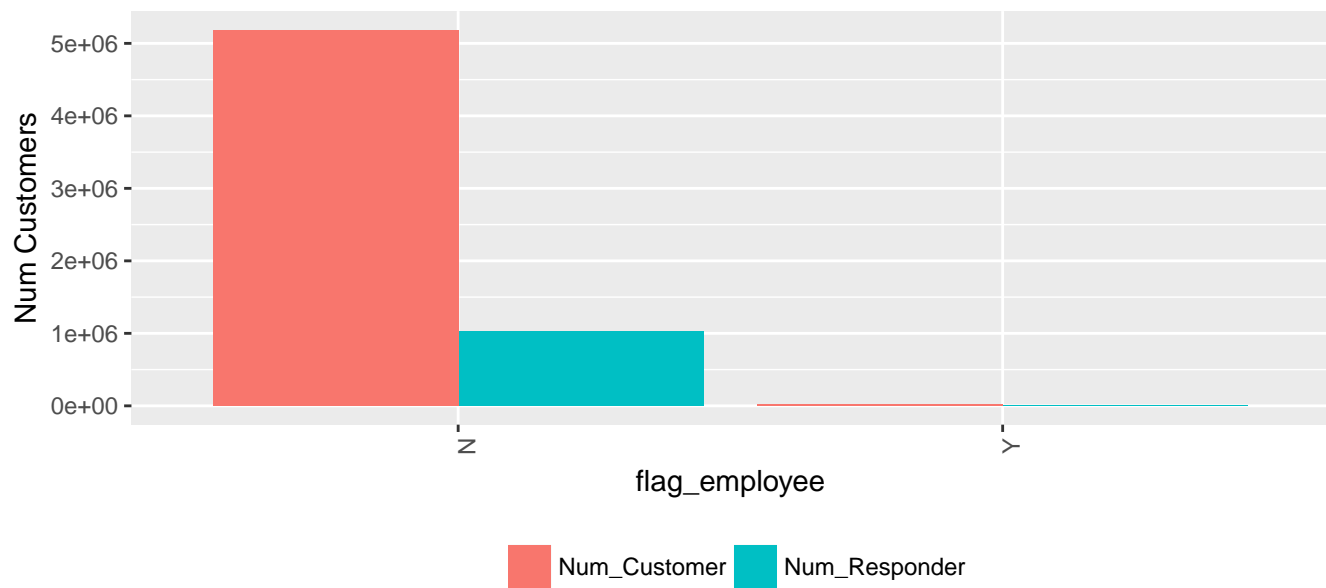
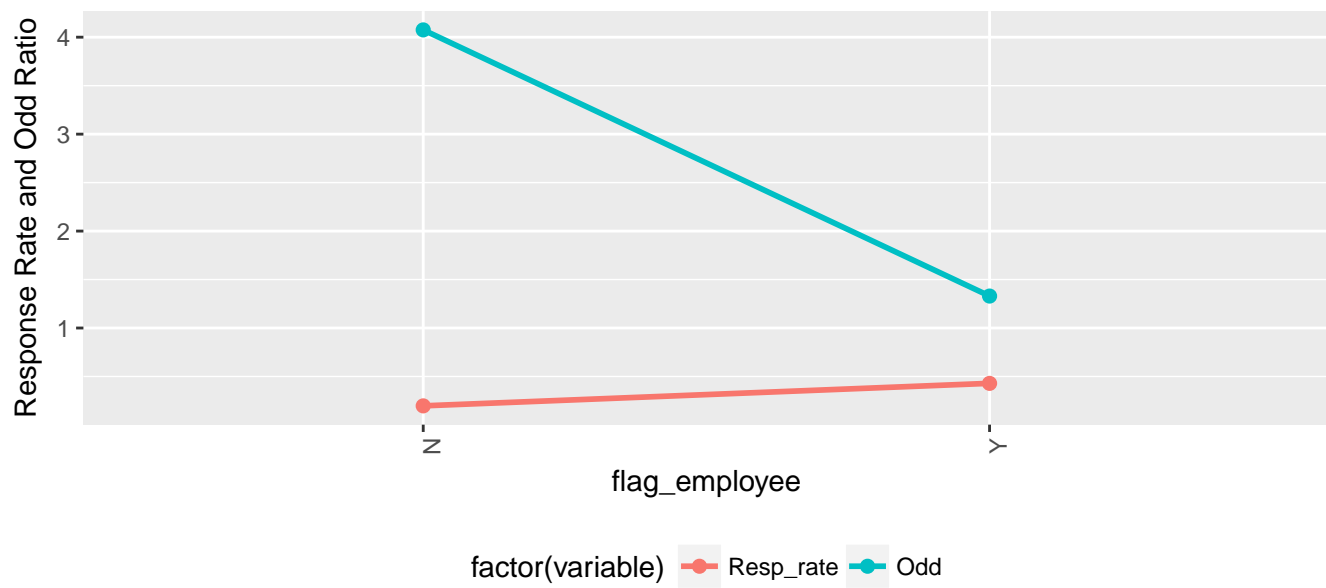


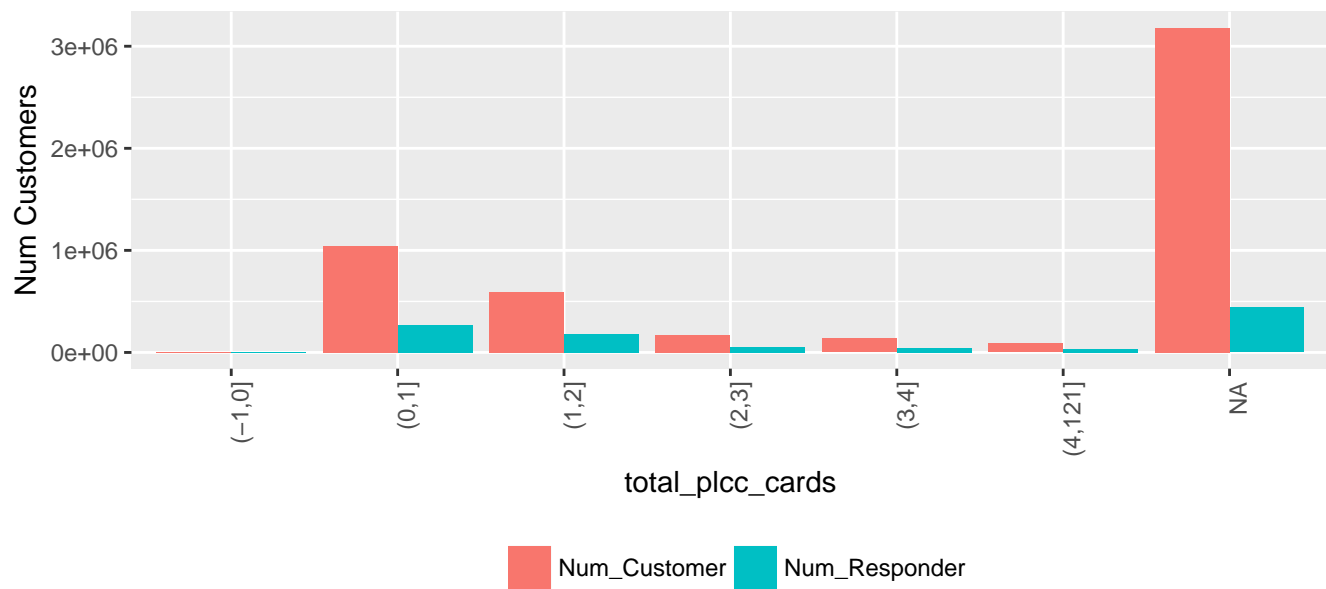
# Distribution of response across flag\_employee



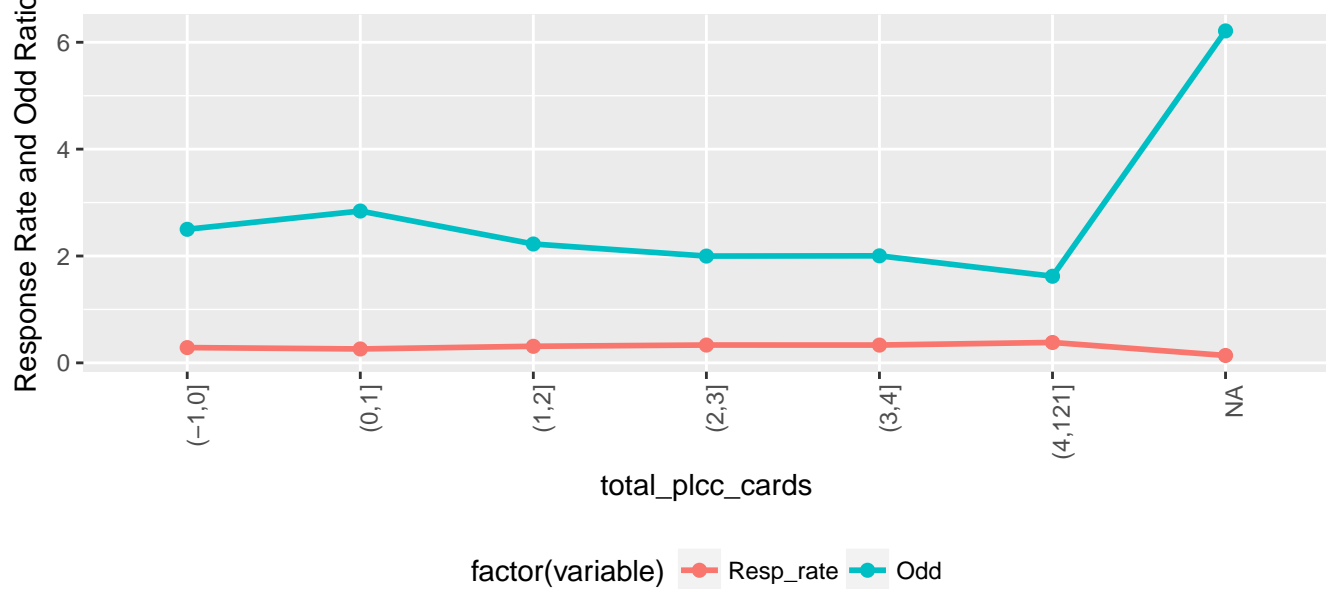
## Odd ratio & Response rate across flag\_employee



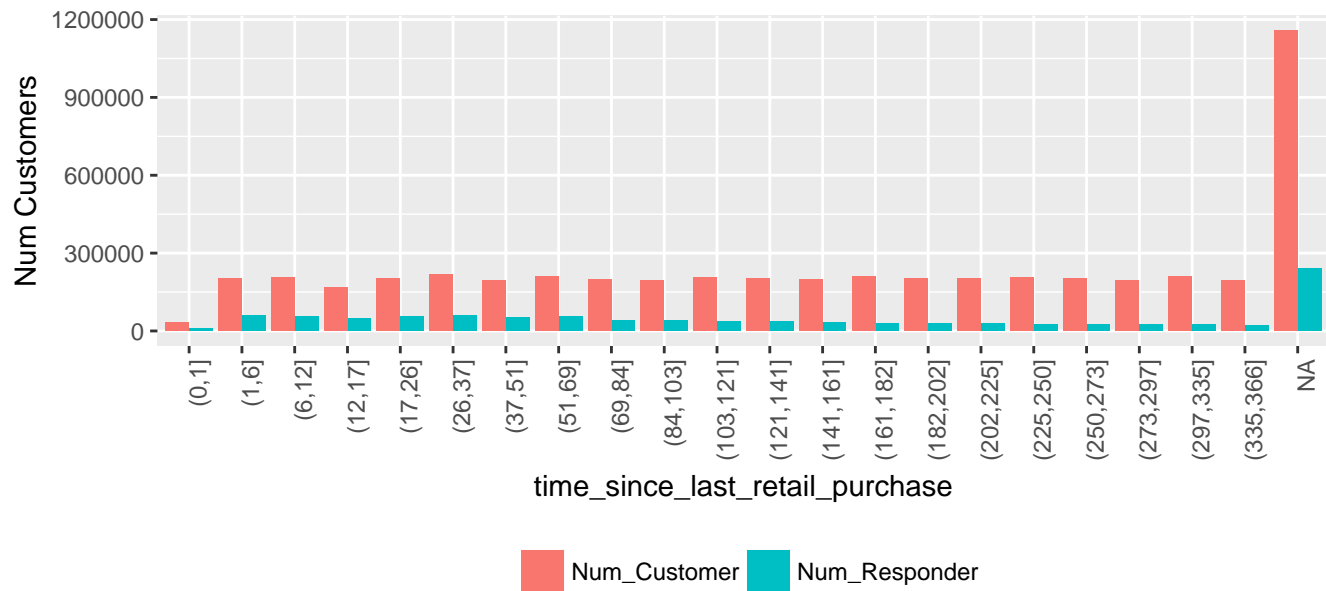
Distribution of response across total\_plcc\_cards



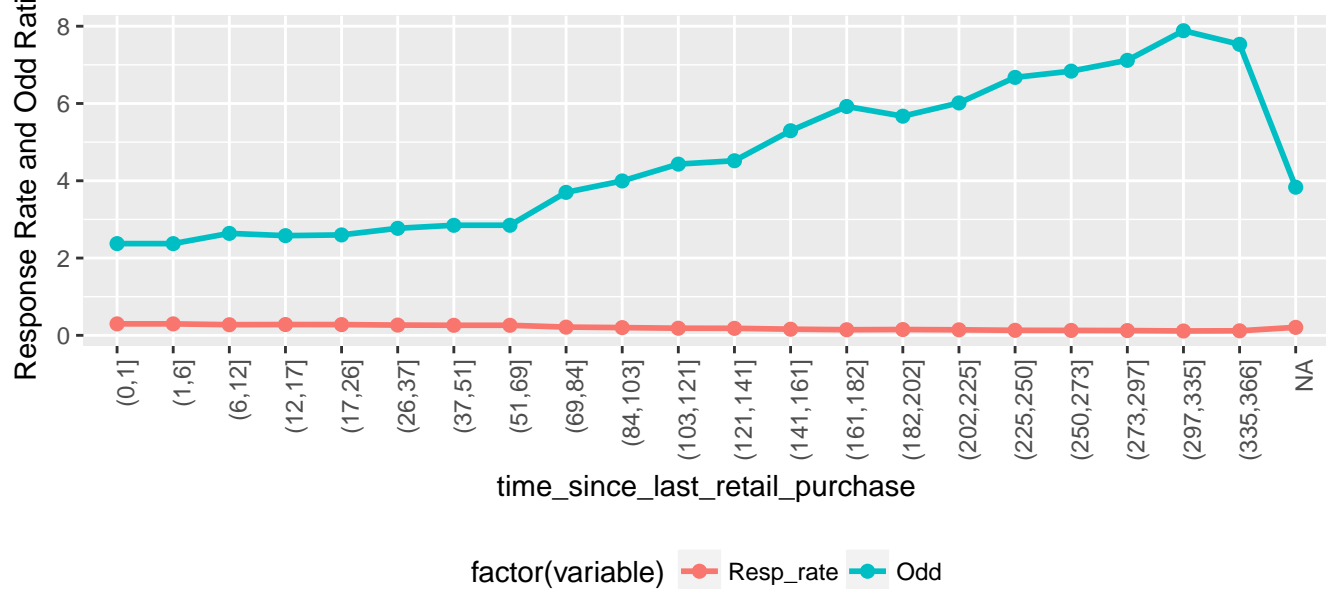
Odd ratio & Response rate across total\_plcc\_cards



Distribution of response across time\_since\_last\_retail\_purchase



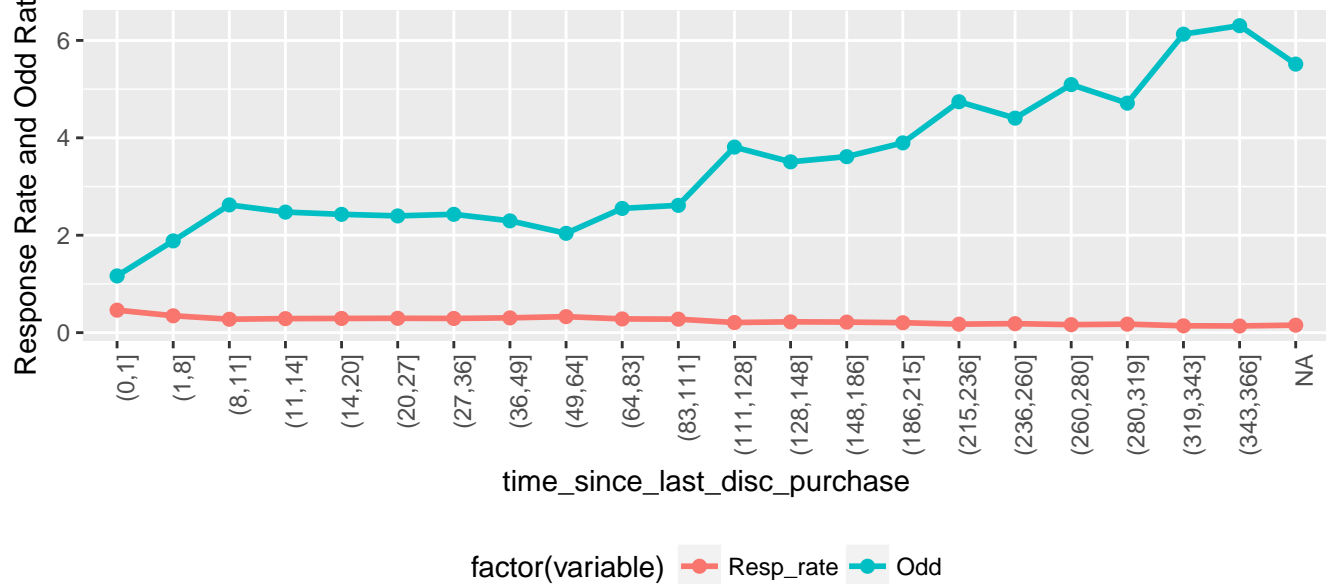
Odd ratio & Response rate across time\_since\_last\_retail\_purchase



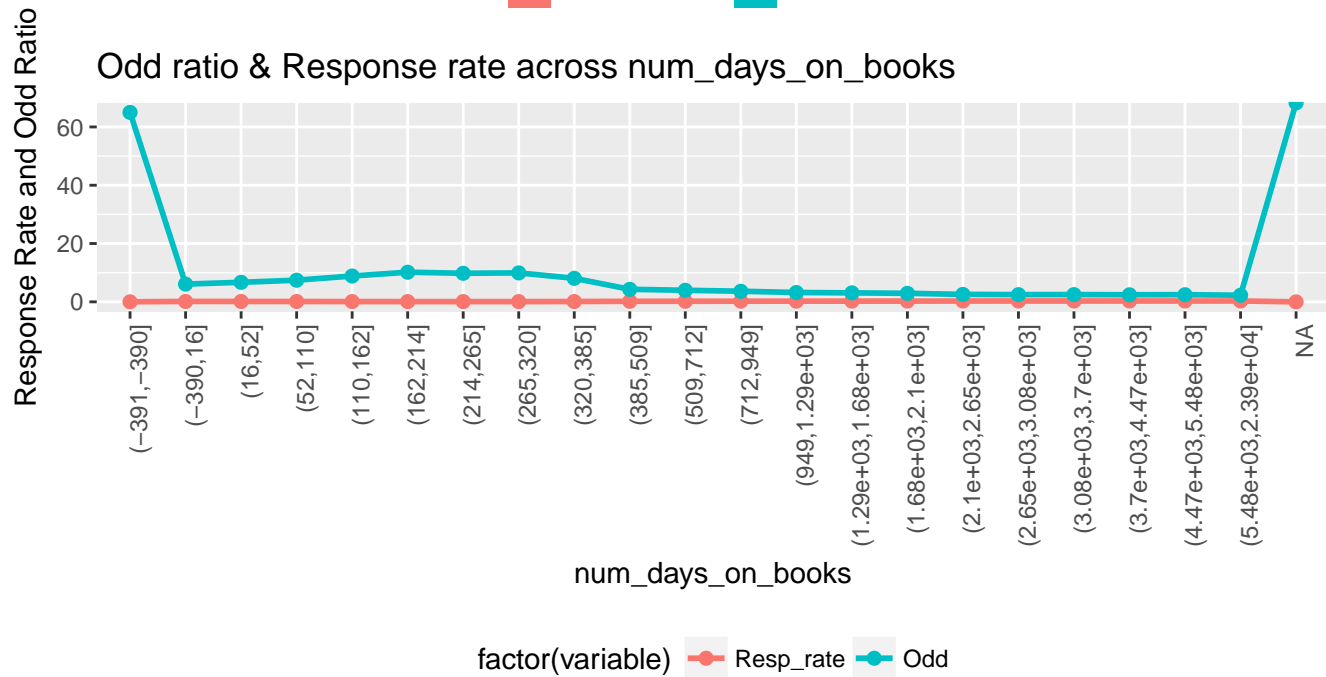
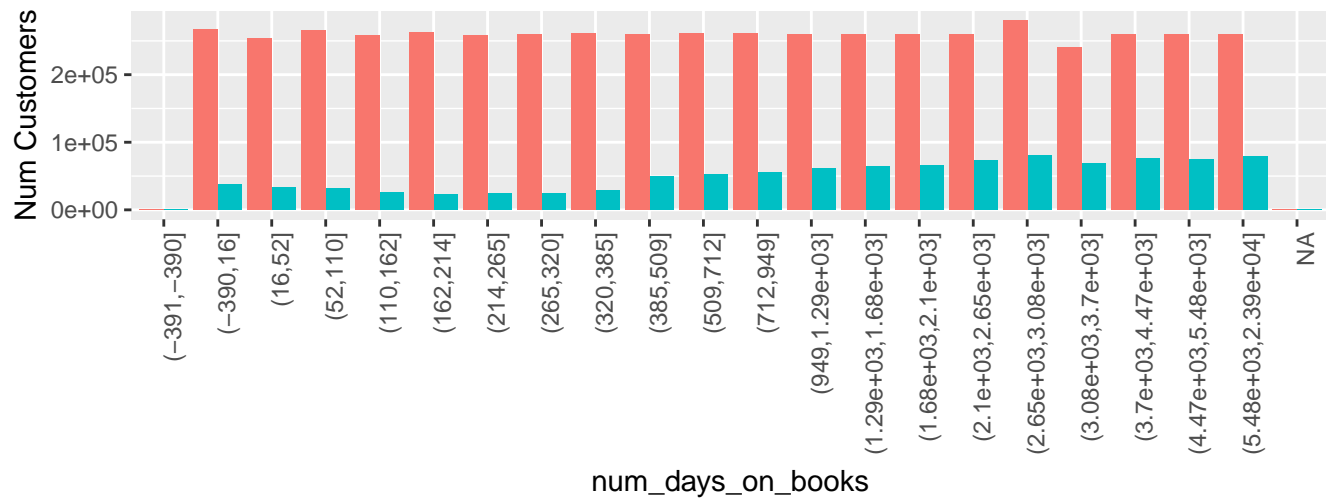
Distribution of response across time\_since\_last\_disc\_purchase



