

**Purchasing Power** ▾

- ☐ Very Low
- ☐ Low
- ☐ Medium
- ☐ High
- ☐ Very High

Marital Status ▾

- ☐ Divorced
- ☐ Married
- ☐ Single
- ☐ Together
- ☐ Widow

Education Level ▾

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

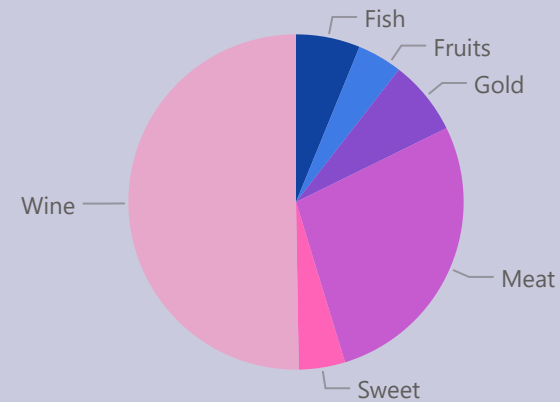
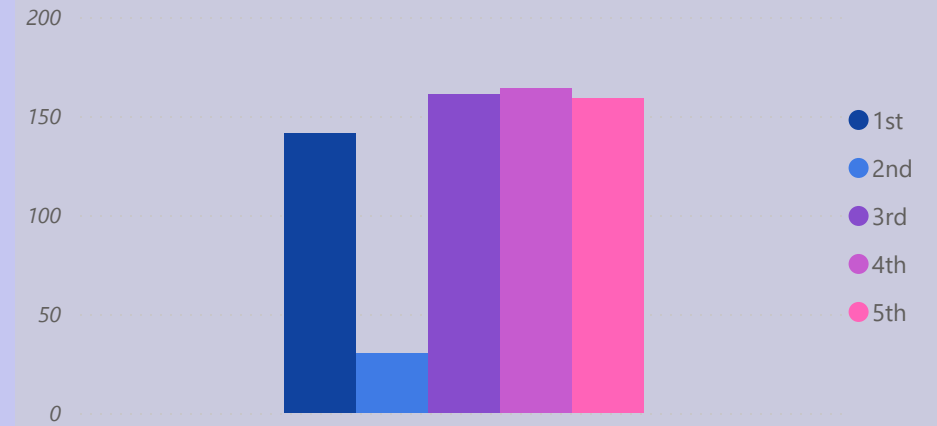
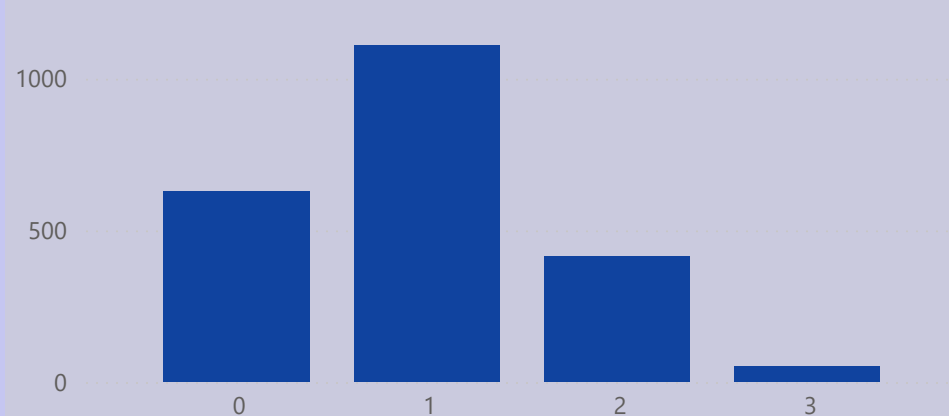
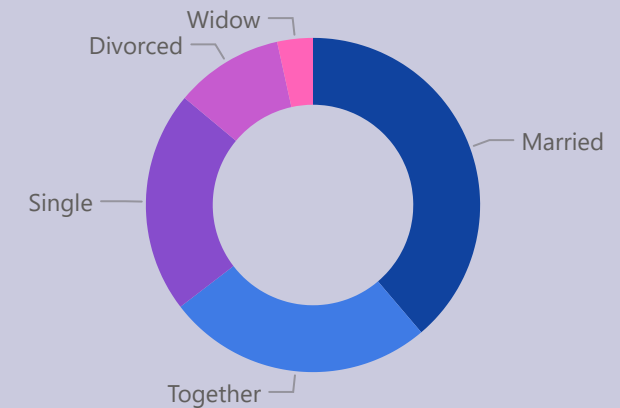
Campaign Overview

