RESET

| 12/1/2019 | 3/17/2022 |

Gender ⌄
All ⌄

Media Type ⌄
All ⌄

Item ⌄
All ⌄

Campaign Name ⌄
All ⌄

$8.68K
Sales

21.75K
Count of Customer ID

1703
Quantity Purchases

$118.20K
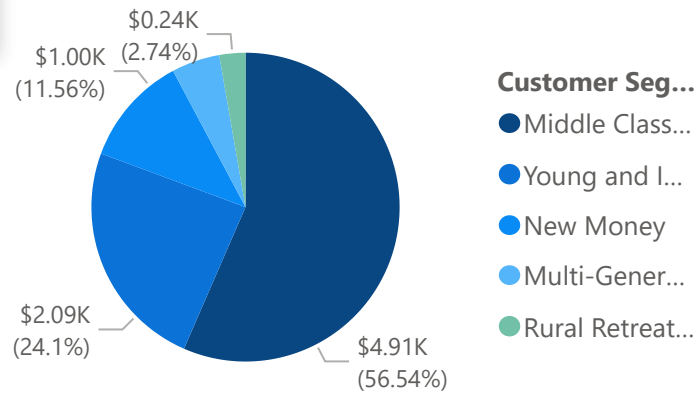Item Price

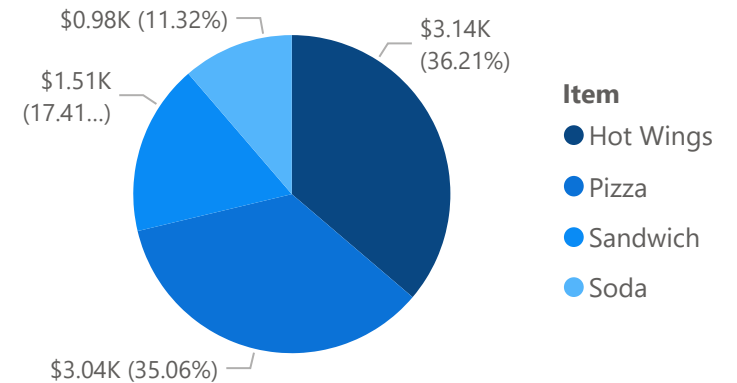## $53.19K
Item Cost

$64.3K
Item Profit

Sales by Campaign Name

100%

Campaign B	
Campaign A	$1.58K
Campaign F	$1.46K
Campaign C	$1.24K
Campaign E	$1.14K
Campaign D	$0.82K

33.4%

Sales by Month

$2,000
$1,500
$1,000
$500
$0

January February March April May June July August September October November December

Month

| MONTH | QUARTER | YEAR |
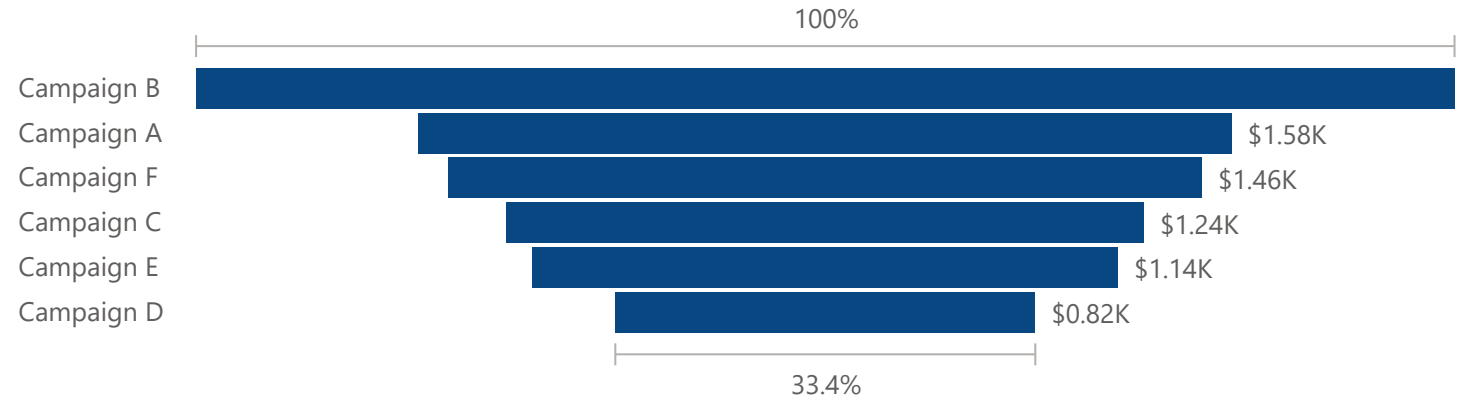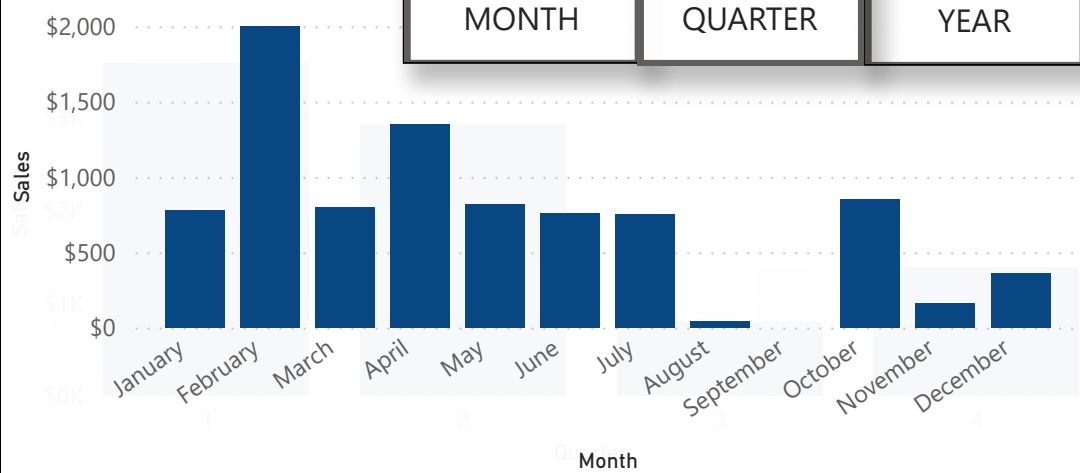
Sales by Customer Segment

