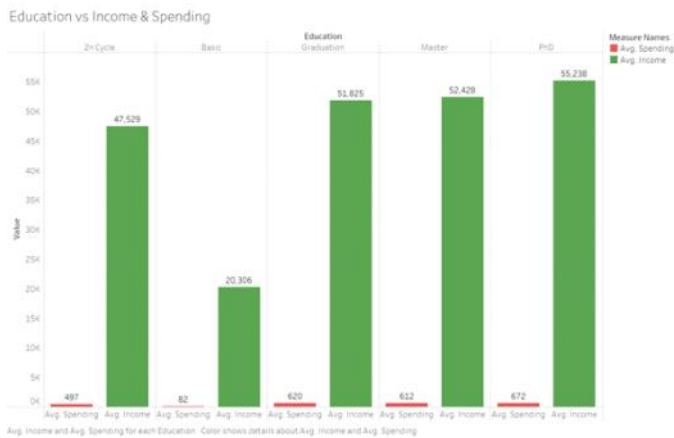
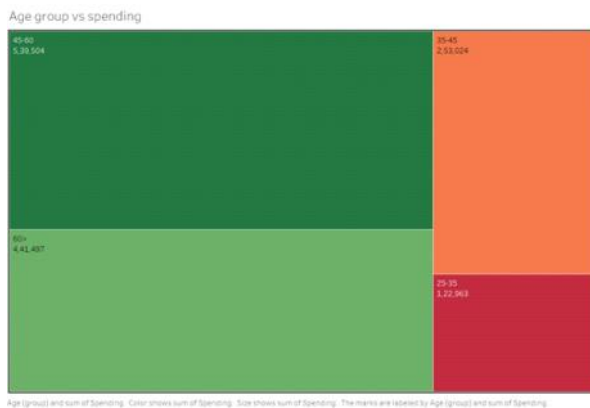


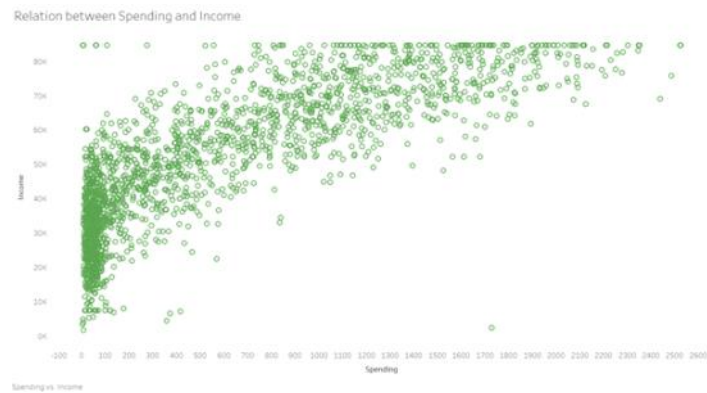
1. The Education level of the customers in our dataset have an impact over the income and spending.
2. The graph clearly shows that the customer having higher education level earns more and spends more



1. Age group between 45 to 60 years of customers spending more compared to other age group customers.
2. Surprisingly customers of age more than 60 spending more compared to 25 to 45 years of age group.

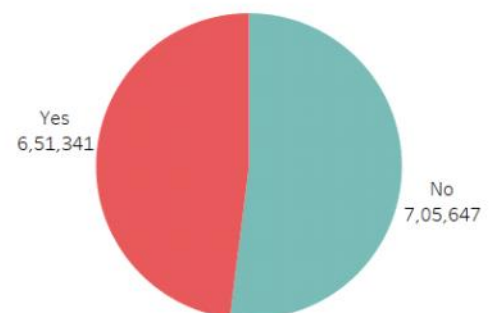


1. Below scatter plot shows that there is a positive correlation between income and spending
2. The customers who earn more spends more