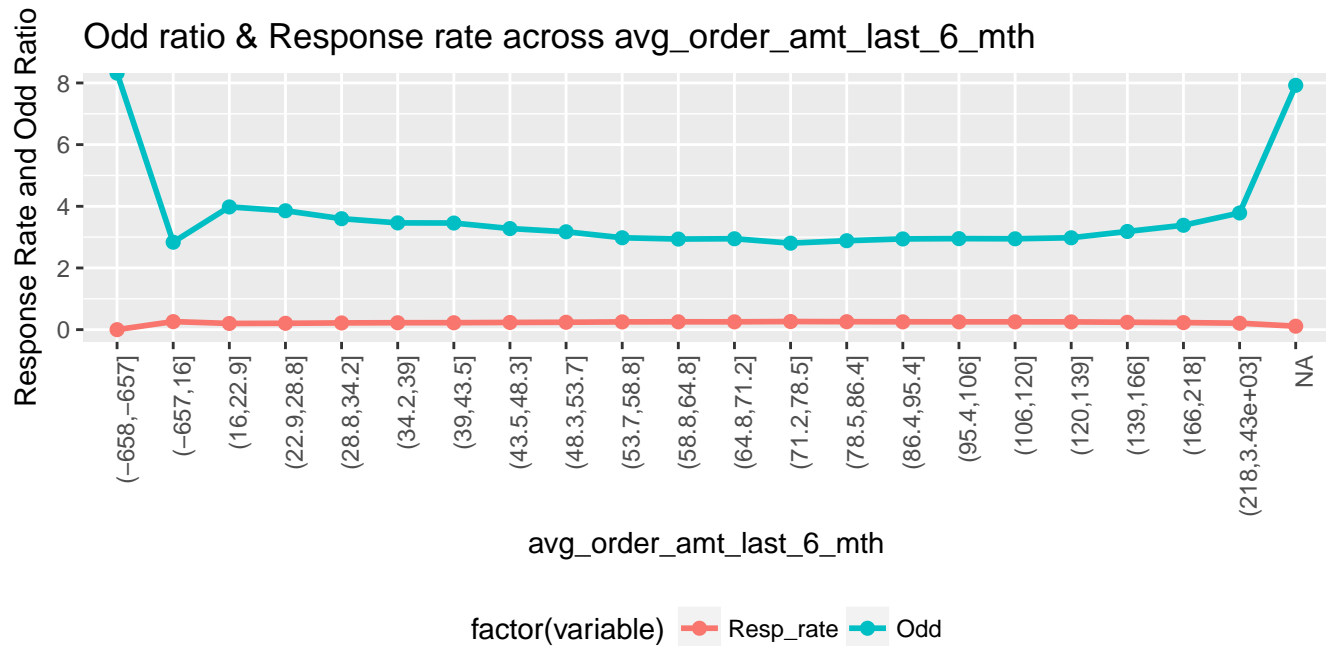
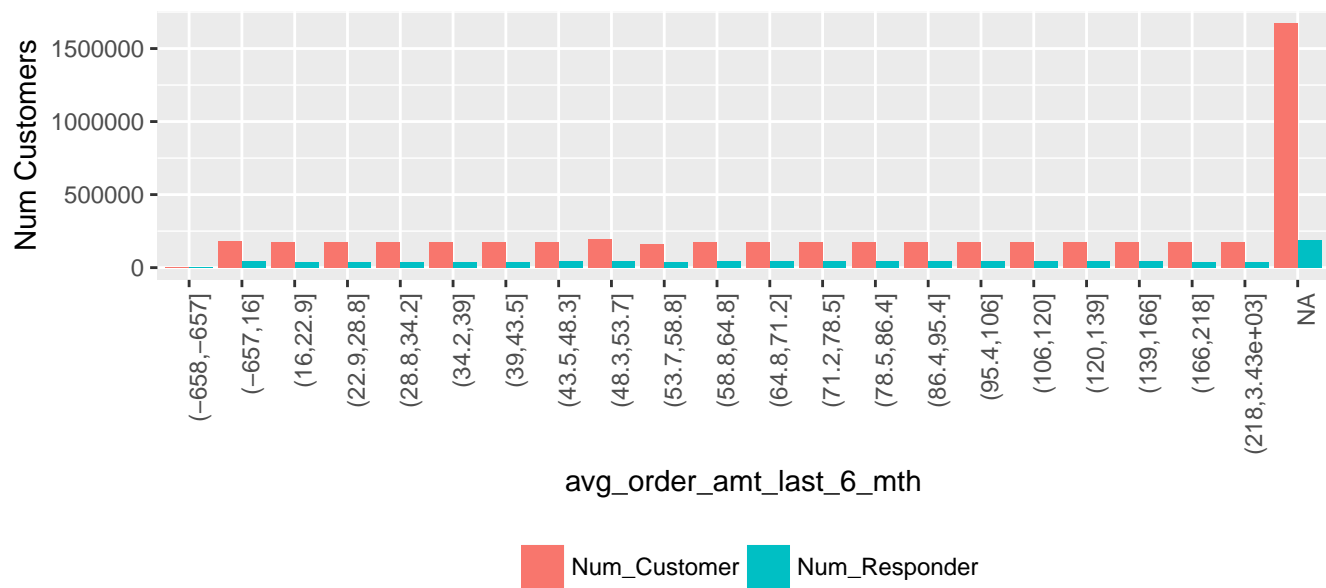
Odd ratio & Response rate across time\_since\_last\_disc\_purchase



# Distribution of response across num\_days\_on\_books



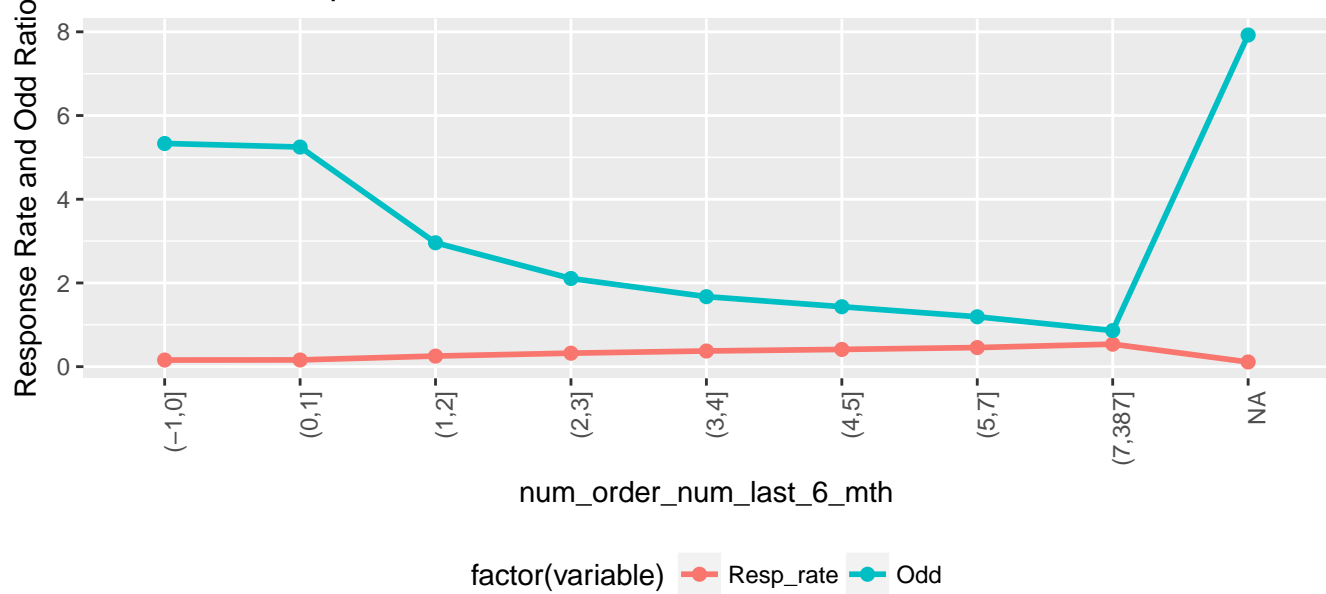
Distribution of response across avg\_order\_amt\_last\_6\_mth



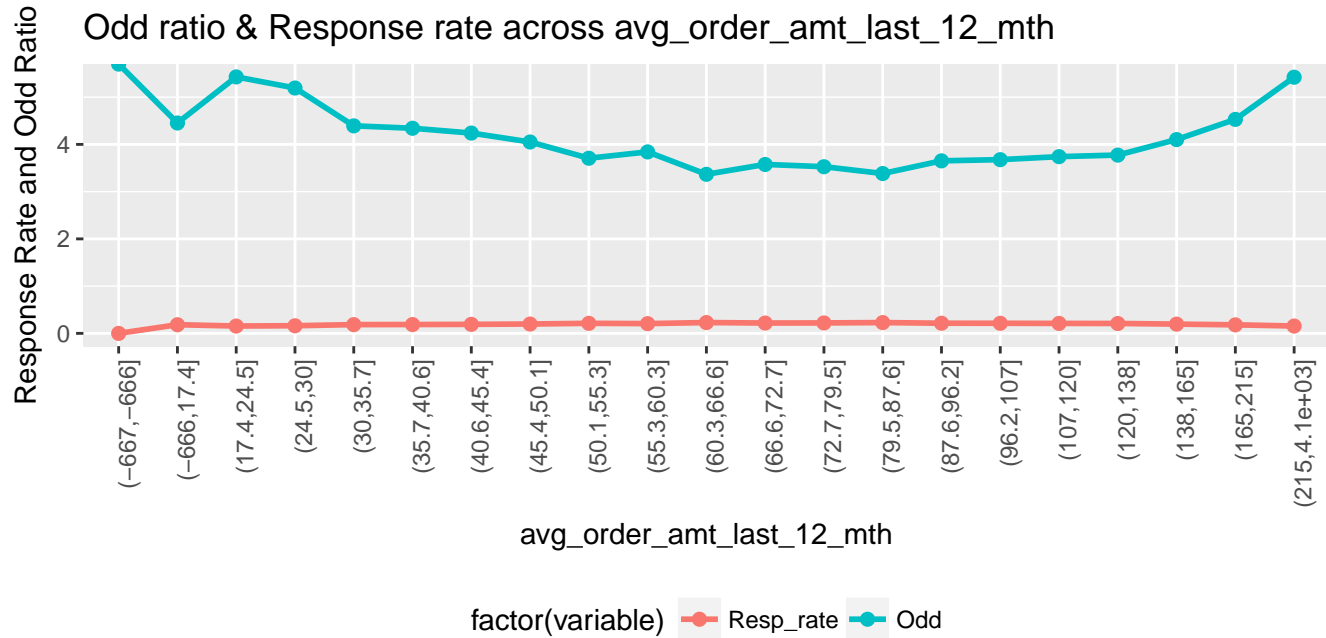
Distribution of response across num\_order\_num\_last\_6\_mth



Odd ratio & Response rate across num\_order\_num\_last\_6\_mth



# Distribution of response across avg\_order\_amt\_last\_12\_mth





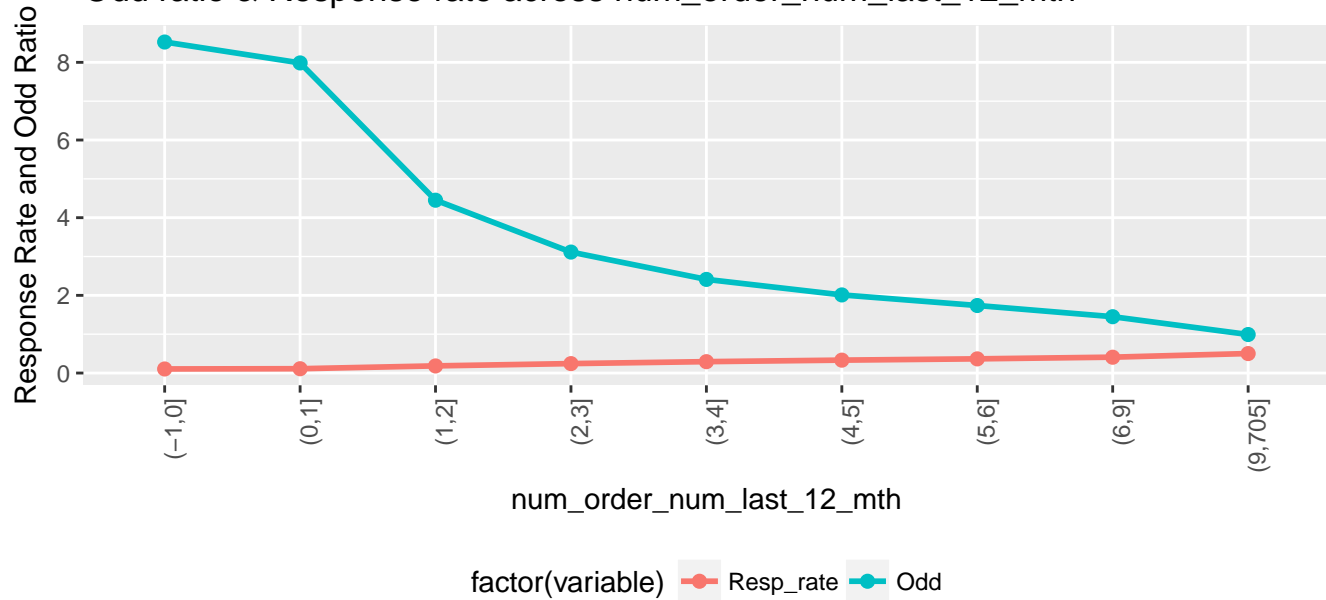
Distribution of response across ratio\_order\_6\_12\_mth



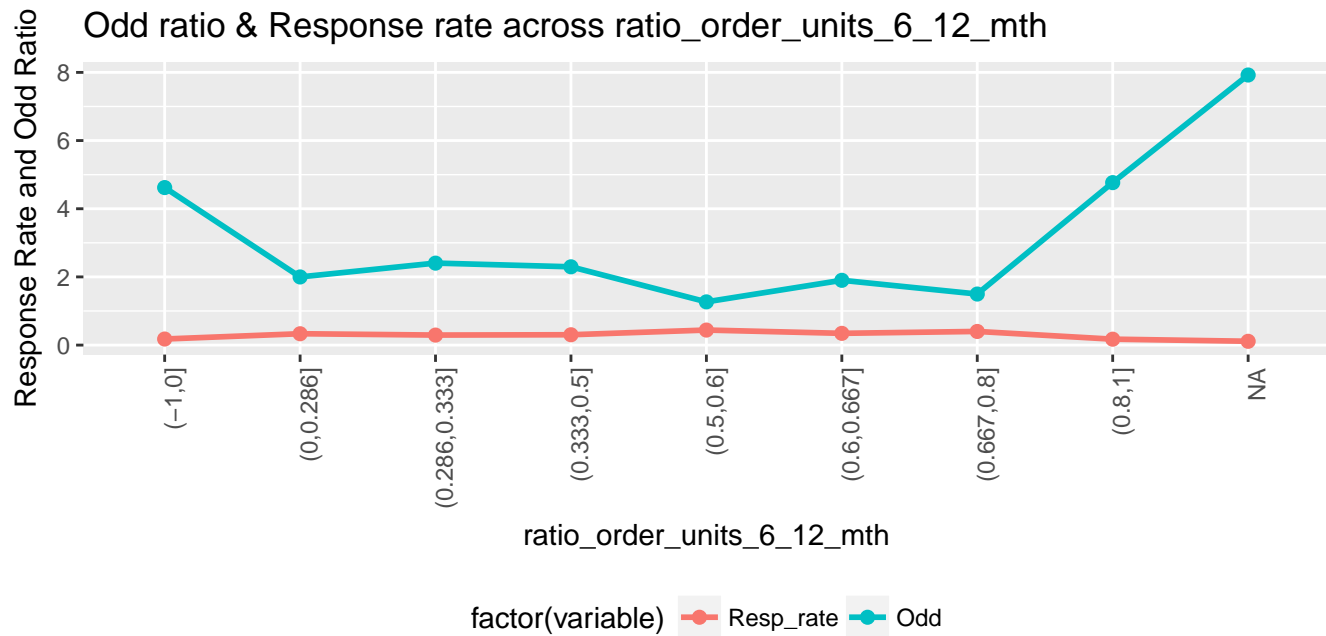
Distribution of response across num\_order\_num\_last\_12\_mth



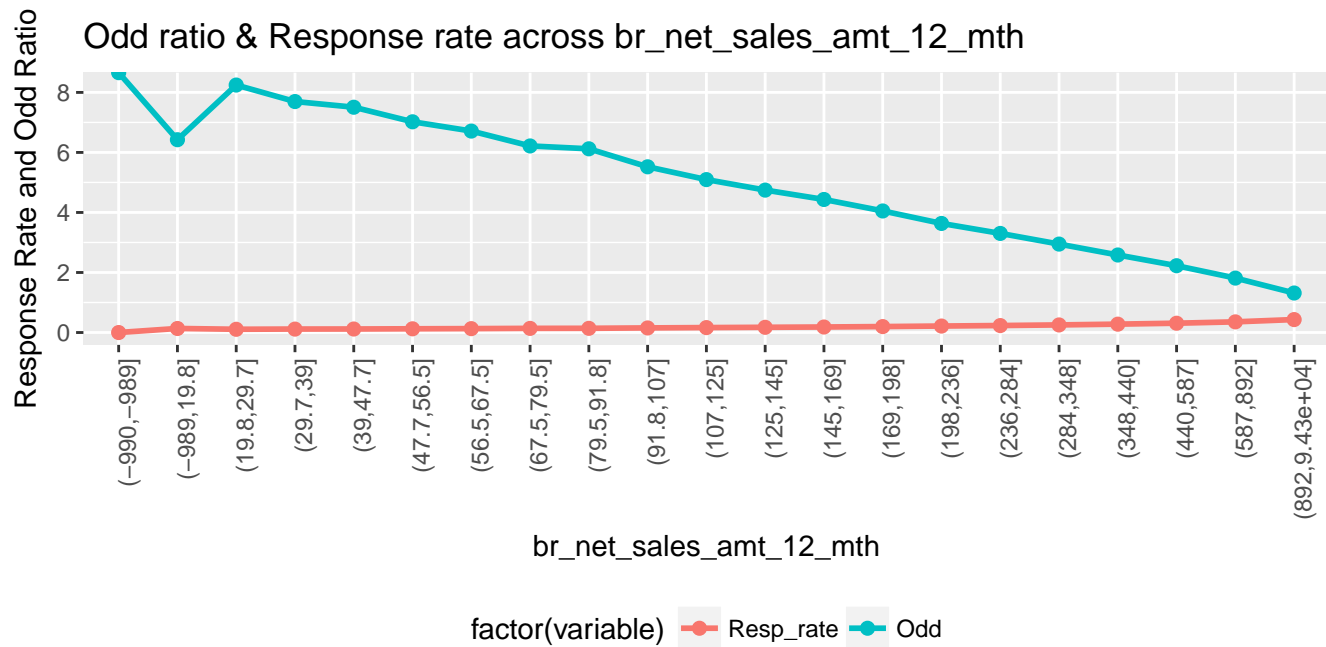
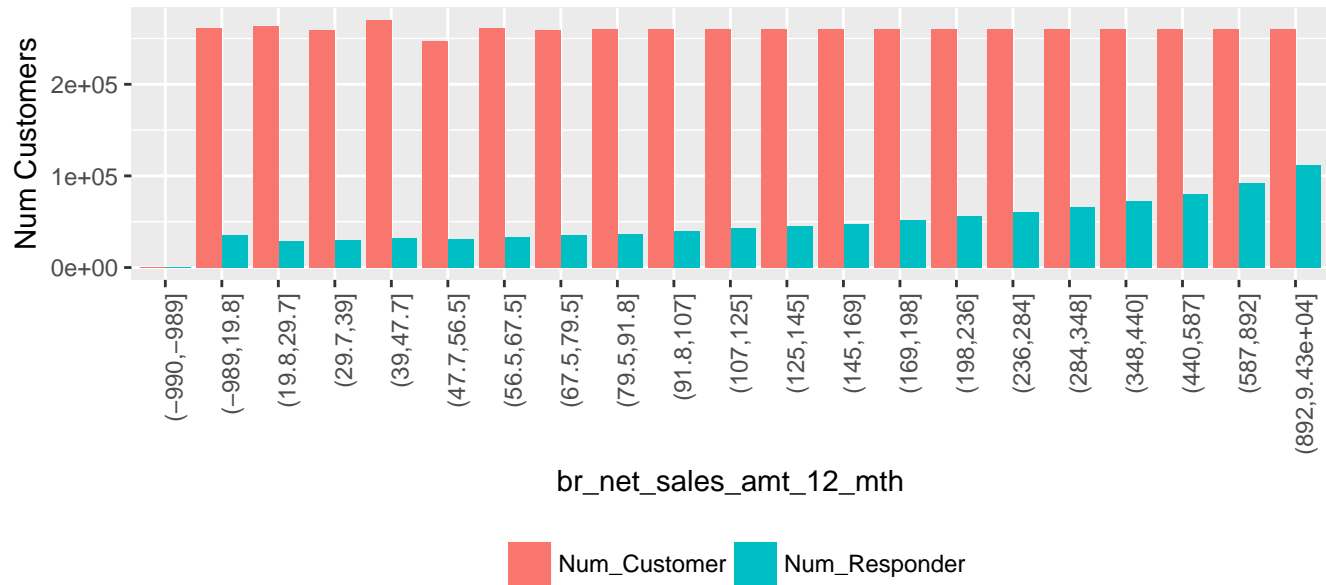
Odd ratio & Response rate across num\_order\_num\_last\_12\_mth



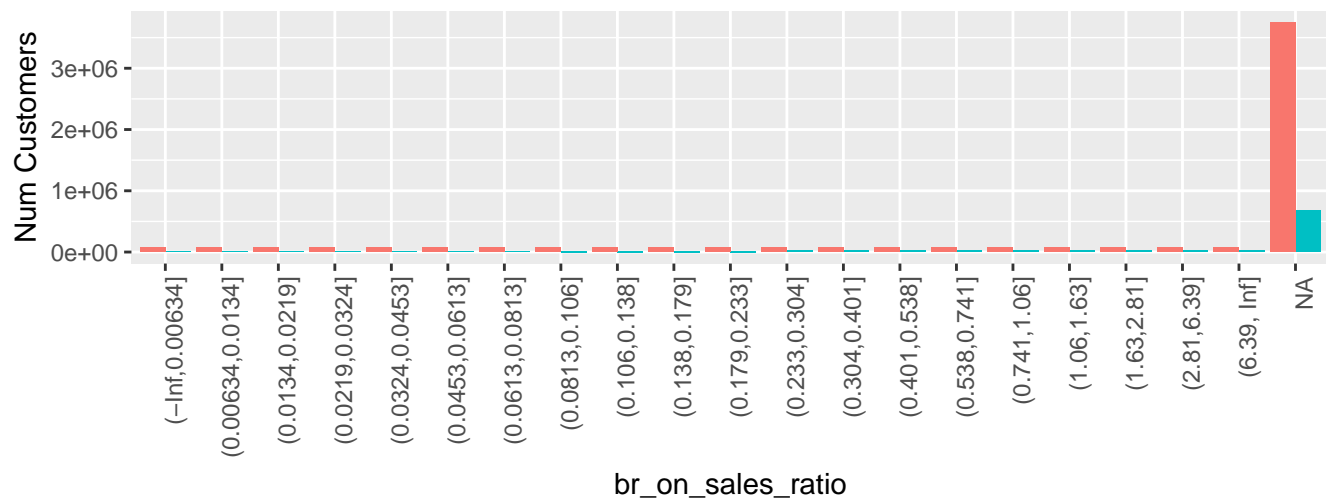
Distribution of response across ratio\_order\_units\_6\_12\_mth



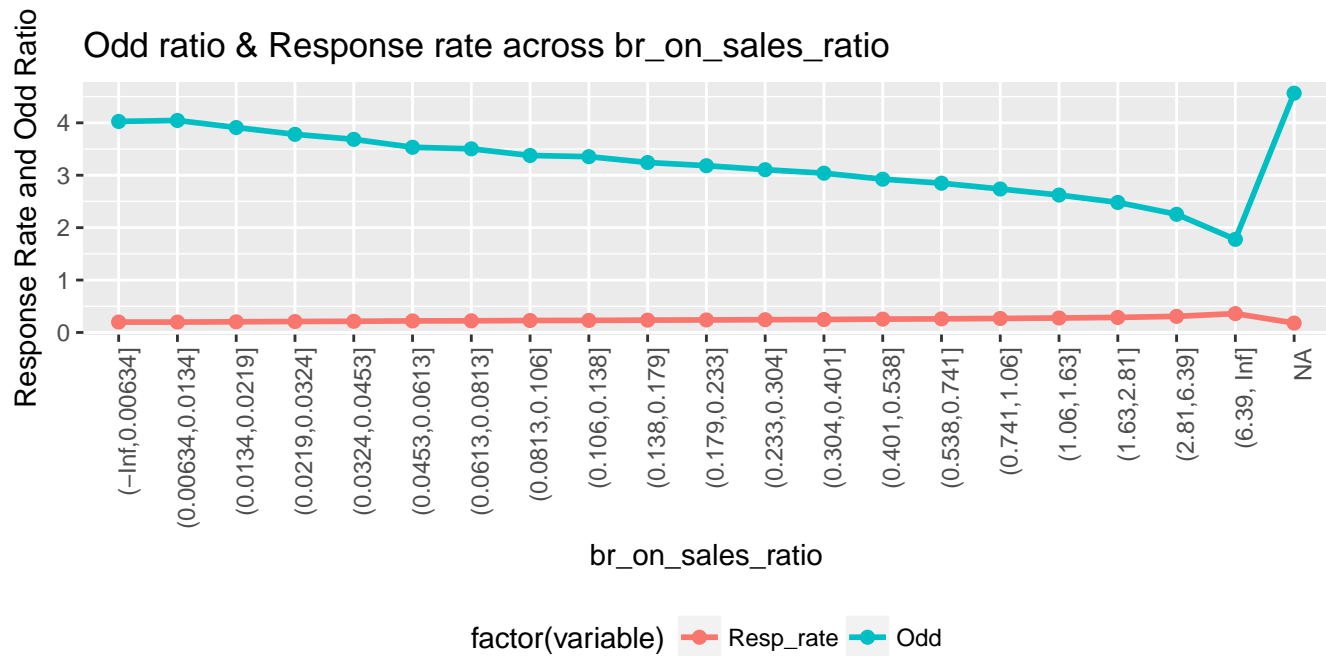
# Distribution of response across br\_net\_sales\_amt\_12\_mth



