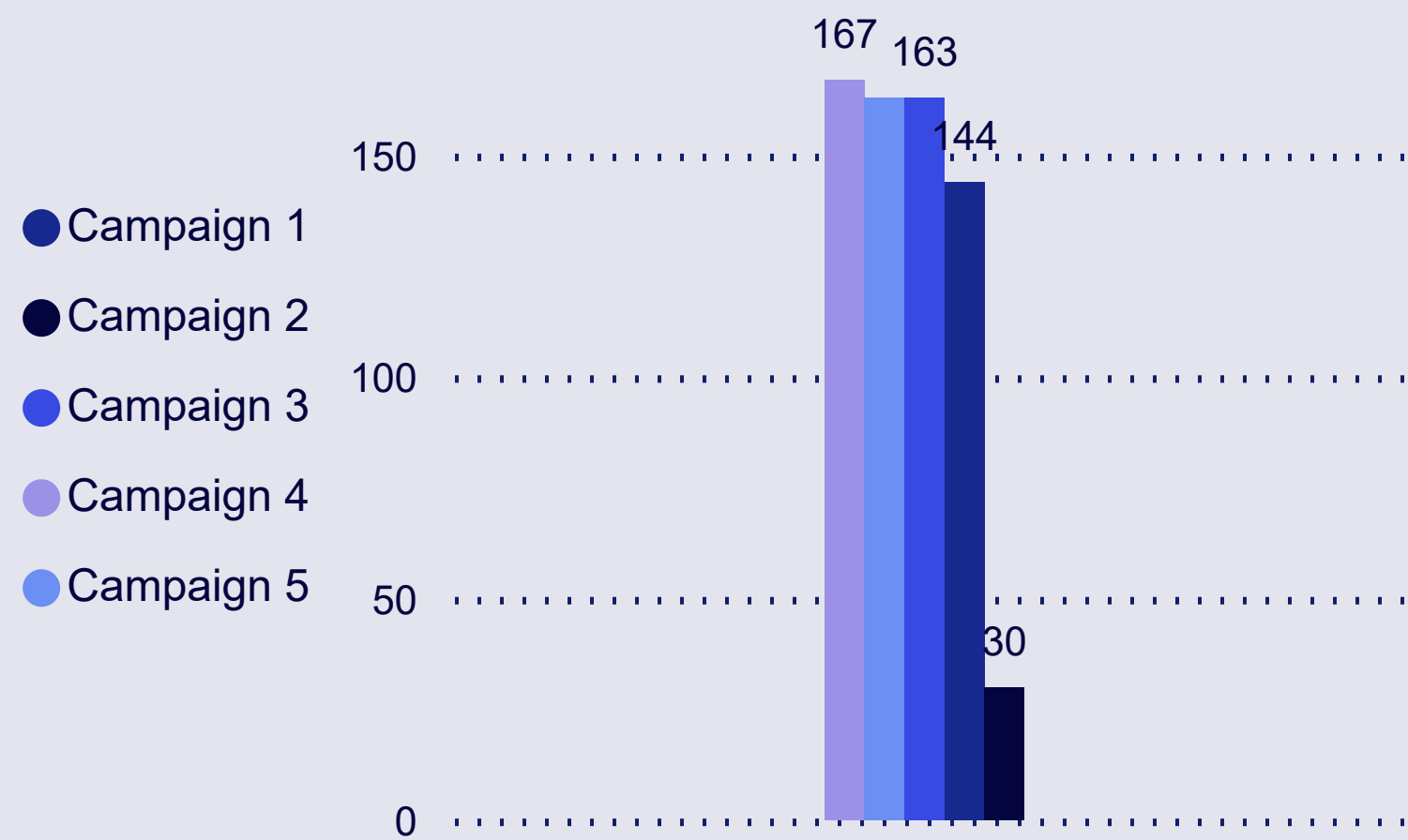
