

Descriptive Analysis

Age Desc

All

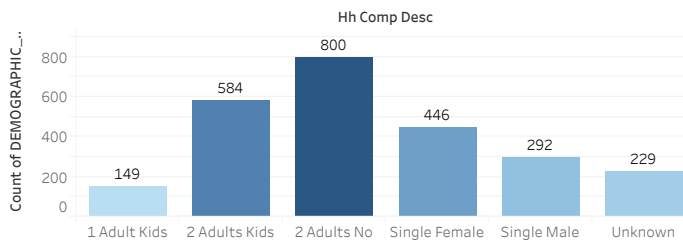
Hh Comp Desc

All

Kid Category Desc

All

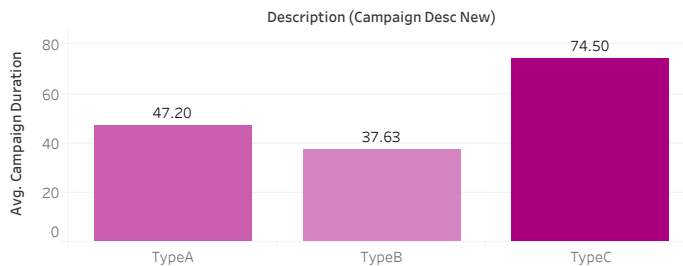
Household Comp Desc Wise Distribution



Count of DEMOGRAPHIC_RAW



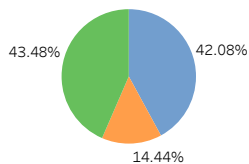
Campaign Description and Duration



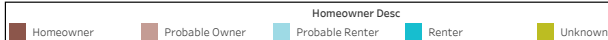
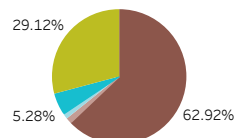
Avg. Campaign Duration



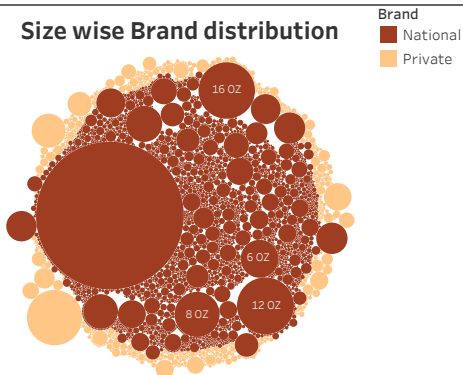
Marital Status wise distribution



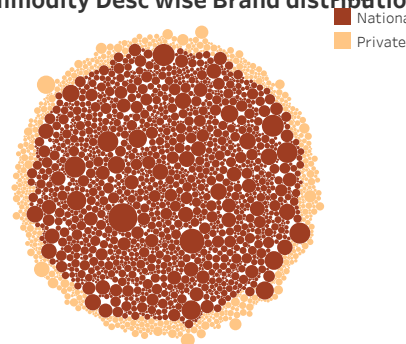
Homeowner Distribution



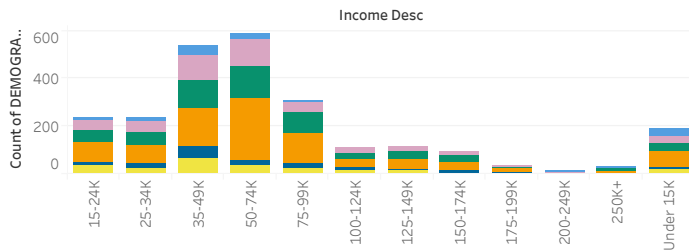
Size wise Brand distribution



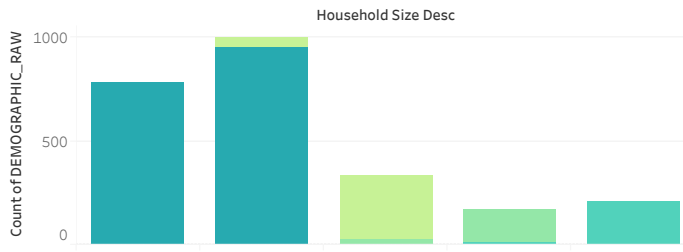
Sub Commodity Desc wise Brand distribution



Income and Age Distribution



Household Size



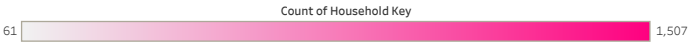
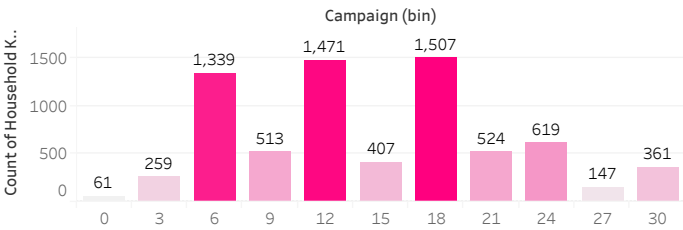
Campaign Performance Analysis