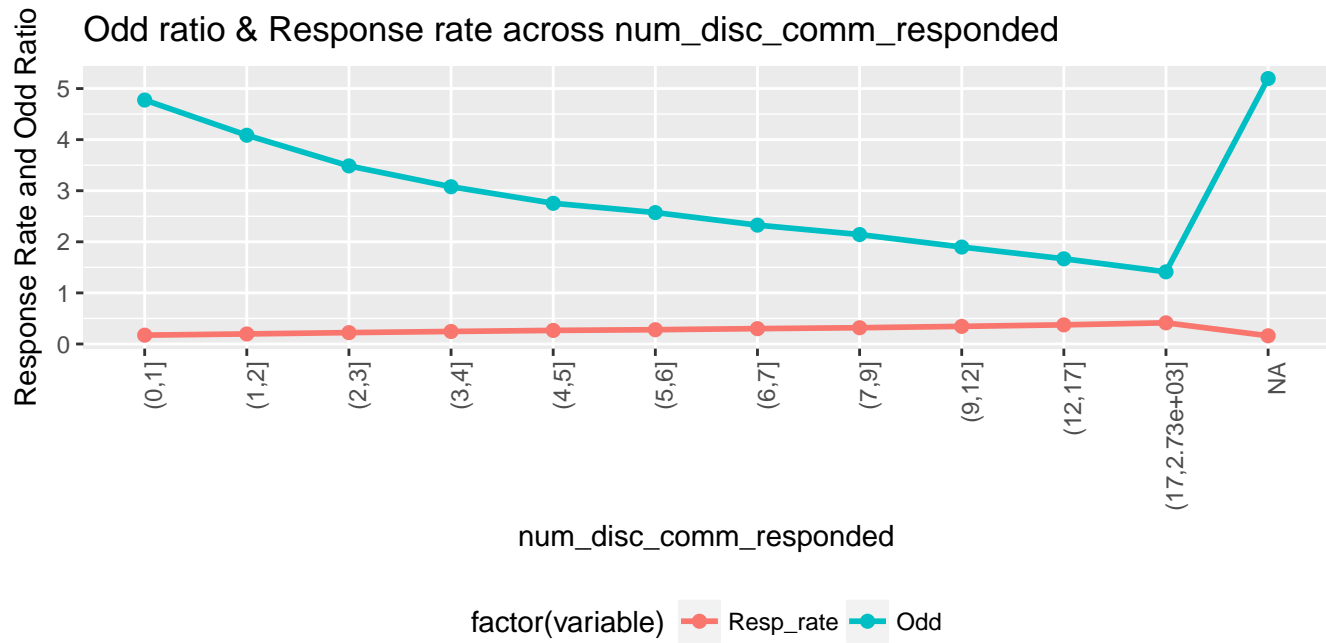
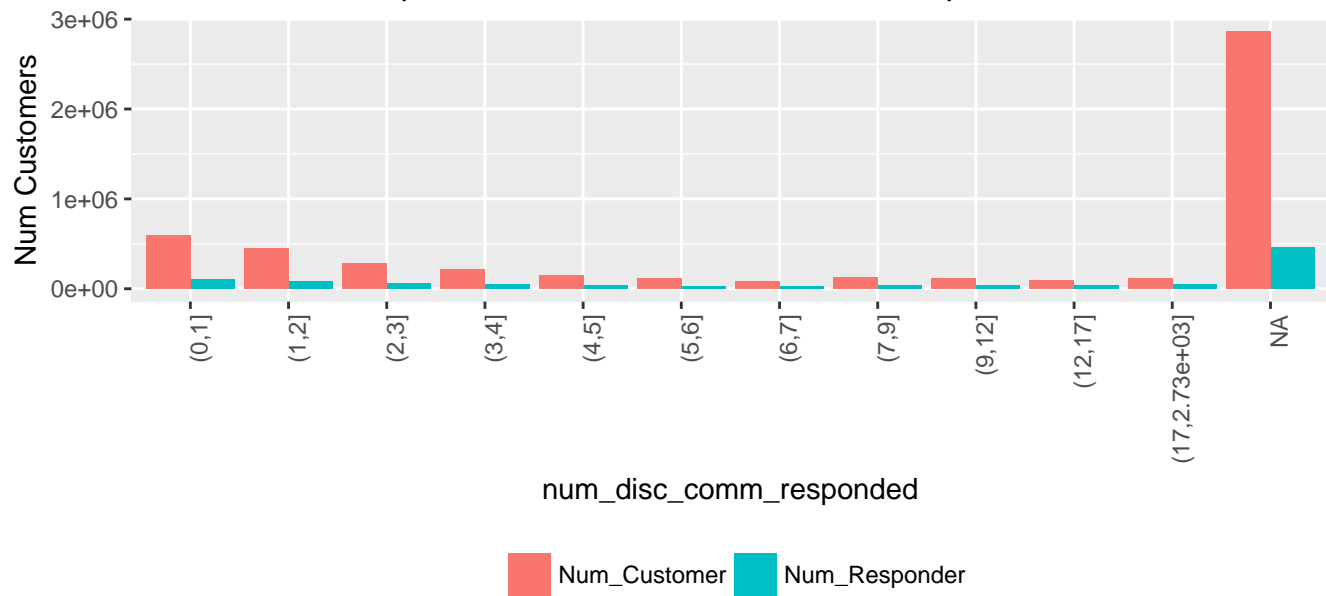
Distribution of response across br\_on\_sales\_ratio



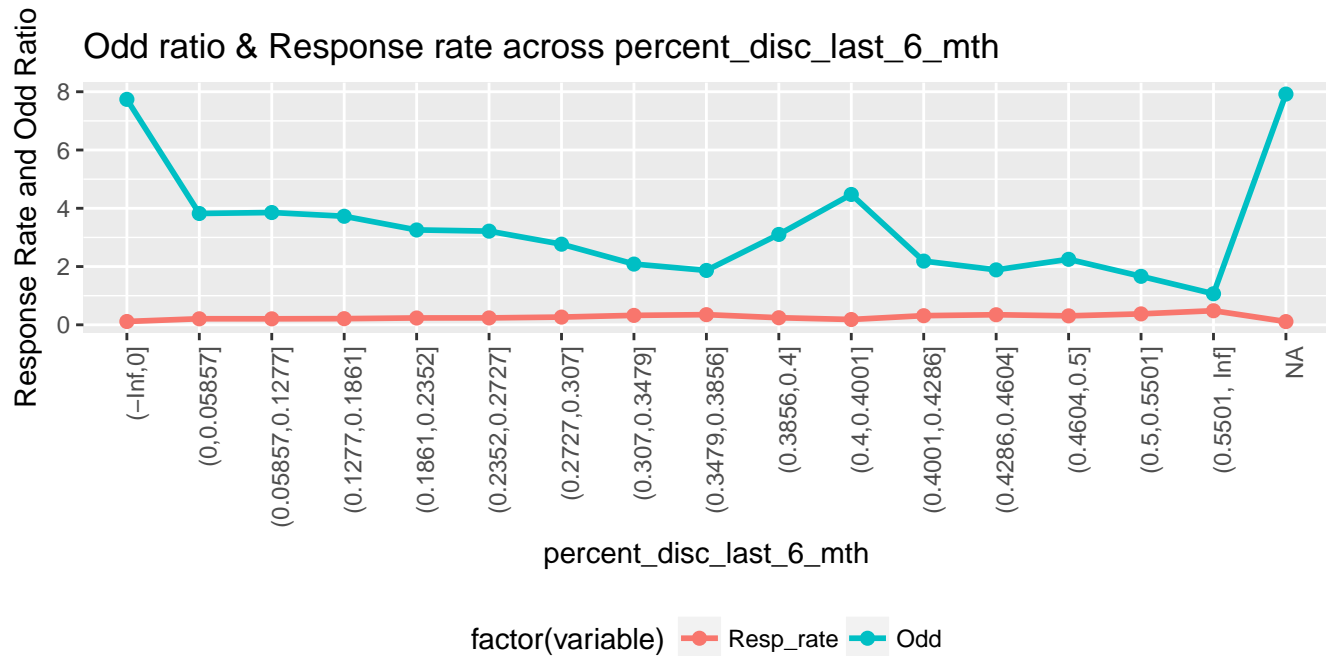
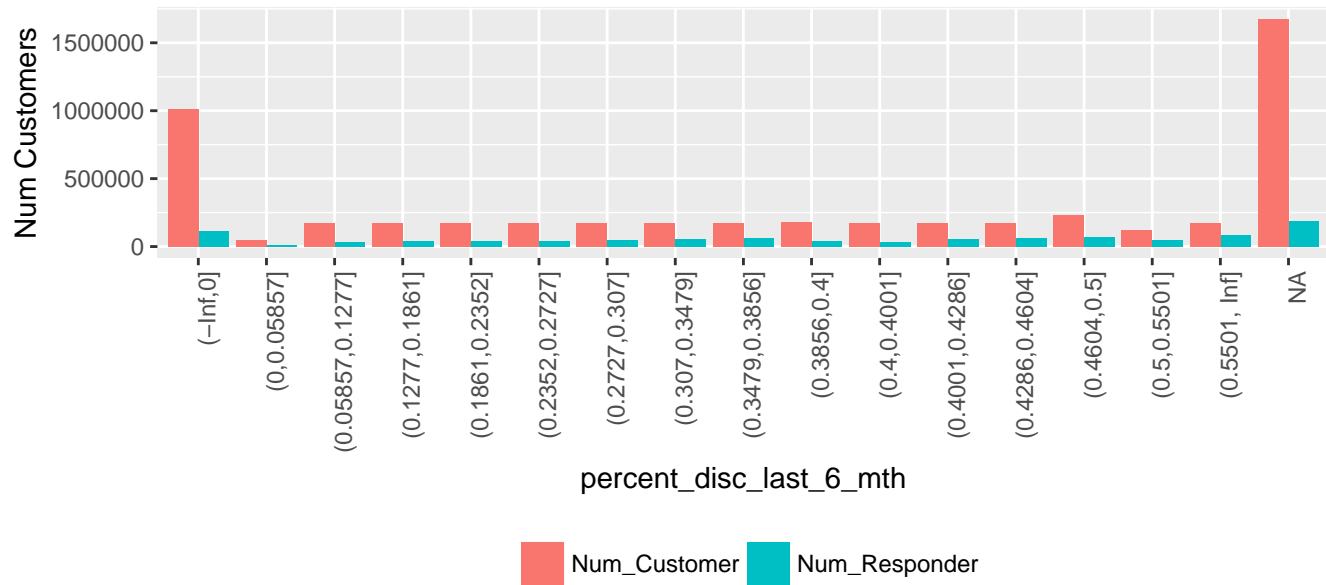
Odd ratio &amp; Response rate across br\_on\_sales\_ratio



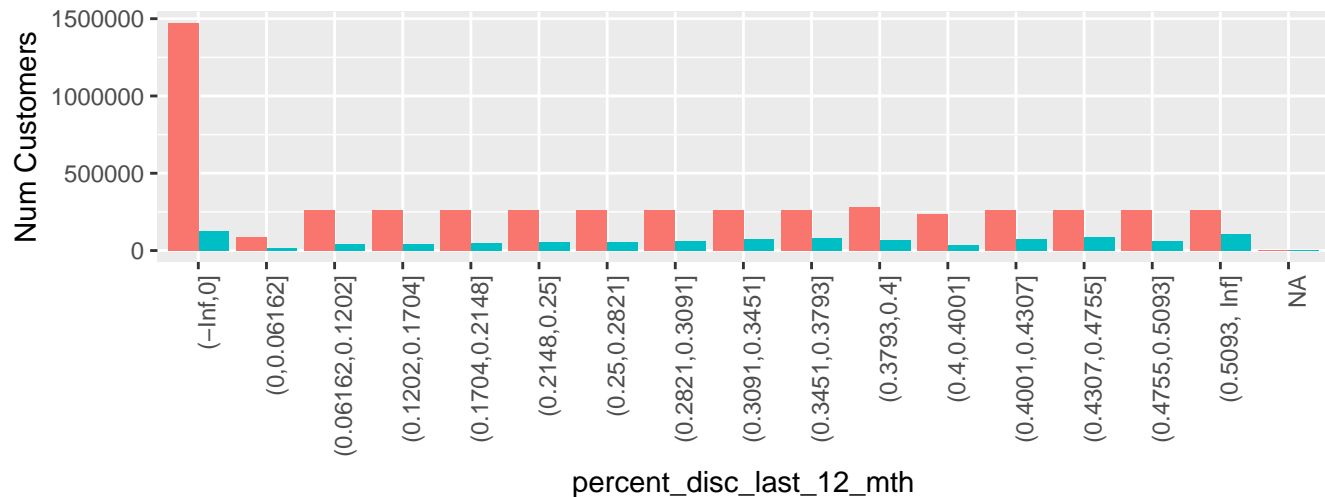
# Distribution of response across num\_disc\_comm\_responded



Distribution of response across percent\_disc\_last\_6\_mth

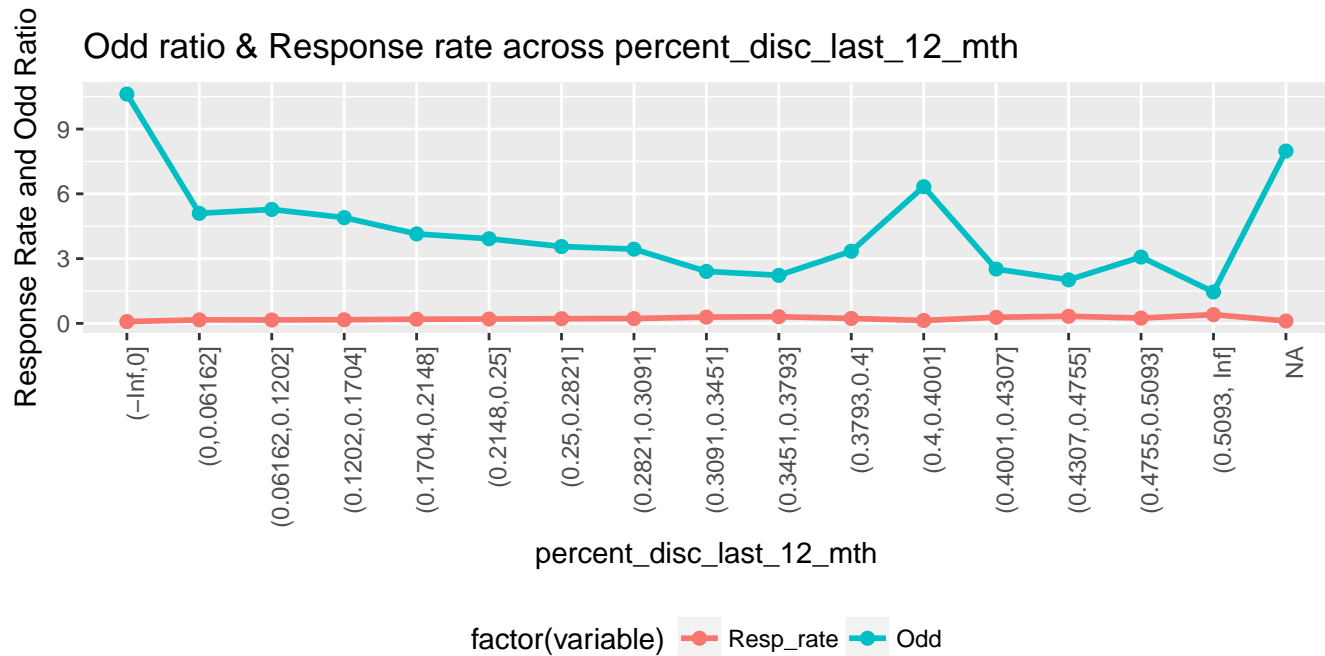


Distribution of response across percent\_disc\_last\_12\_mth



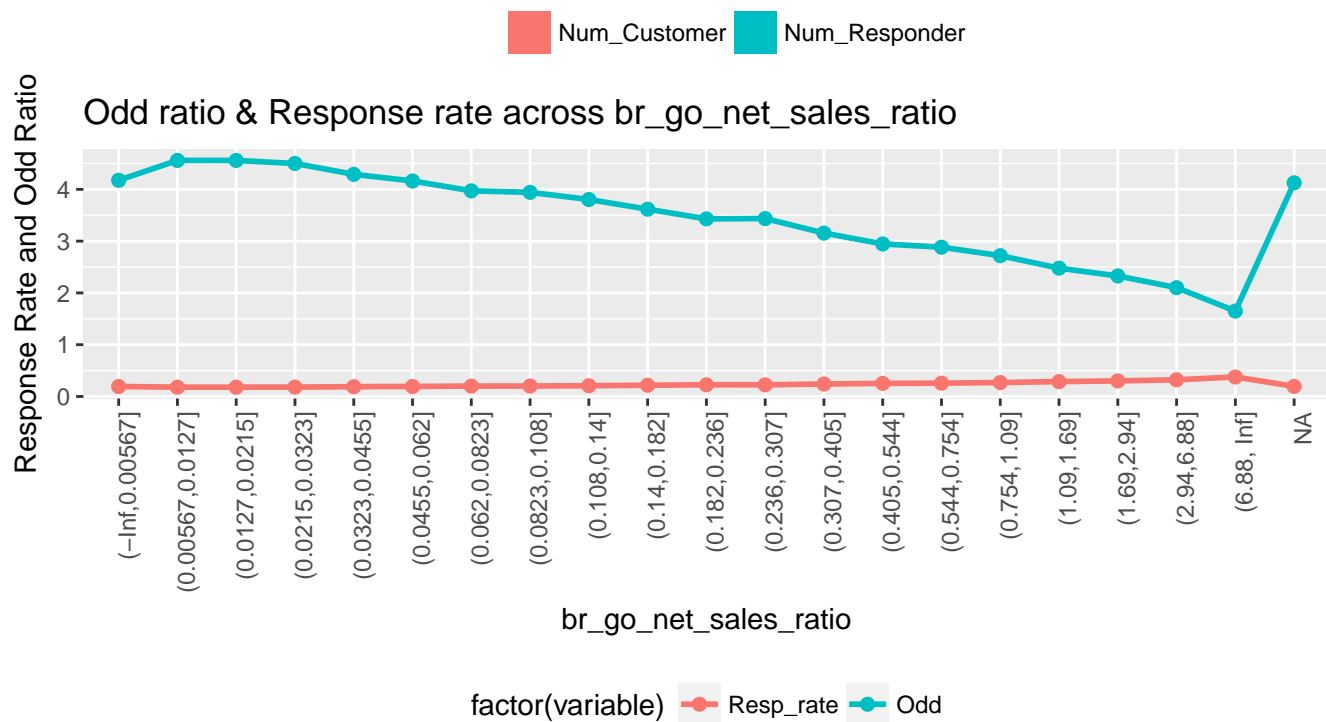
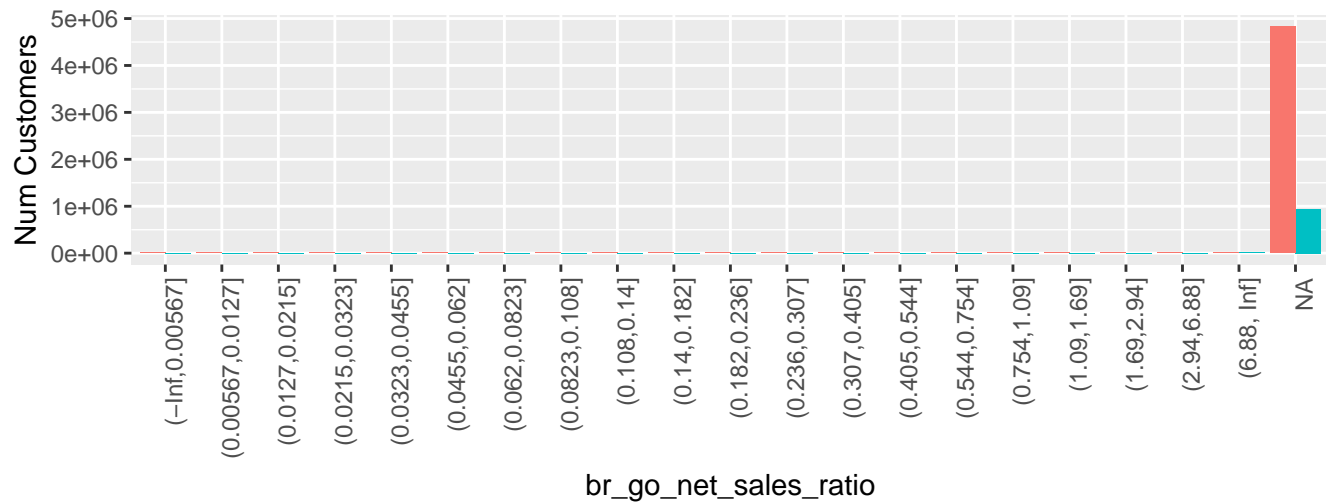
Num\_Customer Num\_Responder

Odd ratio &amp; Response rate across percent\_disc\_last\_12\_mth

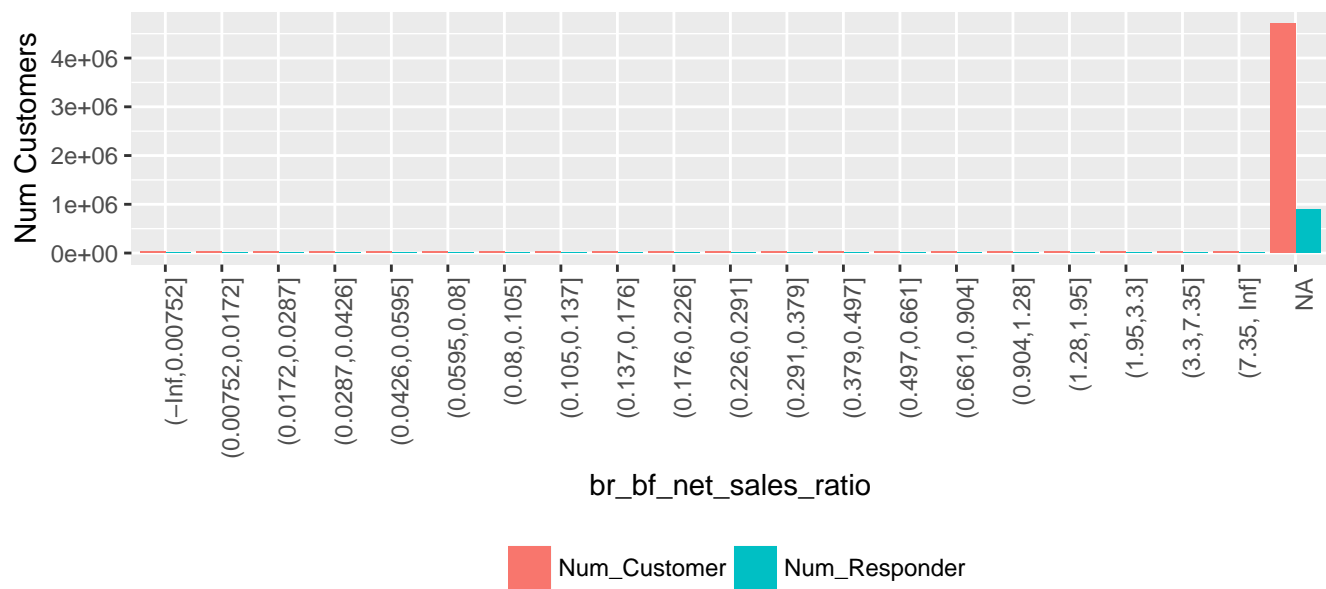




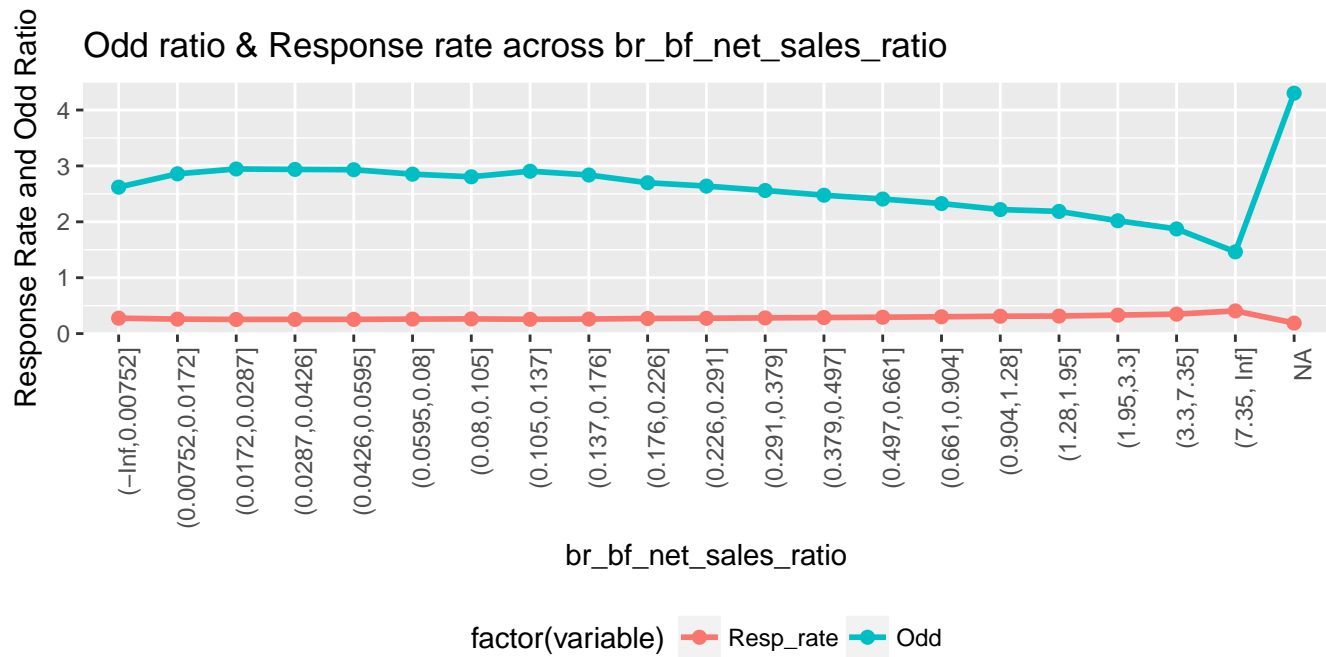
# Distribution of response across br\_go\_net\_sales\_ratio