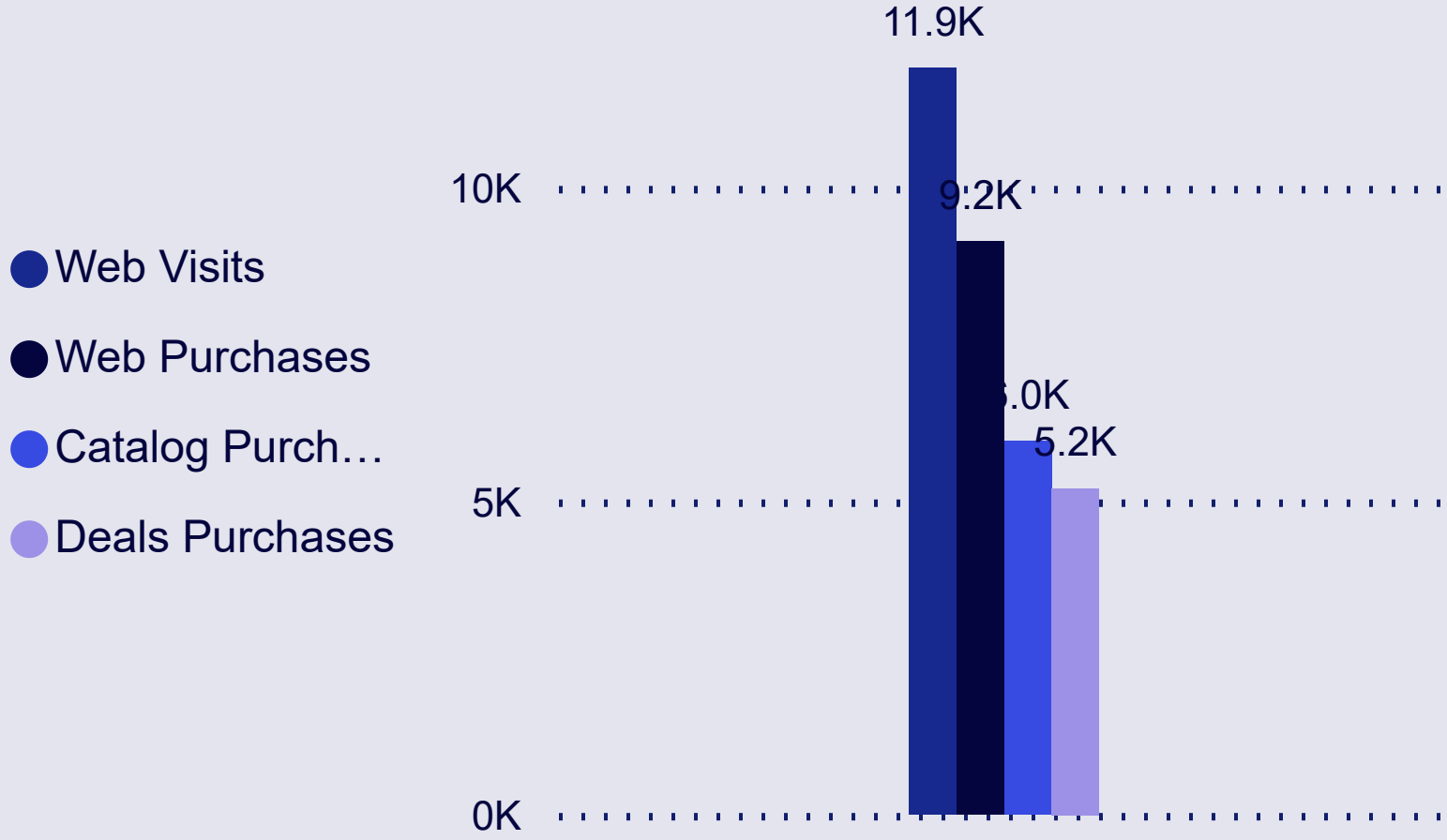


