

Revenue by Campaign

25K

First Campaign Accpt.

All

Second Campaign Ac...

All

Third Campaign Accpt.

All

Fourth Campaign Acc...

All

Fifth Campaign Accpt.

All

Latest Campaign Acc...

All

Marital Status

All

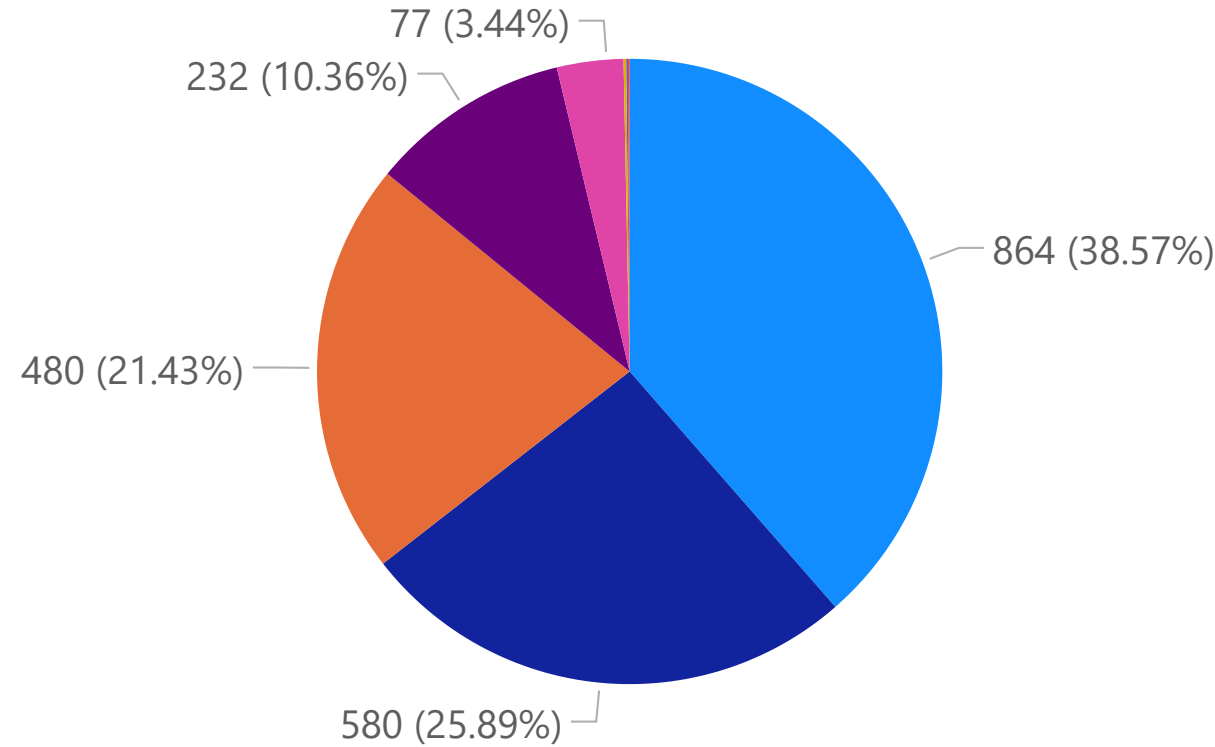
No of Kids

All

No of Teens

All

Count of Customers by Marital Status

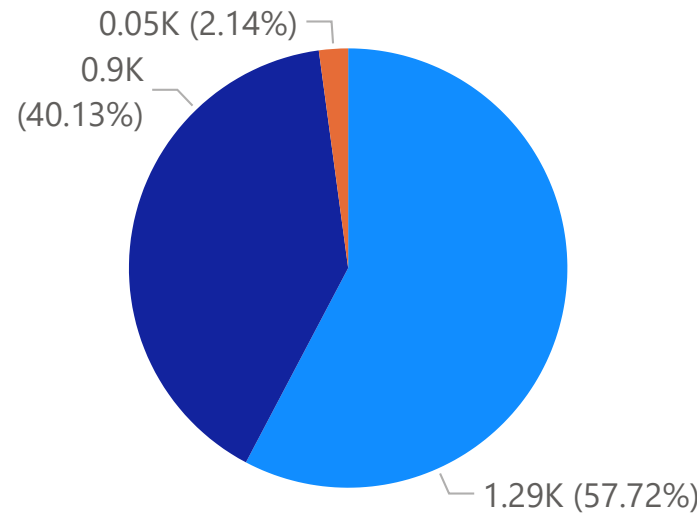


Who liked our marketing campaigns?  
and who did not?  
What's their marital status?  
Do they have kids/teens?

