

Campaign Performance

A2Z



Wine

\$681K



Meat

\$374K



Baked Goods

\$99K



Fish

\$84K



Sweets

\$61K

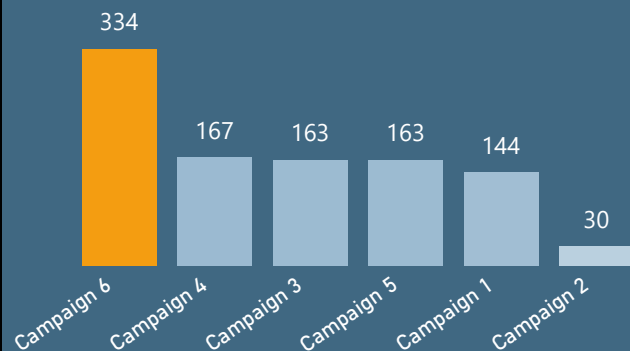


Fruit

\$59K

Which Campaign Resulted in the Most Purchases?

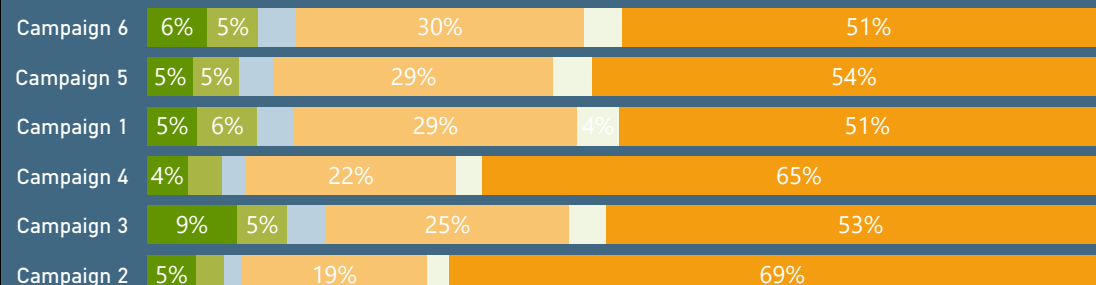
Campaign 6 had by far the HIGHEST Number of Attributed Purchases



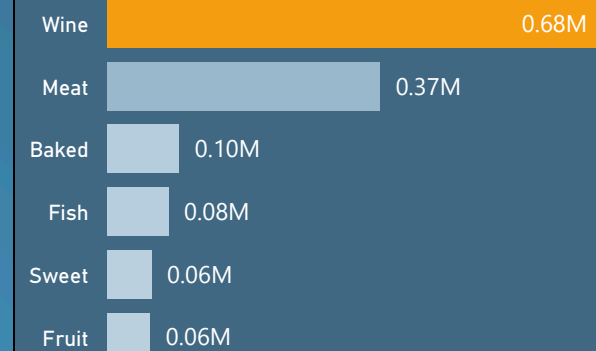
Which Products Did Buyers Purchase via Each Campaign?

Wine was the CLEAR FAVOURITE Across All Campaign

● Baked ● Fish ● Fruit ● Meat ● Sweet ● Wine

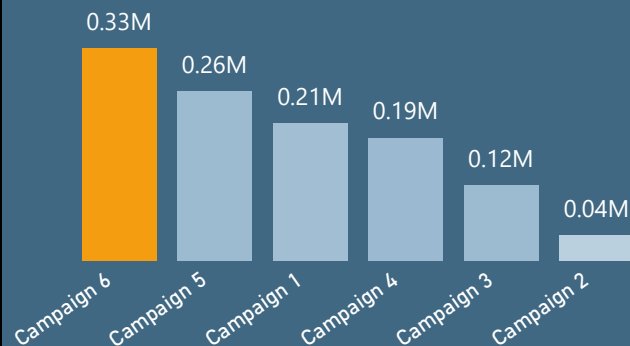


What Did Buyers Spend the Most on?



