

Marketing Campaign Analysis

2215

Customer's

333

Accepted

49.02

Avg. Recency (days)

Year

All

Respo...

All

142

Campaig...

30

Campaig...

163

Campaig...

164

Campaig...

162

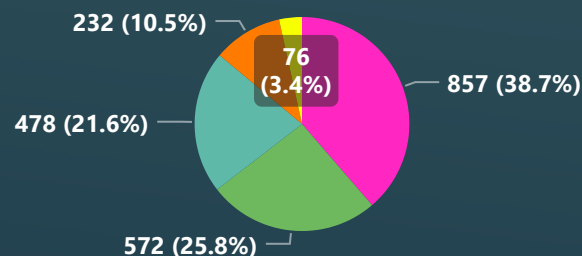
Campaig...

459

AnyCamp

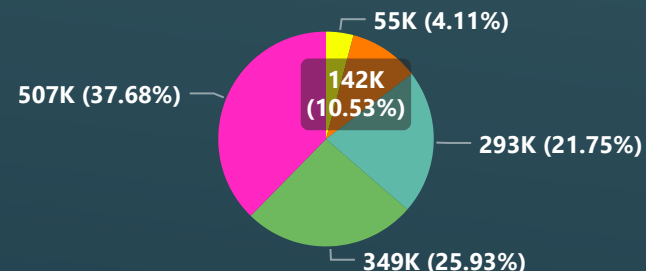
Marital Status

Married Together Single Divorced Widow



Spending by Marital Status

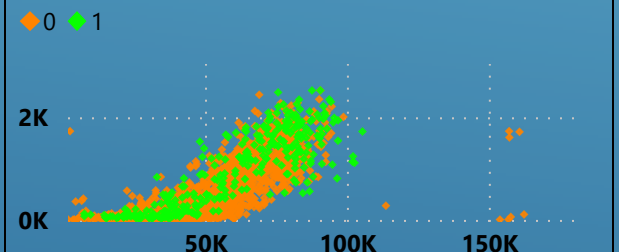
Widow Divorced Single Together Married



Qualification

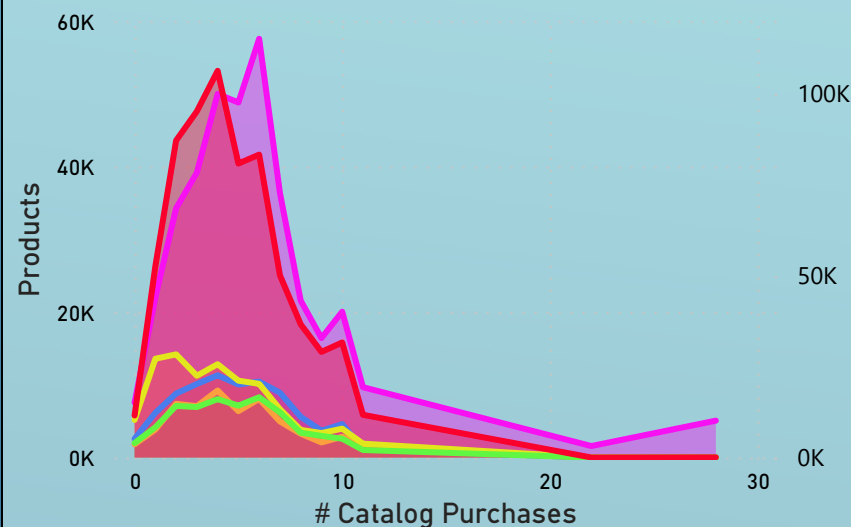


Income by Spending



Catalog Purchase by Product

Fish Fruits Gold Sweet Meat Wine



Catalog Purchase

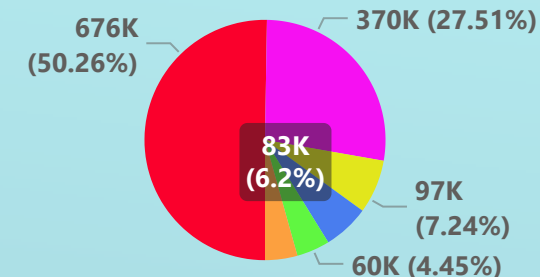
Deal Purchase

Store Purchase

Web (online) Purchase

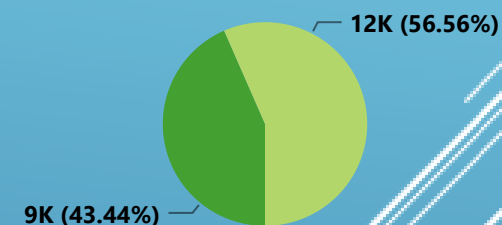
Products

Wine Meat Gold Fish Sweet Fruit



Web Purchases by Web Visits

Web Purchases Web Visits



Acceptance by Month