1M

Total Purchases

2202

Total Clients

Sales by Product**Clients enroled per Campaign****Kids by Client****Marital Status of Clients**

←

→

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Campaign Analysis

Overall acceptance:

5,95 %

141

Campaign 1

30

Campaign 2

161

Campaign 3

164

Campaign 4

159

Campaign 5

Clients by Date

Month	Clients
Aug 2012	110
Sep 2012	95
Oct 2012	90
Nov 2012	95
Dic 2012	80
Ene 2013	105
Feb 2013	100
Mar 2013	100
Abr 2013	85
May 2013	100
Jun 2013	85
Jul 2013	95
Ago 2013	100
Sep 2013	90
Oct 2013	110
Nov 2013	85
Dic 2013	90
Ene 2014	85
Feb 2014	75
Mar 2014	105
Abr 2014	90
May 2014	105
Jun 2014	75

20

Complaints

Client Recency	Complaints
Active Client	5
Moderate Client	8
Non Active Client	7

Product Analysis

1.335.078

Purchases

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Education Level

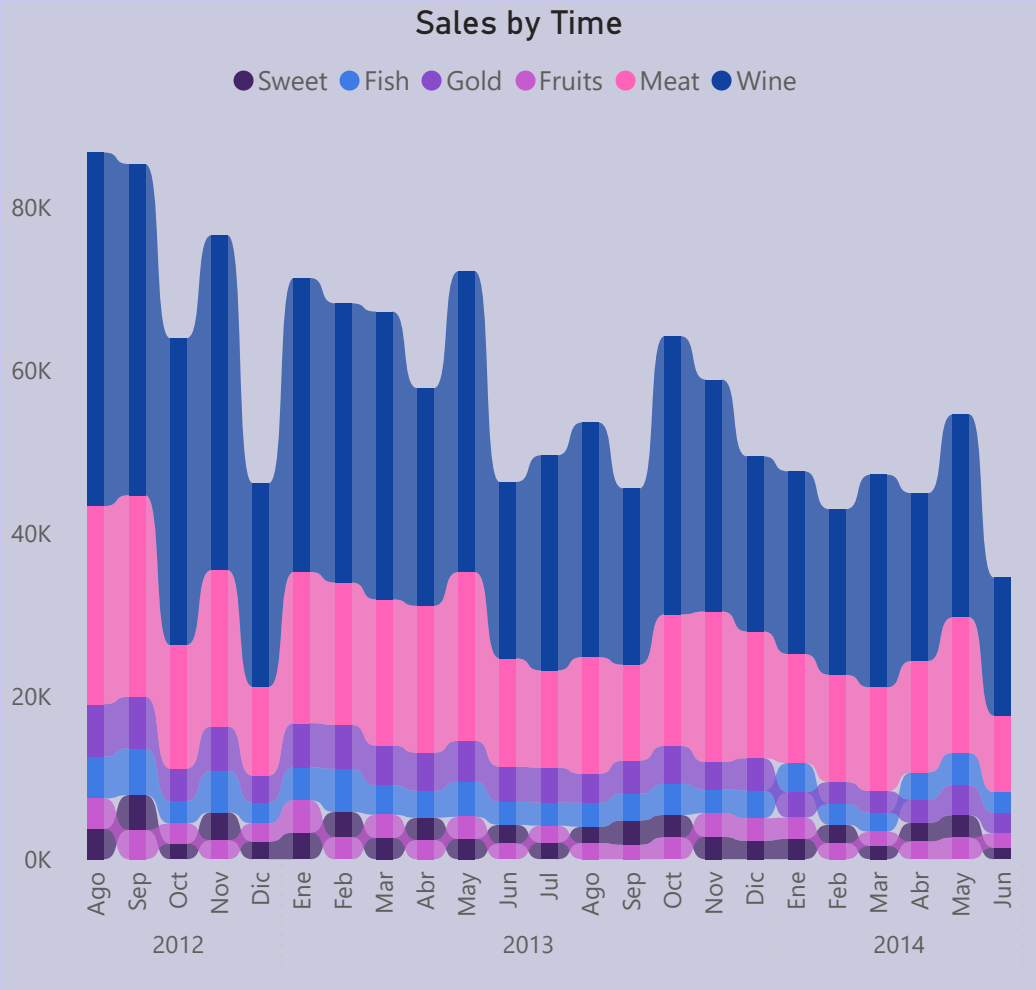
☐ Basic

☐ 2n Cycle

☐ Graduation

☐ Master

☐ PhD



Education Level	Fruits	Fish	Gold	Wine	Meat	Sweet
Basic	600	921	1233	391	618	654
2n Cycle	5828	9525	9287	39653	26748	6819
Graduation	34245	48168	56100	316791	200801	34820
Master	7680	11128	14488	120092	58521	7577
PhD	9540	12812	15255	194182	80895	9706