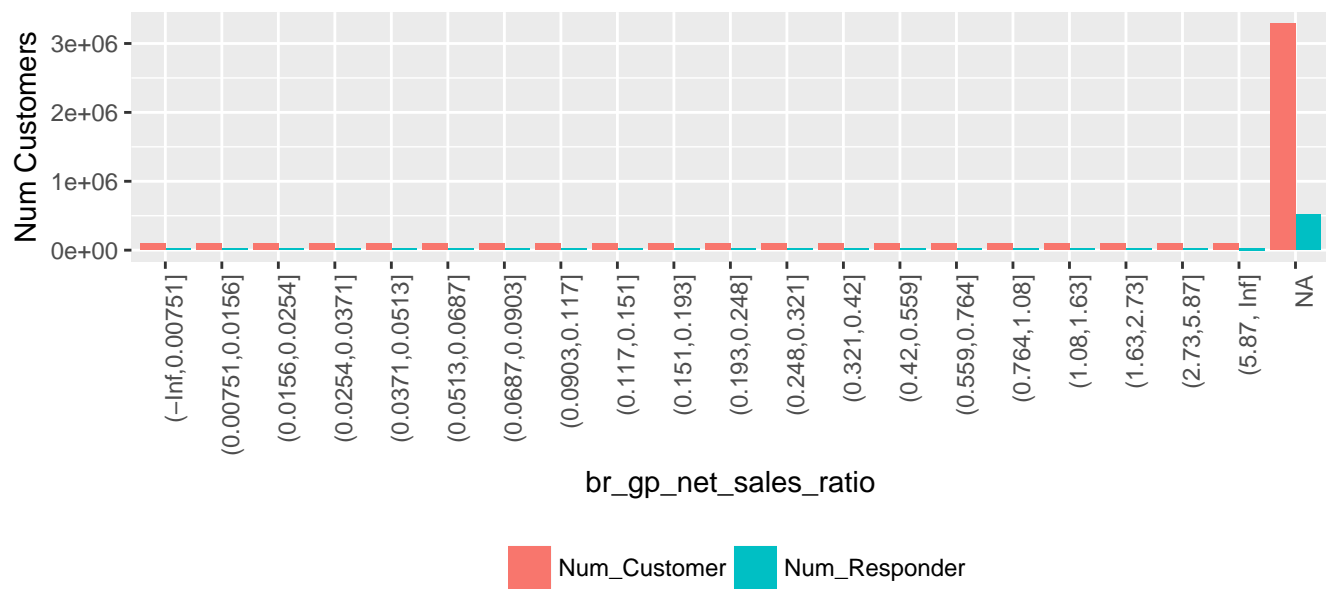
Distribution of response across br\_bf\_net\_sales\_ratio



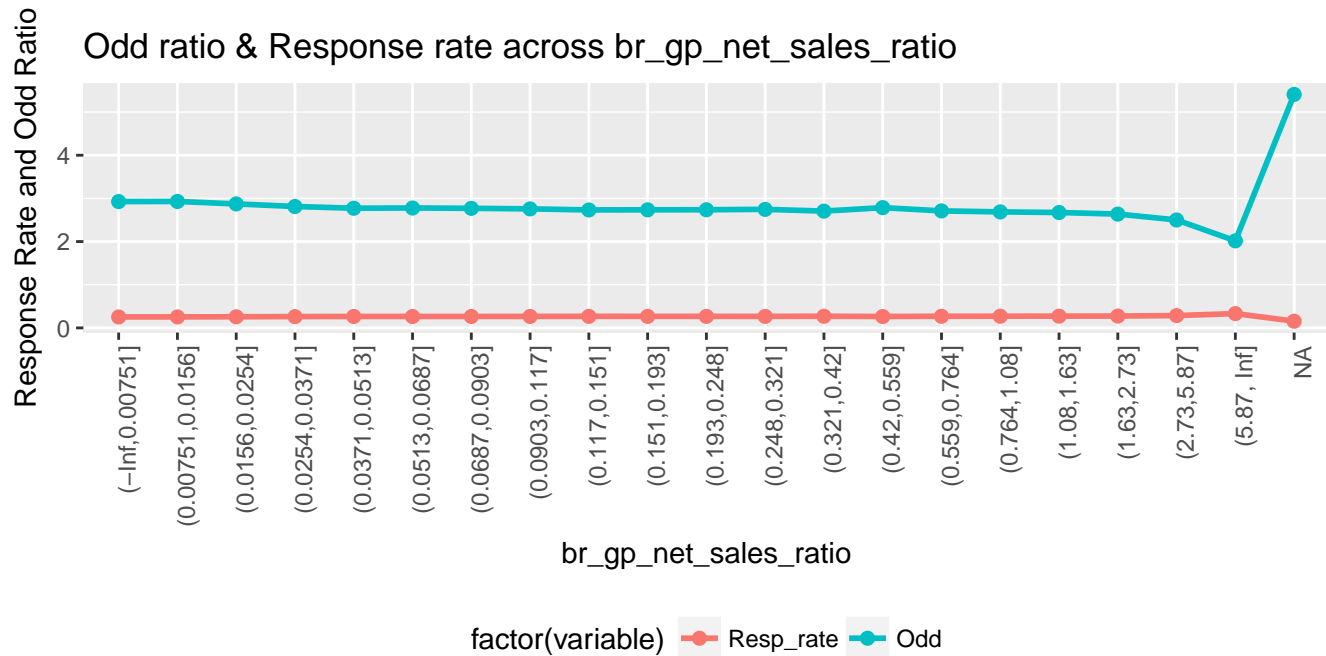
Odd ratio &amp; Response rate across br\_bf\_net\_sales\_ratio



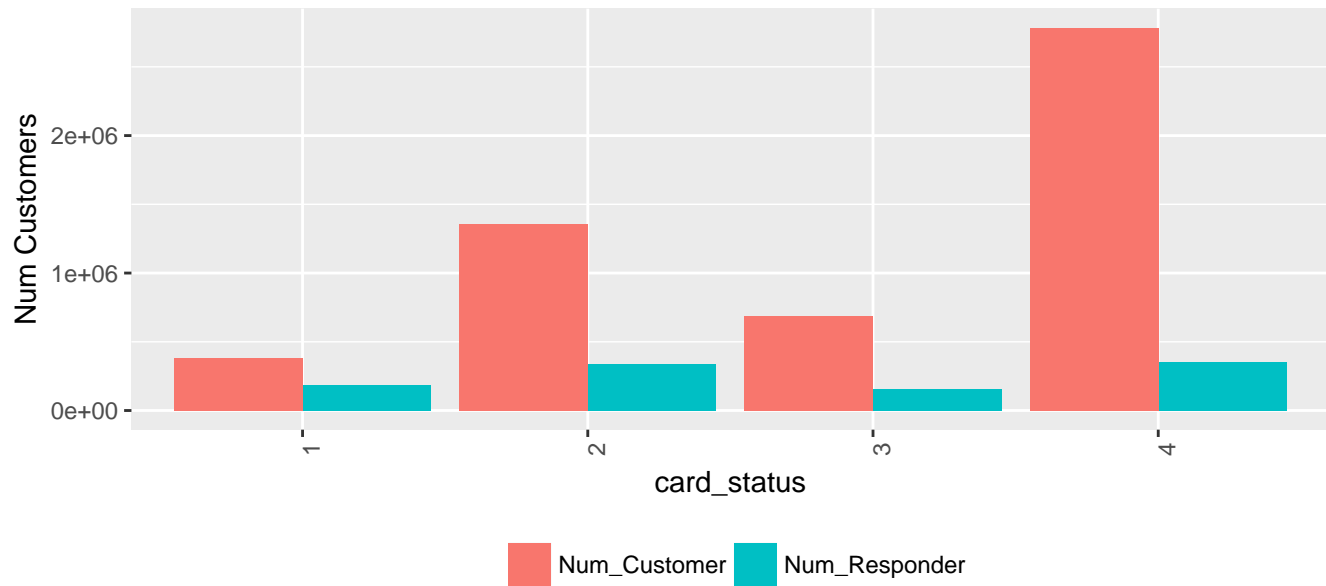
# Distribution of response across br\_gp\_net\_sales\_ratio



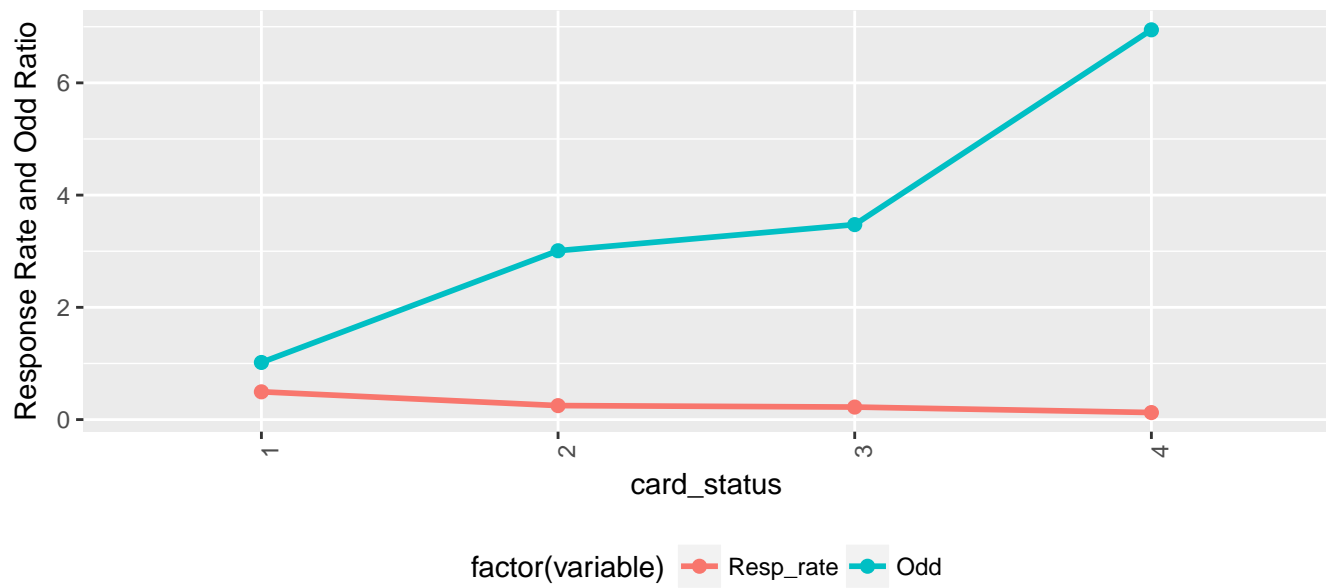
## Odd ratio & Response rate across br\_gp\_net\_sales\_ratio



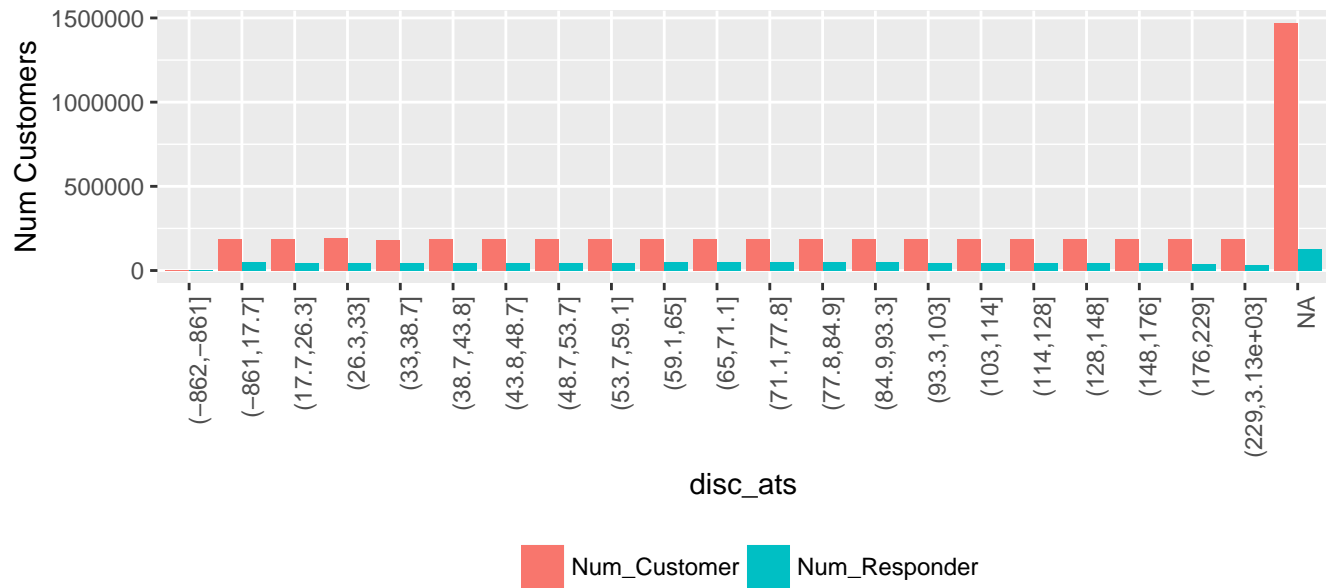
### Distribution of response across card\_status



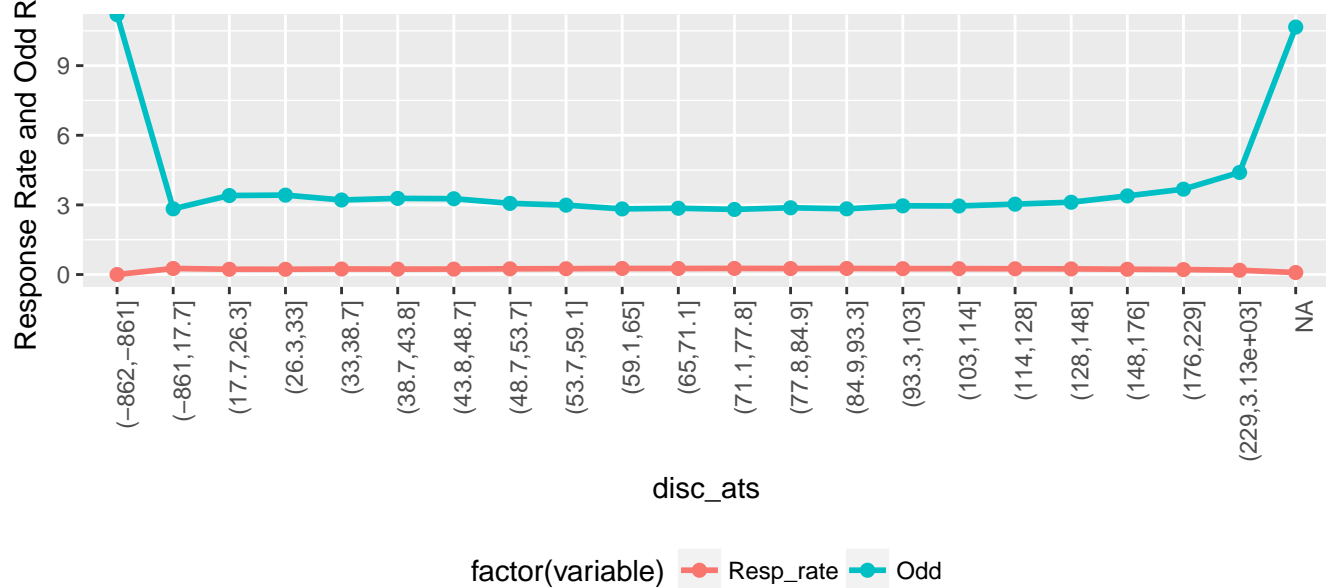
### Odd ratio & Response rate across card\_status



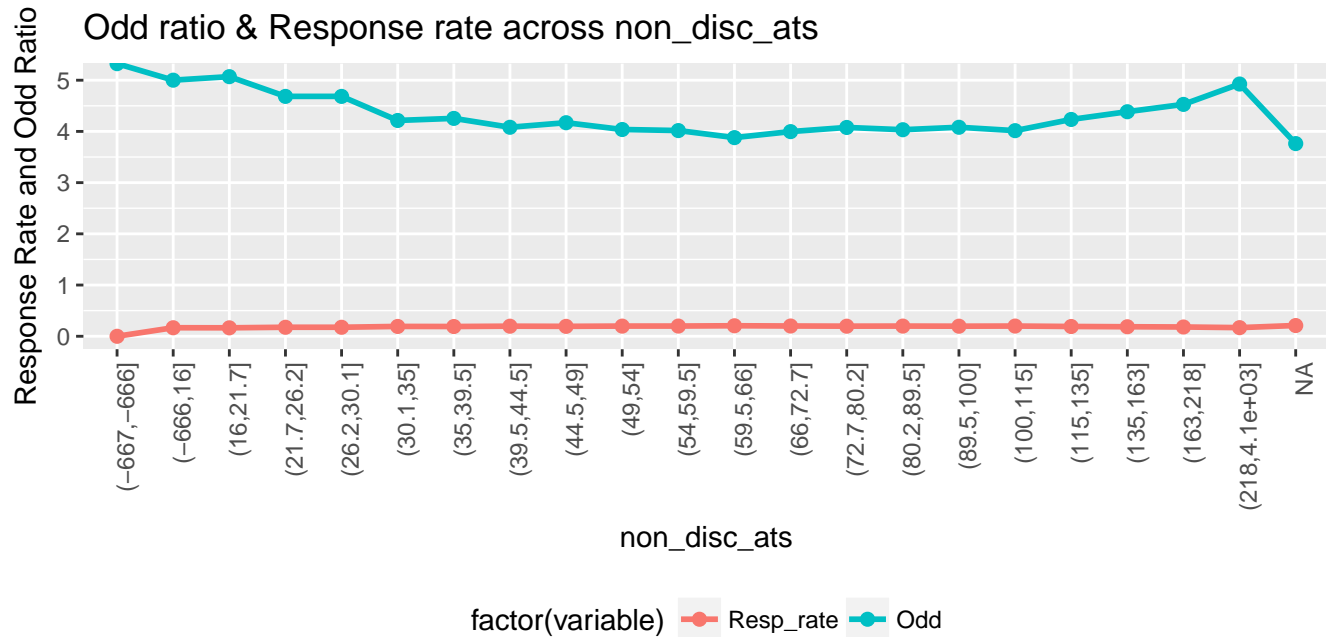
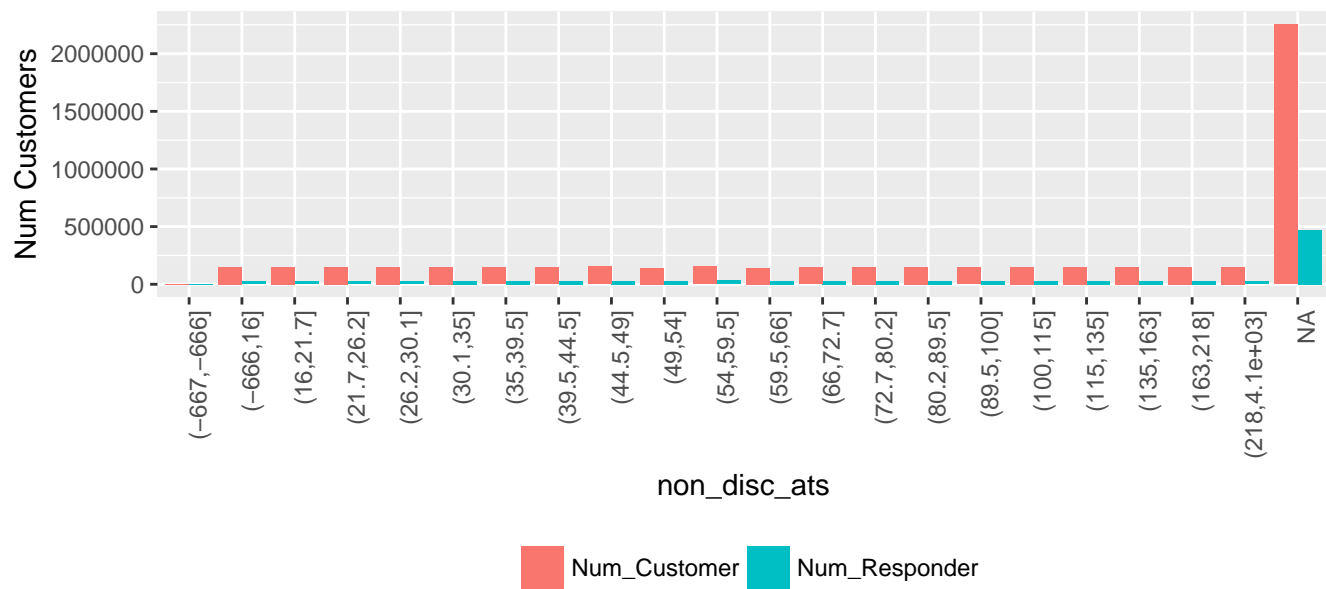
Distribution of response across disc\_atrs

