

Descriptive Analysis

Age Desc

All

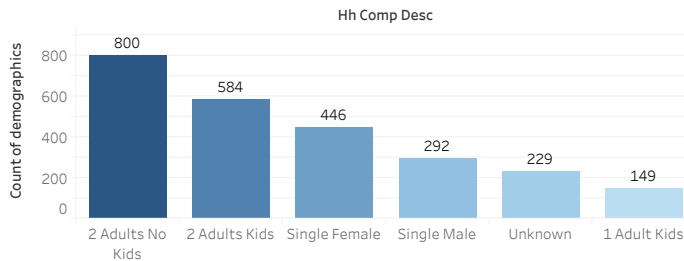
Household Composition

All

Kid Category Desc

All

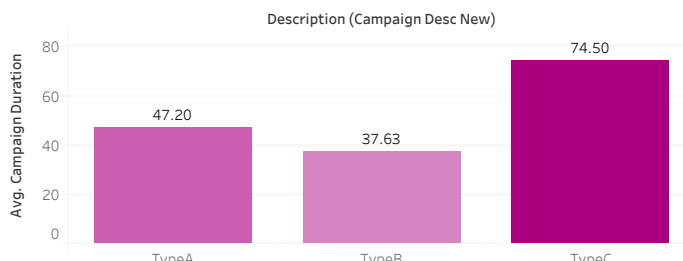
Distribution of Household Compositions



Count of DEMOGRAPHIC_RAW



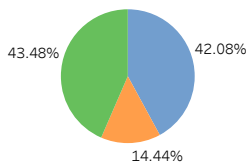
Campaign Description and Duration



Avg. Campaign Duration



Distribution by Marital Status

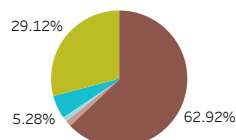


A - 2 Adults , No kids

B - Single

U - 2 Adults with kids

Homeownership and Rental Status Categories



Homeowner

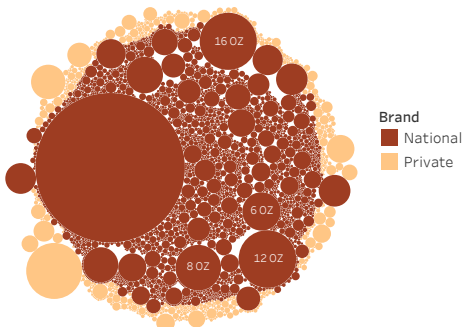
Probable Owner

Probable Renter

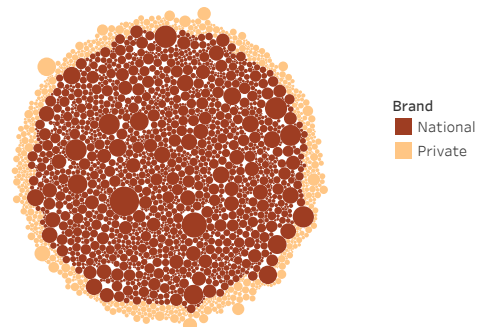
Renter

Unknown

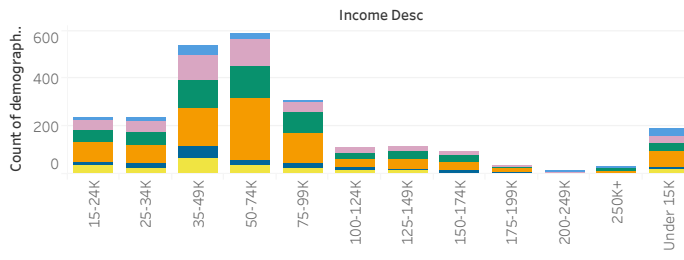
Brand Distribution by Size



Distribution by Sub-Commodity Description



Income and Age Distribution



19-24

25-34

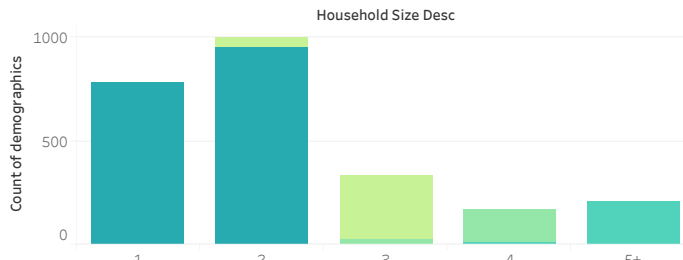
35-44

45-54

55-64

65+

Household Size Distribution



1

2

3+

None/Unknown

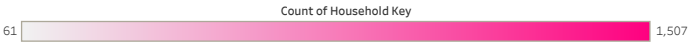
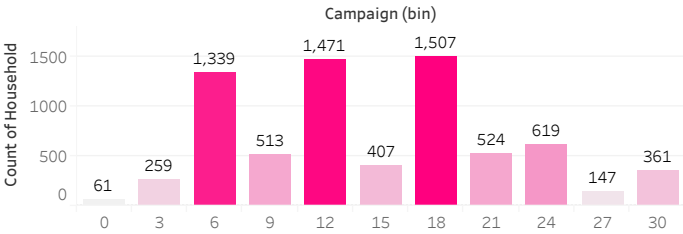
Campaign Performance Analysis