Age Desc
All

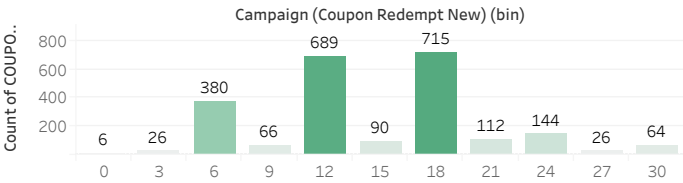
Hh Comp Desc
All

Kid Category Desc
All

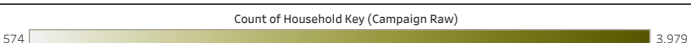
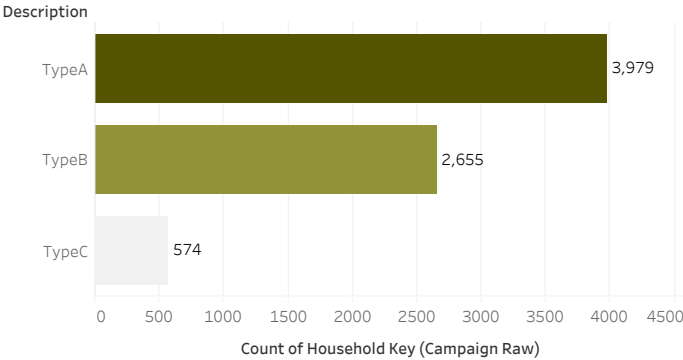
Campaign Group wise household count