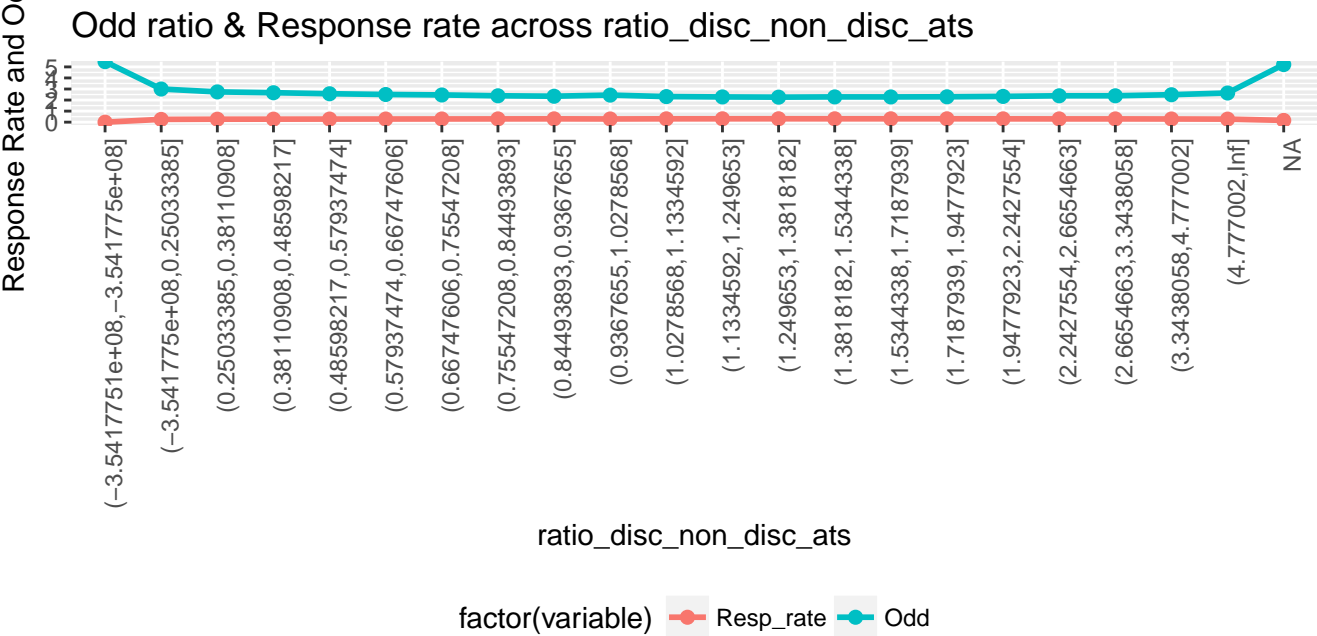
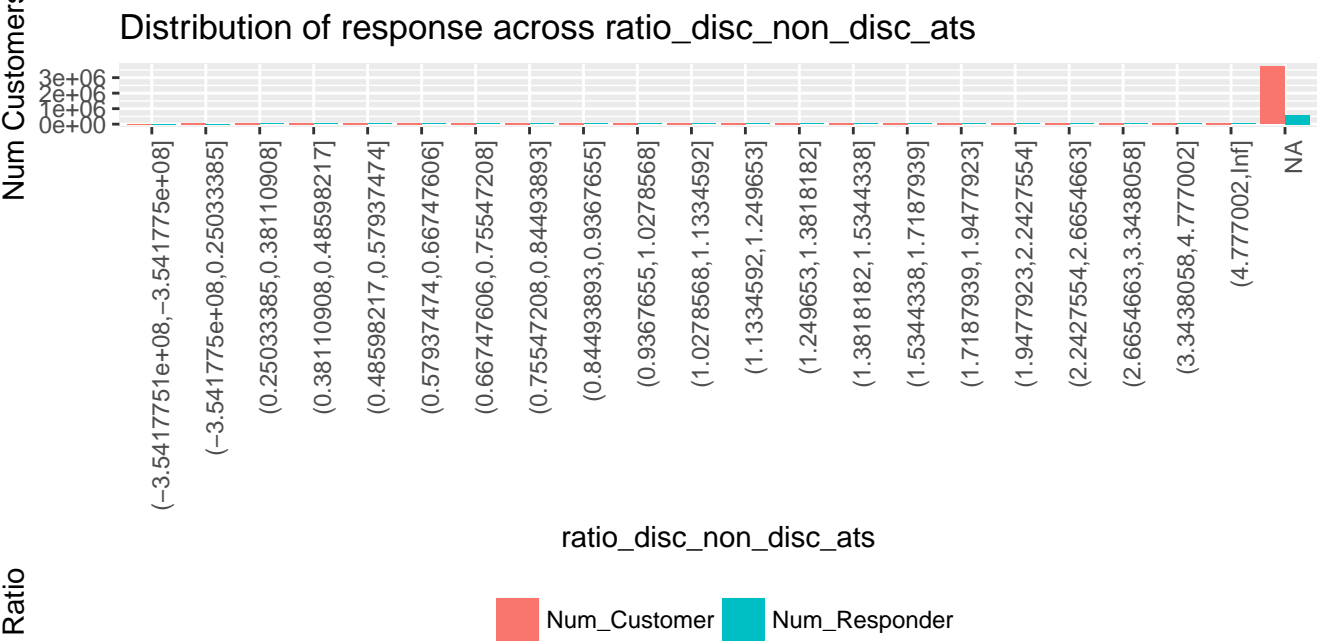


Odd ratio &amp; Response rate across disc\_atrs

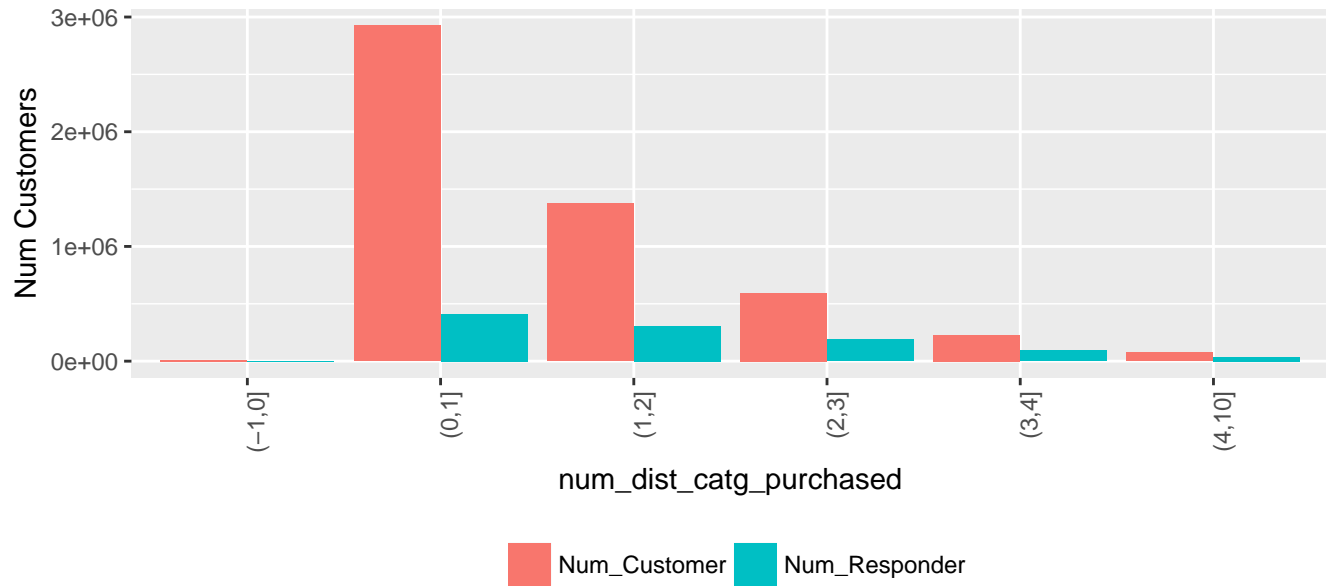


# Distribution of response across non\_disc\_at





# Distribution of response across num\_dist\_catg\_purchased

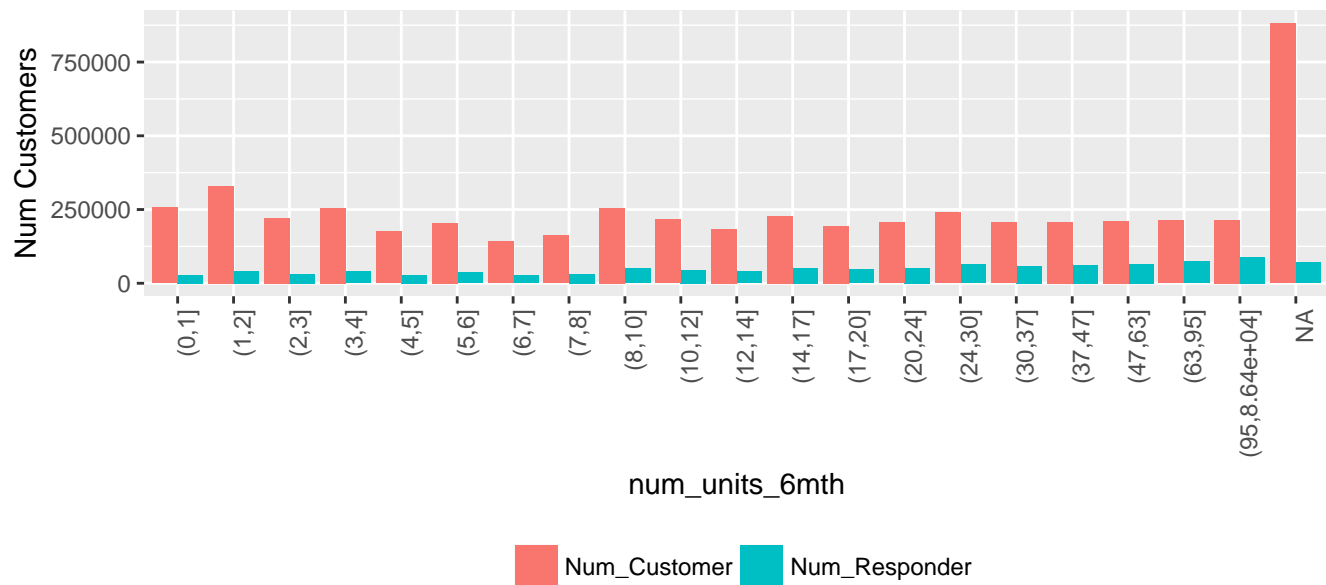


## Odd ratio & Response rate across num\_dist\_catg\_purchased

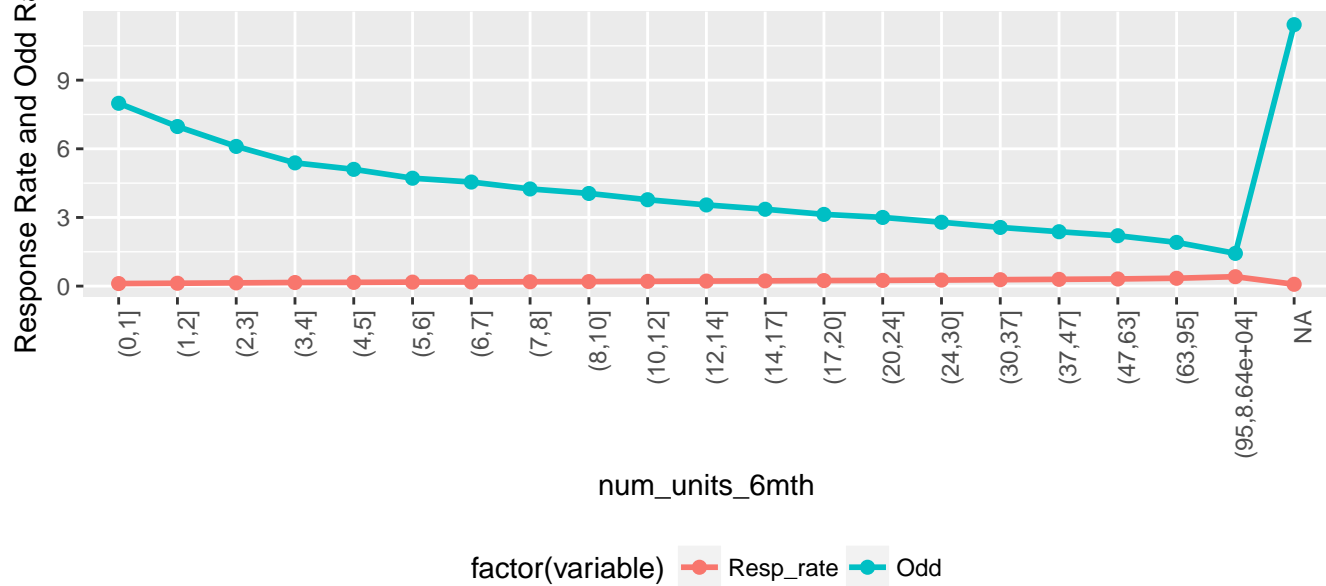




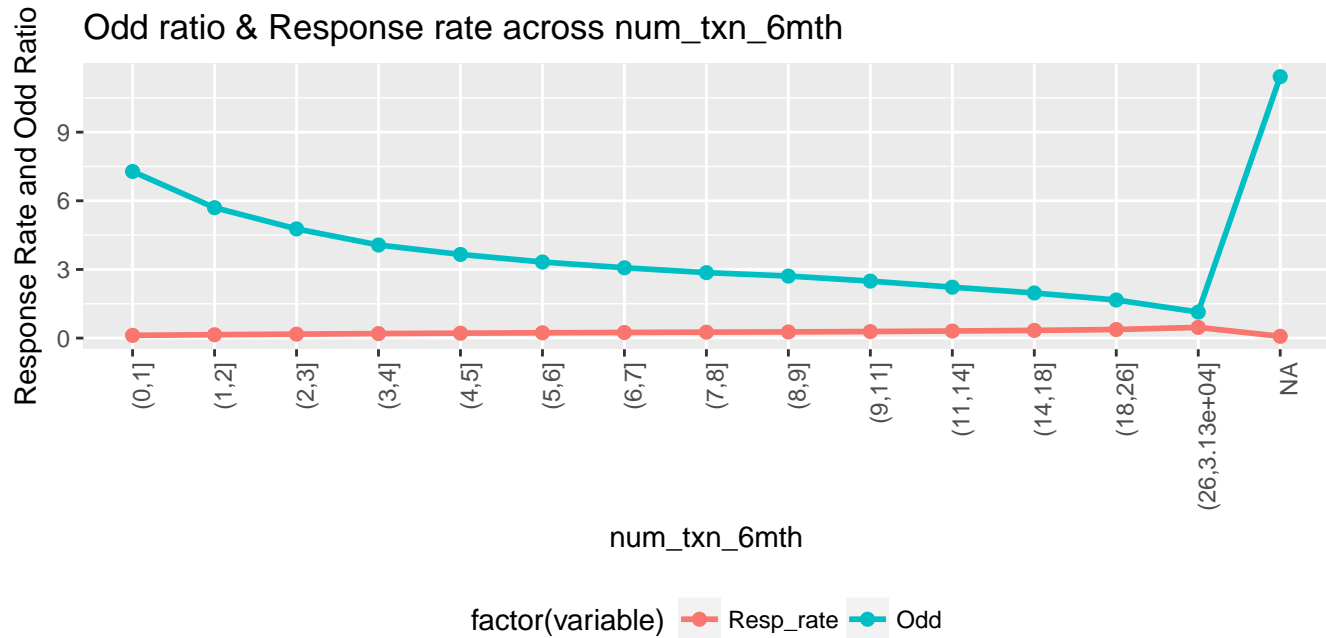
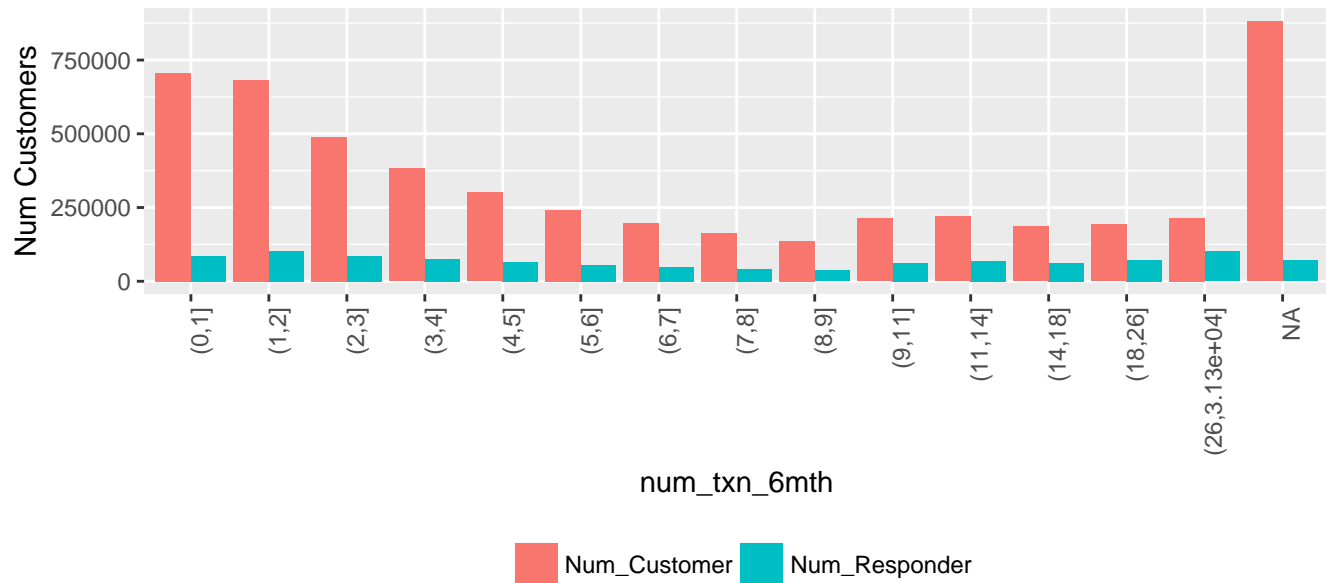
# Distribution of response across num\_units\_6mth



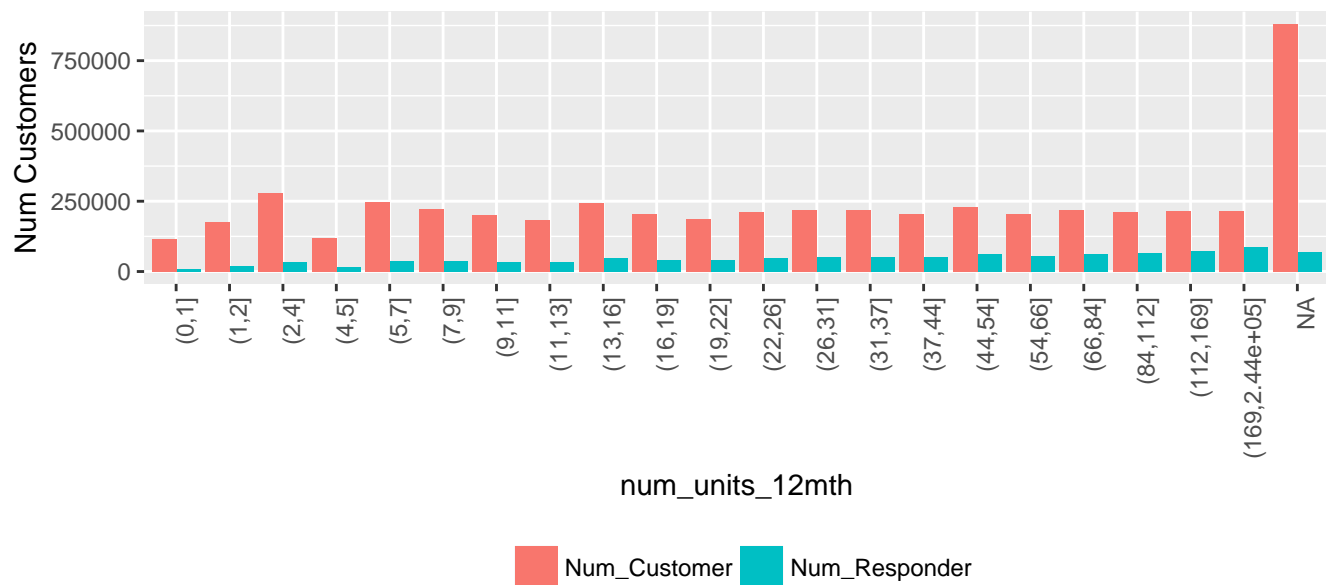
## Odd ratio & Response rate across num\_units\_6mth



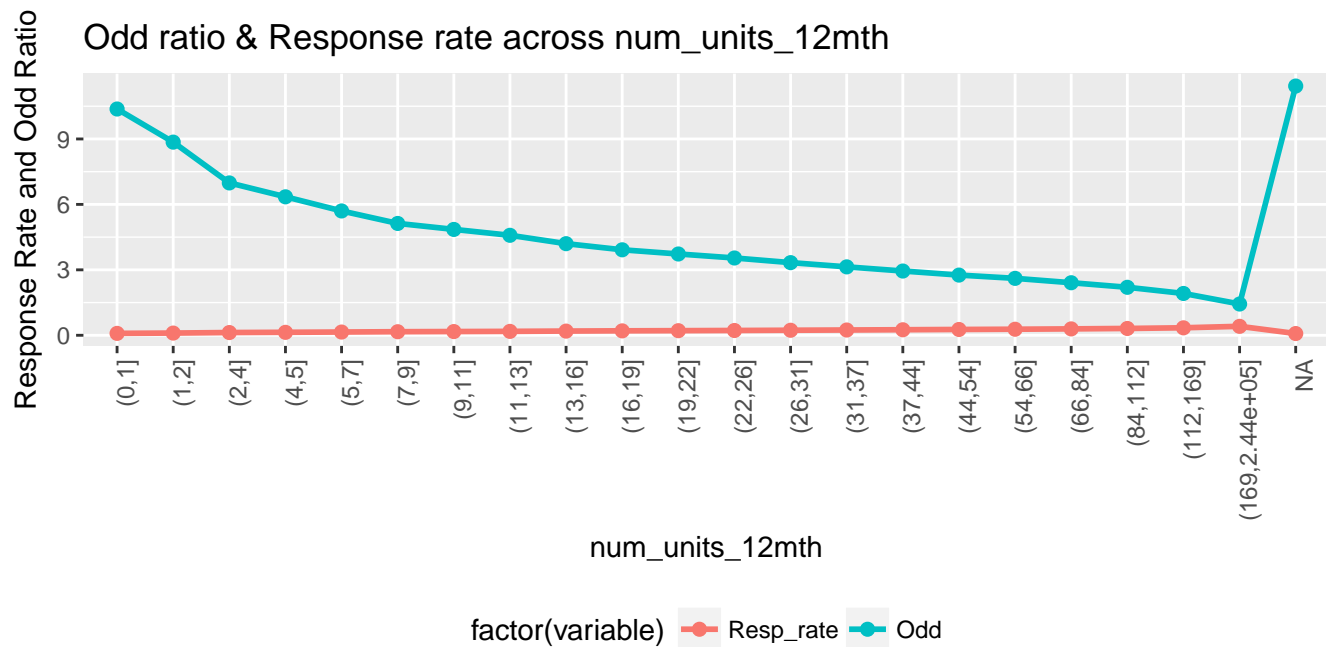
### Distribution of response across num\_txn\_6mth



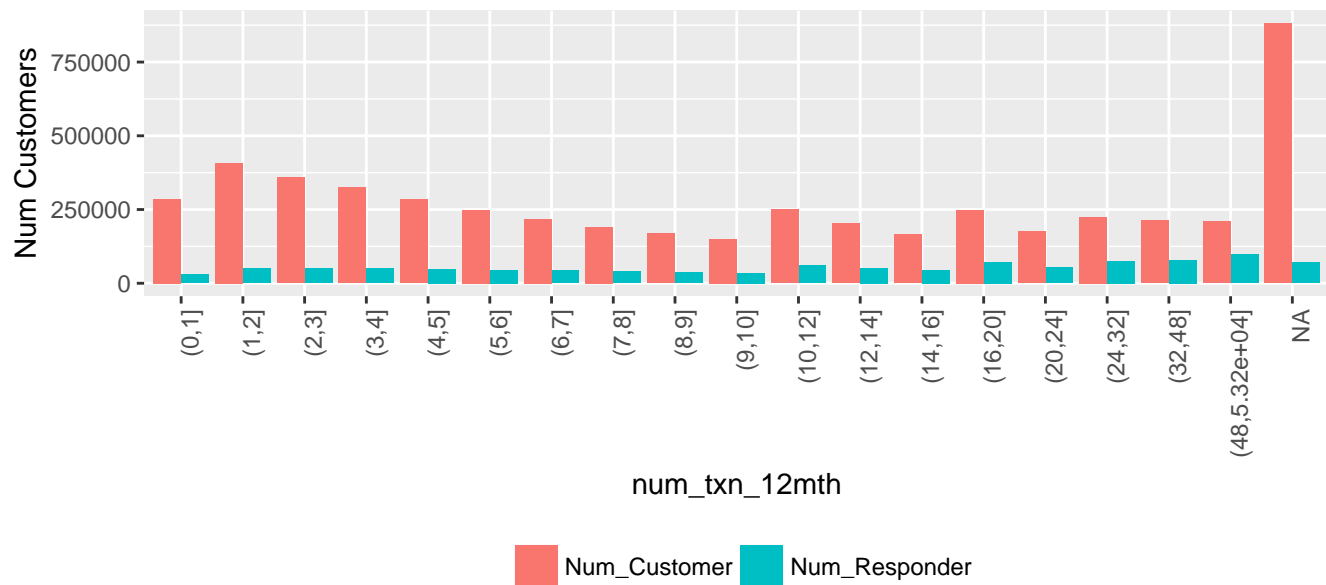
# Distribution of response across num\_units\_12mth



