

# Customer Profile

Median Income  
51K

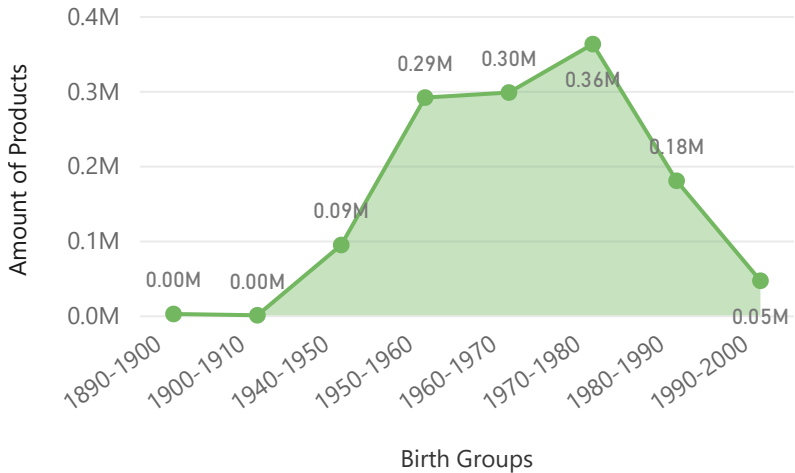
Average Change in Purchases  
By Income Groups  
5.23%