Marital Status

- Married
- Together
- Single
- Divorced
- Widow
- Alone
- Absurd
- YOLO

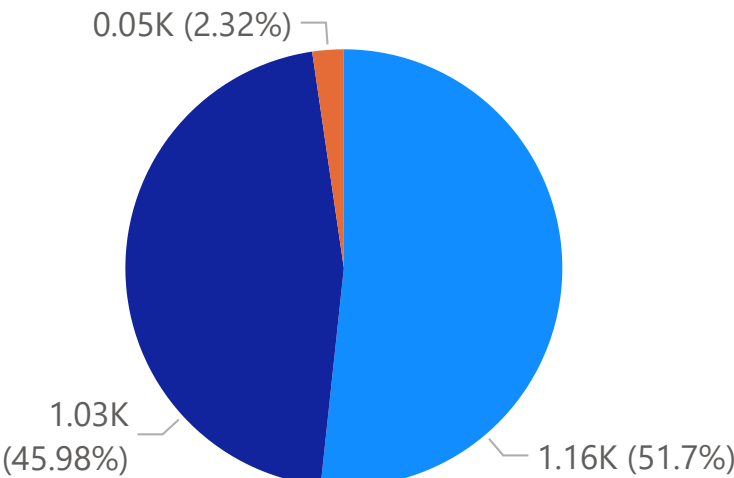
Count of Customers by No. of Kids



No of Kids

- 0
- 1
- 2

Count of Customers by No. of Teens



No of Teens