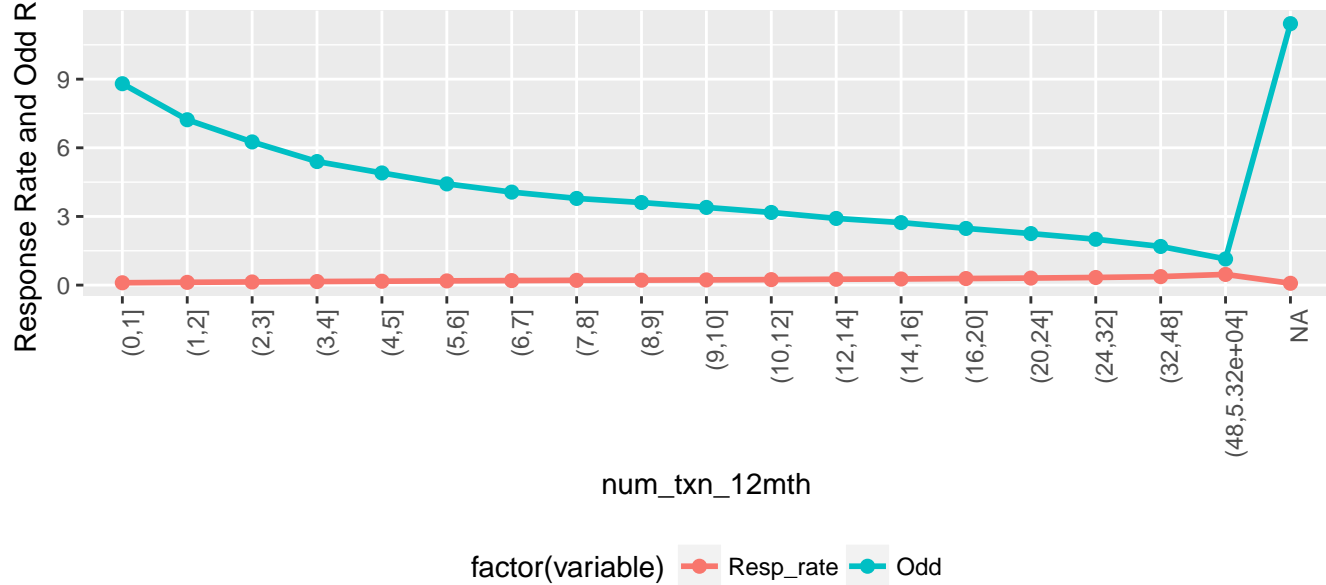
# Odd ratio & Response rate across num\_units\_12mth



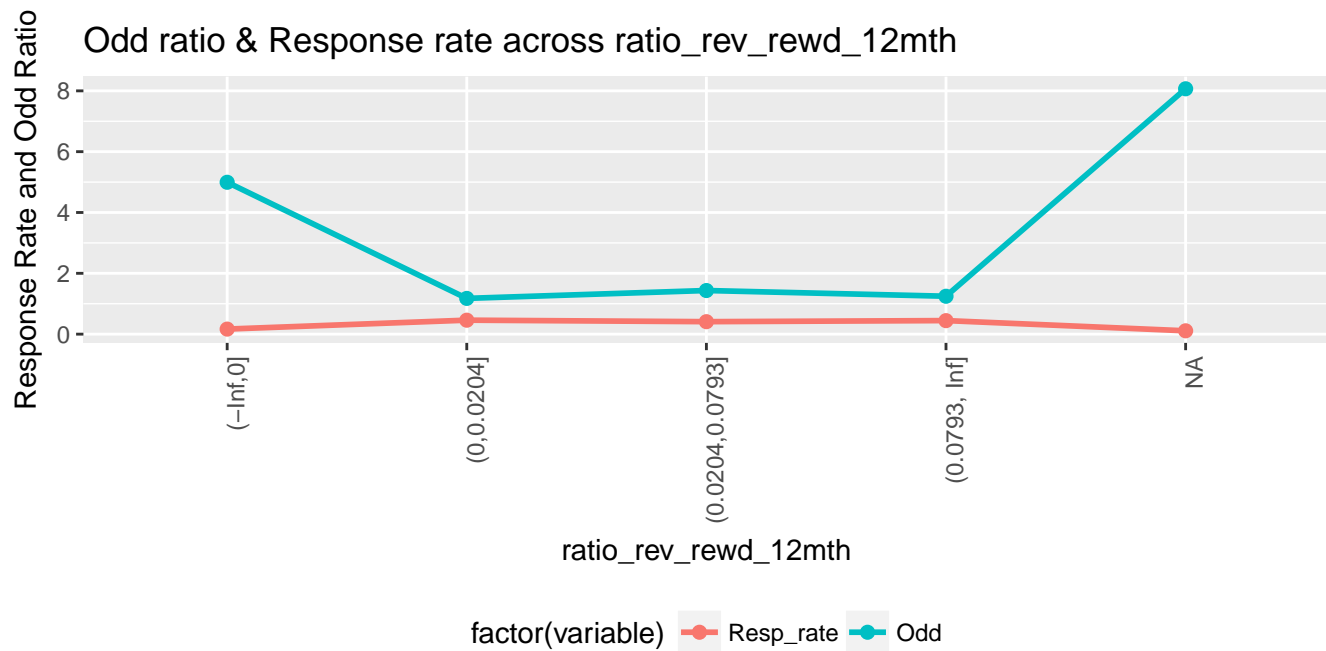
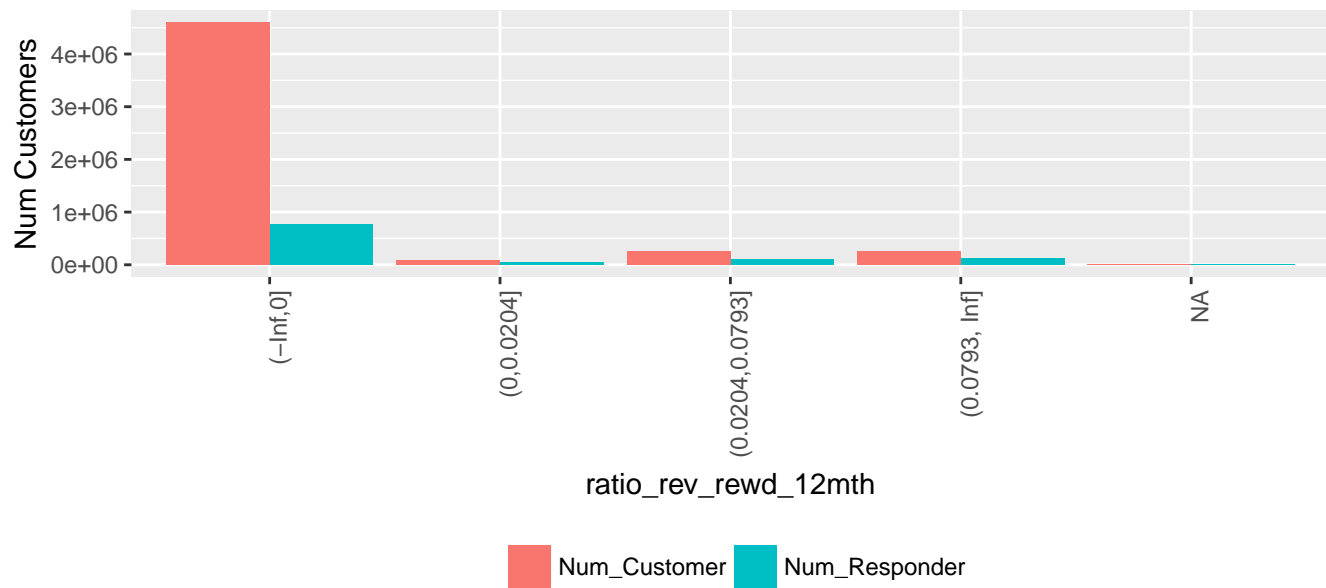
# Distribution of response across num\_txn\_12mth



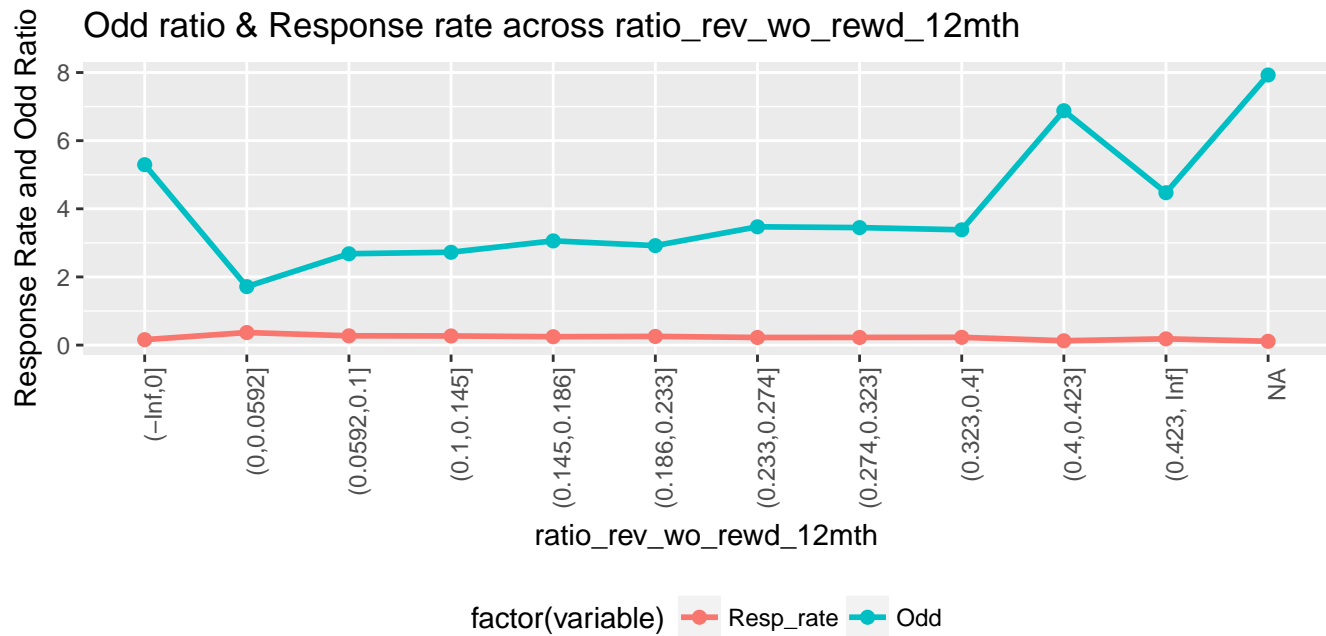
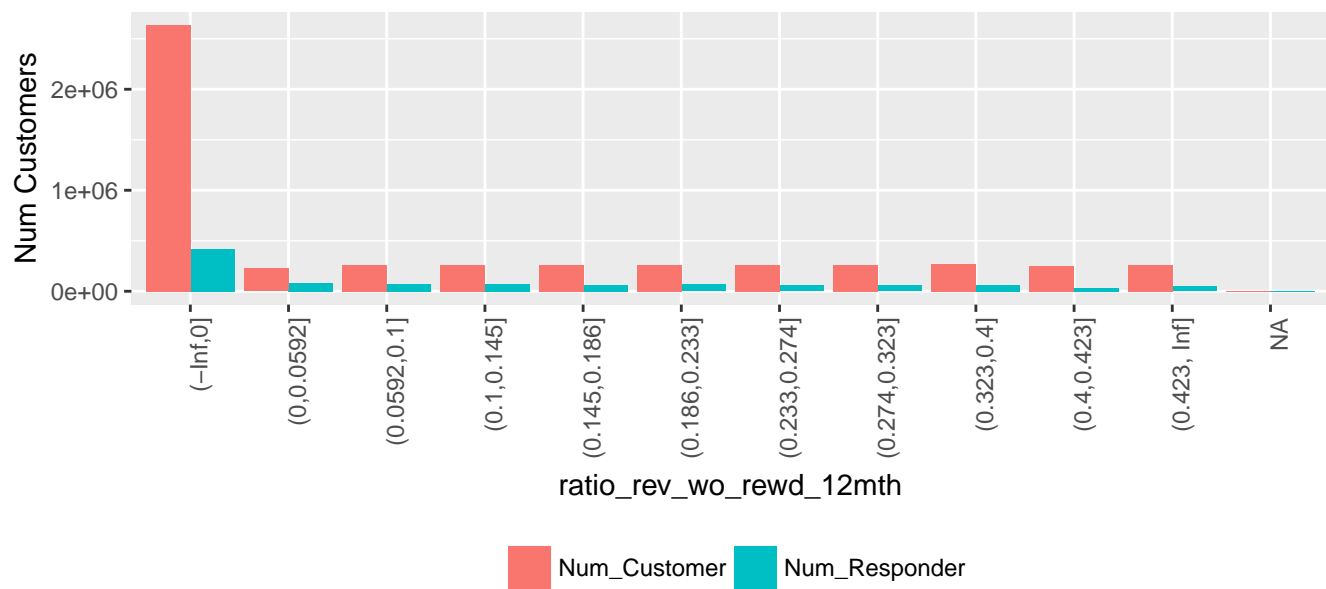
## Odd ratio & Response rate across num\_txn\_12mth



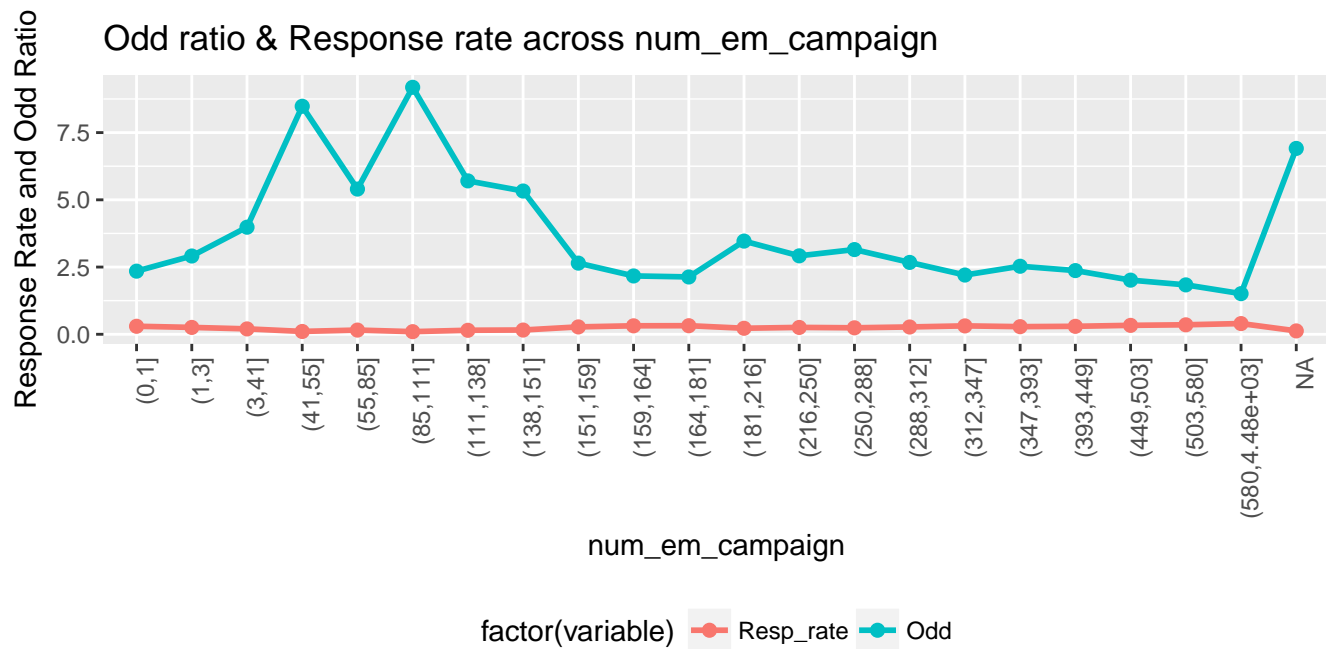
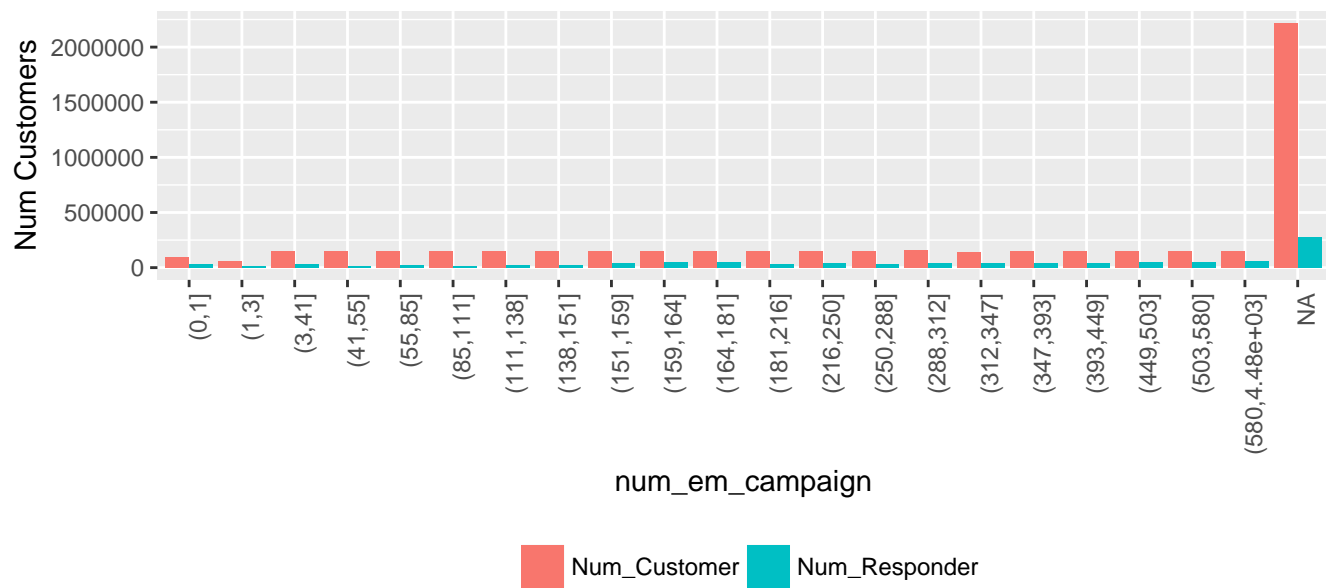
Distribution of response across ratio\_rev\_rewd\_12mth



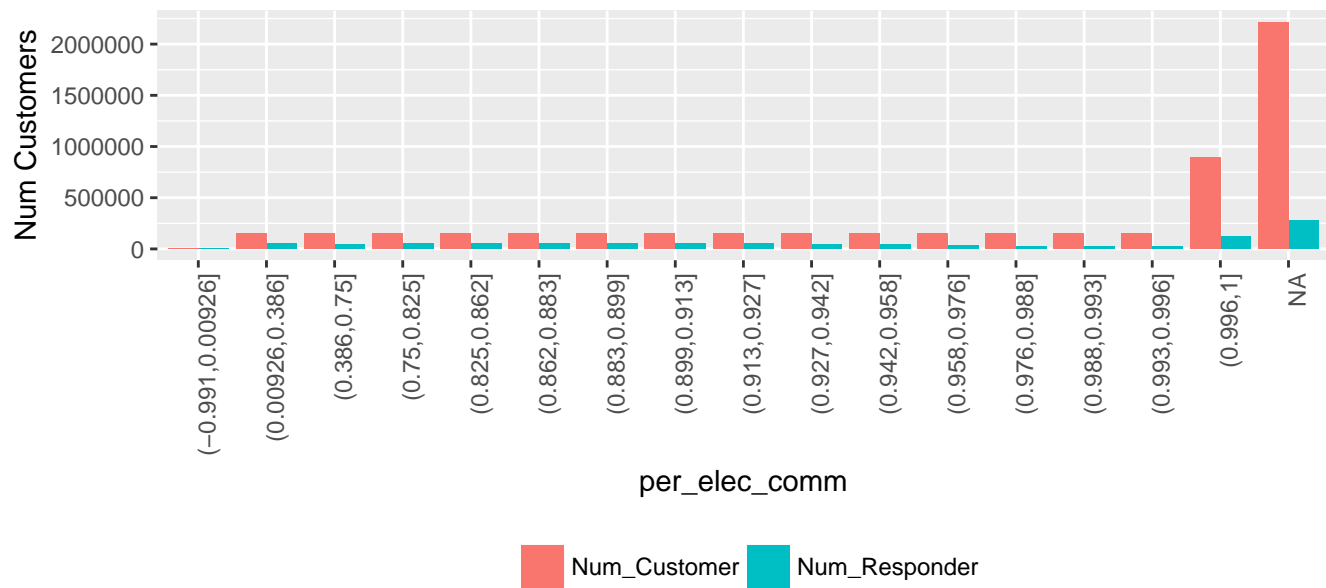
# Distribution of response across ratio\_rev\_wo\_rewd\_12mth



# Distribution of response across num\_em\_campaign

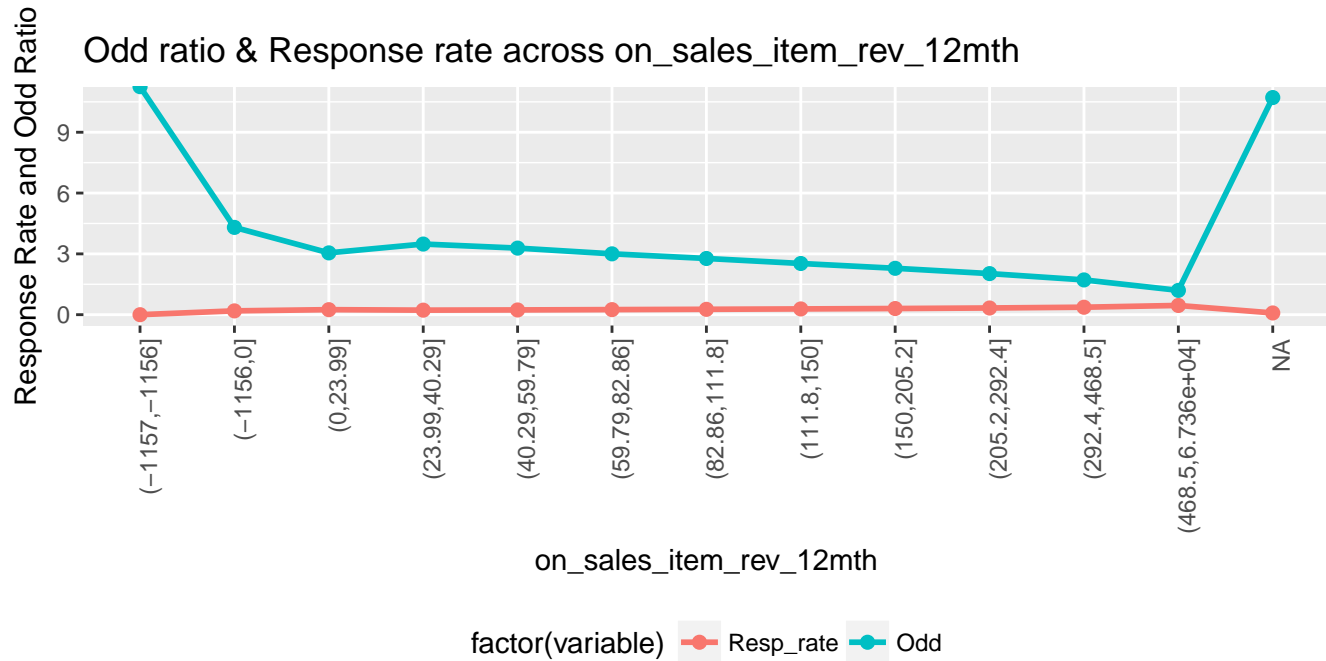
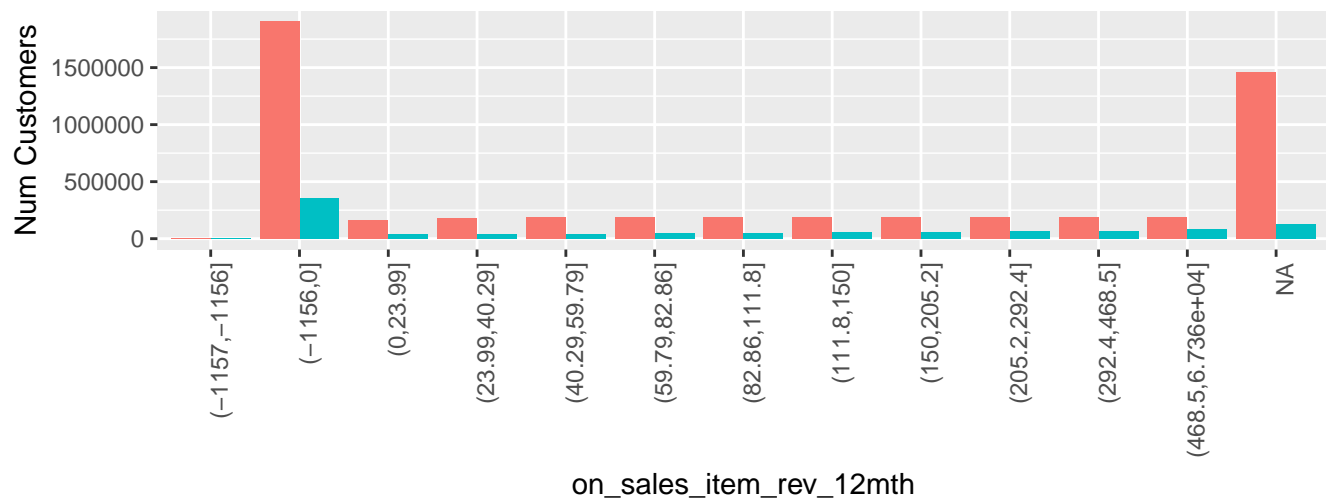


