



# CUSTOMER PERSONALITY ANALYSIS

Total Customers

2216

Overall Spending

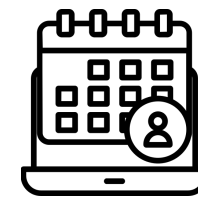
\$1.3M

Purchase Quantity

33K

Monthly Web Visits

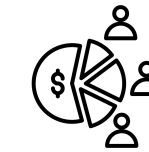
12K



Enrollment Date

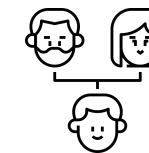
30-07-2012

29-06-2014



Income Segment

All



Age Segment

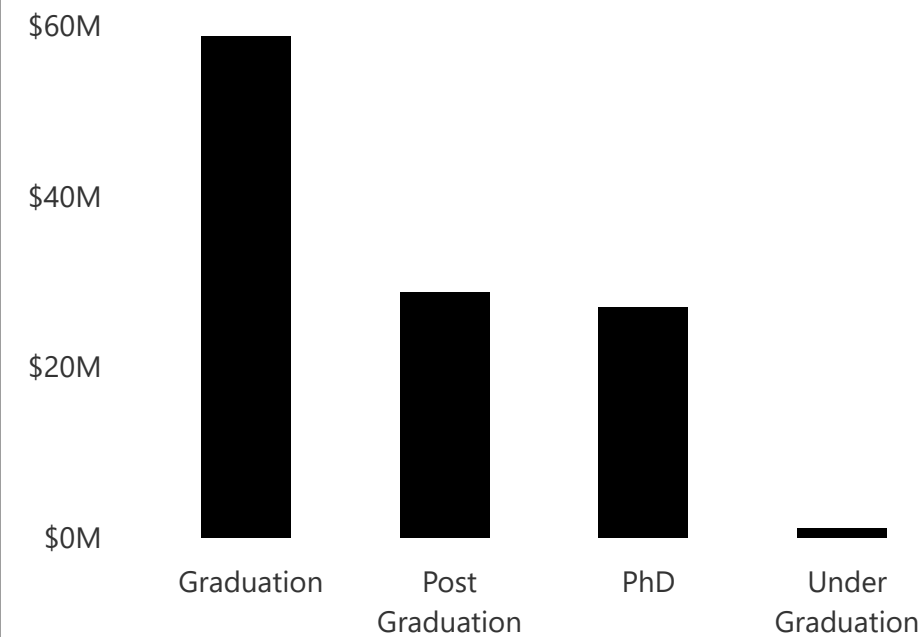
All

Customer Analysis

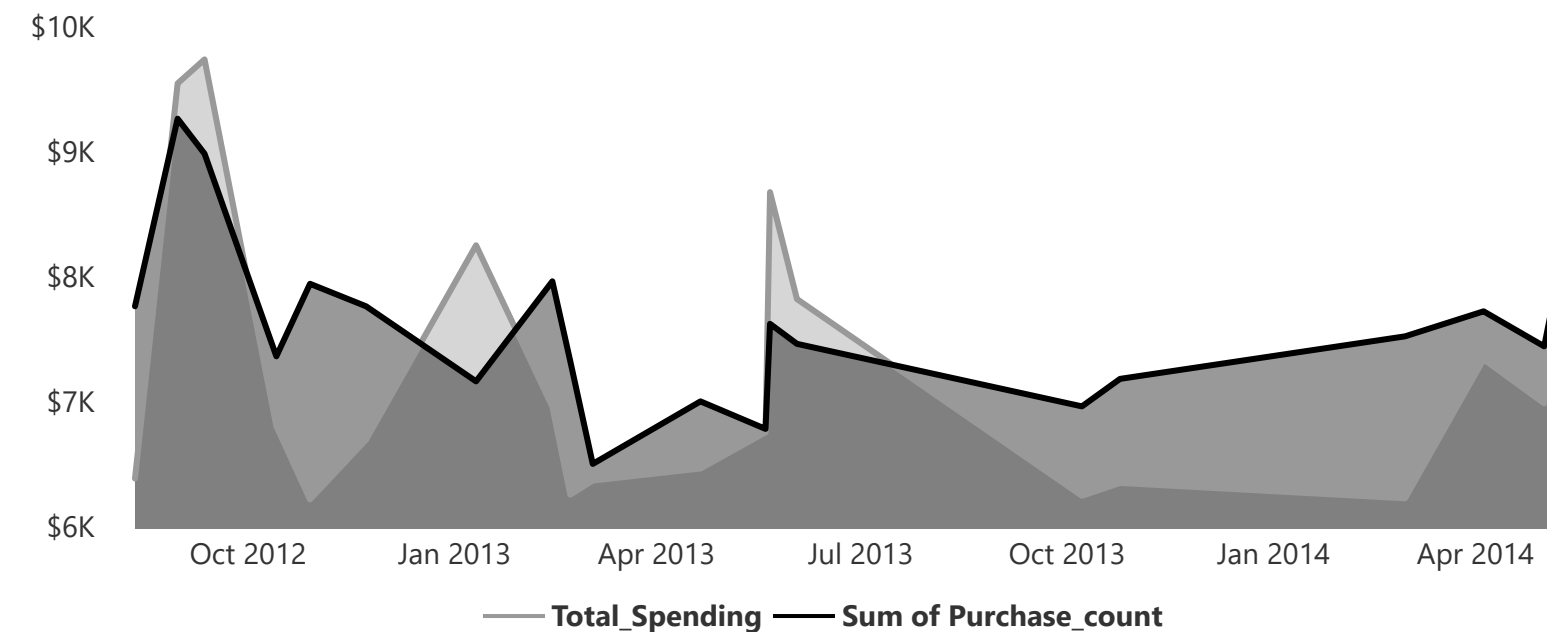
Product Analysis

Purchase Analysis

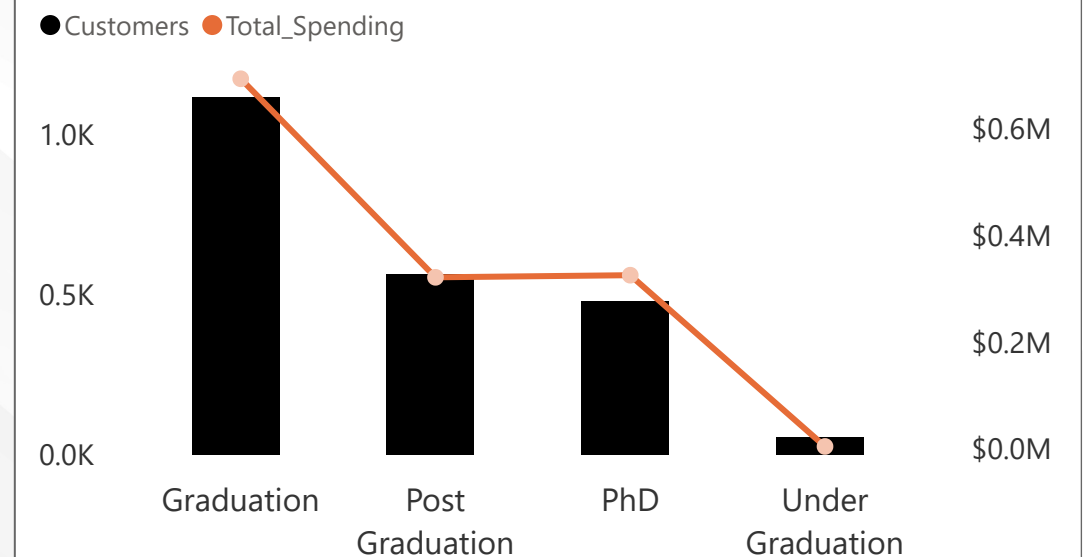
Income Distribution by Education



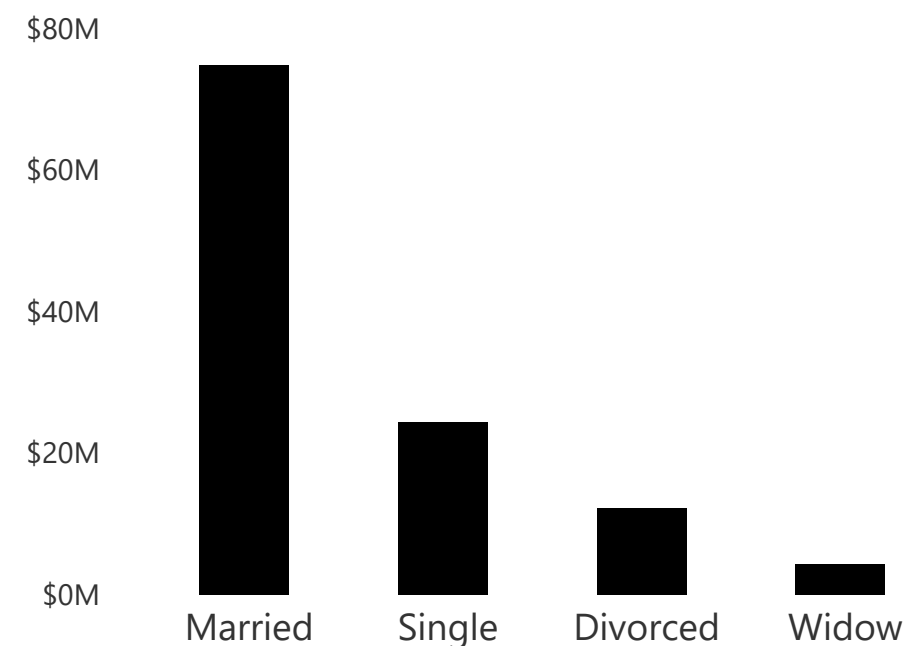
Customer Spending and Purchase Trends Over Time