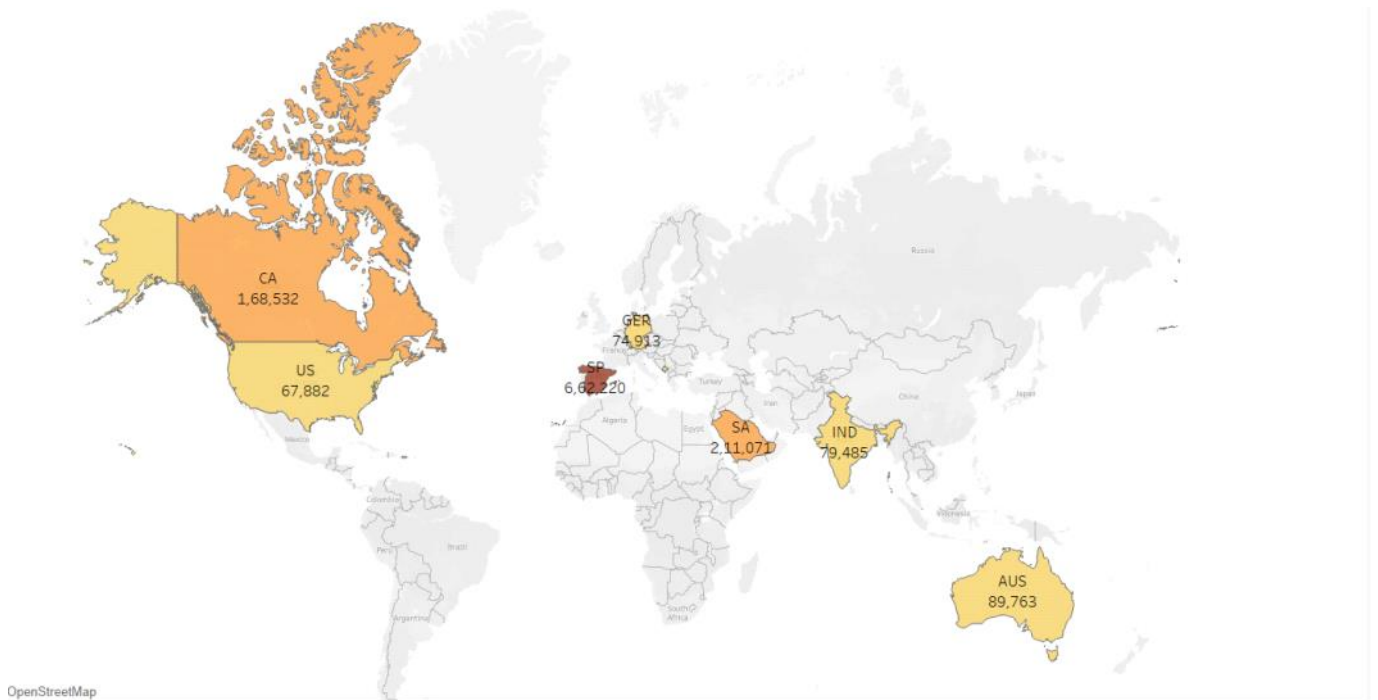
- Below Pie charts shows that the customers having child spending less than the customers not having child.