# Distribution of response across per\_elec\_comm

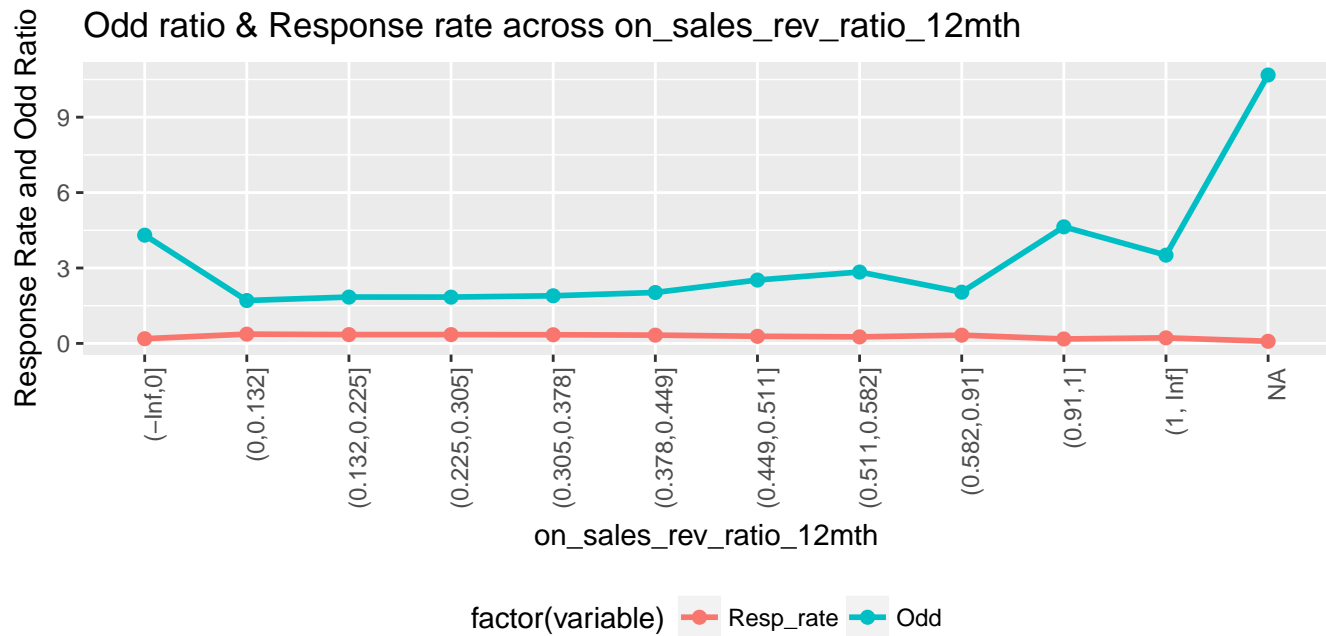
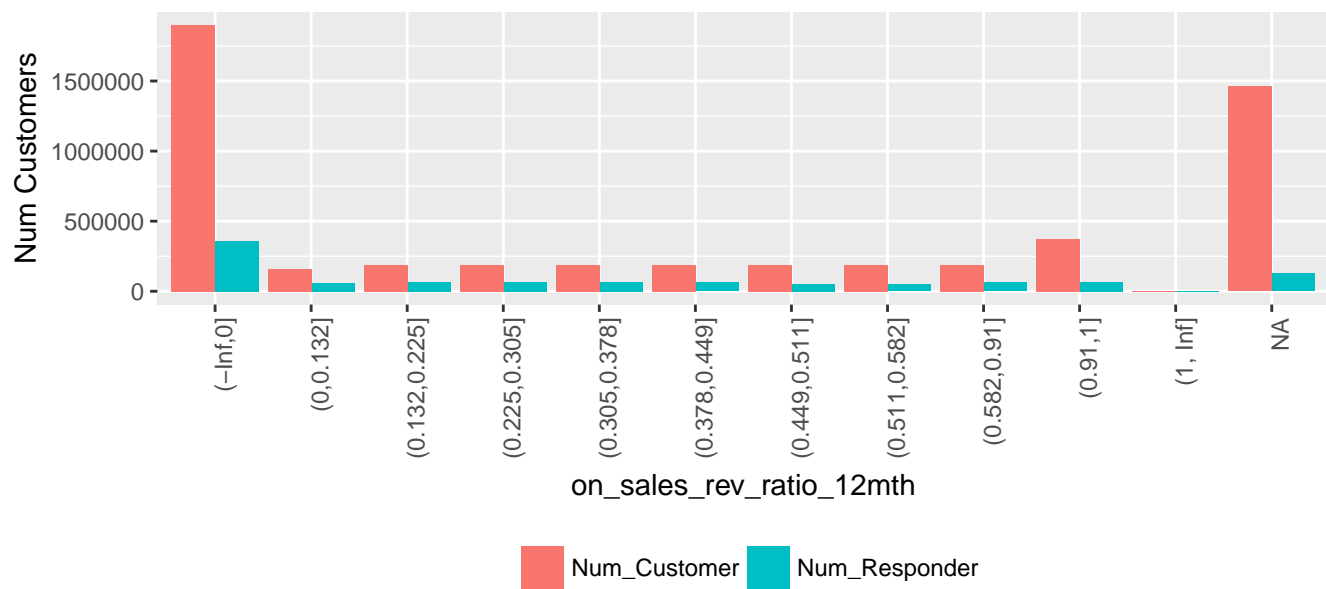




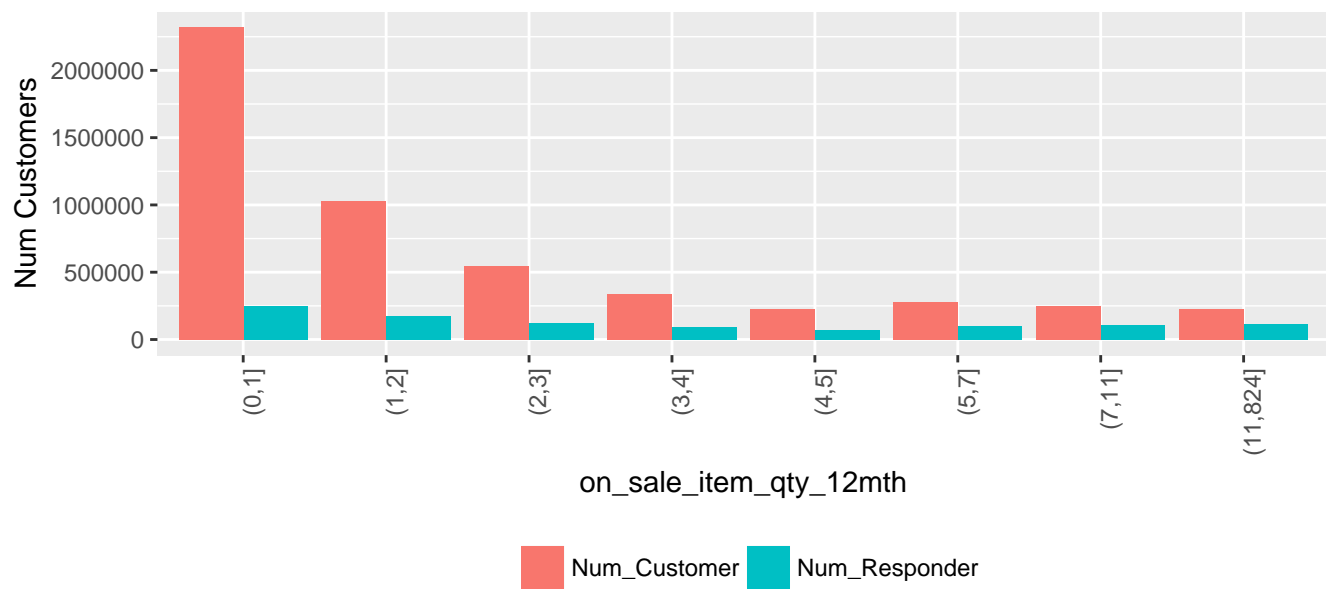
Distribution of response across on\_sales\_item\_rev\_12mth



# Distribution of response across on\_sales\_rev\_ratio\_12mth



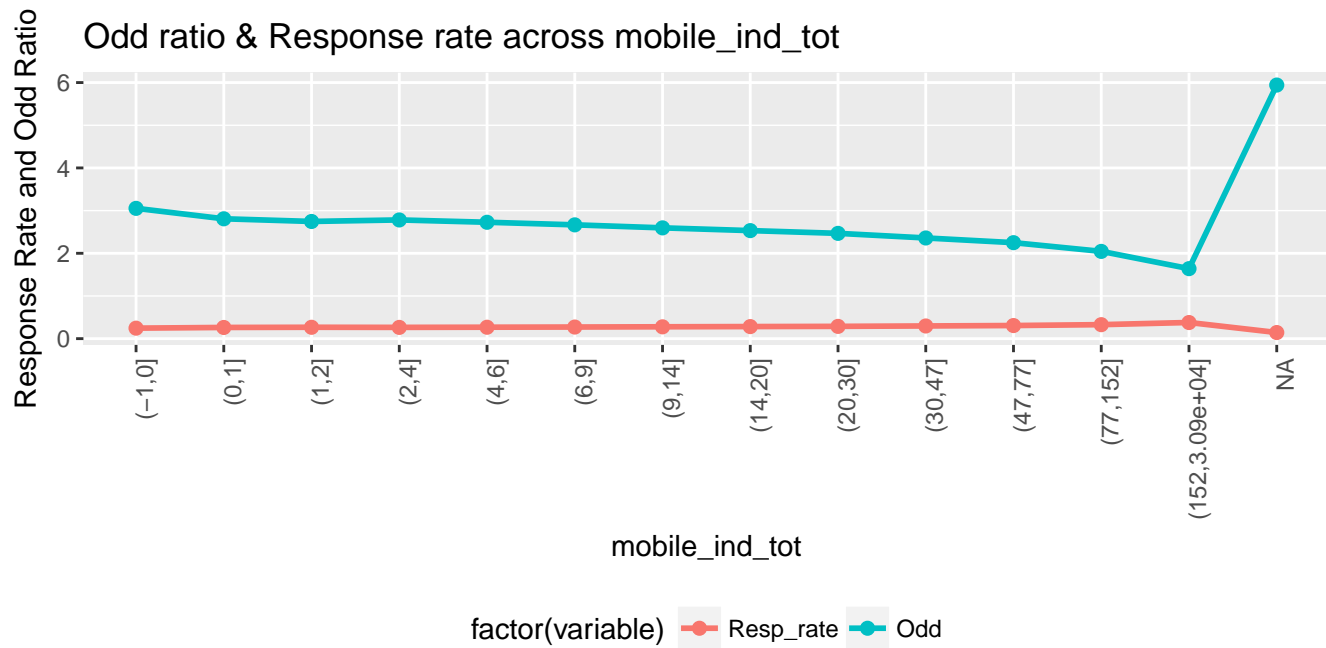
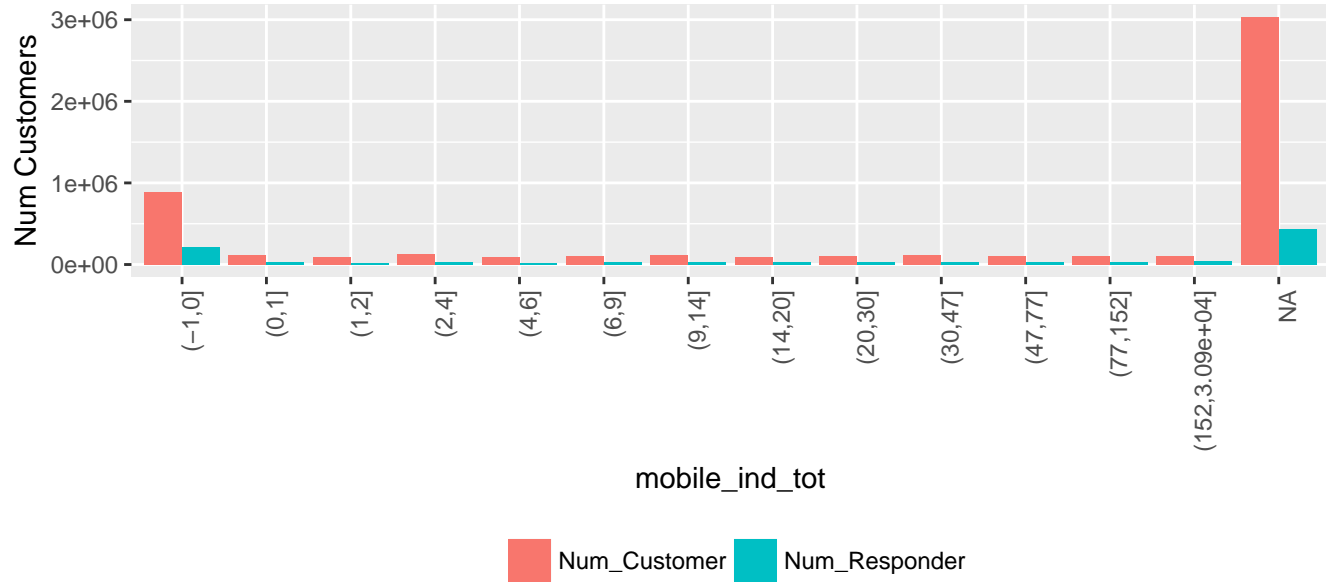
# Distribution of response across on\_sale\_item\_qty\_12mth



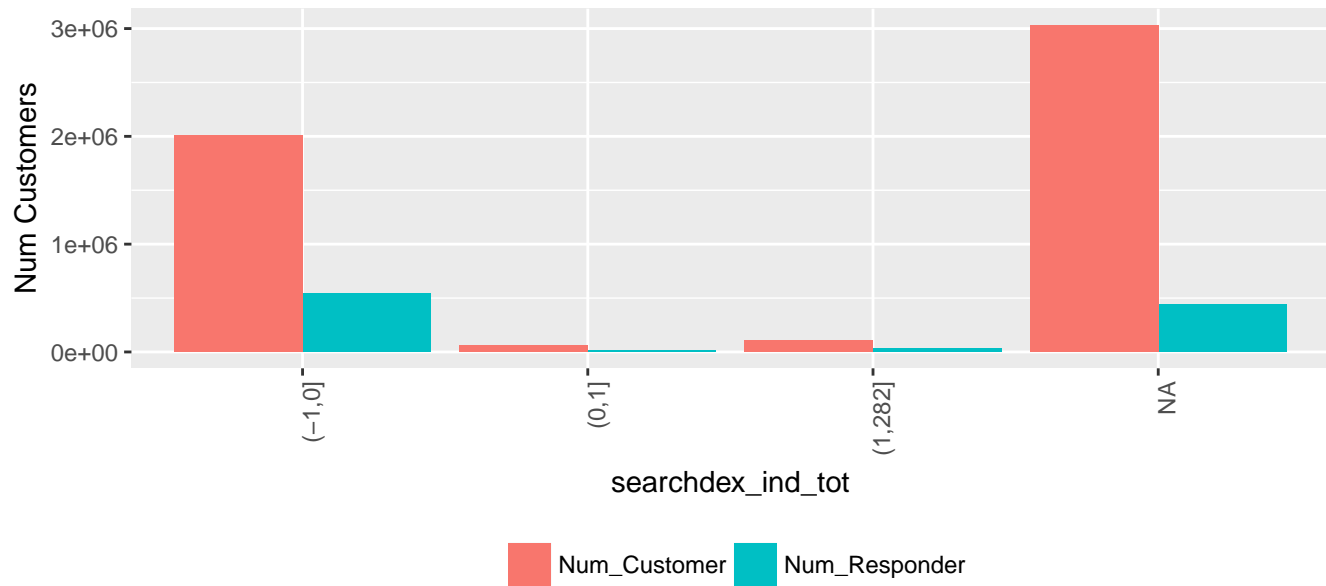
## Odd ratio & Response rate across on\_sale\_item\_qty\_12mth



# Distribution of response across mobile\_ind\_tot



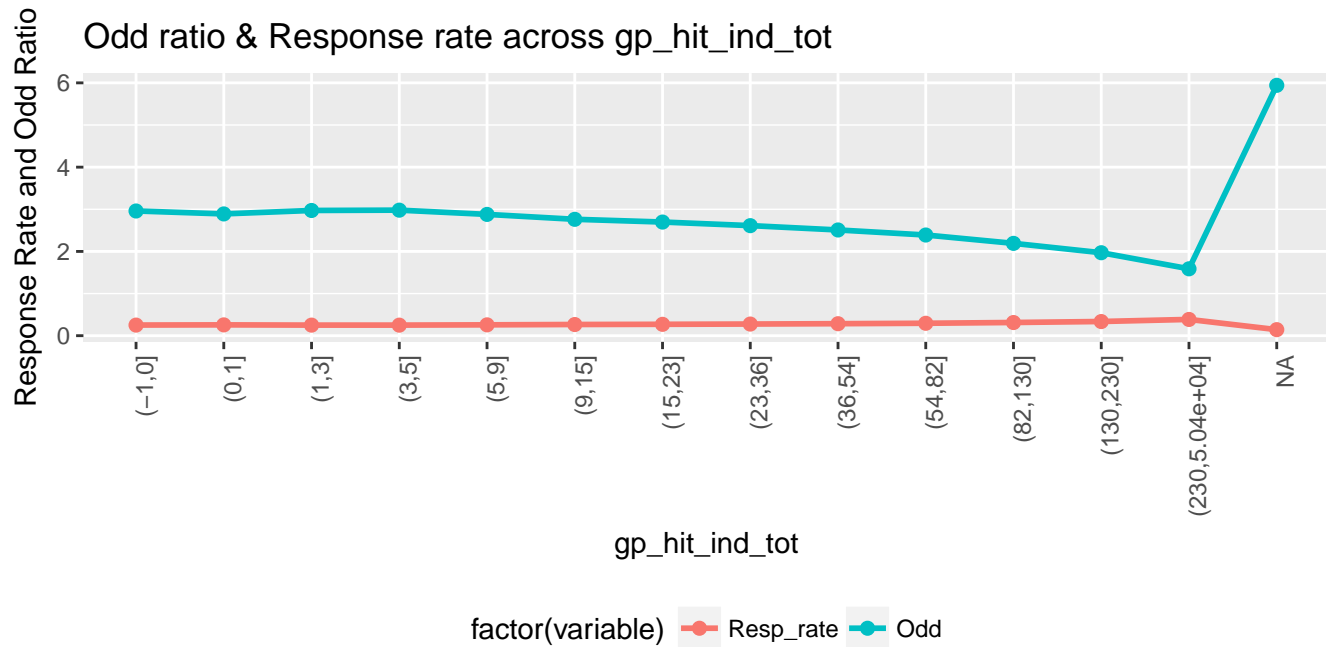
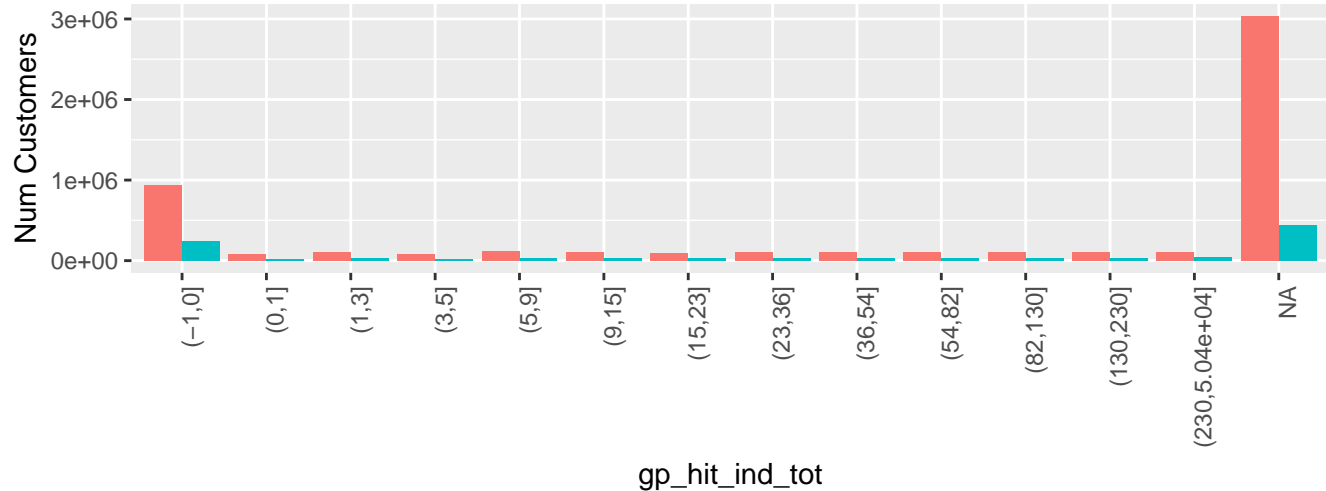
Distribution of response across searchdex\_ind\_tot



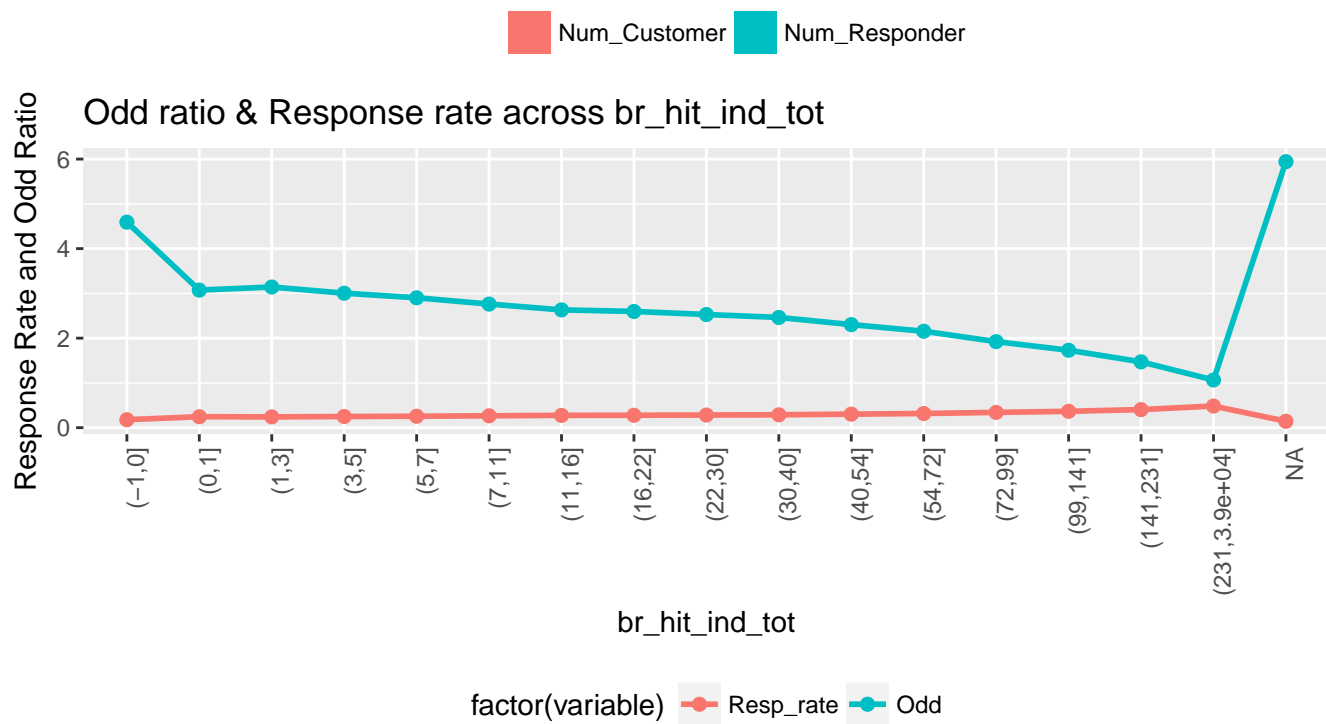
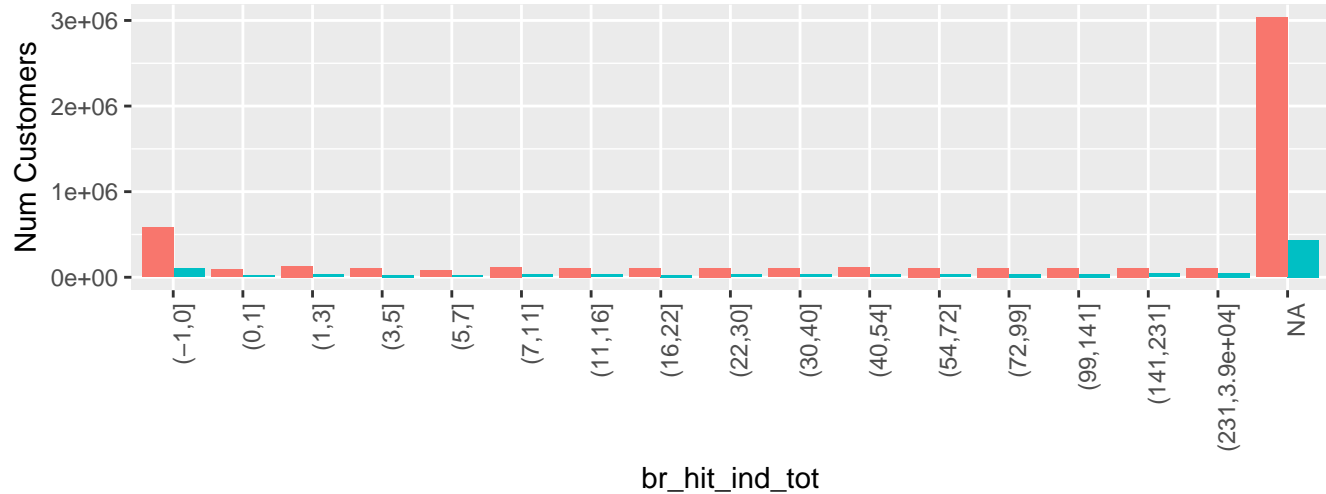
Odd ratio & Response rate across searchdex\_ind\_tot