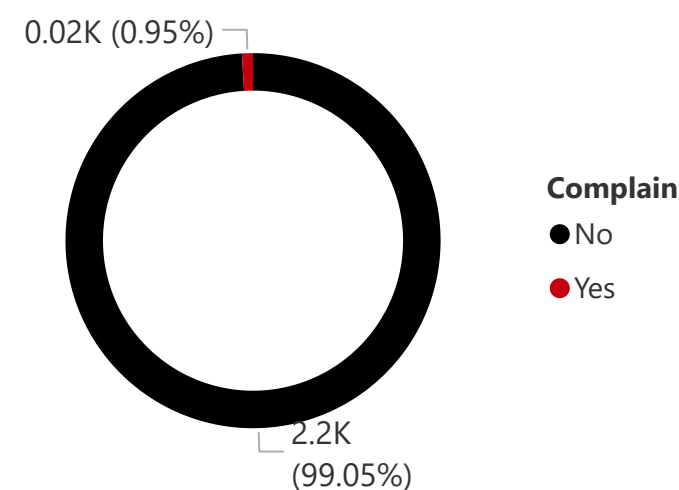
Customers Spending by Education



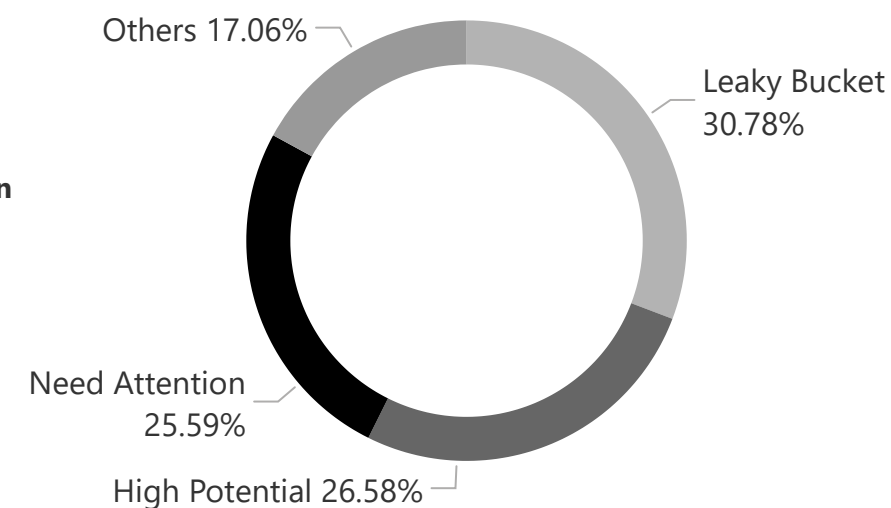
Income Distribution by Marital Status



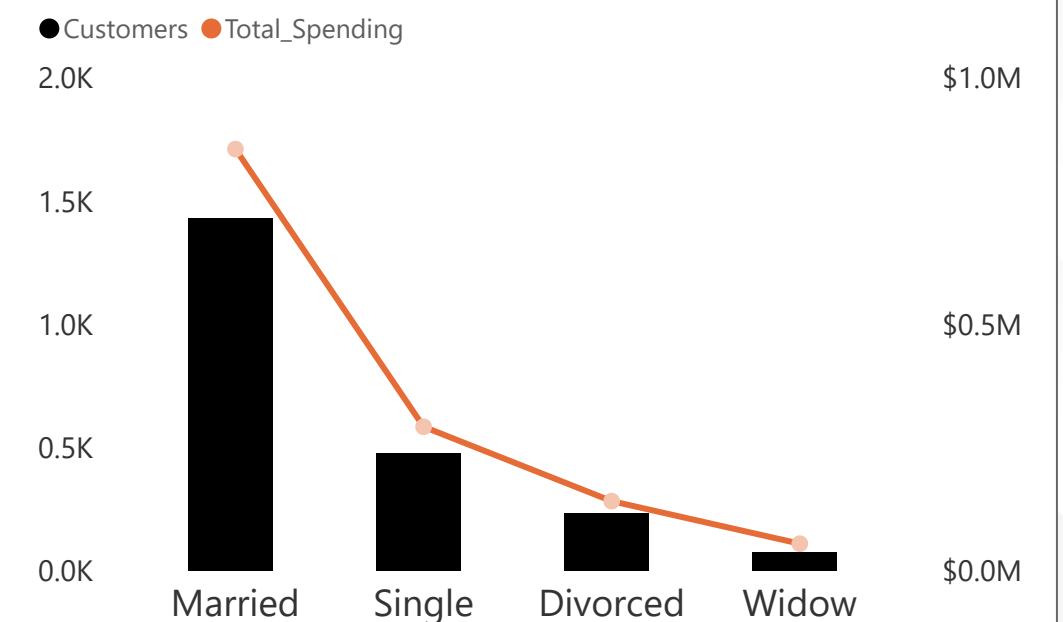
Customers by Complain



Customers Distribution by Segment



Customers Spending by Marital Status





# CUSTOMER PERSONALITY ANALYSIS

Fish Sales

\$83.4K

Wines Sales

\$676.1K

Fruits Sales

\$58.41K

Meat Sales

\$370.1K

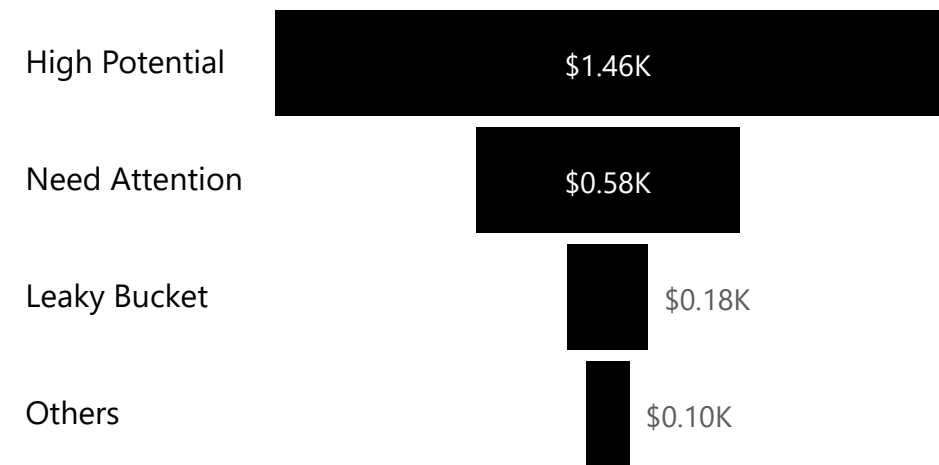
Gold Sales

\$97.4K

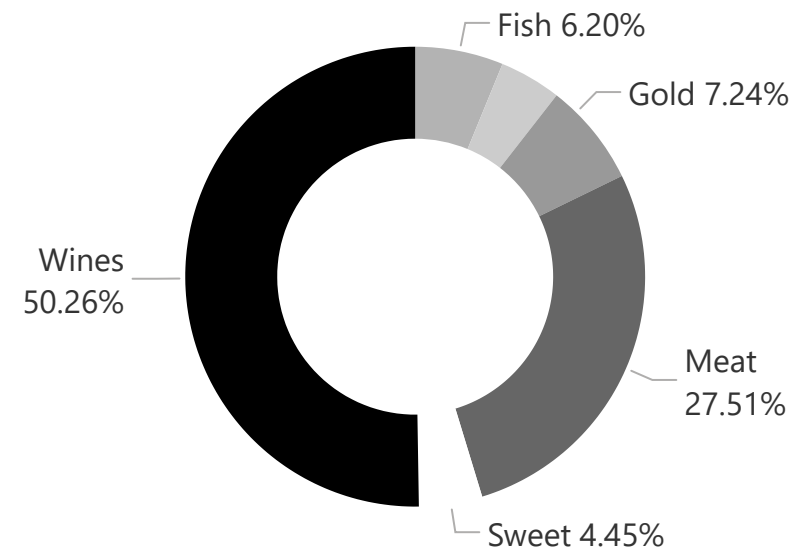
Sweet Sales

\$59.9K

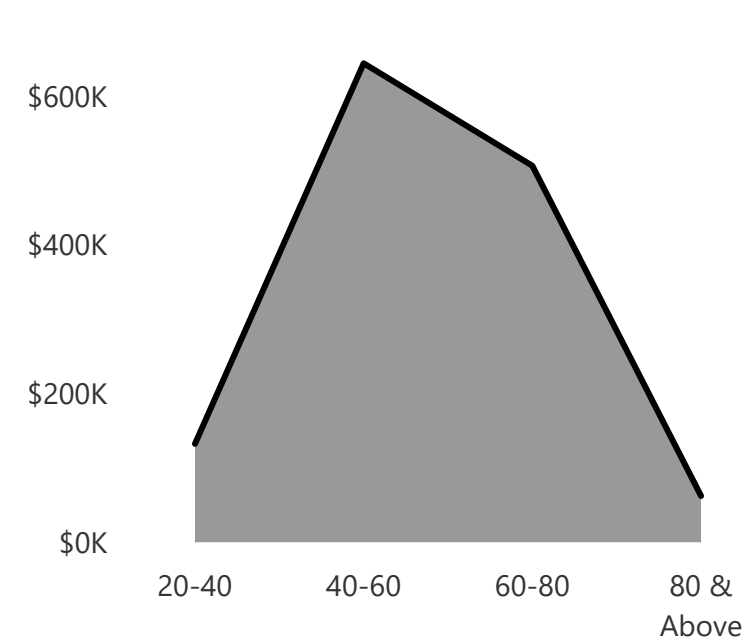
Average Spending by Customer Segment