- 0
- 1
- 2

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Marital Status 

All

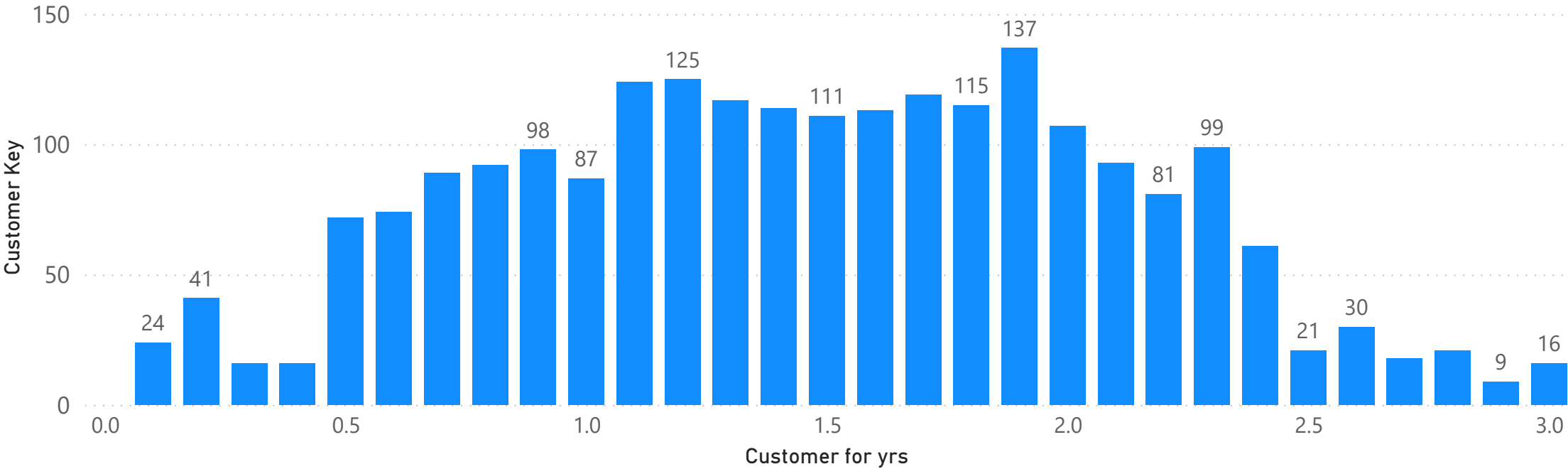
No of Kids 

All

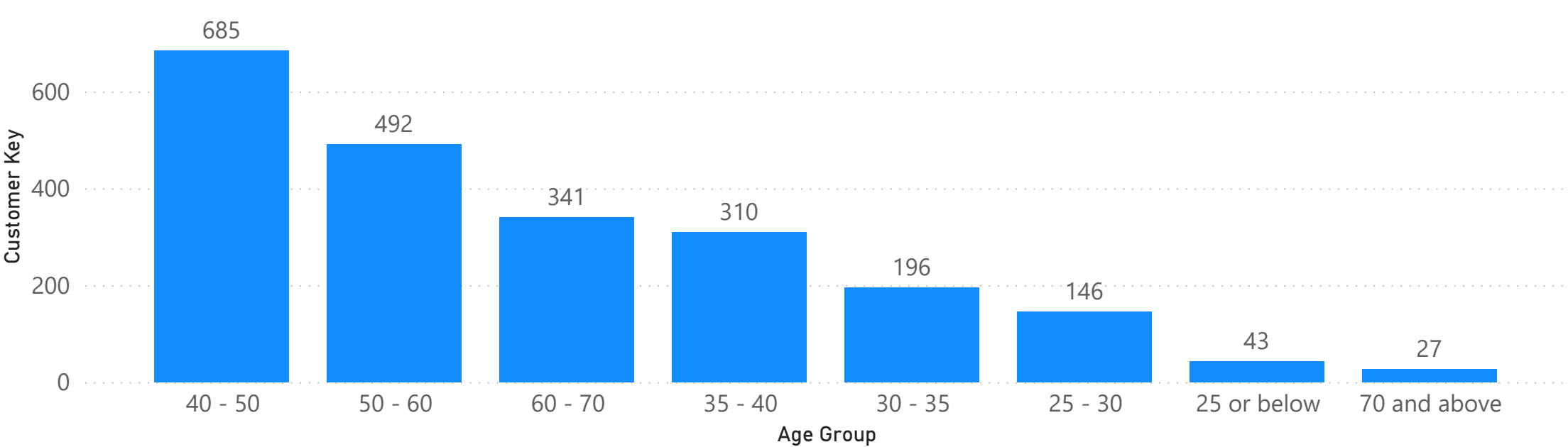
No of Teens 

All

Count of Customers by Seniority (yrs)



