Number of Customers

2240

Avereage of Ages

45.10

Education

All

Year

All

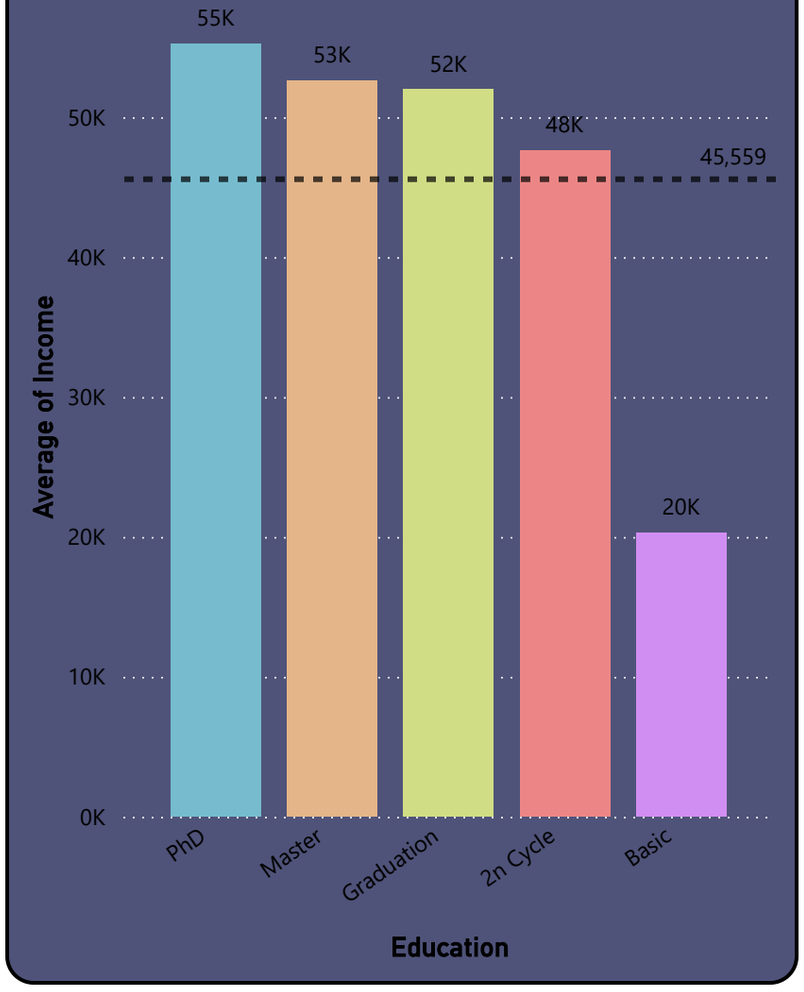
Average of Recency

49.11

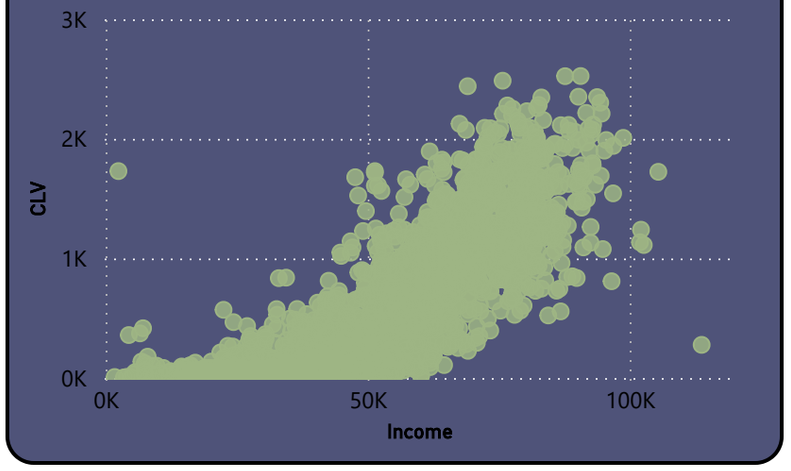
Number of Kids From Customers

2129

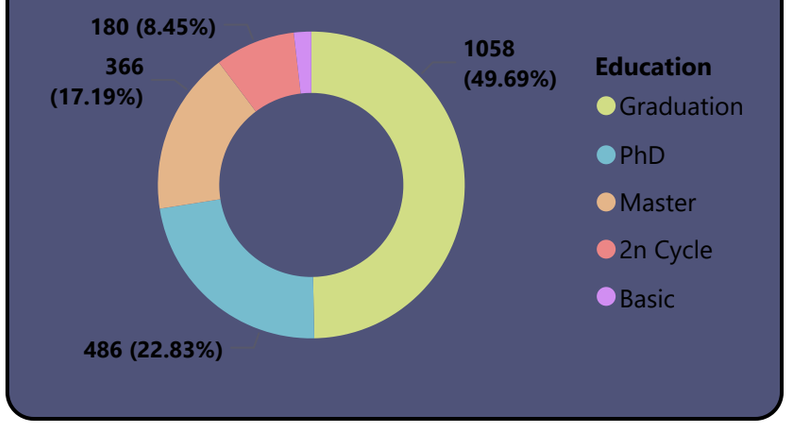