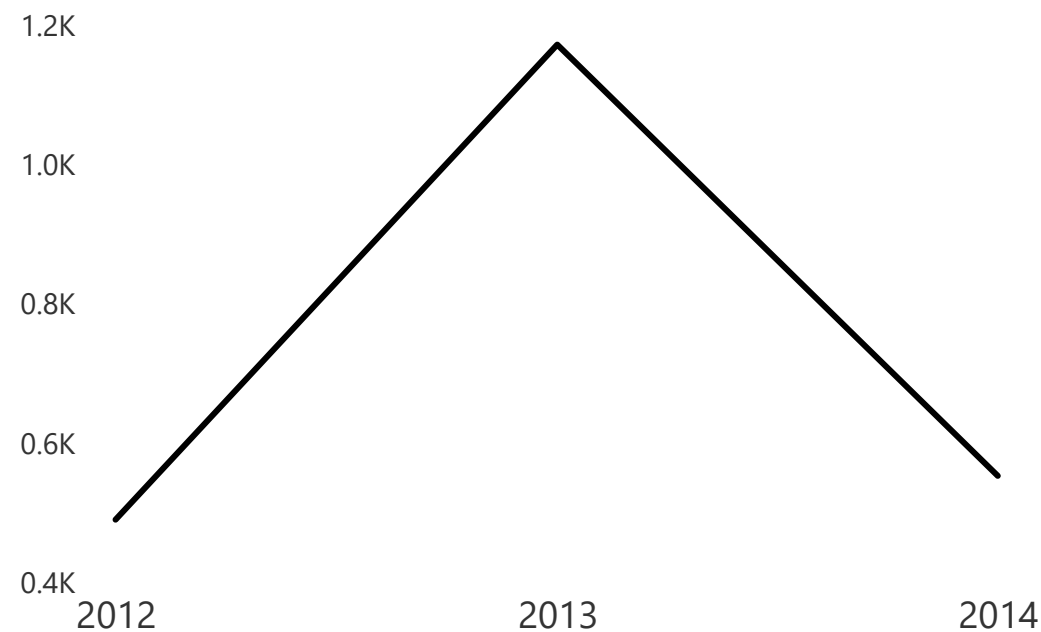
Overall Spending by Products



Overall Spending by Age Group



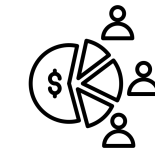
Trends - Customers over years



Enrollment Date

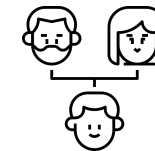
30-07-2012

29-06-2014



Income Segment

All



Age Segment

All

Customer Analysis

Product Analysis

Purchase Analysis

Overall Spending by Education Level, Product Category, and Marital Status

Education	Total Spending	Fish	Wines	Fruits	Meat	Gold	Sweet
<input checked="" type="checkbox"/> Graduation	\$693.8K	\$48.5K	\$318.1K	\$34.4K	\$201.3K	\$56.6K	\$34.9K
Married	\$444.0K	\$30.8K	\$206.1K	\$21.1K	\$127.6K	\$36.1K	\$22.2K
