Customer Behavior Analysis

Effectiveness of Promotion Campaigns in Acquiring Customer Responses

Campaign / Sum of AcceptedResponse:
- AcceptedCmp4: 501
- AcceptedCmp3: 489
- AcceptedCmp5: 486
- AcceptedCmp1: 432
- AcceptedCmp2: 90
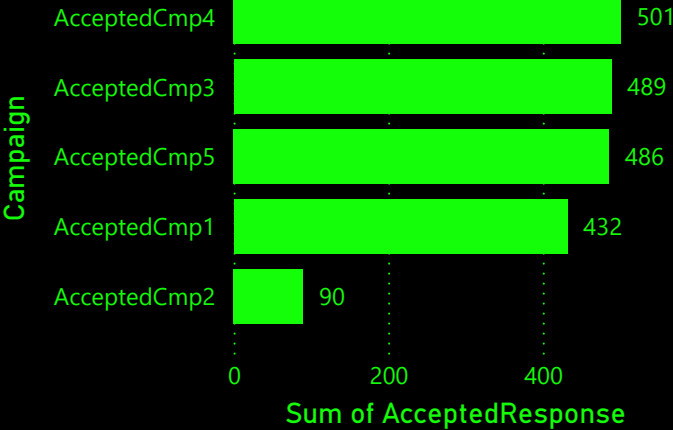
Spending Patterns Across Different Family Sizes

Family_Size / Sum of TotalSpend:
- 1: 4.2M
- 2: 9.0M
- 3: 5.9M
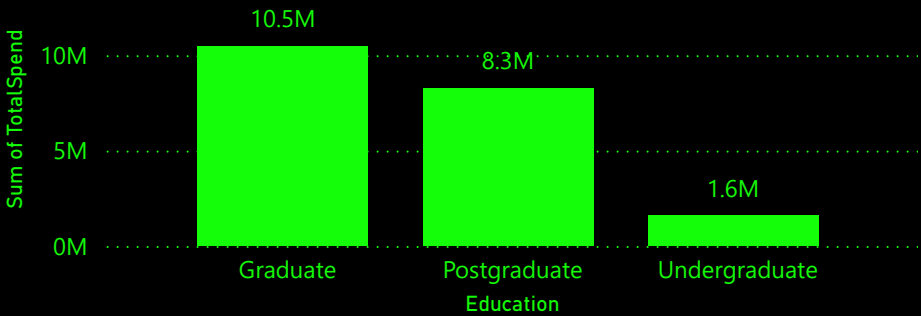- 4: 1.1M
- 5: 0.1M
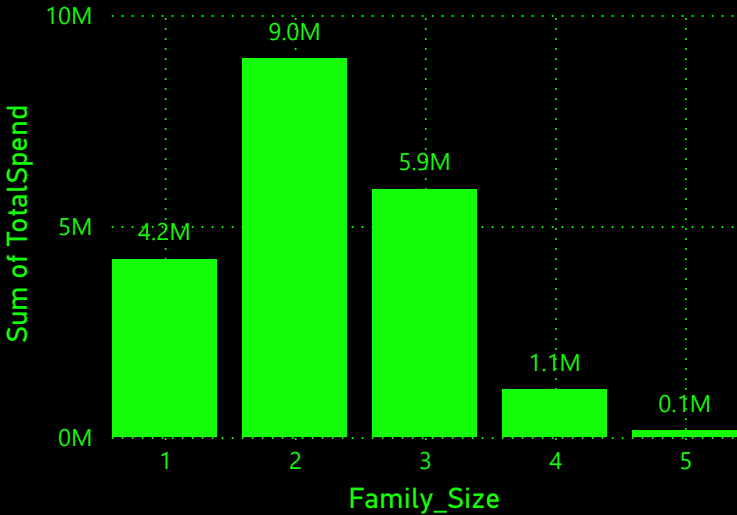
Campaign: All
AgeGroup: All
Living_With: All

Income and Spending Patterns by Education Level

Education / Sum of TotalSpend:
- Graduate: 10.5M
- Postgraduate: 8.3M
- Undergraduate: 1.6M