Average of Income by Education



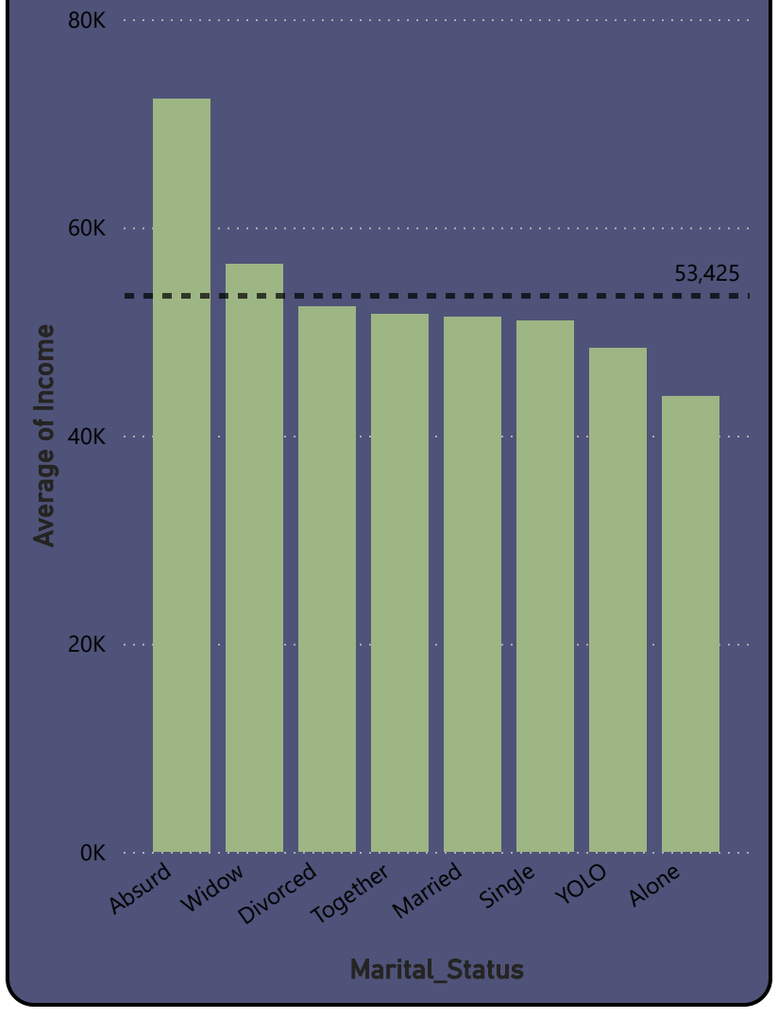
Distribution of Income and CLV



Sum of Kids by Education



Average of Income by Marital Status



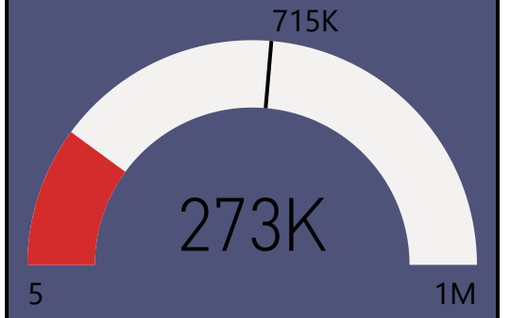
Totall of CLV (Customer Lifetime Value)

