

2000

Total Customers

18M

Total Spent

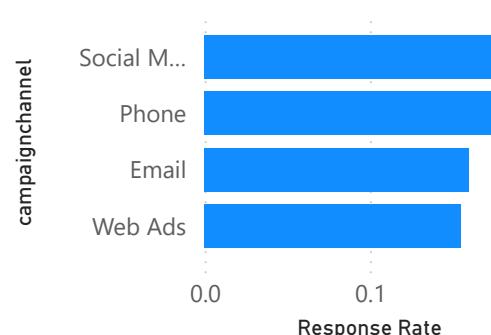
60.36K

Avg Income

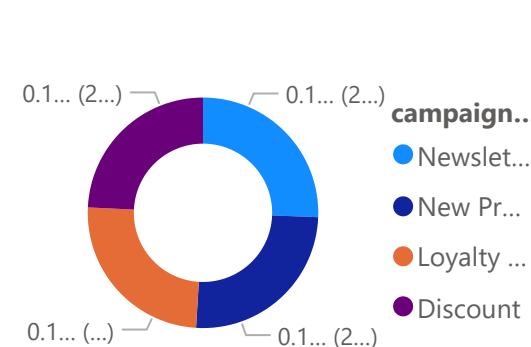
16.75

Response Rate (%)

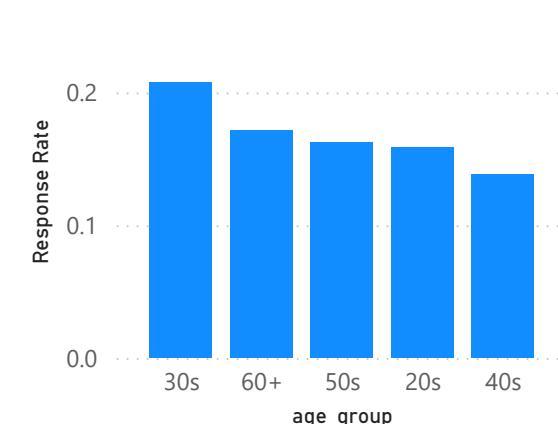
Response Rate by campaignchannel



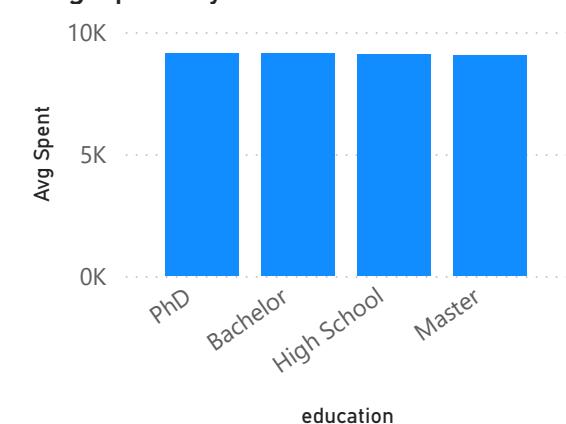
Response Rate by campaigntype



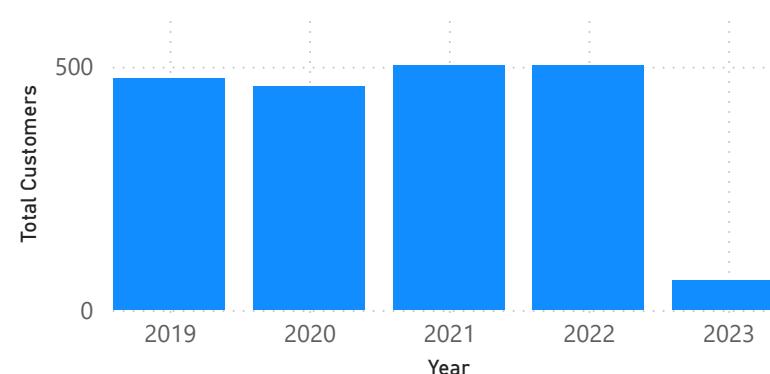
Response Rate by age_group



Avg Spent by education



Total Customers by Year



customerid	age_group	campaignchannel	Sum of response	Sum of spent	Sum of income
C0001	40s	Email	0	12469	50100
C0002	20s	Web Ads	0	18752	76232
C0003	50s	Email	0	12374	54650
C0004	40s	Email	0	12965	78593
C0005	30s	Email	0	10045	77507
C0006	20s	Web Ads	0	5850	47614
C0007	30s	Email	0	1582	30180
Total			335	18156745	120729107