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

Percentage of Complaints  
0.938%

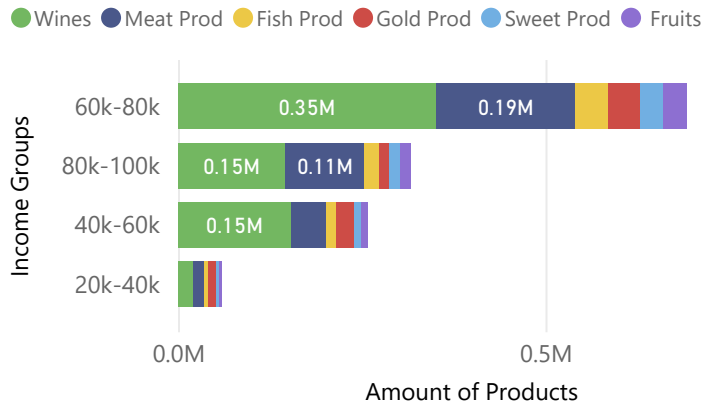
## Amount of Products Purchased

By Birth Year Groups



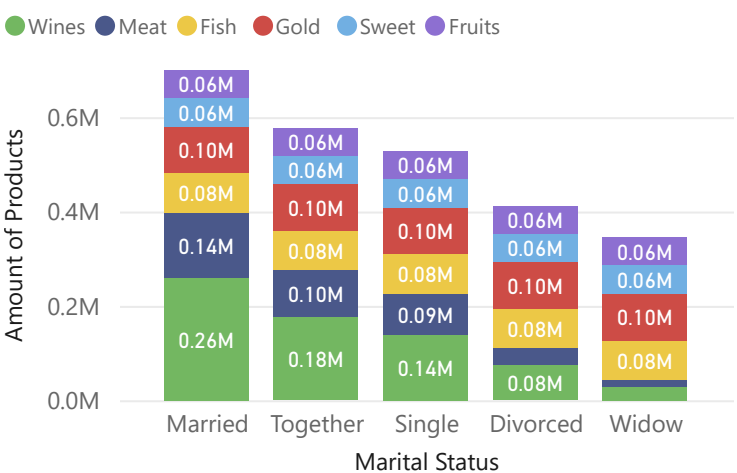
## Amount of Products Purchased

By Income Groups



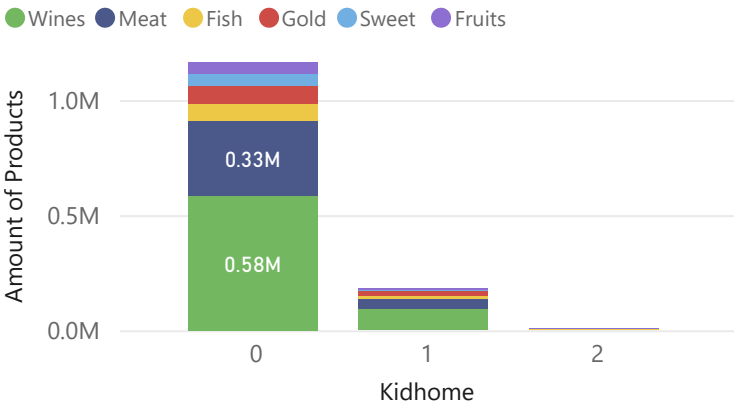
## Amount of Products Purchased

By Marital status



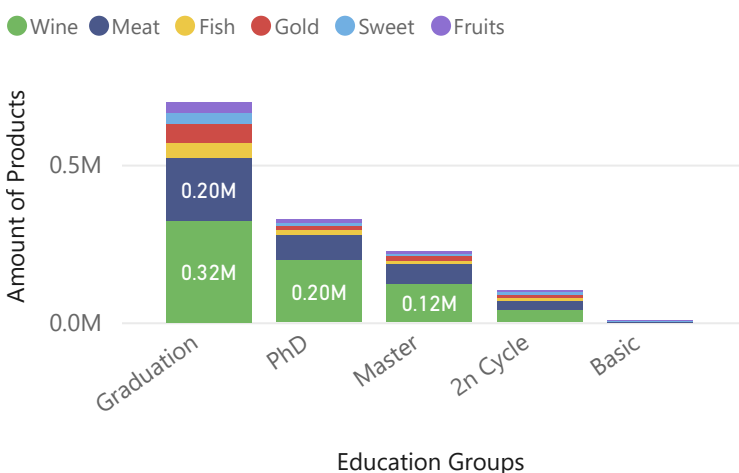
## Amount of Products Purchased

By KidHome



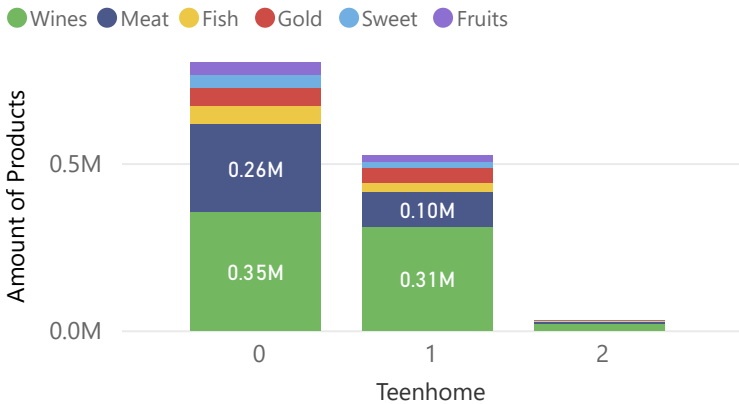