1M

Number of Kids From Customers

2129

CLV 2014 Against Target CLV (2013)



CLV 2014 Against Target CLV (2013)

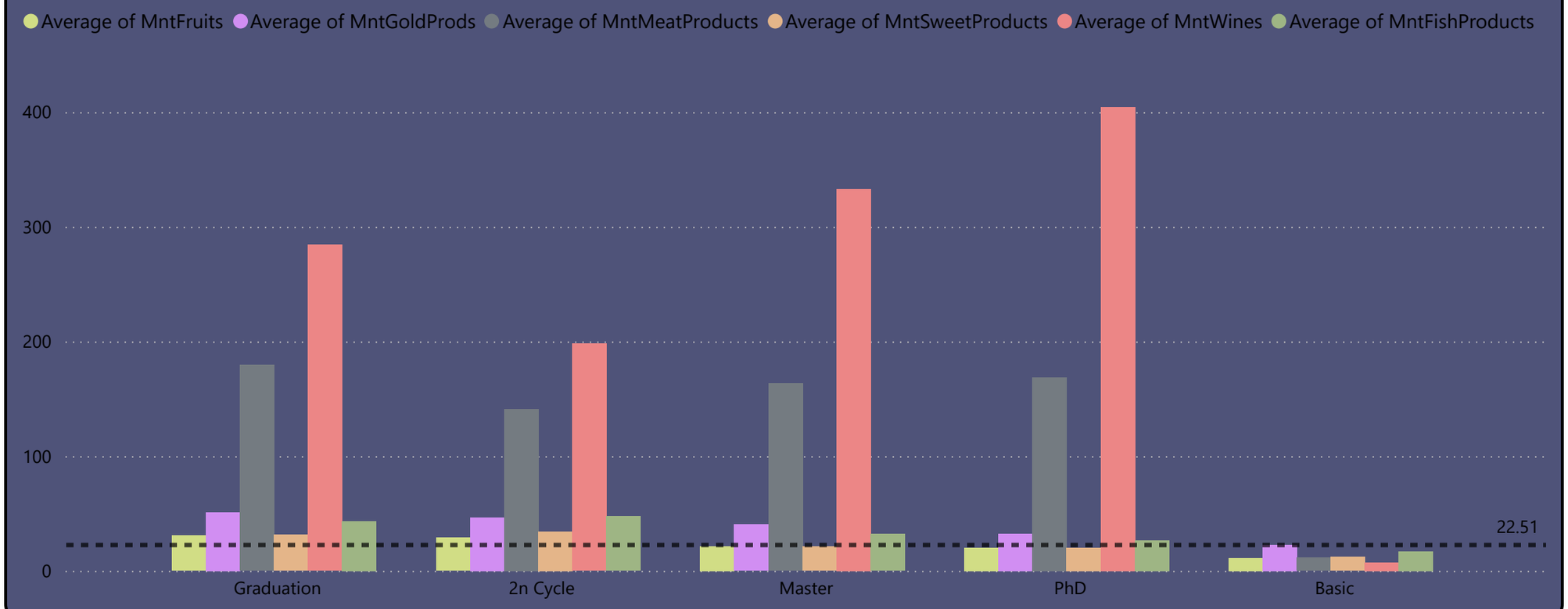
273294

Goal: 715425 (-61.8%)

Education

- 2n Cycle
- Basic
- Graduation
- Master
- PhD

Average of Sold Products By Education



Average of Recency

49.11

Recency 2014 Against Target Recency (2013)