Which Campaign Generated the Most Sales (\$)?

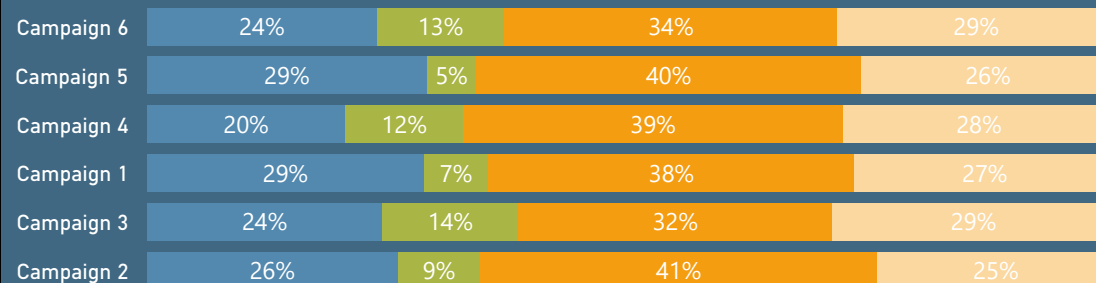
Campaign 6 Generated the Most Sales Revenue



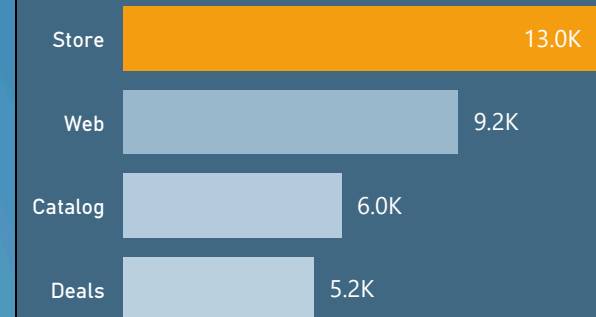
Through Which Platforms Did Buyers Purchase For Each Campaign?

In-Store Purchase DOMINATED Across All Campaign Purchase

● Catalog ● Deals ● Store ● Web



On Which Platform, did Buyers Make Their Purchases?



Buyer's Analysis

A2Z

of Customers

2.24K



AVG Income

\$52K



AVG Age

56



Discounts Purchased

5K



Store Purchases

13K



Catalog Purchases

6K



Web Purchases

9K



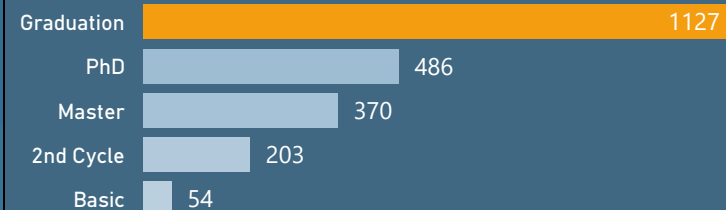
Web Visits Last Month

12K



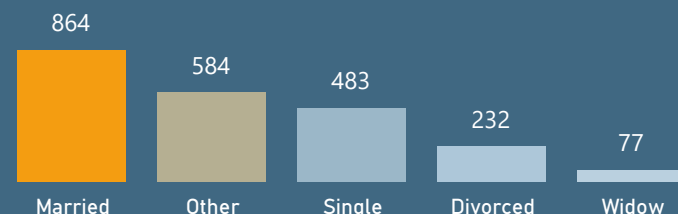
Which Education Level Have Most of Our Customer Attained?

Vast Majority of Our Customers have Completed College/ University degrees

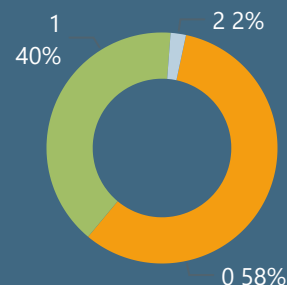


What is the Marital Status of Our Customer?