## Spending vs customers having child

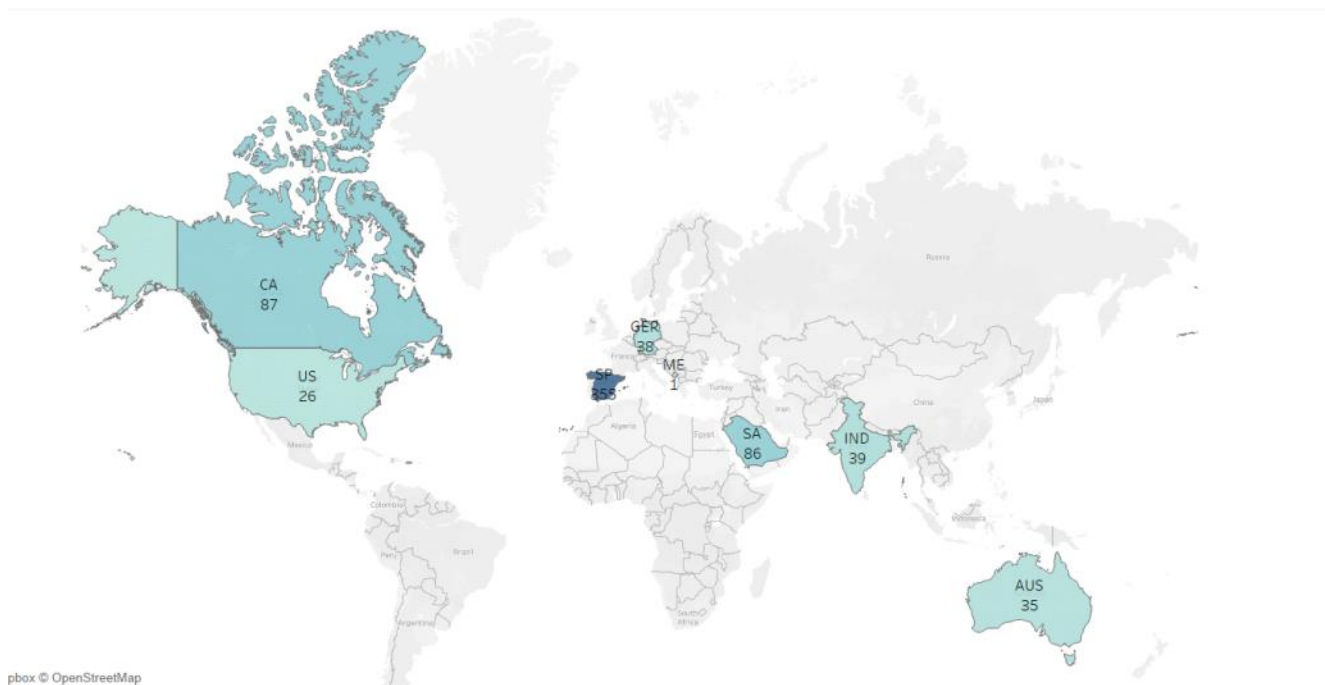


Has child and sum of Spending. Color shows details about Has child. Size shows sum of Spending. The marks are labeled by Has child and sum of Spending.

- Customers from Spain and Saudi Arabia are spending more compared to other countries.

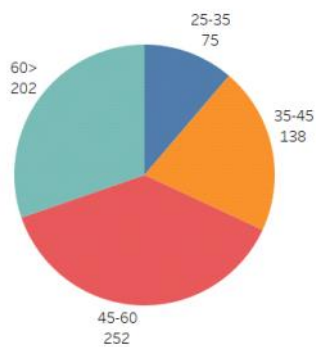


- If we compare the above and below graph, the country/customers accepted more numbers of campaign spent more compared to others.



1. Below Pie chart shows the age group vs campaign accepted.
2. Customers from 45 to 60 years of age accepted more campaign compared to other age groups.
3. So, there is a correlation between age, campaign accepted, spending and income.

Age Group vs Campaign Accepted



Age (group) and sum of cmp accepted. Color shows details about Age (group). Size shows sum of cmp accepted. The marks are labeled by Age (group) and sum of cmp accepted.

1. Age group between 45 to 60 years of customers who has child spends more than the customers who don't have a child.
2. Customers having more than 60 years of age with no child is spending more.

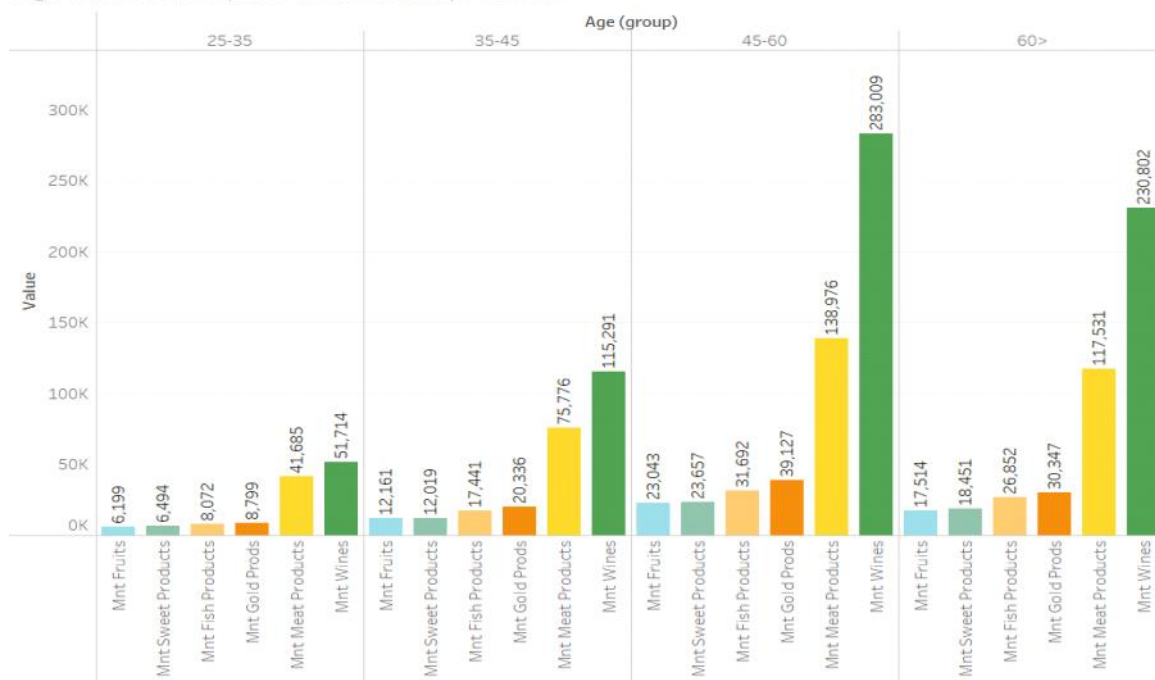
Age group and Customer having child vs spending



Sum of Spending for each Has child broken down by Age (group). Color shows details about Has child.

1. The amount spent in wine is more compared to all other products.
2. 45 to 60 age customers spent more in wine and meat compared to other age group customers.
3. 25 to 35 age customers spent less in wine and meat.