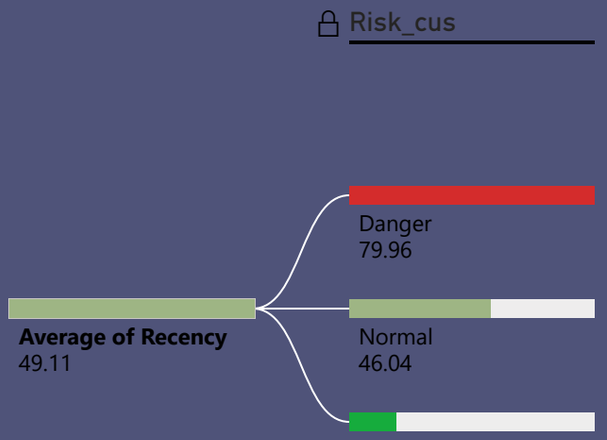
47.86

Goal: 49.31 (+2.93%)

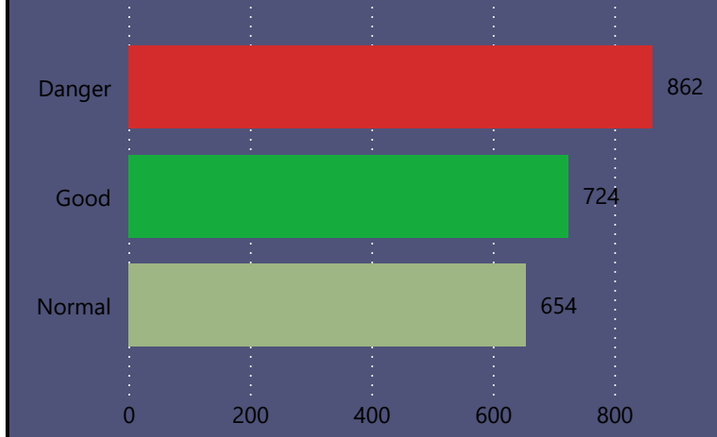
Risk of Churn

Danger | Good | Normal

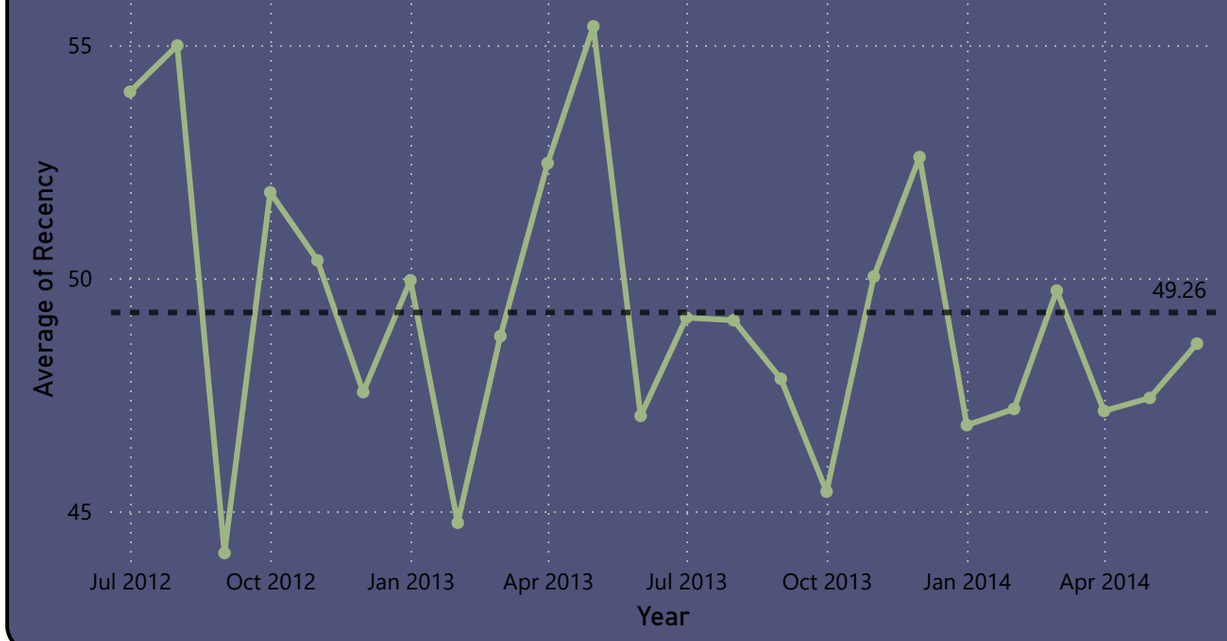
Decomposition tree for 3 Bins in Recency



