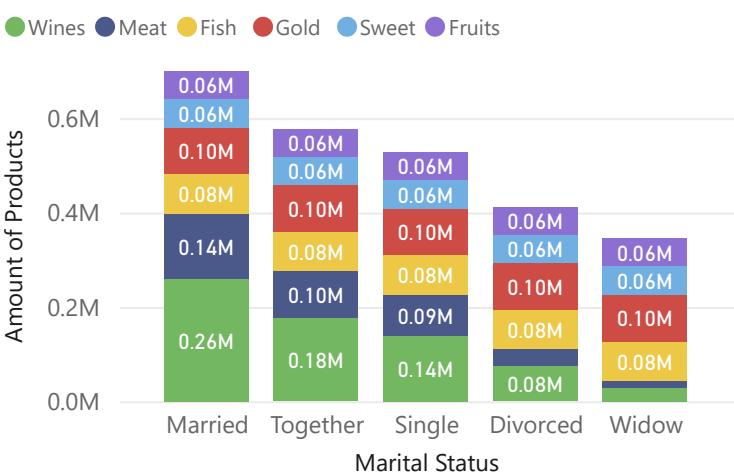
Amount of Products Purchased

By Income Groups



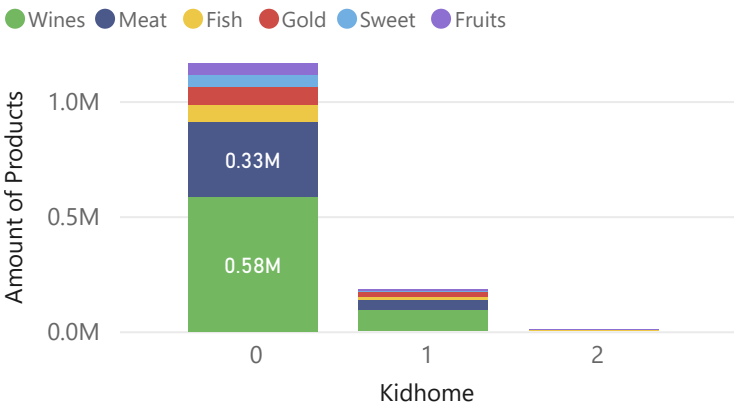
Amount of Products Purchased

By Marital status



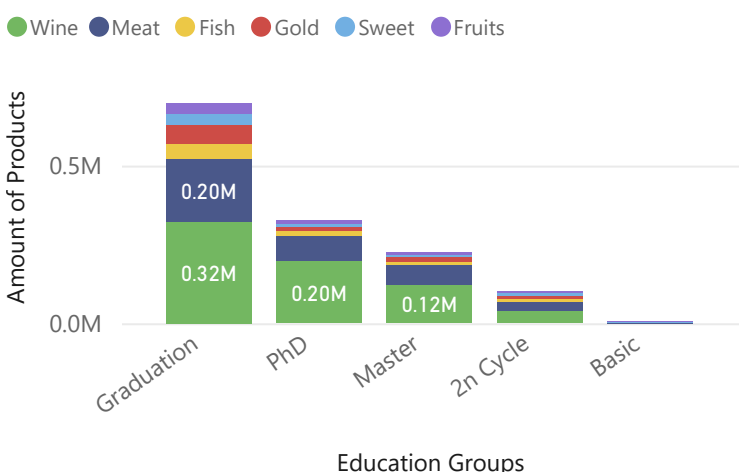
Amount of Products Purchased

By KidHome



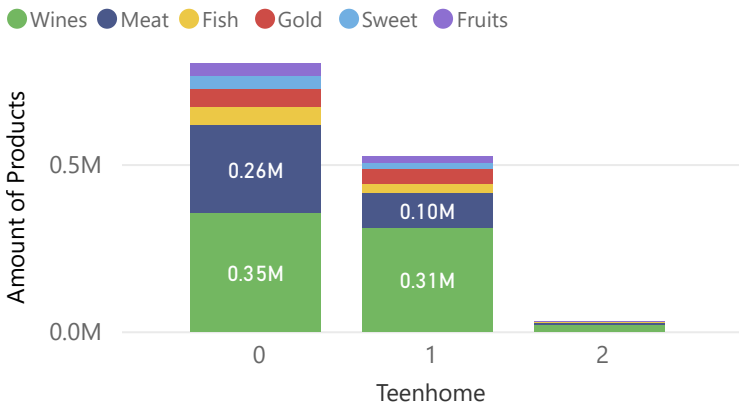
Amount of Products Purchased

By Education Groups



Amount of Products Purchased

By Teenhome



Sales Channel Analysis