Count of Customers by Age Group



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All ▾

Third Campaign Accpt. ▾

All ▾

Fourth Campaign Acc... ▾

All ▾

Fifth Campaign Accpt. ▾

All ▾

Latest Campaign Acc... ▾

All ▾

Marital Status ▾

All ▾

No of Kids ▾

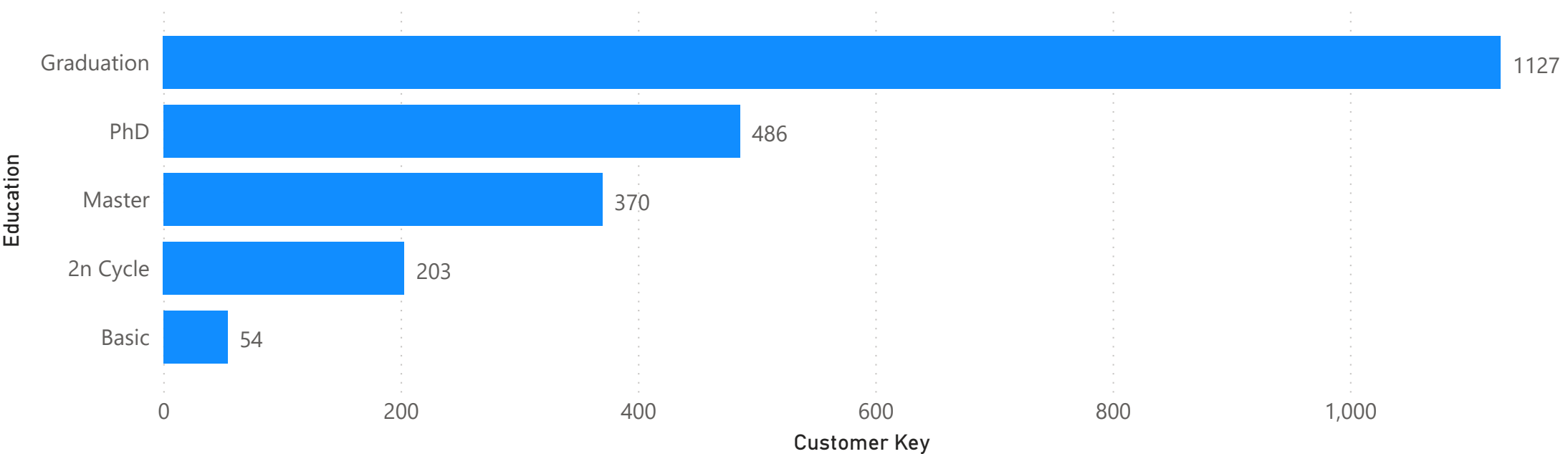
All ▾

No of Teens ▾

All ▾

What's their education?  
What's their activity status?

Customer Key by Education



Customer Key by Recency Segment



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All

Latest Campaign Acc...