# Market Campaign Analysis

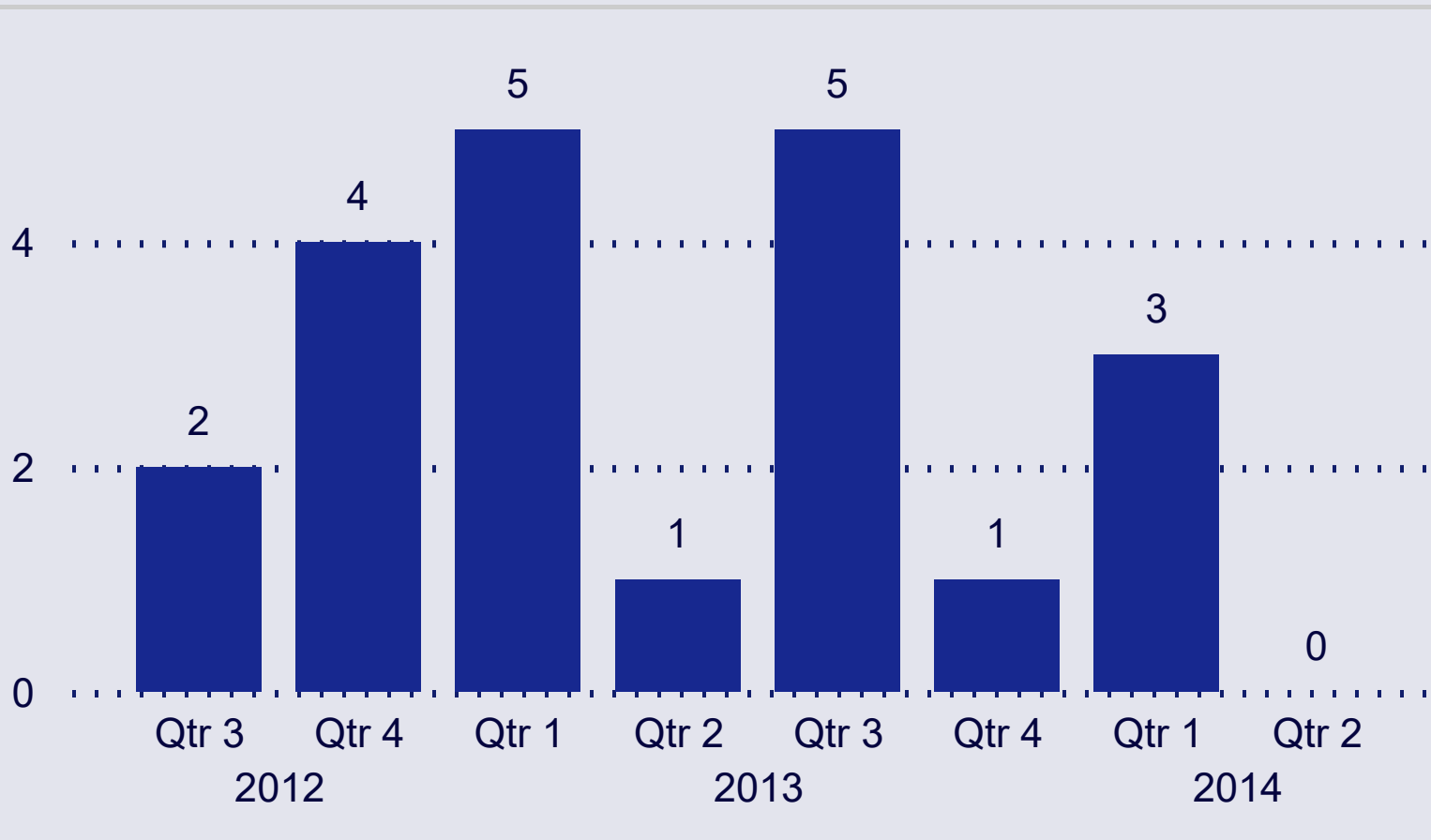
Accepted Campaigns



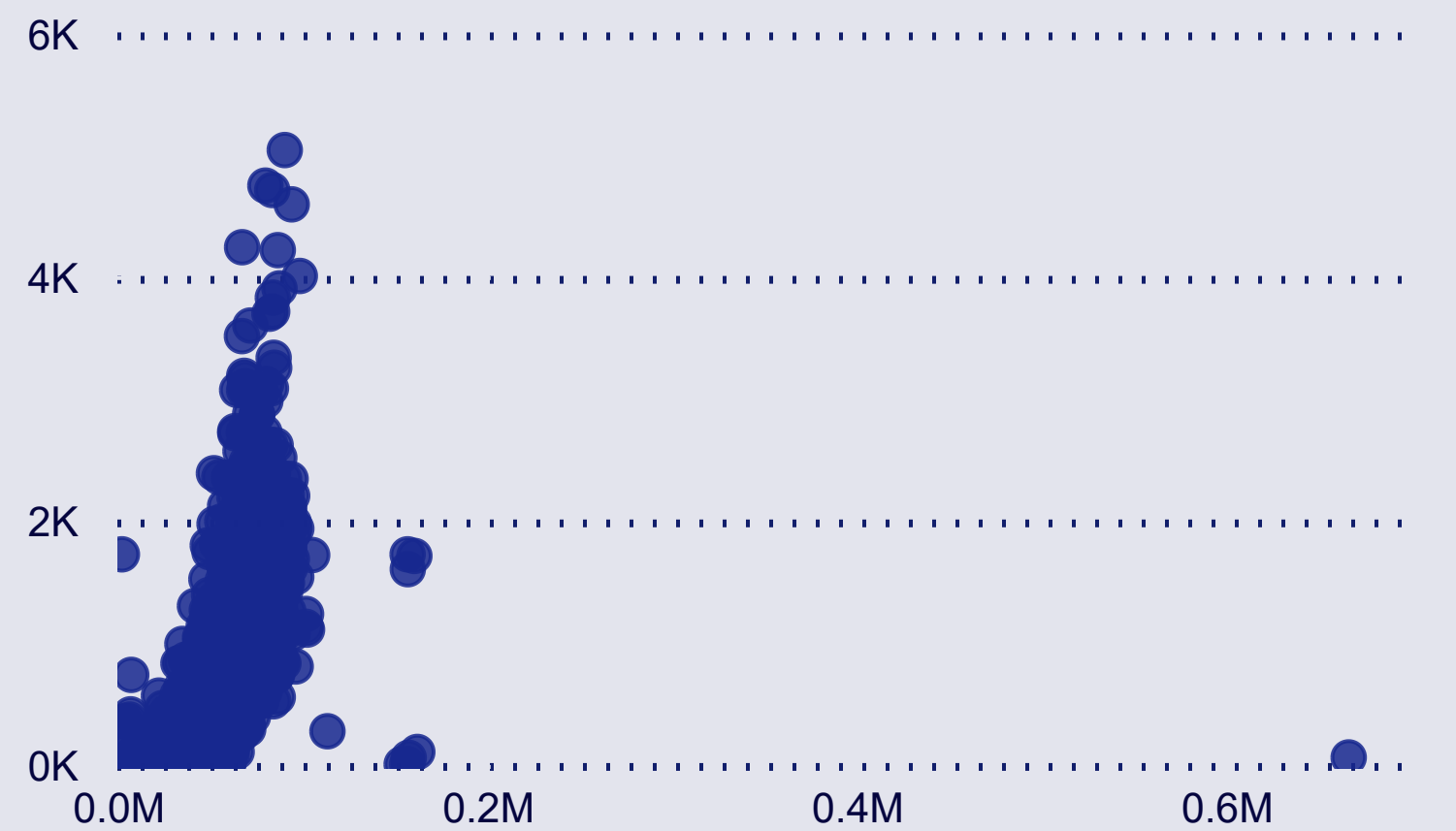
Purchases



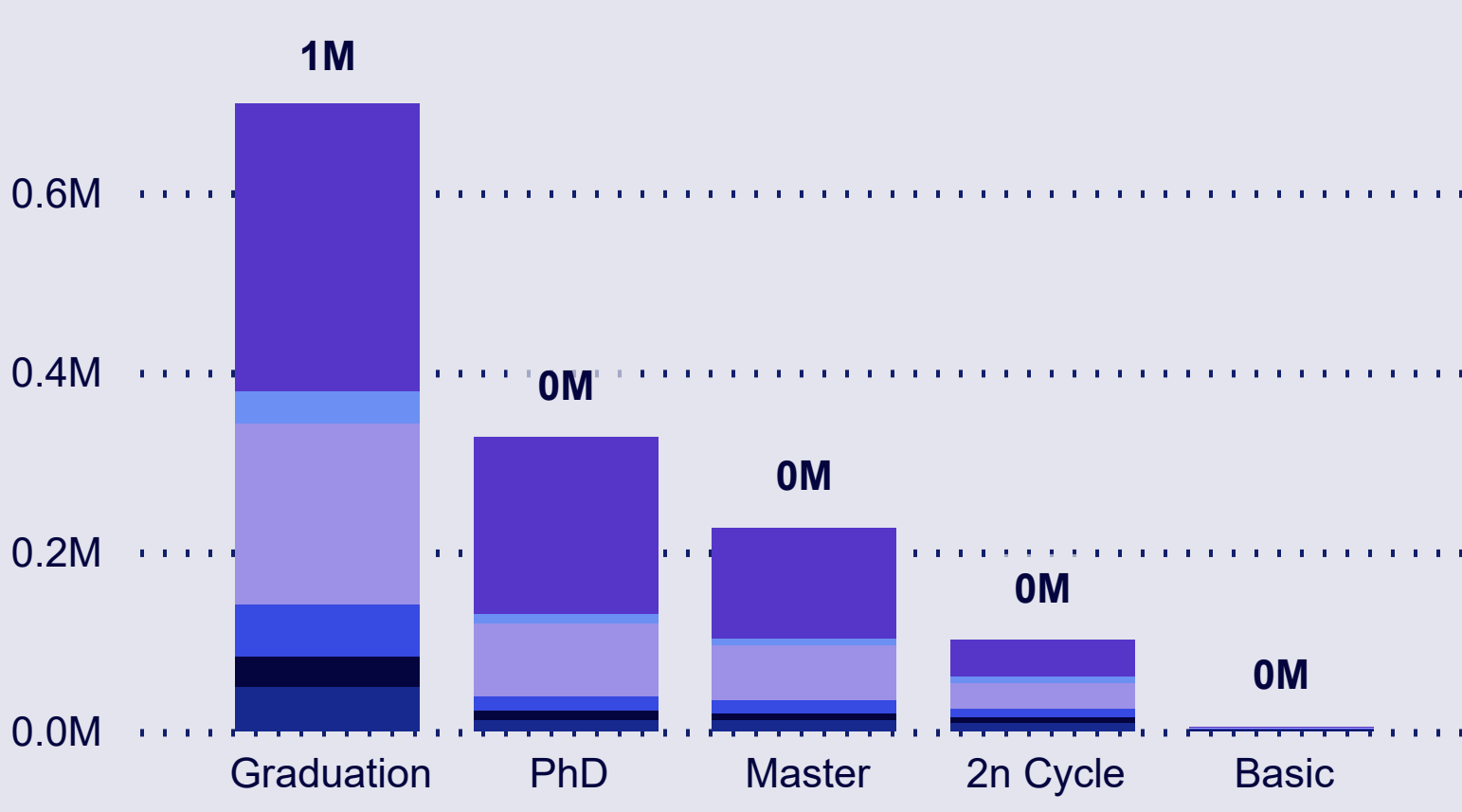
Complain  