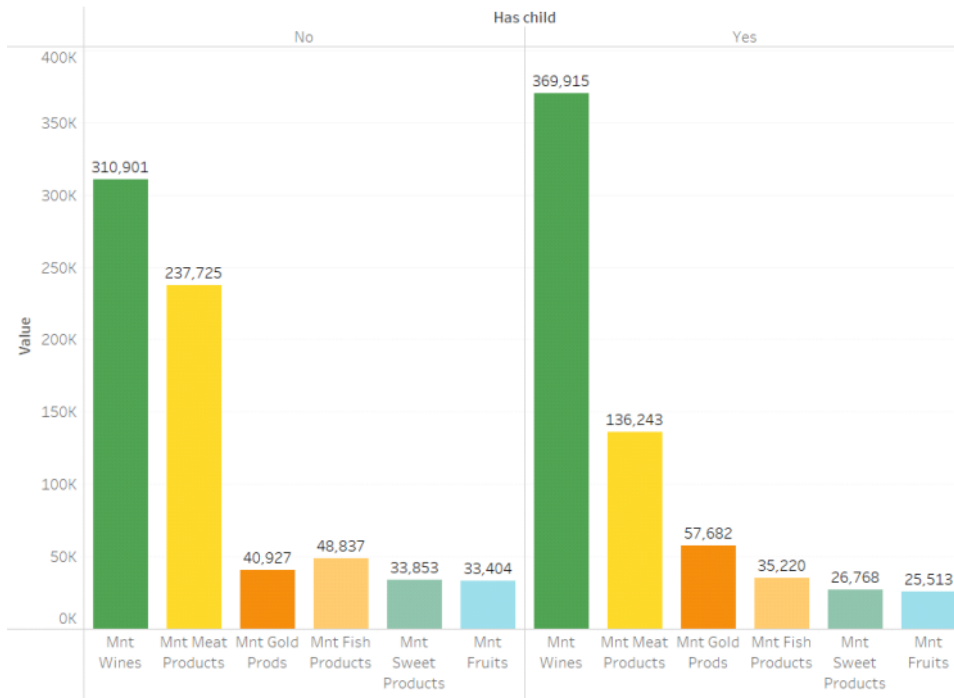
Age vs amount spent in different products



Mnt Fish Products, Mnt Fruits, Mnt Gold Prods, Mnt Meat Products, Mnt Sweet Products and Mnt Wines for each Age (group). Color shows details about Mnt Fish Products, Mnt Fruits, Mnt Gold Prods, Mnt Meat Products, Mnt Sweet Products and Mnt Wines.

- The customers who are having child spending more in wines.

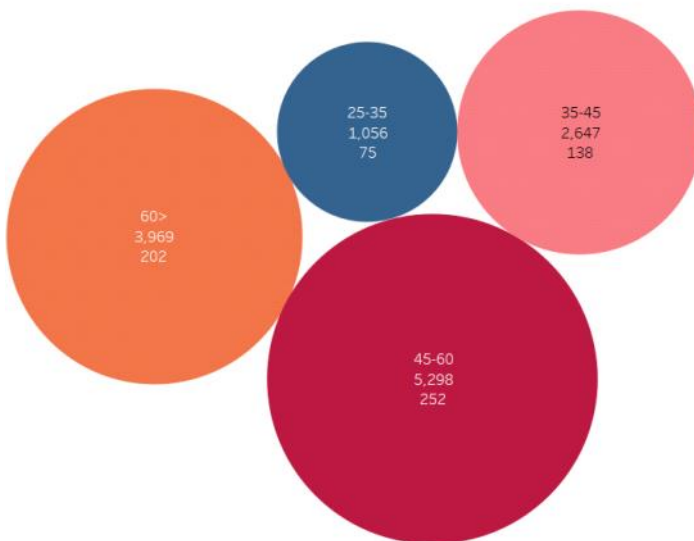
#### Amount spent in different product vs Customer having child/no child



Mnt Wines, Mnt Meat Products, Mnt Gold Prods, Mnt Fish Products, Mnt Sweet Products and Mnt Fruits for each Has child. Color shows details about Mnt Wines, Mnt Meat Products, Mnt Gold Prods, Mnt Fish Products, Mnt Sweet Products and Mnt Fruits.

1. 45 to 60 years age group customers have done store purchase more compared to others.
2. Customers who visits store accepted the campaign more compared to others.

#### Store purchase vs Campaign accepted



Age (group), sum of Num Store Purchases and sum of cmp accepted. Color shows sum of Num Store Purchases. Size shows sum of cmp accepted. The marks are labeled by Age (group), sum of Num Store Purchases and sum of cmp accepted.