Age Desc
All

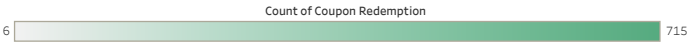
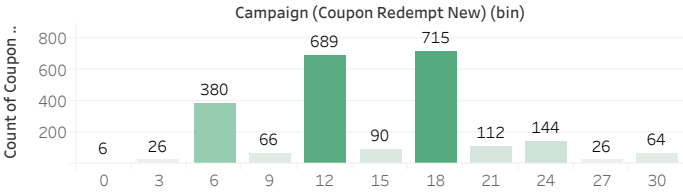
Hh Comp Desc
All

Kid Category Desc
All

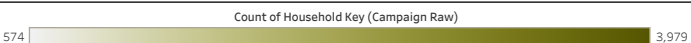
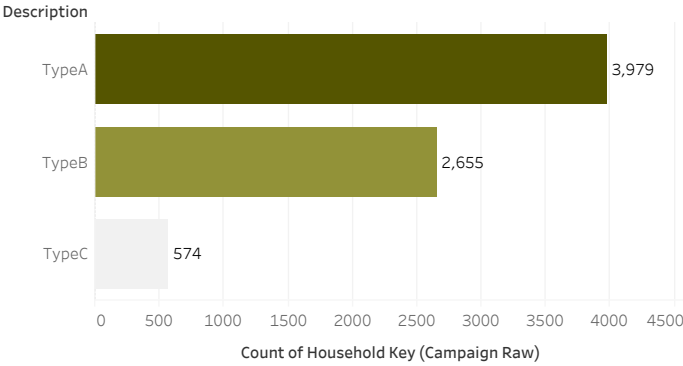
Household Count by Campaign Group



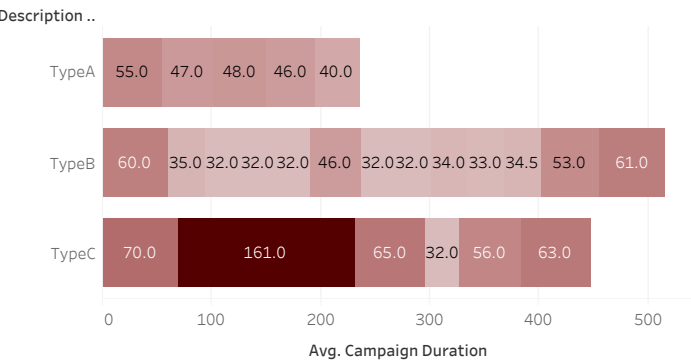
Coupon Redemption by Campaign Group



Number of households grouped by campaign

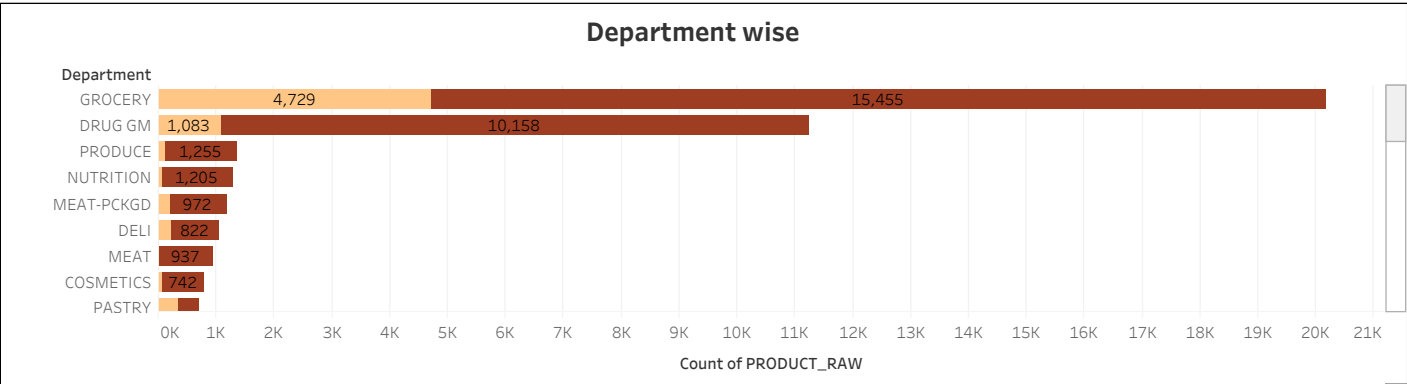
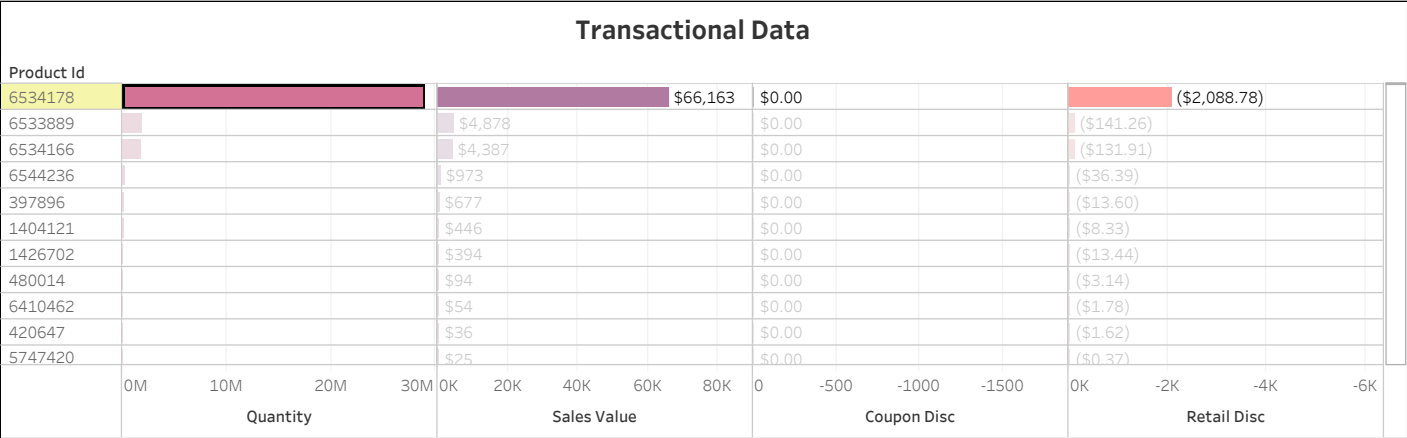