Single	\$152.7K	\$11.5K	\$65.7K	\$8.3K	\$47.4K	\$12.6K	\$7.1K
Divorced	\$73.4K	\$4.5K	\$35.8K	\$3.9K	\$19.4K	\$5.8K	\$3.9K
Widow	\$23.7K	\$1.7K	\$10.5K	\$1.1K	\$6.9K	\$2.0K	\$1.6K
<input checked="" type="checkbox"/> PhD	\$325.5K	\$12.9K	\$195.9K	\$9.7K	\$81.6K	\$15.6K	\$9.8K
Married	\$212.4K	\$7.8K	\$127.8K	\$6.0K	\$55.4K	\$9.4K	\$5.8K
Single	\$61.1K	\$2.4K	\$36.0K	\$1.8K	\$15.3K	\$2.9K	\$2.6K
Divorced	\$32.9K	\$1.8K	\$20.4K	\$1.1K	\$6.9K	\$2.0K	\$0.7K
Widow	\$19.1K	\$0.9K	\$11.7K	\$0.8K	\$4.0K	\$1.2K	\$0.6K
<input checked="" type="checkbox"/> Post Graduation	\$321.6K	\$21.1K	\$161.7K	\$13.7K	\$86.5K	\$24.0K	\$14.5K
Married	\$196.1K	\$13.4K	\$99.4K	\$9.0K	\$49.8K	\$15.1K	\$9.4K
Single	\$77.7K	\$4.6K	\$37.3K	\$2.8K	\$25.0K	\$5.1K	\$2.9K
Divorced	\$35.4K	\$1.9K	\$19.2K	\$1.3K	\$8.5K	\$2.9K	\$1.6K
Widow	\$12.4K	\$1.2K	\$5.8K	\$0.6K	\$3.2K	\$1.0K	\$0.7K
<input checked="" type="checkbox"/> Under Graduation	\$4.4K	\$0.9K	\$0.4K	\$0.6K	\$0.6K	\$1.2K	\$0.7K
Married	\$3.2K	\$0.7K	\$0.3K	\$0.4K	\$0.5K	\$0.8K	\$0.5K
Single	\$1.0K	\$0.2K	\$0.1K	\$0.2K	\$0.1K	\$0.4K	\$0.2K
Widow	\$0.1K	\$0.0K	\$0.0K	\$0.0K	\$0.0K	\$0.0K	\$0.0K
Divorced	\$0.0K	\$0.0K	\$0.0K	\$0.0K	\$0.0K	\$0.0K	\$0.0K
Total	\$1,345.3K	\$83.4K	\$676.1K	\$58.4K	\$370.1K	\$97.4K	\$59.9K