Purchasing Power	Fruits	Fish	Gold	Wine	Meat	Sweet
Very Low	624	957	2494	1208	3116	661
Low	3683	5662	10271	20651	15433	3702
Medium	8241	12262	25479	152304	48176	8779
High	31202	44092	43253	349747	188509	30776
Very High	14143	19581	14866	147199	112349	15658



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Source Analysis

Quarter

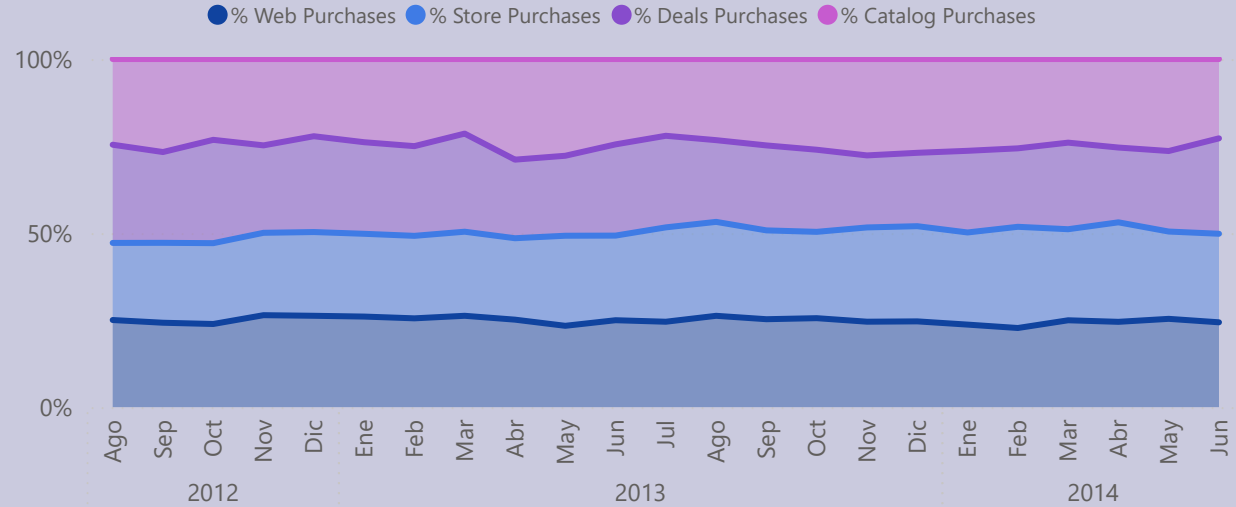
1

2

3

4

Percentage of Sales by Source



51.958,47

Average Income

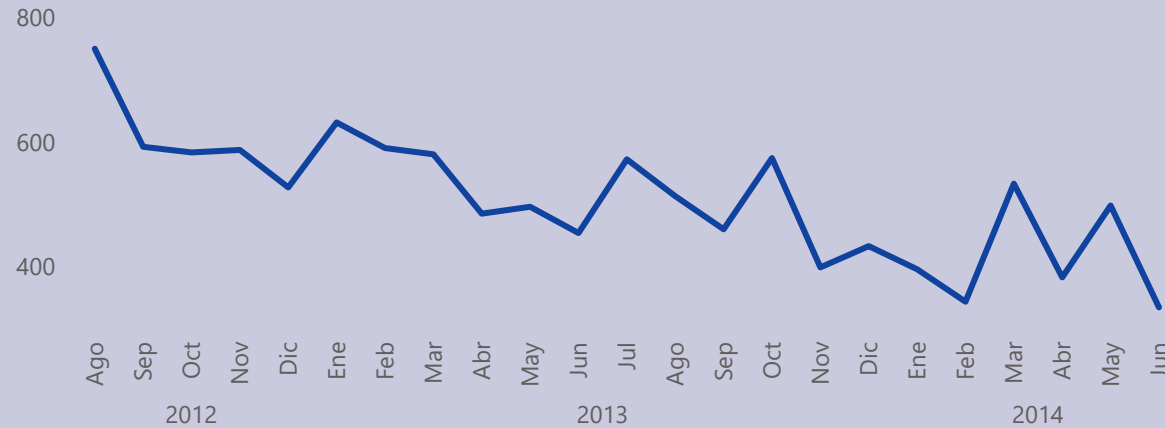
8990

Web Purchases

11714

Web Visits per Month

Web Visits by Date



Source of Sales