## Amount of Products Purchased

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

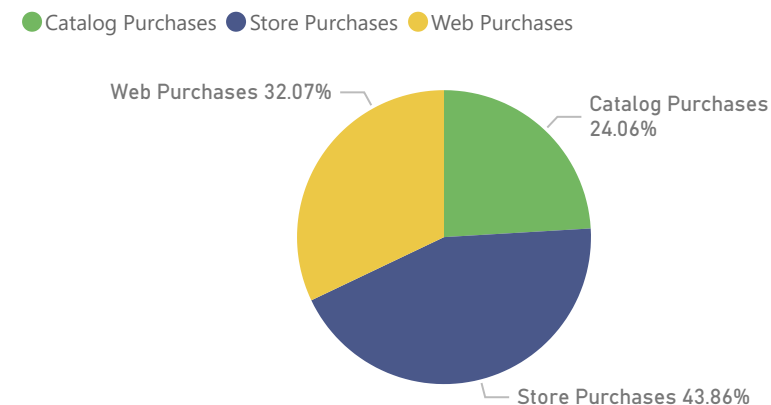
748

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

405.88%

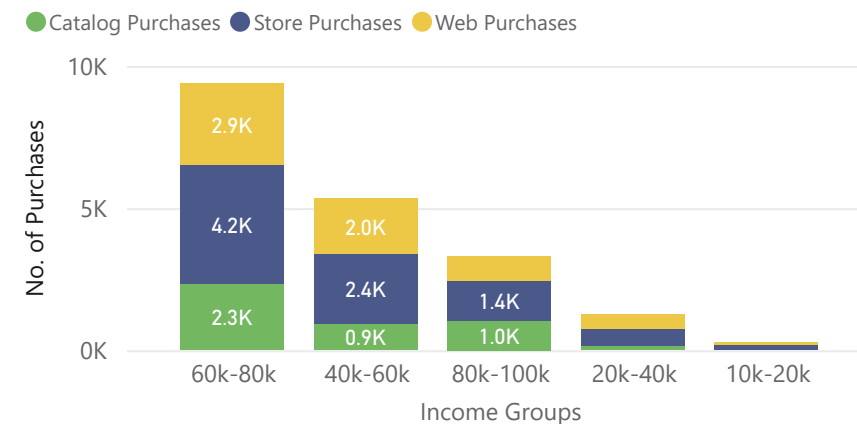
## Purchases by Channel

By Count of Purchases



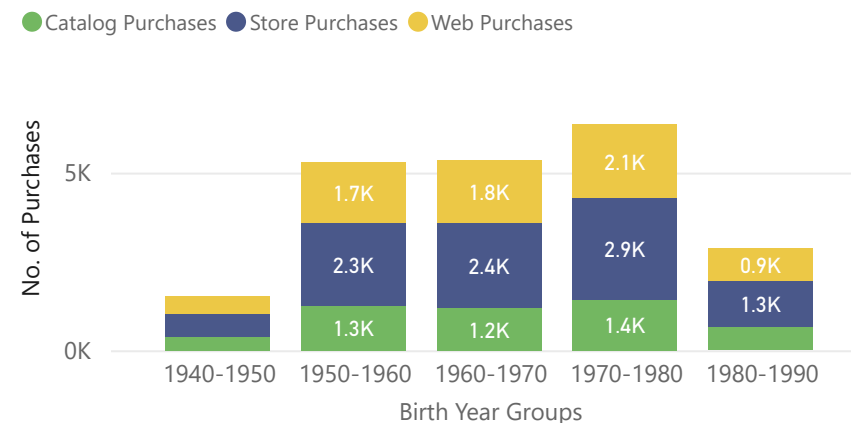
## Purchases by Channel

By Top-Spending Income Groups



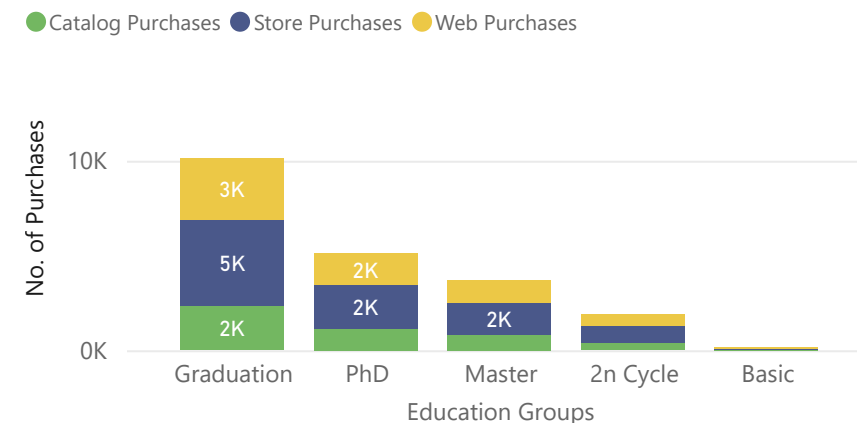
## Purchases by Channel

By Birth Year Groups



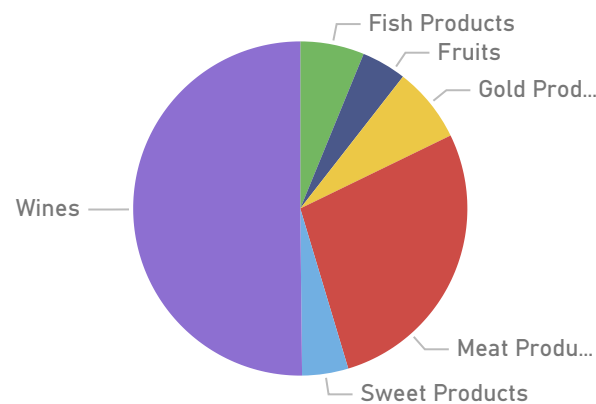
## Purchases by Channel

By Education Groups