# CUSTOMER PERSONALITY ANALYSIS

Catalog  
Purchases

6K

Discount  
Purchases

5K

Store  
Purchases

13K

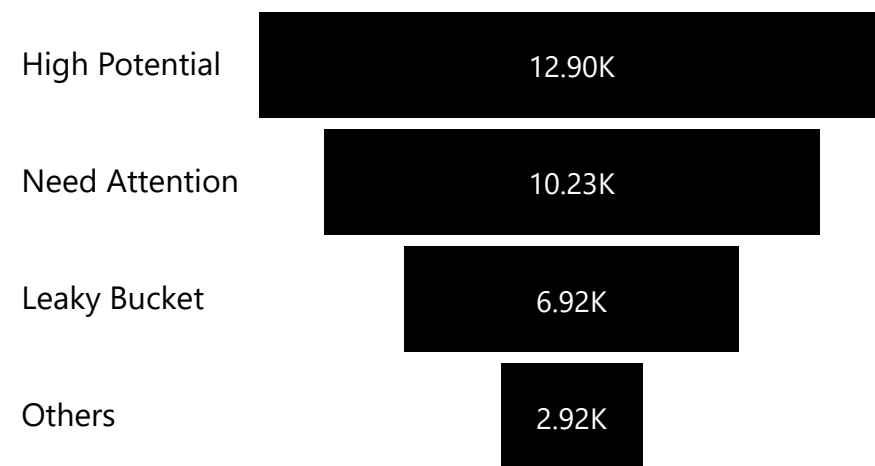
Web  
Purchases

9K

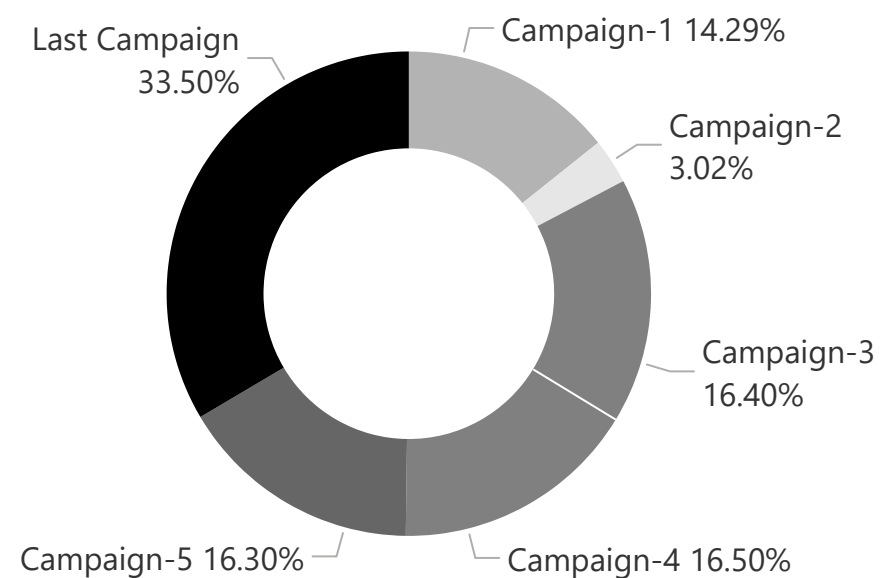
Purchase  
Recency

109K

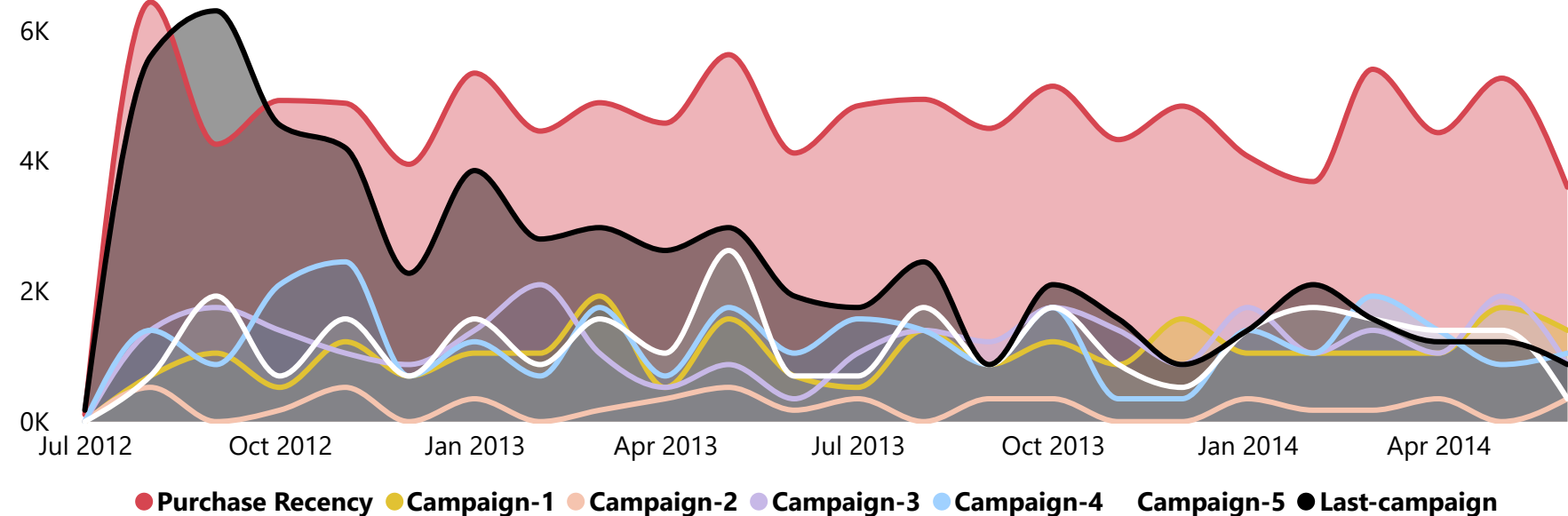
Purchase Quantity by Customer Segment



Purchase Quantity by Products



Trends in Purchase Recency and Campaign Effectiveness Over Time



Enrollment Date

30-07-2012

29-06-2014



Income Segment

All

Age Segment

All

Customer Analysis

Product Analysis

Purchase Analysis

Purchase Quantity by Education Level, Product Category, and Marital

Education	Purchase Quantity	Campaign 1	Campaign 2	Campaign 3	Campaign 4	Campaign 5	Last campaign
Graduation	16748	80	16	78	79	86	152
Divorced	1798	9	2	12	8	8	19
Married	10778	56	11	40	51	60	74
Single	3633	13	3	23	16	16	53
Widow	539	2	0	3	4	2	6
PhD	7625	30	10	40	45	39	101
Divorced	830	1	1	8	5	2	18
Married	4878	18	7	24	31	27	44
Single	1483	11	1	7	6	7	32
Widow	434	0	1	1	3	3	7
Post Graduation	8224	32	4	39	40	37	78
Divorced	901	2	2	0	5	3	11
Married	5437	20	1	30	22	23	38
Single	1602	7	1	9	10	9	24
Widow	284	3	0	0	3	2	5
Under Graduation	379	0	0	6	0	0	2
Divorced	6	0	0	0	0	0	0
Married	235	0	0	6	0	0	2
Single	131	0	0	0	0	0	0
Widow	7	0	0	0	0	0	0
Total	32976	142	30	163	164	162	333