No. of Store Purchases
During Promotions

3300

No. of Web Purchases
During Promotions

2573

No. of Catalog Purchases
During Promotions

2090

Total No. of Purchases
By Recent Customers

6673

No. of Web Visits
Per Month

5335

Website Conversion
4.50%

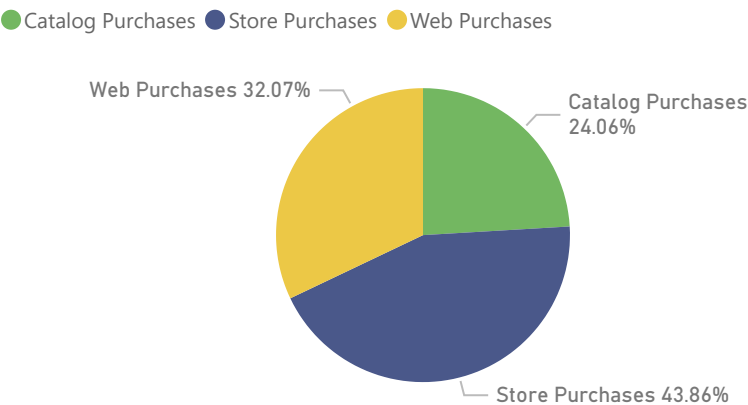
Avg. No. of Purchases
Per Month

748

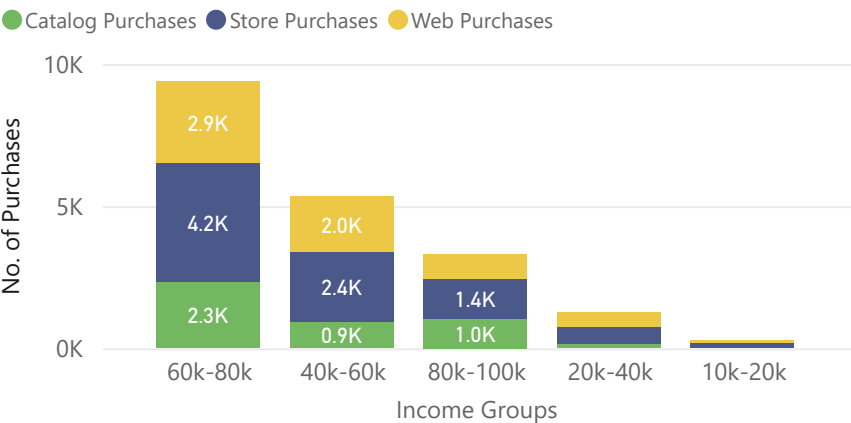
Change in No. of Purchases
From No Kids/Teens to Kids/Teens