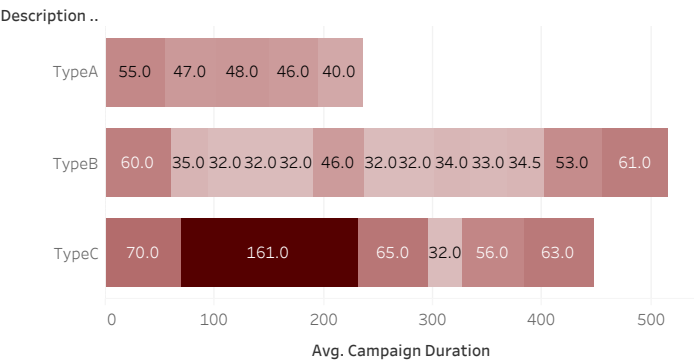
Campaign Group wise Coupon Redemption



Campaign Group wise number of household

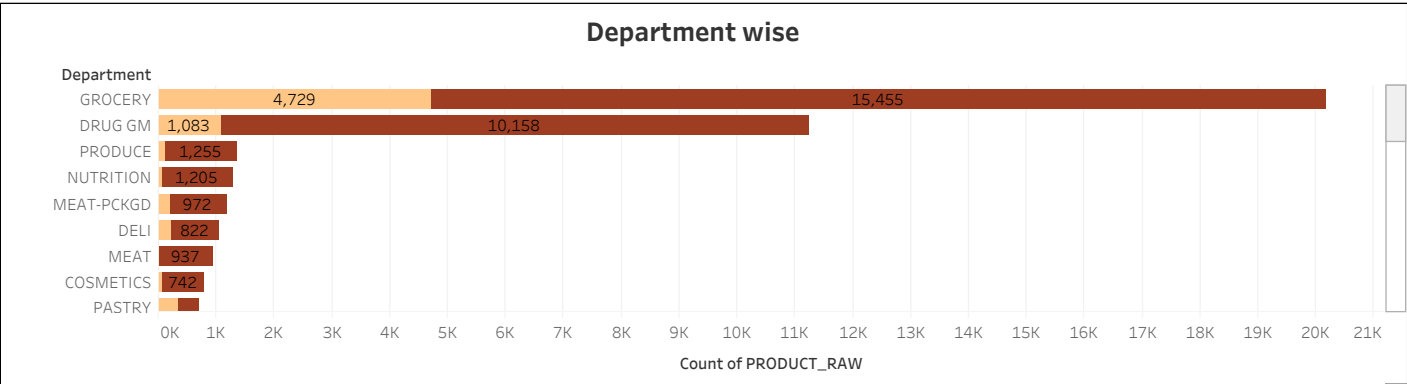
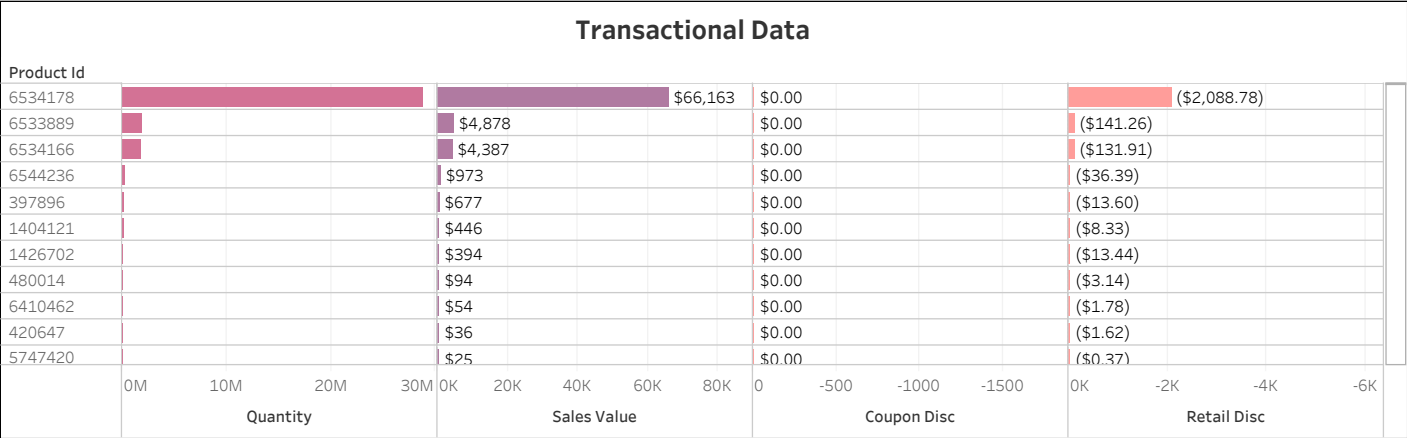


Campaign Duration with Start date and End date



Sales and Revenue Analysis

Sort By
Quantity



Brand
Private National

Market Basket Analysis

Product Id
All

Household Key (Transaction New)
All

Frequently purchased product ID

Product Id	Month of Date					
	January 20..	February 2..	March 2020	April 2020	May 2020	June 2020
1082185	●	●	●	●	●	●
6534178	●	●	●	●	●	●
1029743	●	●	●	●	●	●
1106523	●	●	●	●	●	●
995242	●	●	●	●	●	●
981760	●	●	●	●	●	●
1098066	●	●	●	●	●	●
904360	●	●	●	●	●	●
1133018	●	●	●	●	●	●
826249	●	●	●	●	●	●
951590	●	●	●	●	●	●
883404	●	●	●	●	●	●
1127831	●	●	●	●	●	●
860776	●	●	●	●	●	●
923746	●	●	●	●	●	●
995785	●	●	●	●	●	●
878996	●	●	●	●	●	●
840361	●	●	●	●	●	●
854852	●	●	●	●	●	●
1005186	●	●	●	●	●	●
5569230	●	●	●	●	●	●
1070820	●	●	●	●	●	●
1033142	●	●	●	●	●	●
5978656	●	●	●	●	●	●
916122	●	●	●	●	●	●
1085604	●	●	●	●	●	●
1024306	●	●	●	●	●	●

Count of Product Id



Household purchased multiple product IDs

Household ..	Month of Date					
	January 20..	February 2..	March 2020	April 2020	May 2020	June 2020
718	●	●	●	●	●	●
2459	●	●	●	●	●	●
2322	●	●	●	●	●	●
1901	●	●	●	●	●	●
2110	●	●	●	●	●	●
2318	●	●	●	●	●	●
2116	●	●	●	●	●	●
253	●	●	●	●	●	●
979	●	●	●	●	●	●
2317	●	●	●	●	●	●
232	●	●	●	●	●	●
2263	●	●	●	●	●	●
1852	●	●	●	●	●	●
235	●	●	●	●	●	●
2193	●	●	●	●	●	●
1653	●	●	●	●	●	●
81	●	●	●	●	●	●
1260	●	●	●	●	●	●
77	●	●	●	●	●	●
361	●	●	●	●	●	●
2421	●	●	●	●	●	●
2200	●	●	●	●	●	●
2208	●	●	●	●	●	●
909	●	●	●	●	●	●
1828	●	●	●	●	●	●
1845	●	●	●	●	●	●
641	●	●	●	●	●	●

Unique Count of Product



Time Series Analysis

Sales over a period of time along with Forecasting