Campaign Duration with Start date and End date



Sales and Revenue Analysis

Sort By
Quantity



Brand

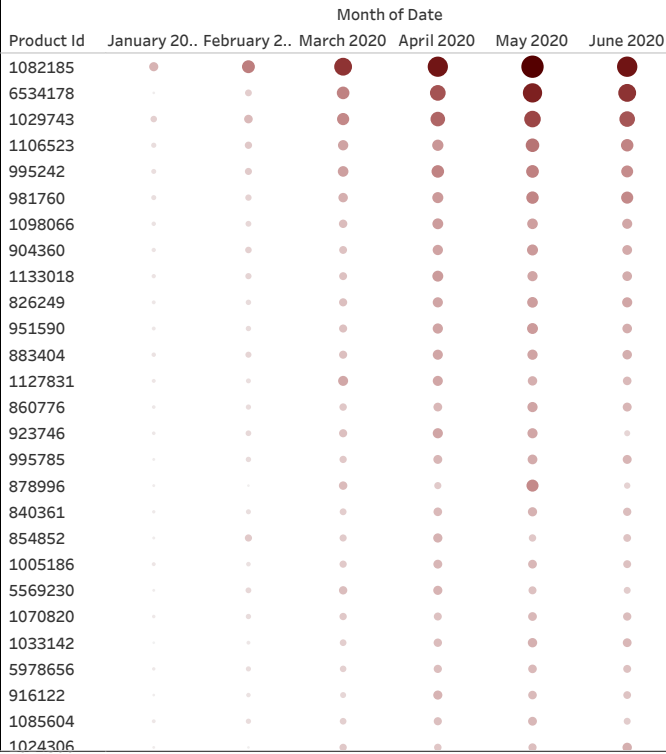
PrivateNational

Market Basket Analysis

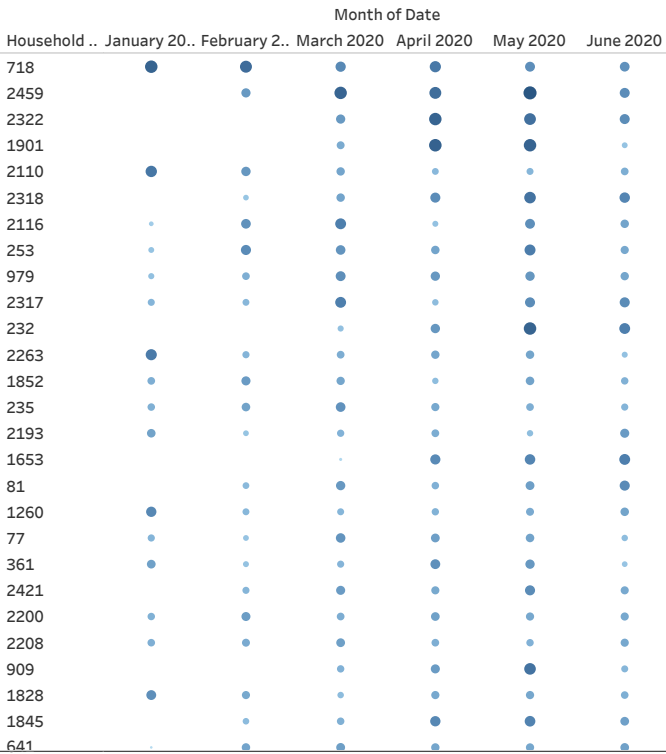
Product Id
All

Household Key (Transaction New)
All

Frequently purchased product ID



Household purchased multiple product IDs



Time Series Analysis

Sales over a period of time along with Forecasting