$0.24K (2.74%)
$1.00K (11.56%)
$2.09K (24.1%)
$4.91K (56.54%)

Customer Seg...
- Middle Class...
- Young and I...
- New Money
- Multi-Gener...
- Rural Retreat...

Sales by Item

$0.98K (11.32%)
$1.51K (17.41...)
$3.14K (36.21%)
$3.04K (35.06%)

Item
- Hot Wings
- Pizza
- Sandwich
- Soda

© Aquinoburns@gmail.com

Customer Segment

Cust. Segment
- Middle Class He...
- Multi-Generatio...
- New Money
- Rural Retreater
- Young and Invin...

6.79K (29.03%)
1.54K (6.59%)
1.63K (6....)
0.62K (2.66%)
12.81K (54.77%)
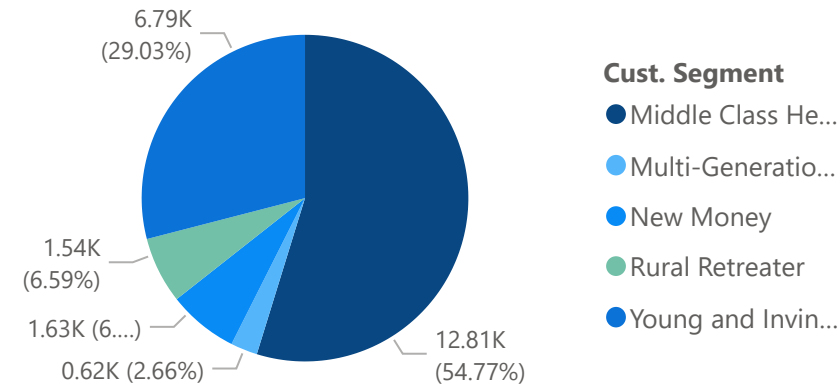
Count of Campaign Name by Media Type

Media Type
- Television
- DM
- Search/Display

2.18K (9.33%)
20.94K (89.56%)

Sales by Media Type

Media Type
- Television
- DM
- Search/Display

$0.80K (9.24%)
$7.85K (90.34%)
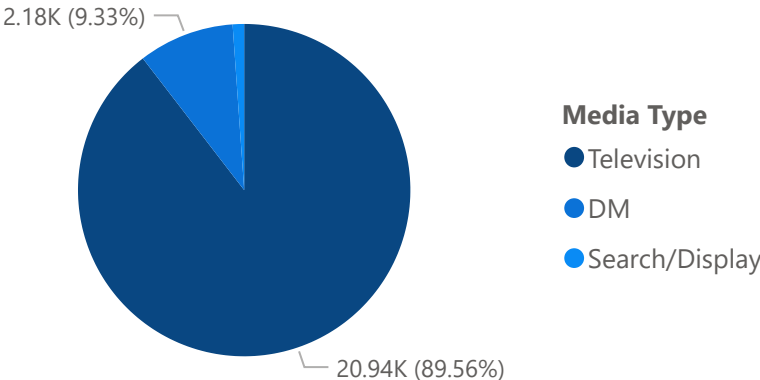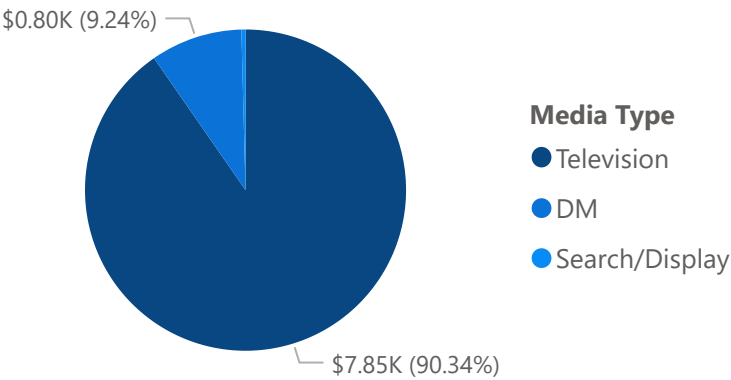
Sales and Count of Campaign by YEAR

- Sales
- Count of Campaign

Sales by Gender

Gender

GENDER
- FEMALE
- MALE
- UNDISCLOSED

1.39K (5.93%)
1.64K (6.99%)
20.36K (87.08%)