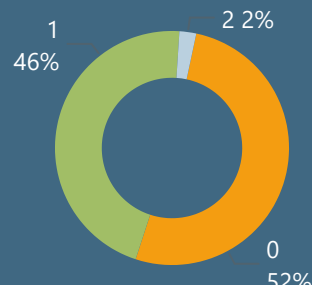
Majority of Customer are Married



How Many Kids do Our Customers Have at Home?

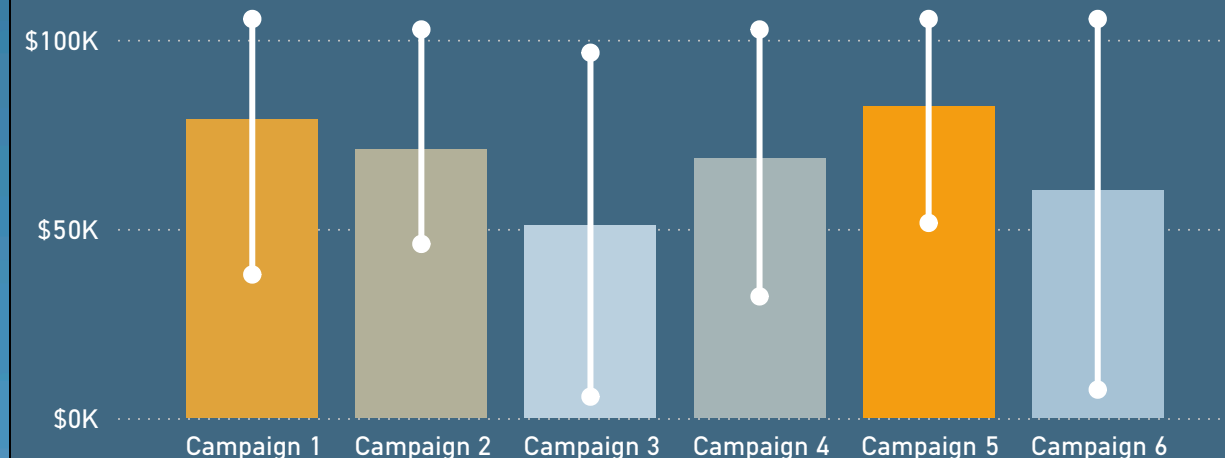


How Many Teens do Our Customers Have at Home?



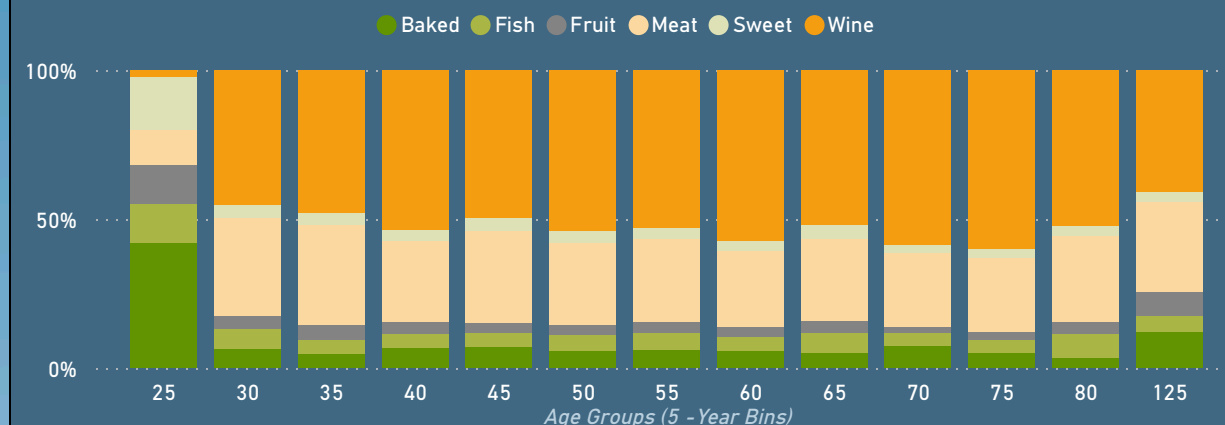
What was the Average Salary of Customers who Opted into Each Campaign?