Relationship Between Customer Age and Purchase Recency

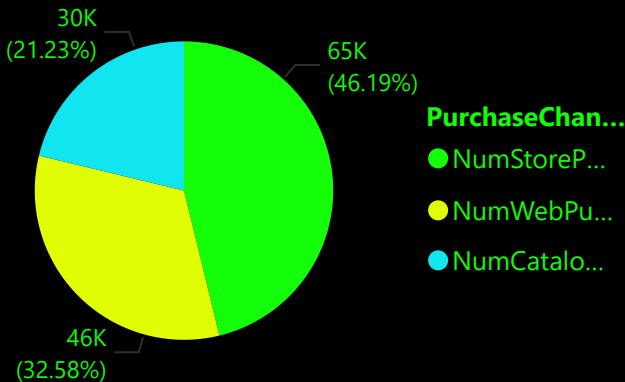Sum of Recency by Age — labels: 2K, 6?K, 58K, 39K, 24K, 1K, 1K
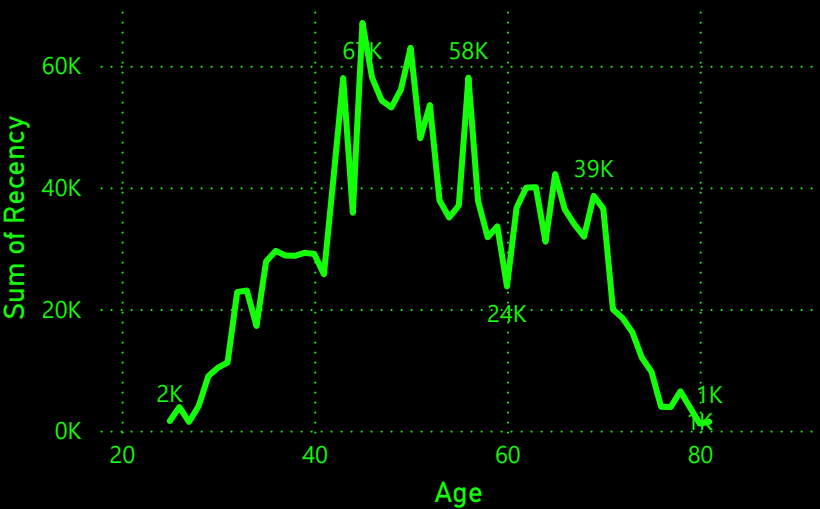
Relationship Between Deals Purchased and Total Customer Spending

Sum of TotalSpend by NumDealsPurchases
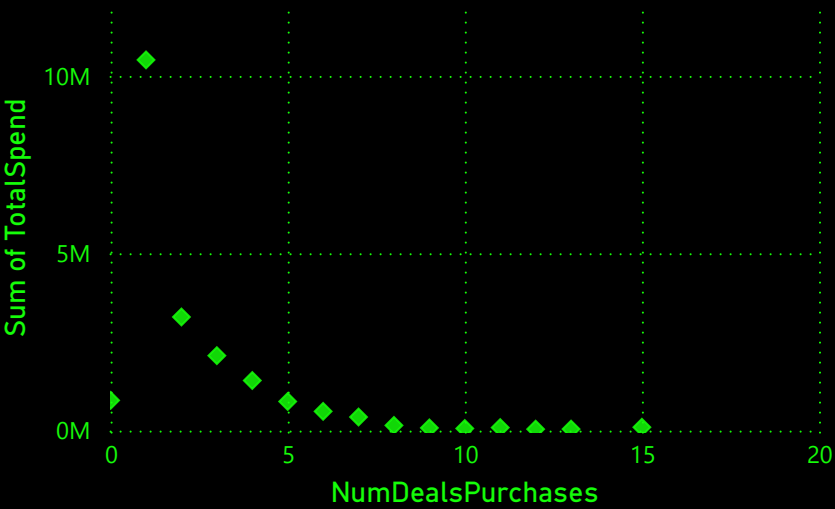
Comparison of Store, Catalog, and Web Purchases

PurchaseChan...
- NumStoreP...: 65K (46.19%)
- NumWebPu...: 46K (32.58%)
- NumCatalo...: 30K (21.23%)

Customer Spending and Interaction Insights

Impact of Customer Complaints on Spending Behavior

607.92

392.00

Average of TotalSpend (y-axis: 0, 200, 400, 600)

Complain (x-axis: 0, 1)
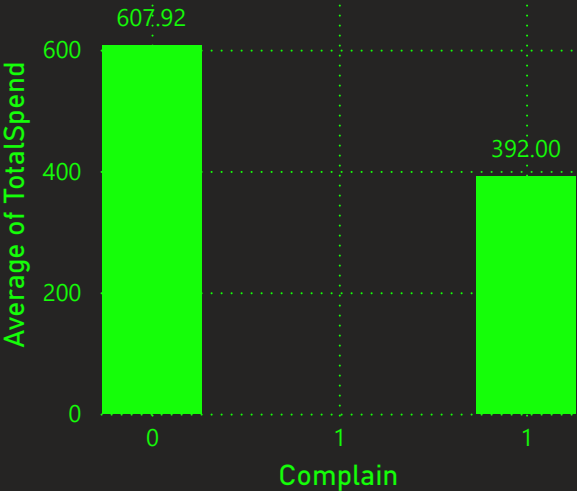
Impact of Web Visits on Total Customer Spending

3.6M
3.0M
2.8M
2.5M
2.1M
1.8M

Sum of TotalSpend (y-axis: 0M, 1M, 2M, 3M, 4M)