All

Marital Status

All

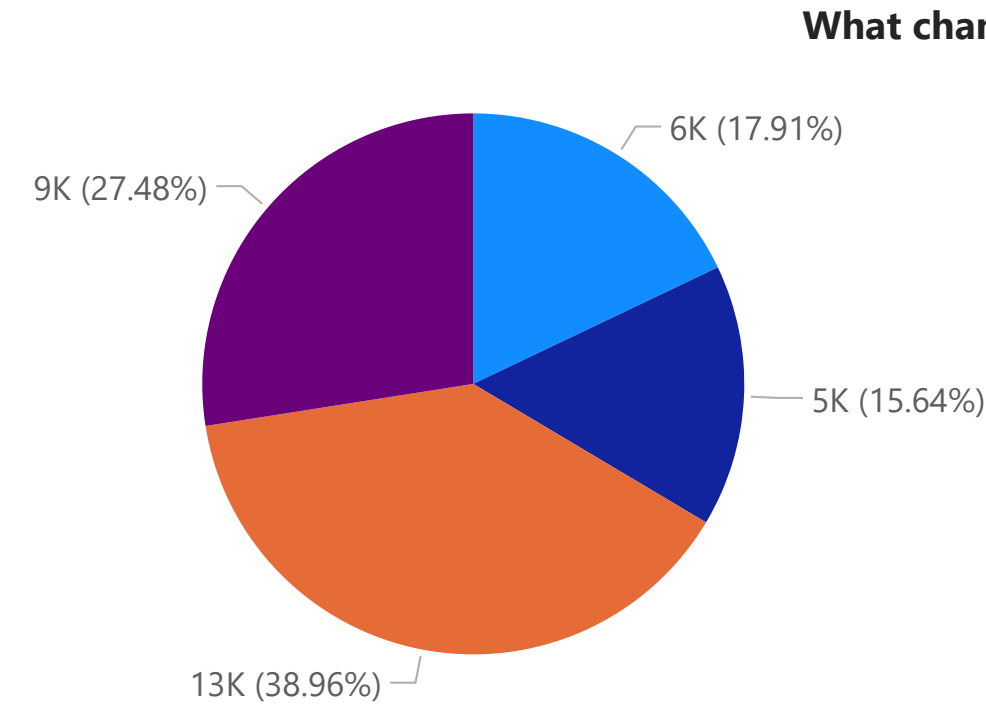
No of Kids

All

No of Teens

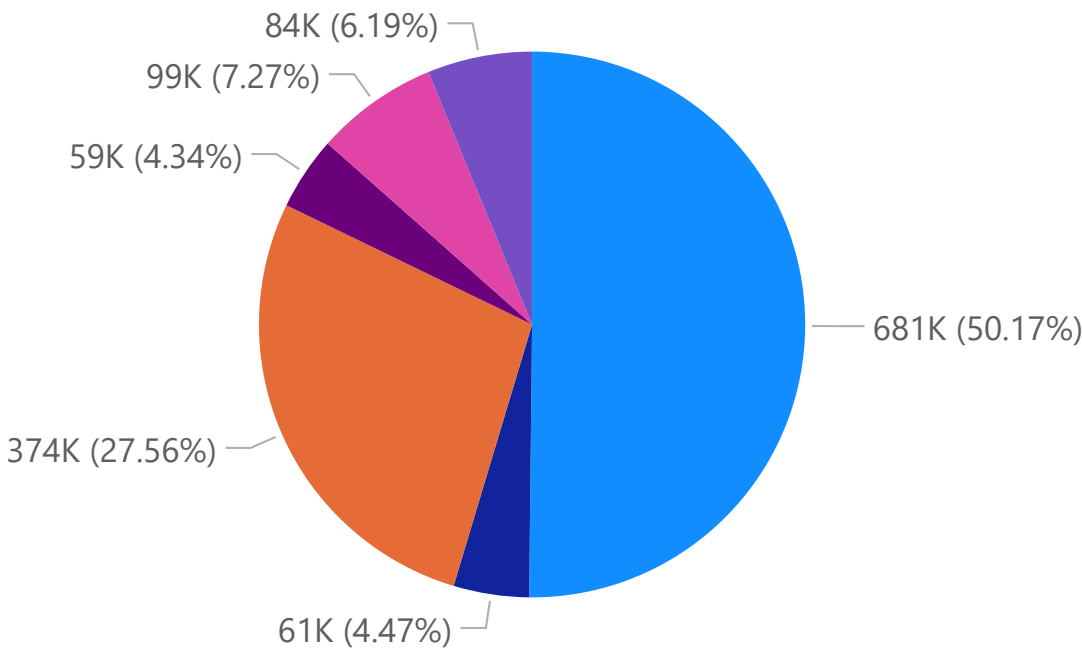
All

No of Purchases



- No. of Catalog Purchases
- No. of Deals Purchases
- No. of Store Purchases
- No. of Website Purchases

Amount of Purchases



- Wine Purchases
- Sweets Purchases
- Meat Purchases
- Fruits Purchases
- Gold Purchases
- Fish Purchases

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Fourth Campaign Acc... 

All

Fifth Campaign Accpt. 

All

Latest Campaign Acc... 