by Year and Quarter



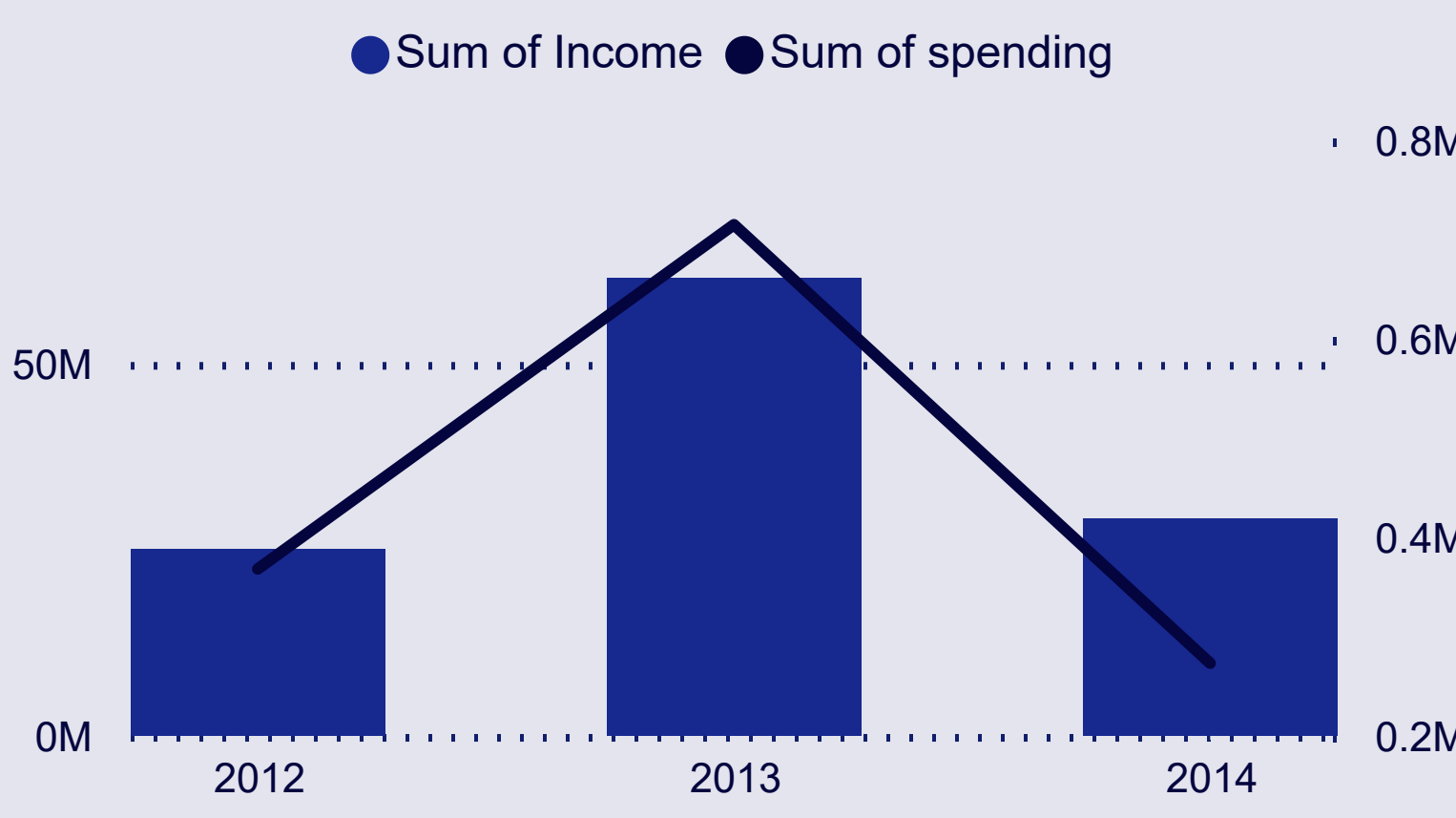
Spending  
by Income



Spending  
by Education



Income and Spending  
by Year and Quarter



What influences spending to 

Increase

 ?

When...

....the average of spending increases by

**Sum of MntWines goes up**  
336.52

334

Sum of MntMeatProducts goes up  
225.66

224.7

Sum of MntFishProducts goes up  
54.62

54.46

Sum of MntGoldProds goes up  
52.16

51.76

Sum of MntSweetProducts goes up  
41.27

41.14

Sum of MntFruits goes up  
39.76

40.19

← On average when Sum of MntWines increases, spending also increases.