Number of Customrs in Risk of Churns



Average of Recency by Year and Month



Average of Recency by Marital Status

Customers in Danger of Churn

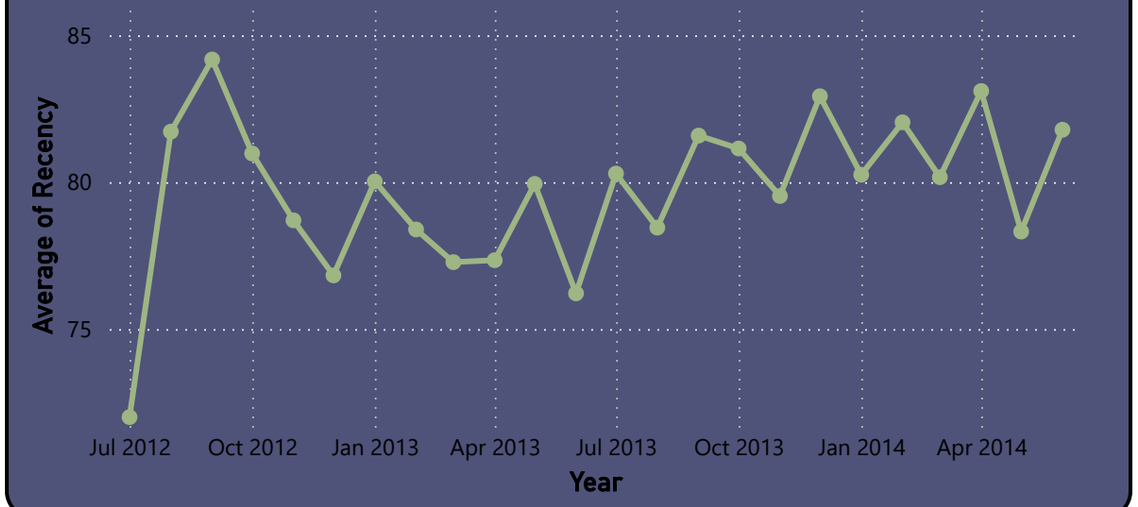
Ratio of Accepted Last Campaign

8.35%