All

Marital Status 

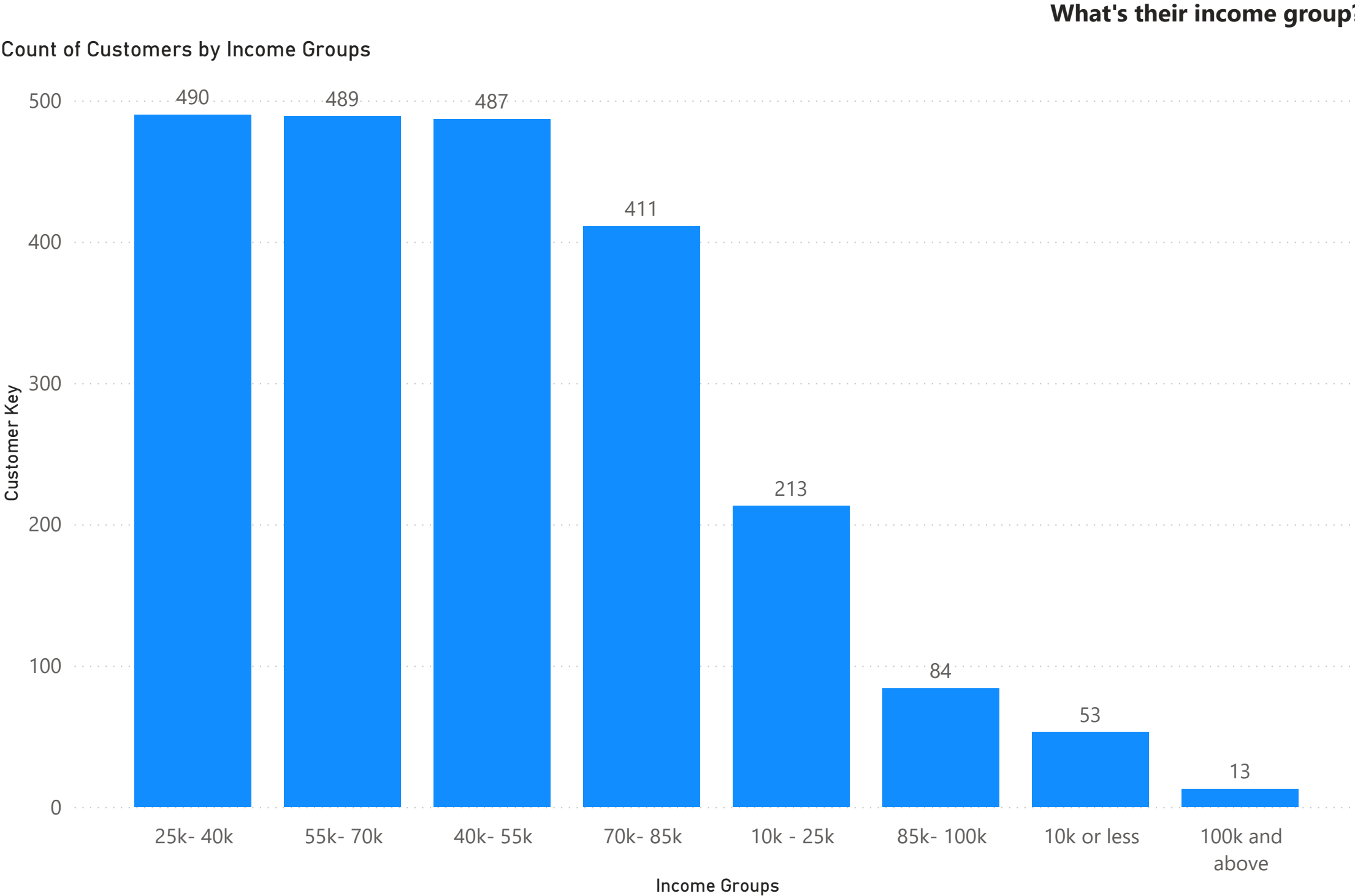
All

No of Kids 

All

No of Teens 

All



Marital Status

All

Recency Segment

All

Age Group

All

No of Kids

All

No of Teens

All

Last 2 Yrs Complaint Flag

All

Education

All

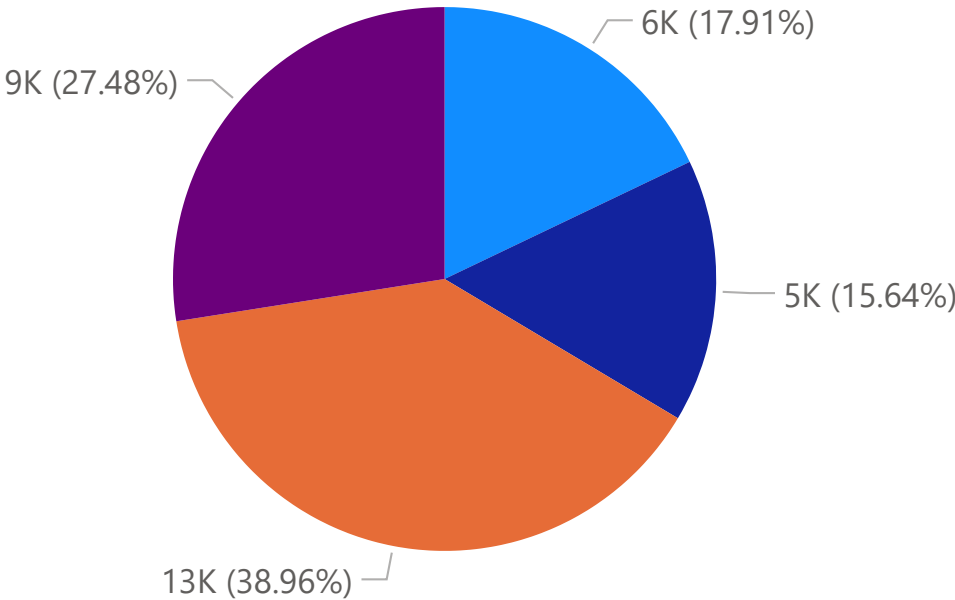
Income Groups

All

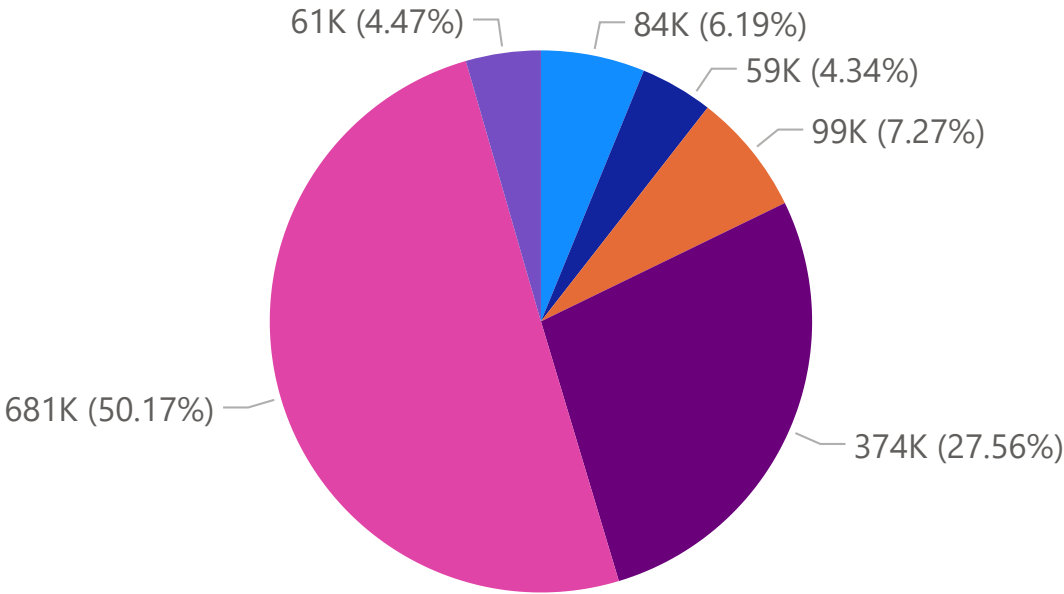
Customer for yrs

0.103.00

No of Purchases



Amount of Purchases



Alternative Perspective  
What works better for who?

- No. of Catalog Purchases
  - No. of Deals Purchases
  - No. of Store Purchases
  - No. of Website Purchases
- 
- Fish Purchases
  - Fruits Purchases
  - Gold Purchases
  - Meat Purchases
  - Wine Purchases
  - Sweets Purchases