405.88%

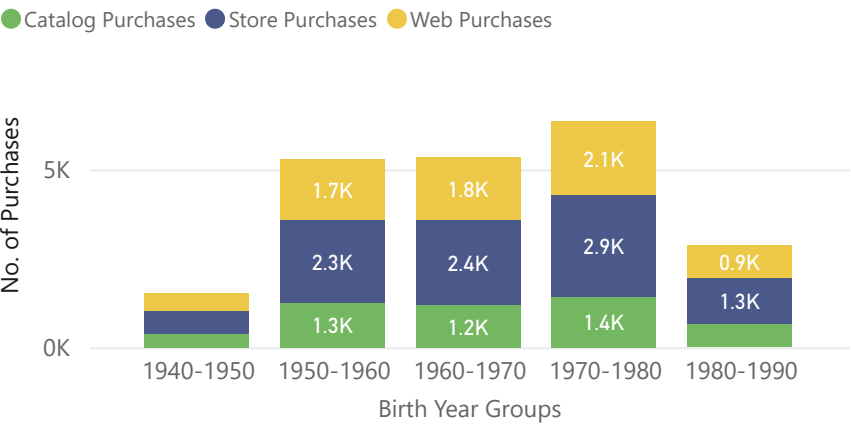
Purchases by Channel
By Count of Purchases



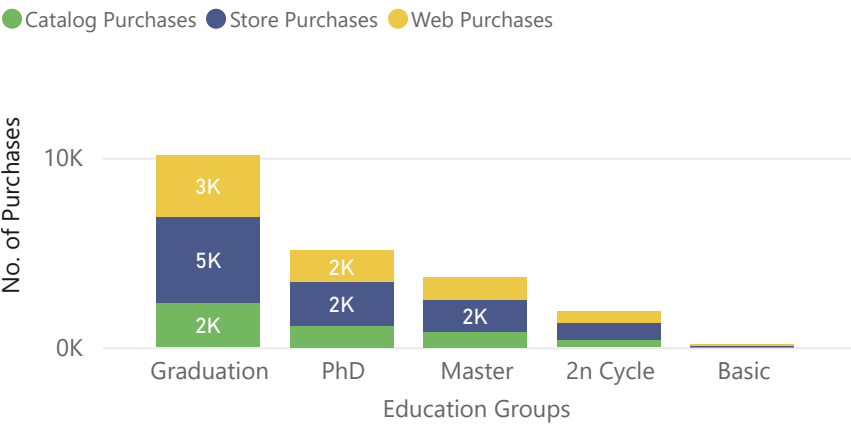
Purchases by Channel
By Top-Spending Income Groups