Error Bars Indicate Maximum and Minimum Salary of Customers by Campaign



Do the Purchase Preference of Our Customers Change with Age?

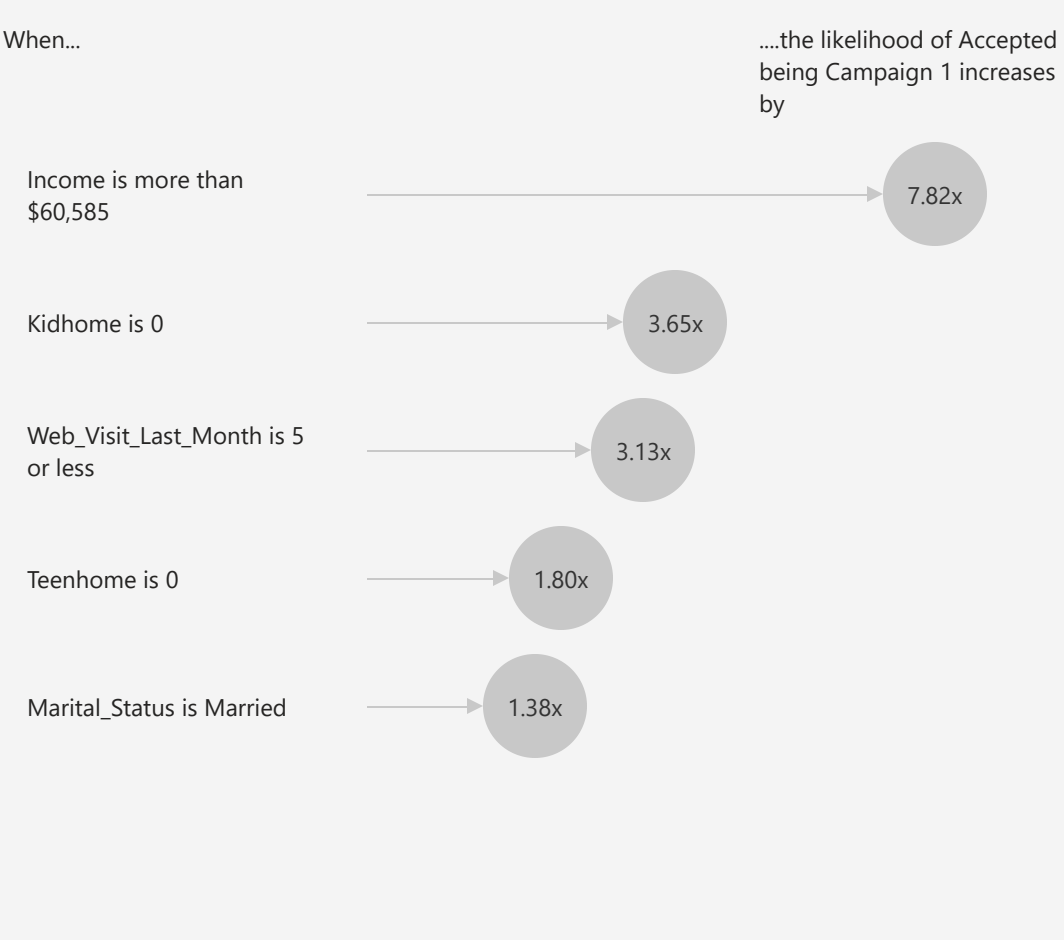
Notice that for older customers, wine sales increases as a % of total sales and meat decreases




Key influencers





What influences Accepted to be Campaign 1 ?





Please Choose a Product to Evaluate in the Key Influencer Visual Below:


 Baked

 Fish

 Fruit

 Meat

 Sweet

 Wine

Key influencers



What influences Total Sales to Increase ?