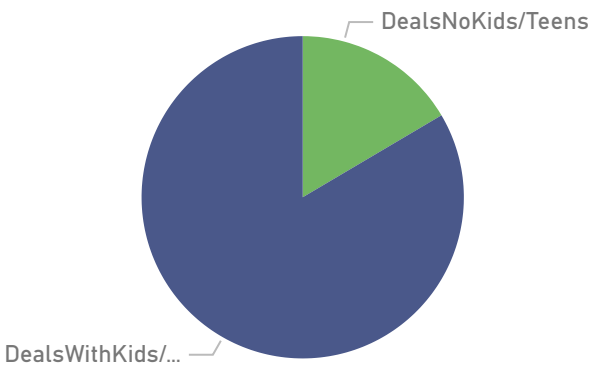


# Promotion Analysis

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

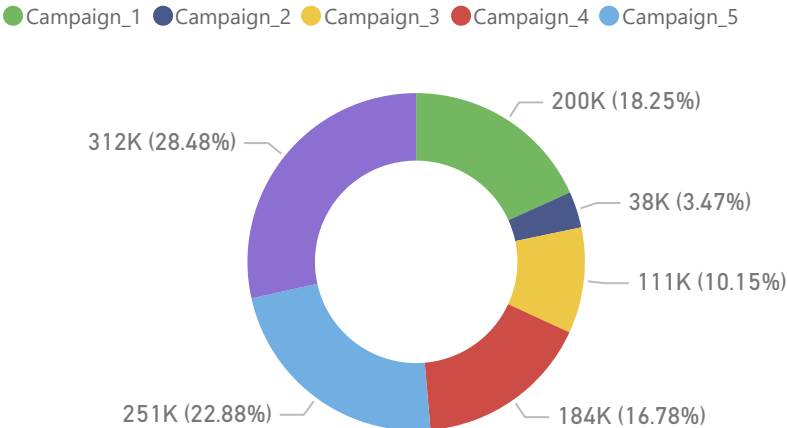
Perc. of Total Wine Sales  
During Promotions

48.09%

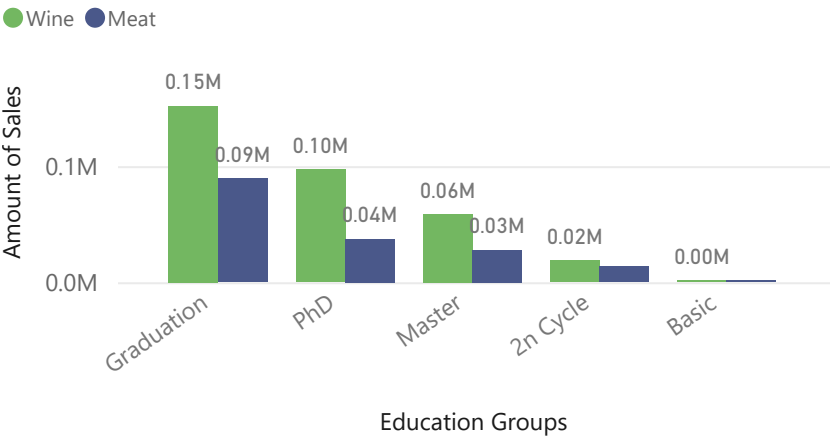
Change in Deals Purchased  
From No Kids/Teen to Kids/Teen

405.88%

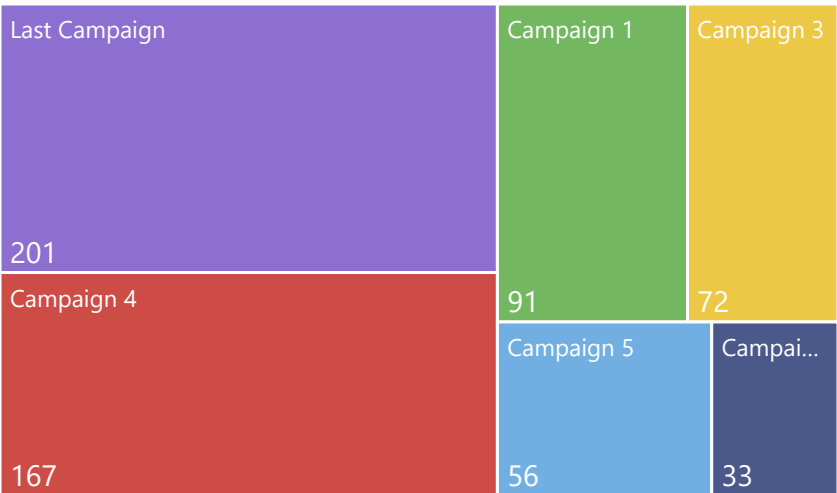
Amount of Sales  
By Promotion



Amount of Sales During Promotions  
By Education Groups



Number of Deals Purchased  
By Promotion



Number of Deals Purchased  
By Income Groups