Purchases by Channel
By Birth Year Groups

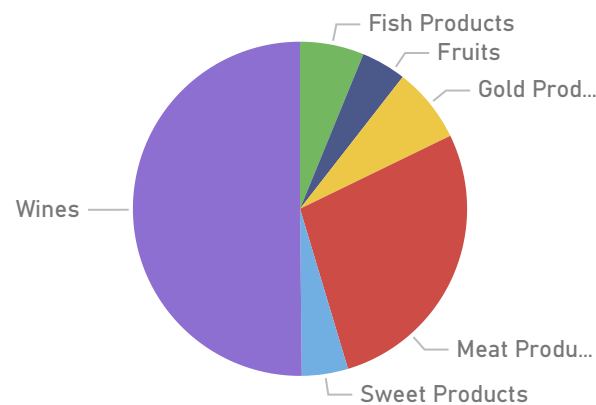


Purchases by Channel
By Education Groups

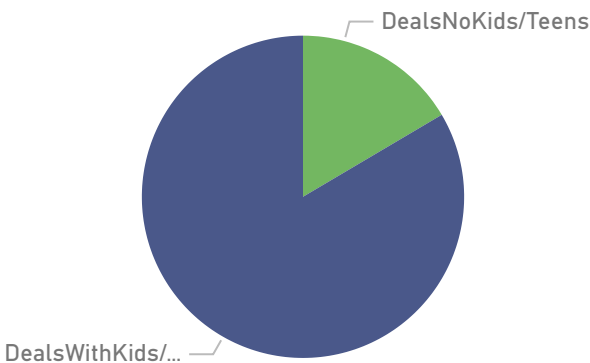


Promotion Analysis

Amount of Sales
By Product



Number of Deals Purchased
By Kids/Teens vs No Kids/Teens



Total Amount of Sales
While All on-going Promotions

578K

Total Amount of Wine Sales
During Promotions

327K

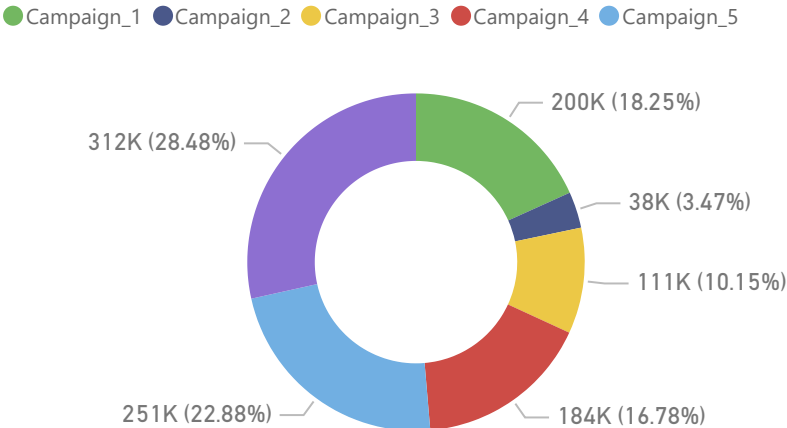
Perc. of Total Wine Sales
During Promotions

48.09%

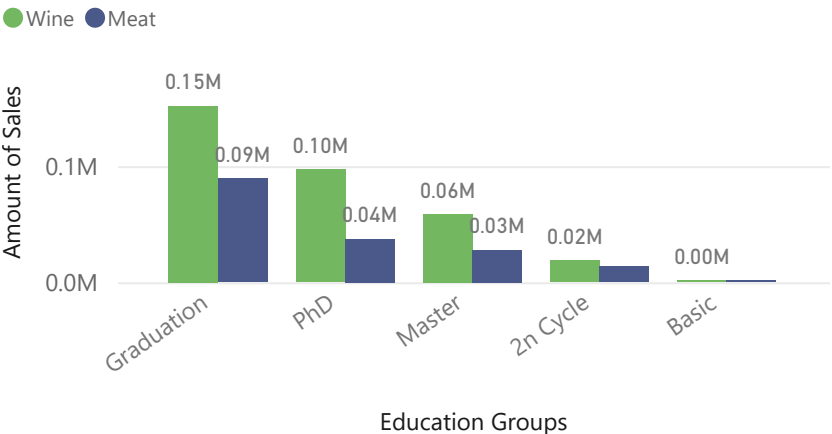
Change in Deals Purchased
From No Kids/Teen to Kids/Teen

405.88%

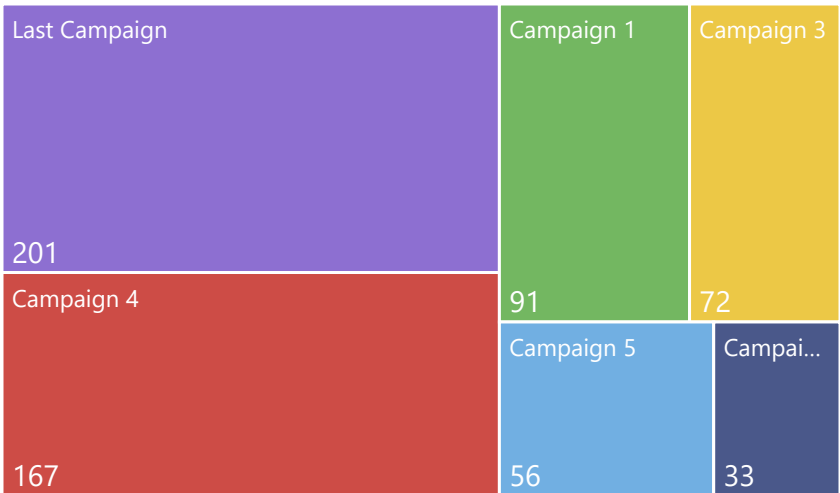
Amount of Sales
By Promotion



Amount of Sales During Promotions
By Education Groups



Number of Deals Purchased
By Promotion



Number of Deals Purchased
By Income Groups