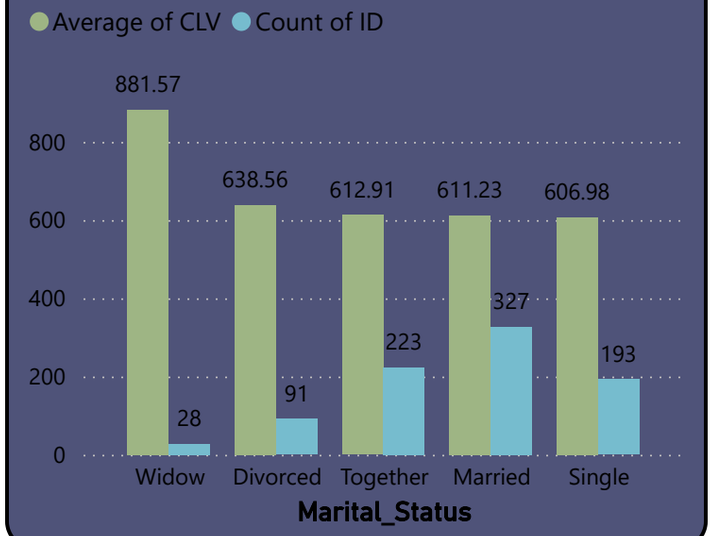
Average of Recency

79.96

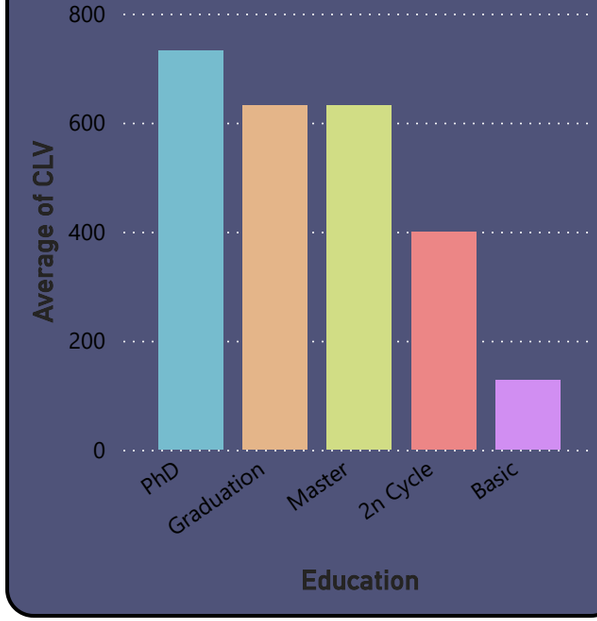
Average of Recency by Year and Month



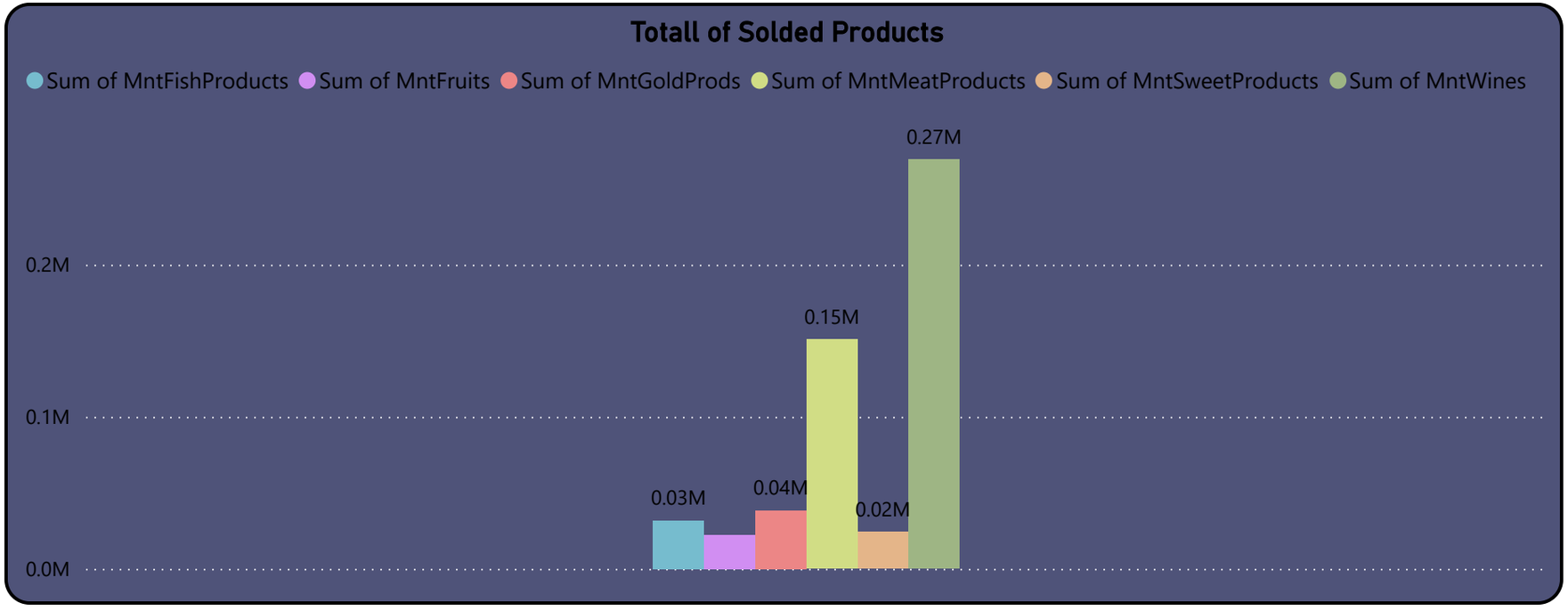
Average of CLV and Count of ID by Marital Status



