

Total Customers

2240

Total No.of Web Visits

11909

Customer ID Slicer

All

Top 5 Customers
by Amount Spent

ID	Total spent
5350	2525
5735	2525
1763	2524
4580	2486
4475	2440

Top 5 Customer by
Total Number of
Purchases

ID	Total number of Purchases
1501	44
5376	43
238	39
8475	37
7030	35

Year Slicer

2012

2013

2014

Most Spent
Age-Group

41-60

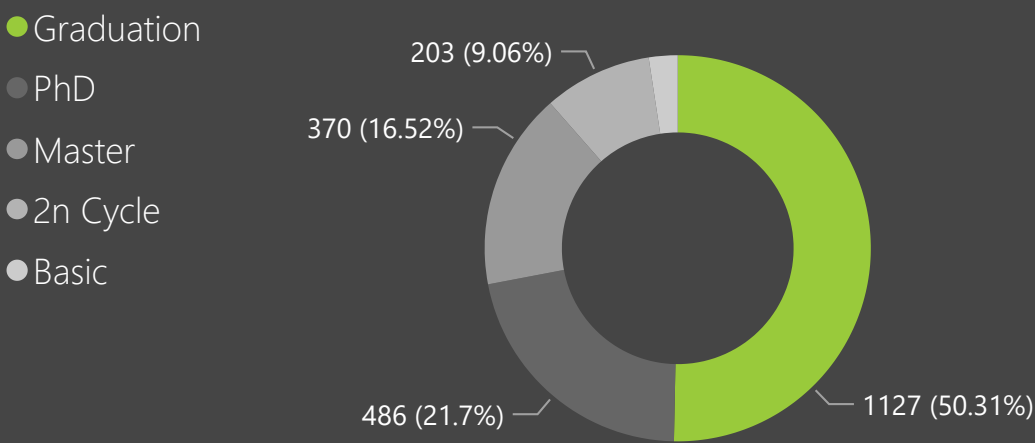
Most Spent
Educational-Group

Graduation

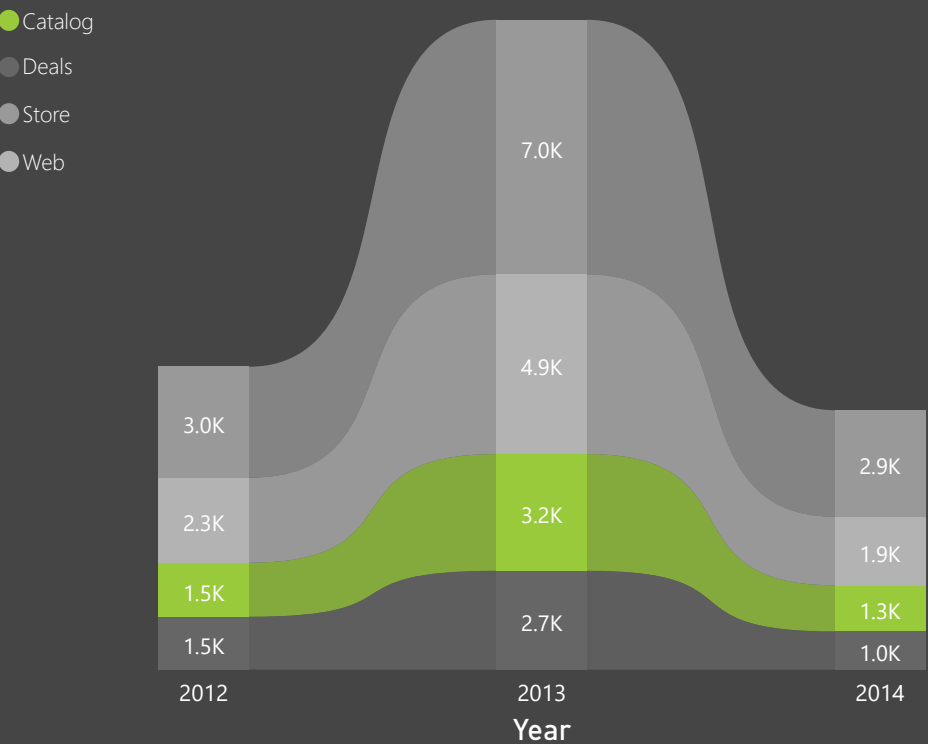
Total Spend by Country



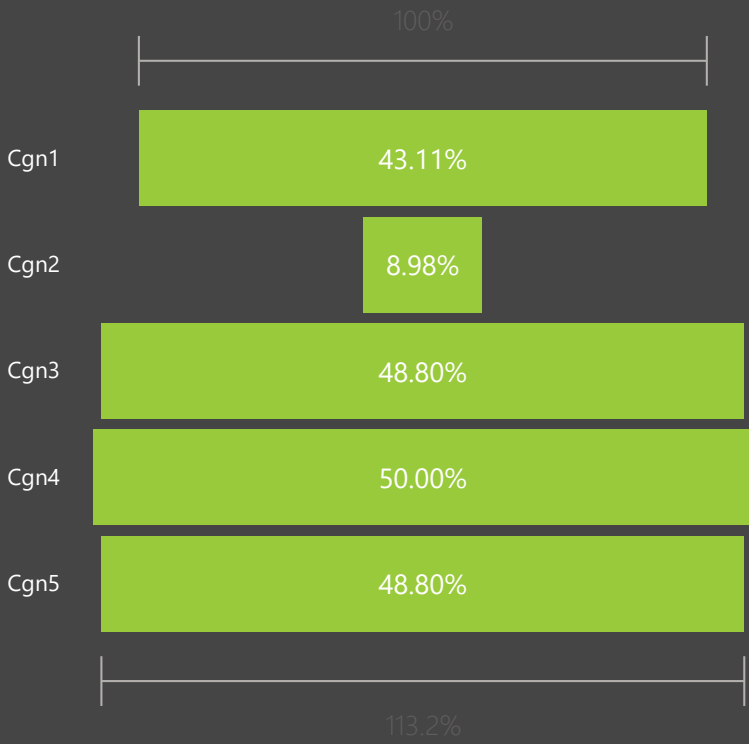
Total Customers by Education



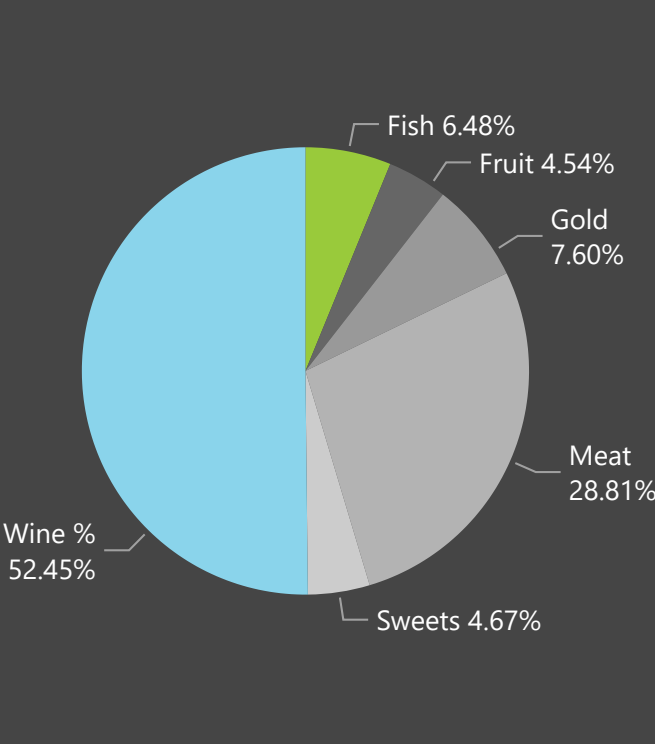