NumWebVisitsMonth (x-axis: 0, 5, 10, 15, 20)
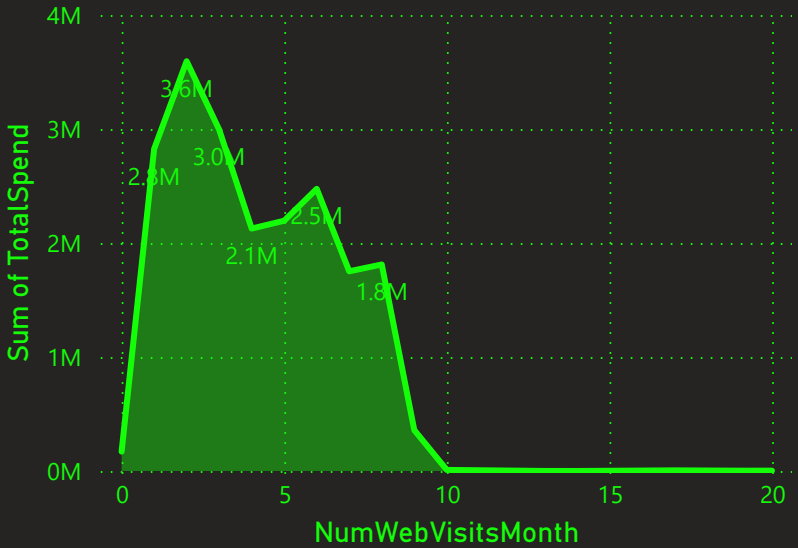
PurchaseChannel — All

Education — All

AgeGroup — All

Sum of TotalSpend by Living_With

12.9M

7.4M

Sum of TotalSpend (y-axis: 0M, 5M, 10M, 15M)

Living_With (x-axis: Partner, Alone)
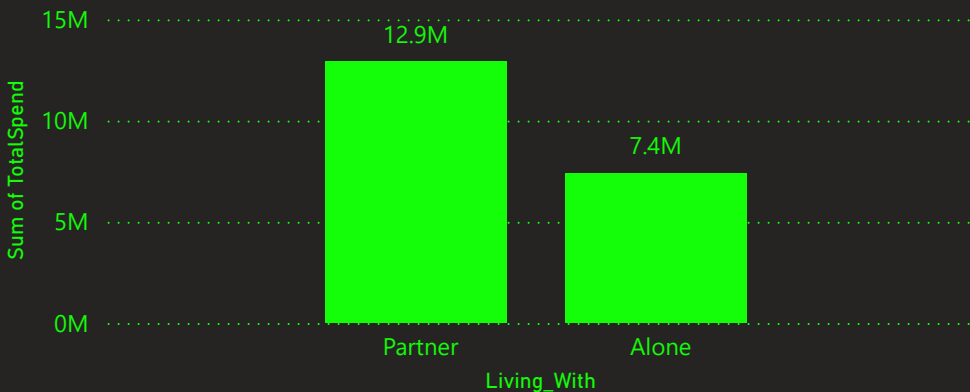
Influence of Income on Spending Across Product Categories

10.0M

5.2M
4.1M
4.9M
5.2M
5.8M
2.7M
0.0M

Sum of Income (y-axis: 0M, 5M, 10M)

TotalSpend (x-axis: 0, 500, 1000, 1500, 2000, 2500, 3000)
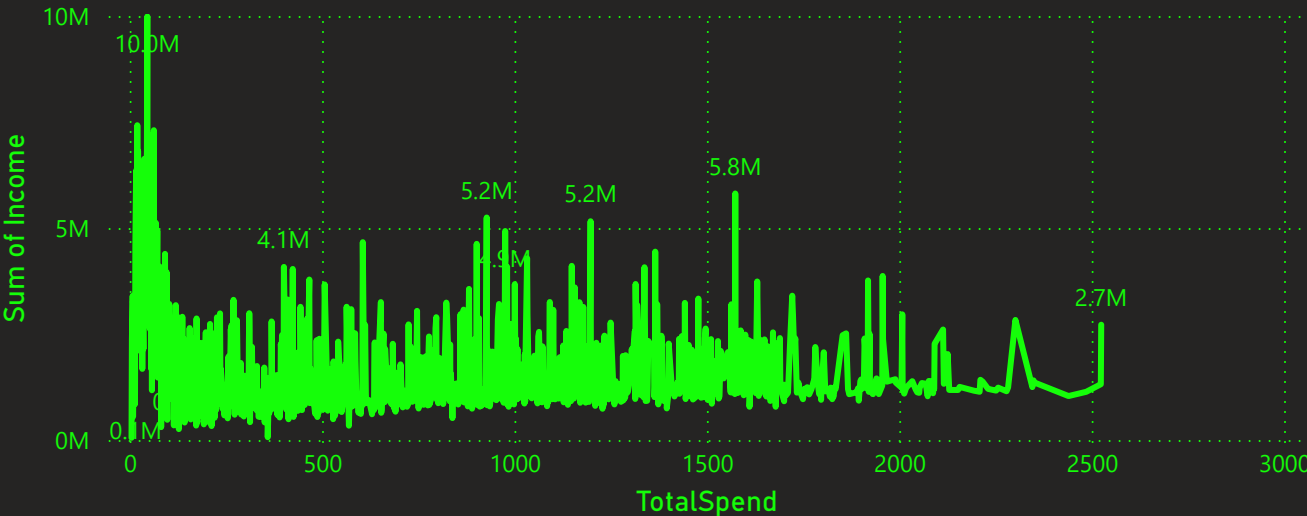
Comparison of Spending Behavior Between Customers With and Without Children

9768K (48.06%)

10557K (51.94%)

Is_Parent
● 0
● 1