Average of CLV by Education



Totall of Solded Products



Accepted Campaign 1

144

Ratio of Accept

6.43%

Accepted Campaign 2

30

Ratio of Accept

1.34%

Accepted Campaign 3

163

Ratio of Accept

7.28%

Accepted Campaign 4

167

Ratio of Accept

7.46%

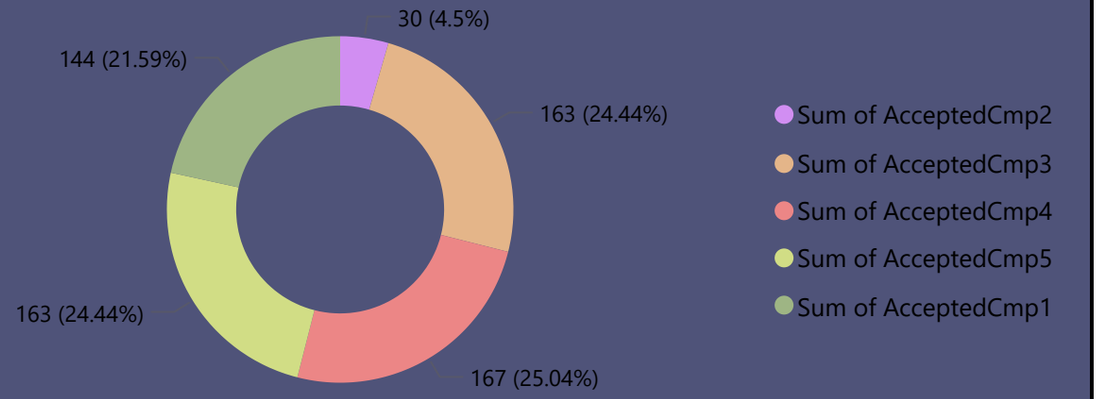
Accepted Campaign 5

163

Ratio of Accept

7.28%

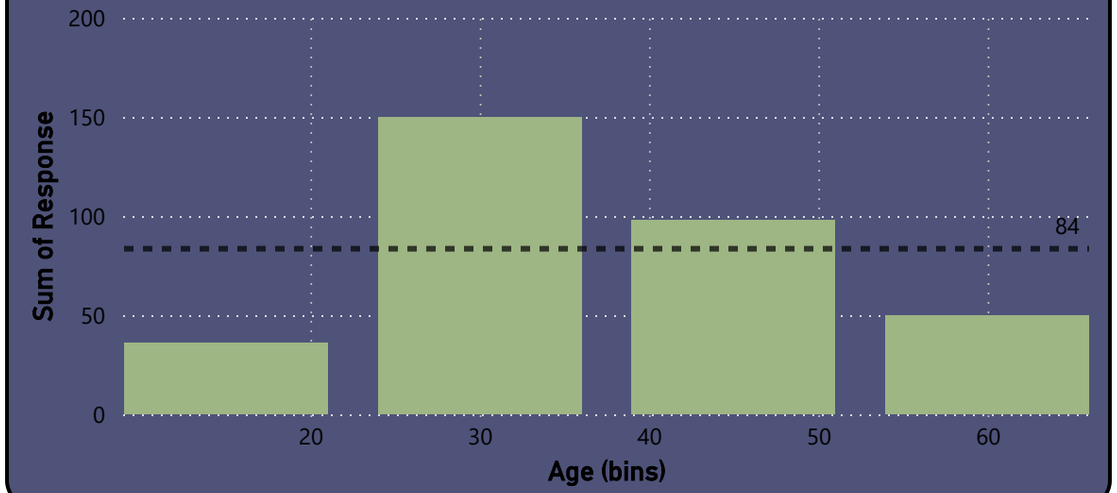
Compairing Accepted Campaign By Number



Accepted Last Campaign

334

Ratio of Accept

14.91%

Number of Accepted Last Campaign