Number of Purchases By Date



Succes rate of Campaigns



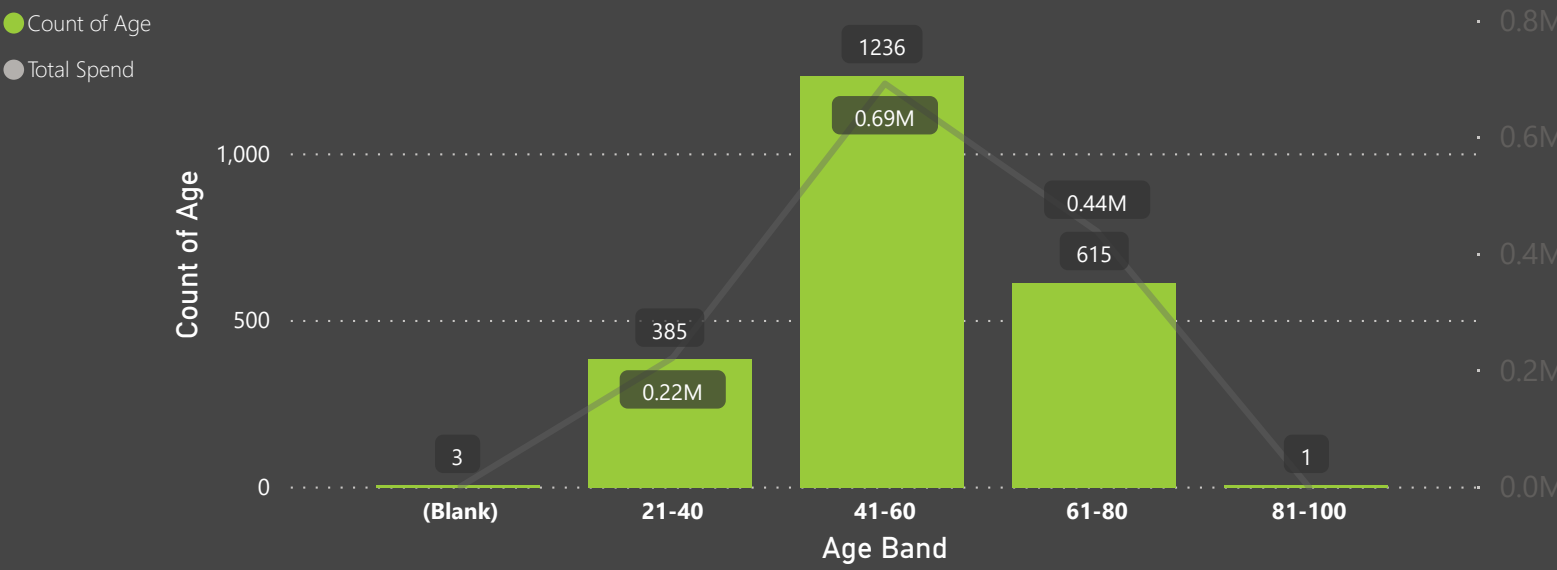
% GT of Products Sales Amount



Total Customers by Country

Country	Total Customers	Total Complains
Spain	1095	14
Saudi Arabia	337	3
Canada	268	2
Australia	160	0
India	148	1
Germany	120	1
USA	109	0
Mexico	3	0
Total	2240	21

Count of Customers and Total Spent by Age group



Total Spent / Max Income by Education

Education	Avg Income	Max Income	Total spent	Avg Spent	Mean Age	Total Kid Home	Total Teen Home
Graduation	52,720.37	666666	698626	619.90	51.36	501	557
PhD	56,145.31	162397	326791	672.41	54.96	195	291
Master	52,917.53	157733	226359	611.78	54.12	168	198
2n Cycle	47,633.19	96547	100795	496.53	48.98	97	83
Basic	20,306.26	34445	4417	81.80	43.54	34	5

Total Spent by each Category by Age Group

Age Band	Count of Age	MntFishProducts	MntFruits	MntGoldProds	MntMeatProducts	MntSweetProducts	MntWines	Total Spend	Avg Spent
(Blank)	3	118	150	251	575	68	778	1940	646.67
21-40	385	15431	11018	16593	71191	10952	97481	222666	578.35
41-60	1236	41774	30385	51669	185246	31218	352533	692825	560.54
61-80	615	26734	17364	30090	116949	18383	229880	439400	714.47
81-100	1	0	0	6	7	0	144	157	157.00
Total	2240	84057	58917	98609	373968	60621	680816	1356988	605.80