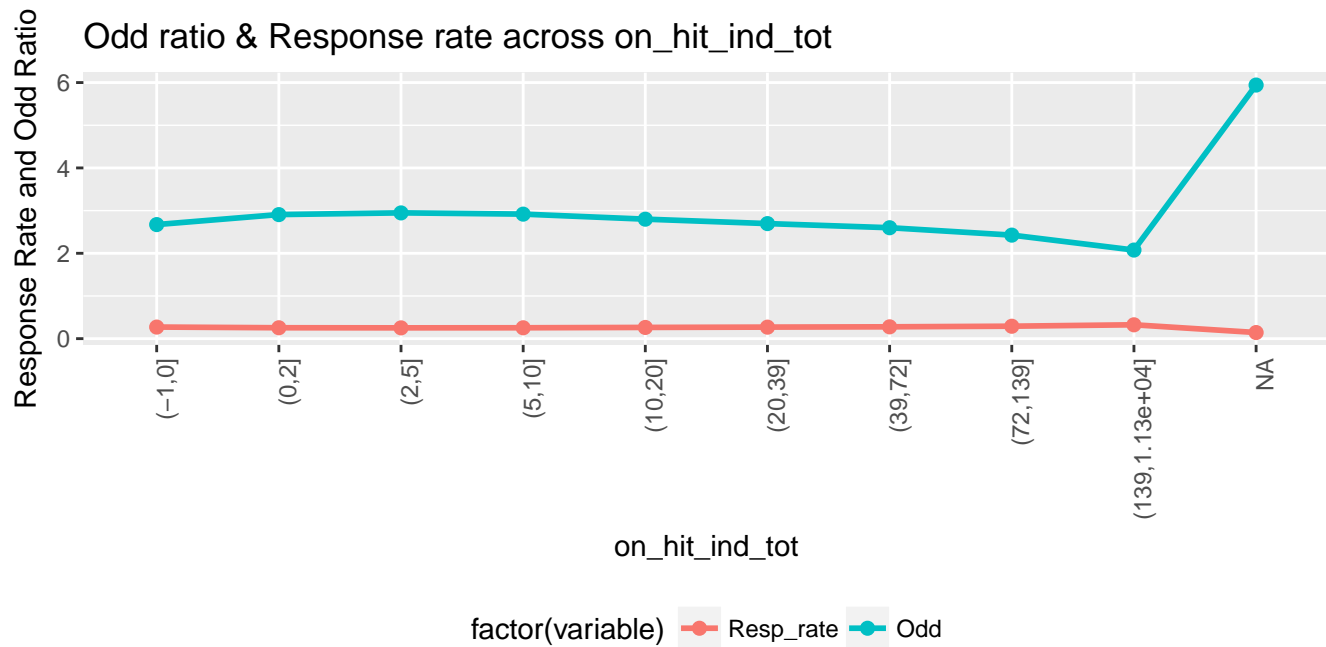
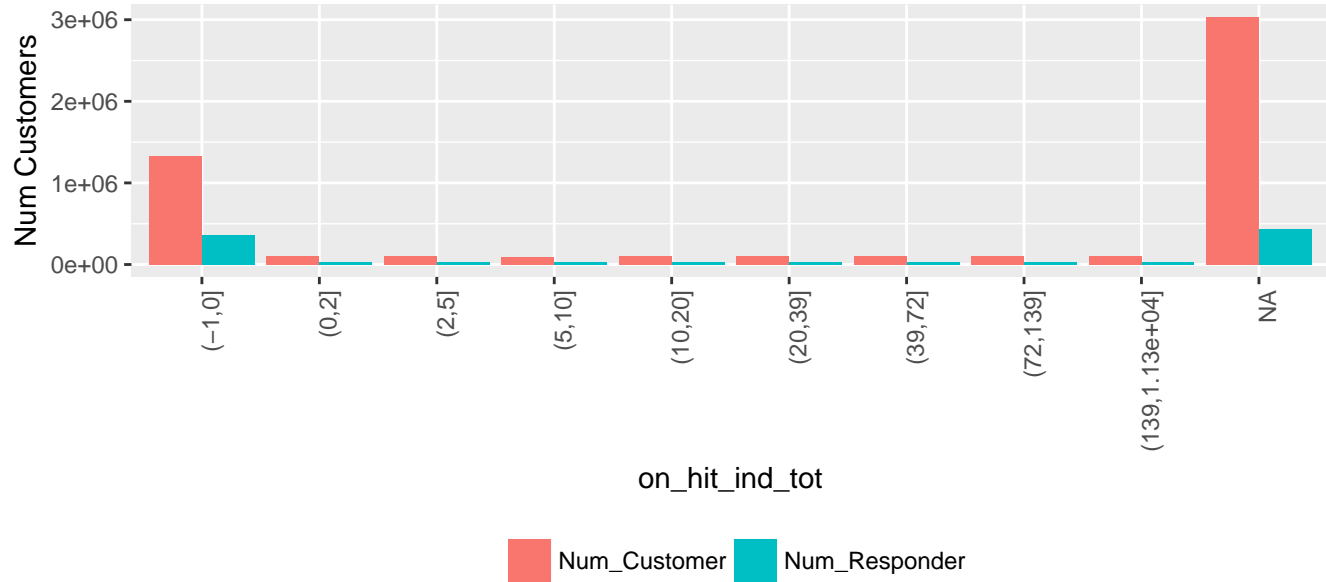
Distribution of response across gp\_hit\_ind\_tot



### Distribution of response across br\_hit\_ind\_tot

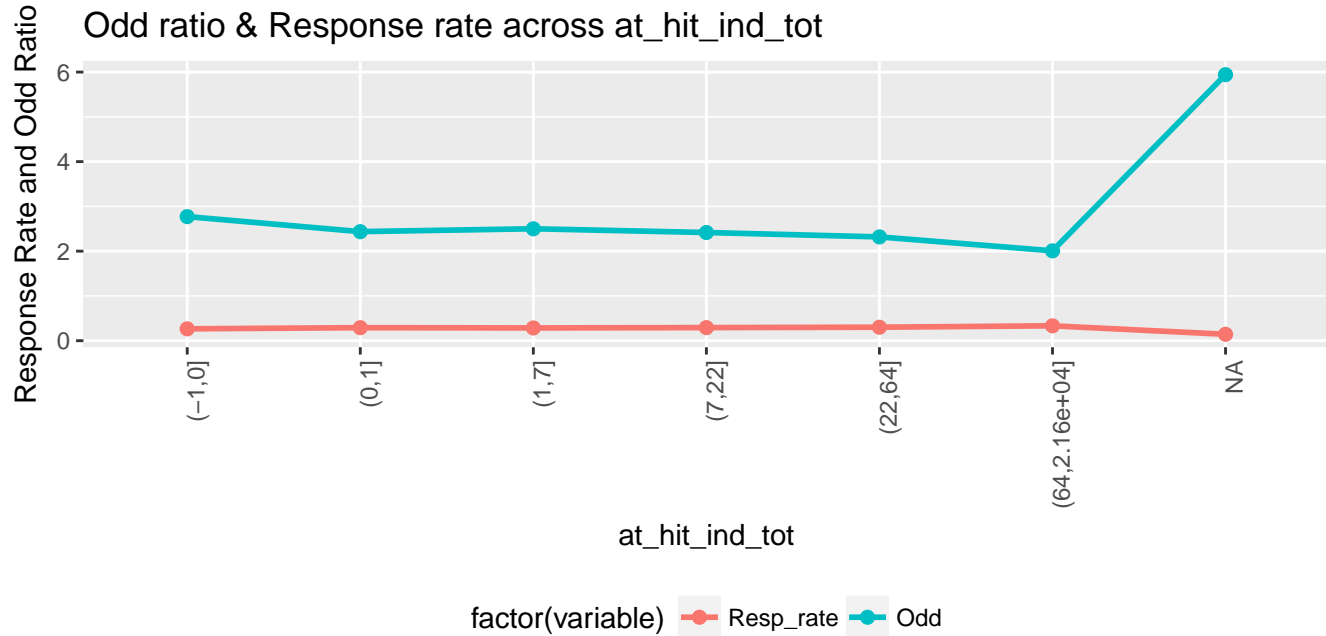
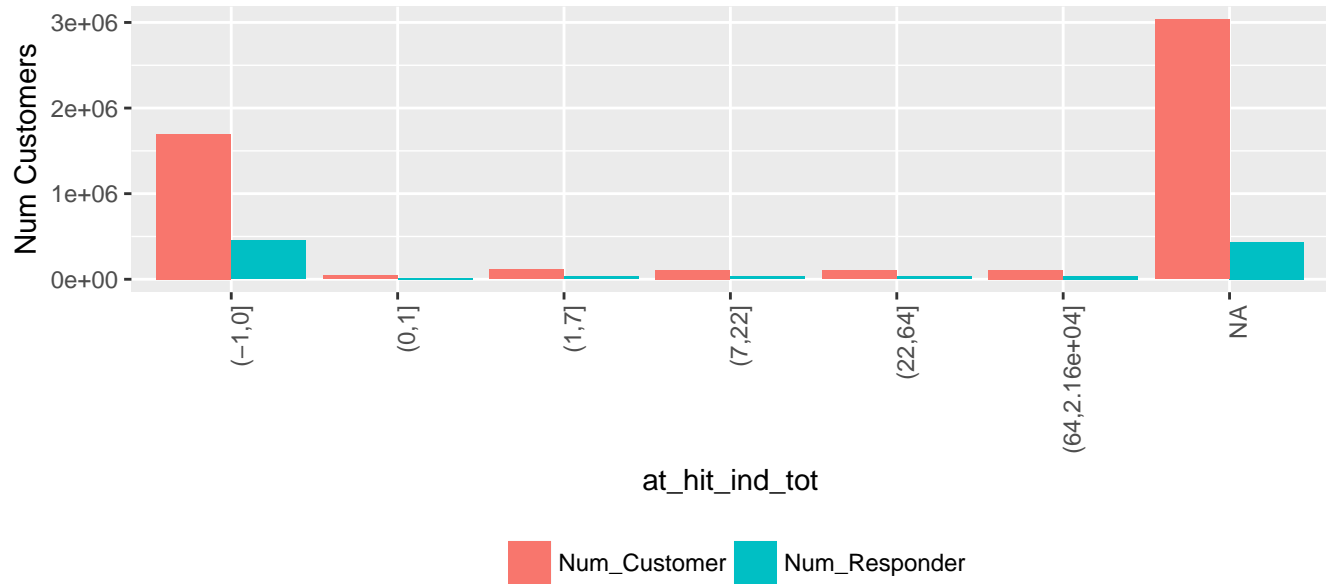


Distribution of response across on\_hit\_ind\_tot

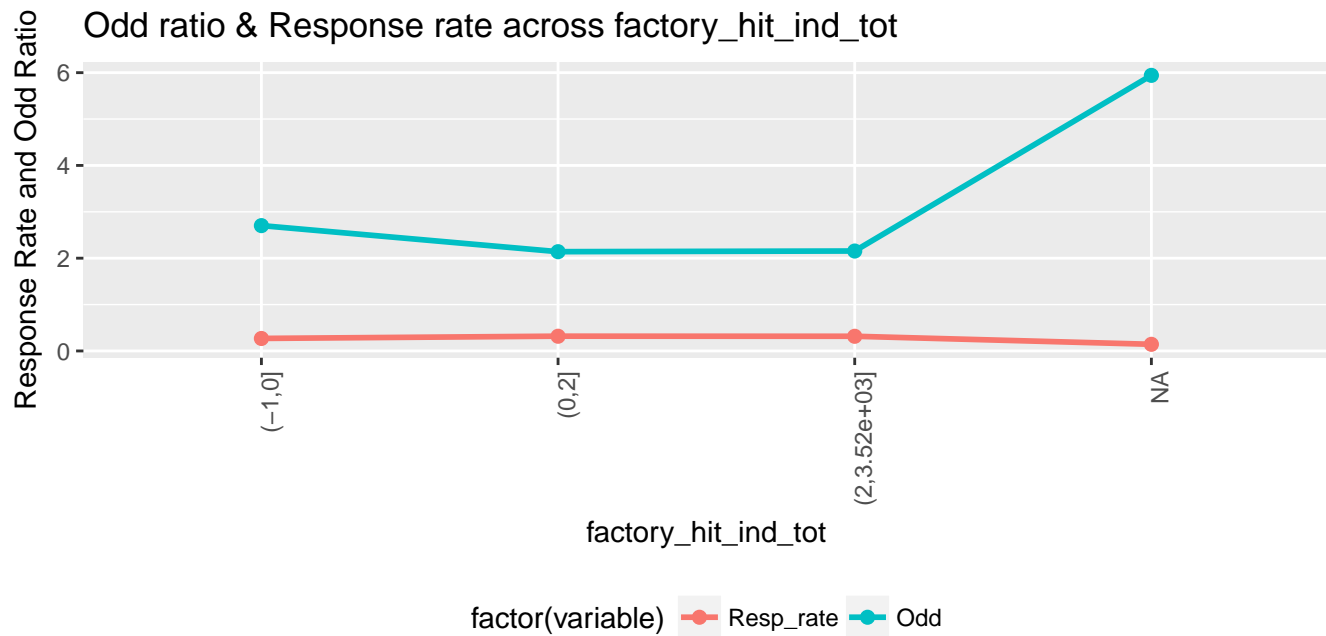




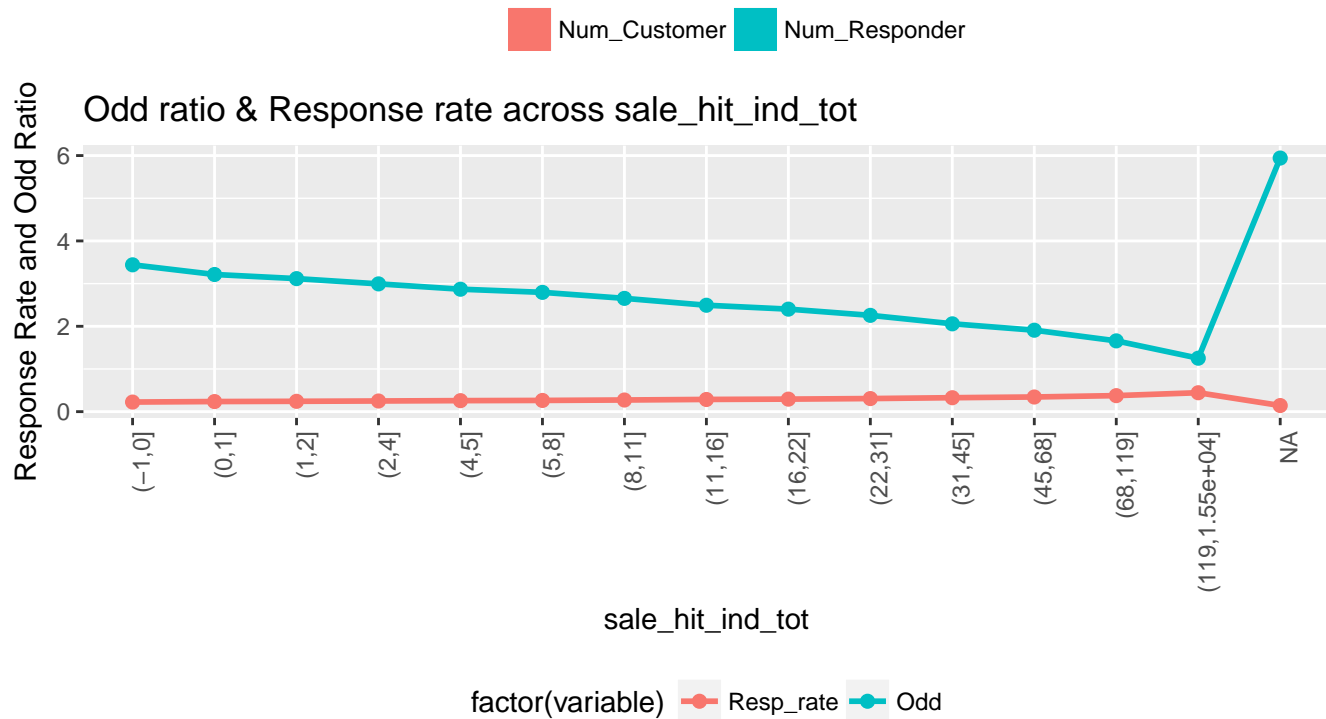
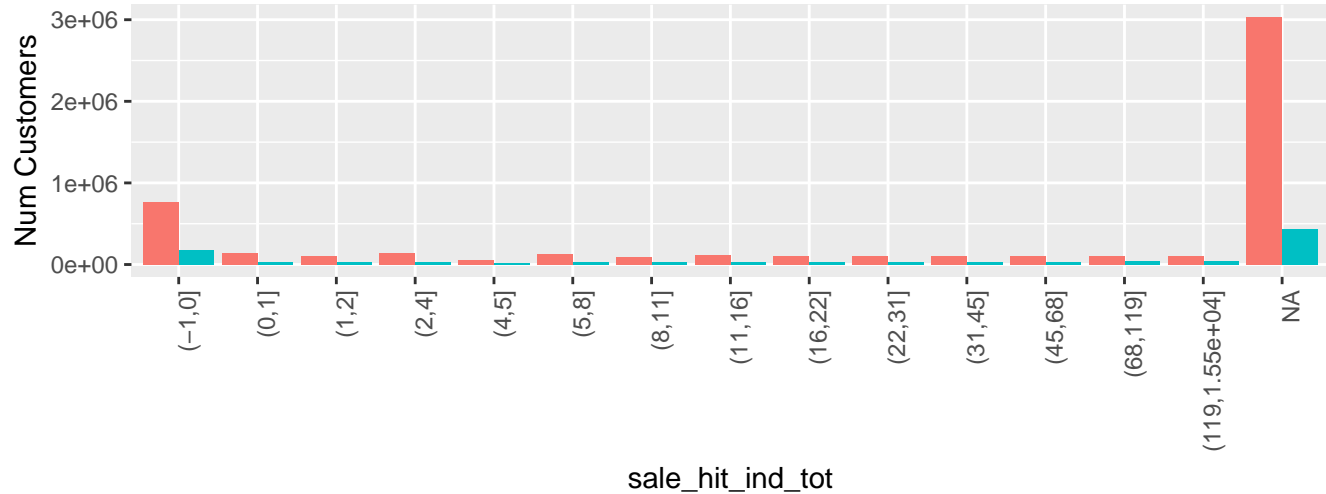
Distribution of response across at\_hit\_ind\_tot



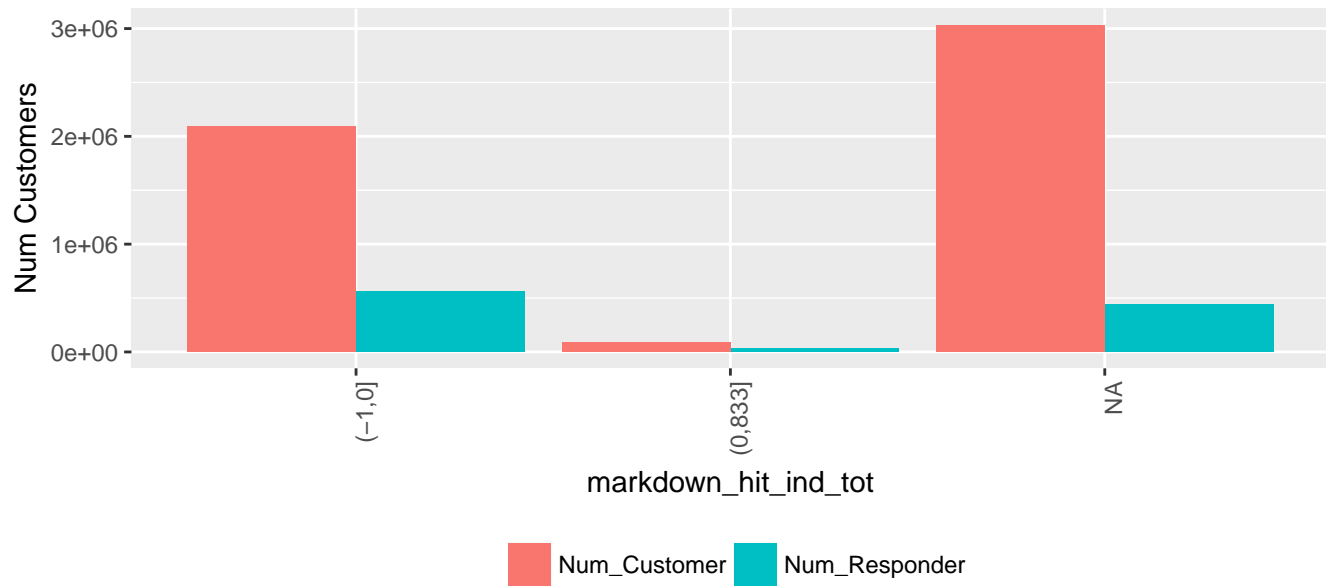
Distribution of response across factory\_hit\_ind\_tot



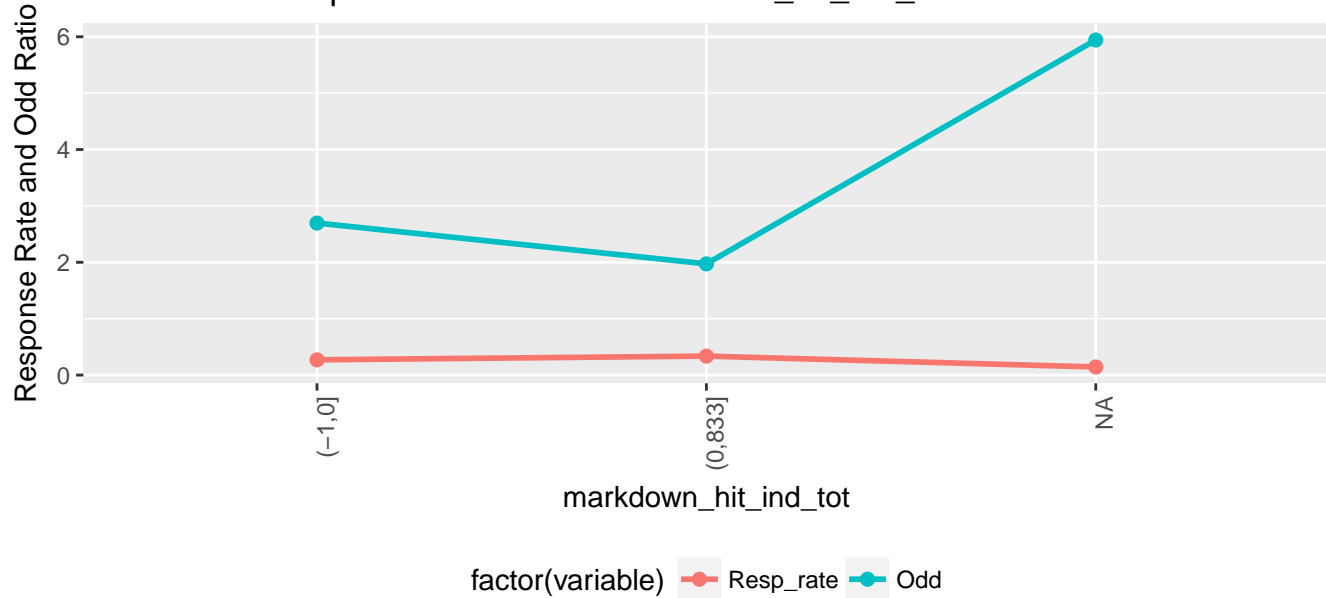
Distribution of response across sale\_hit\_ind\_tot



Distribution of response across markdown\_hit\_ind\_tot



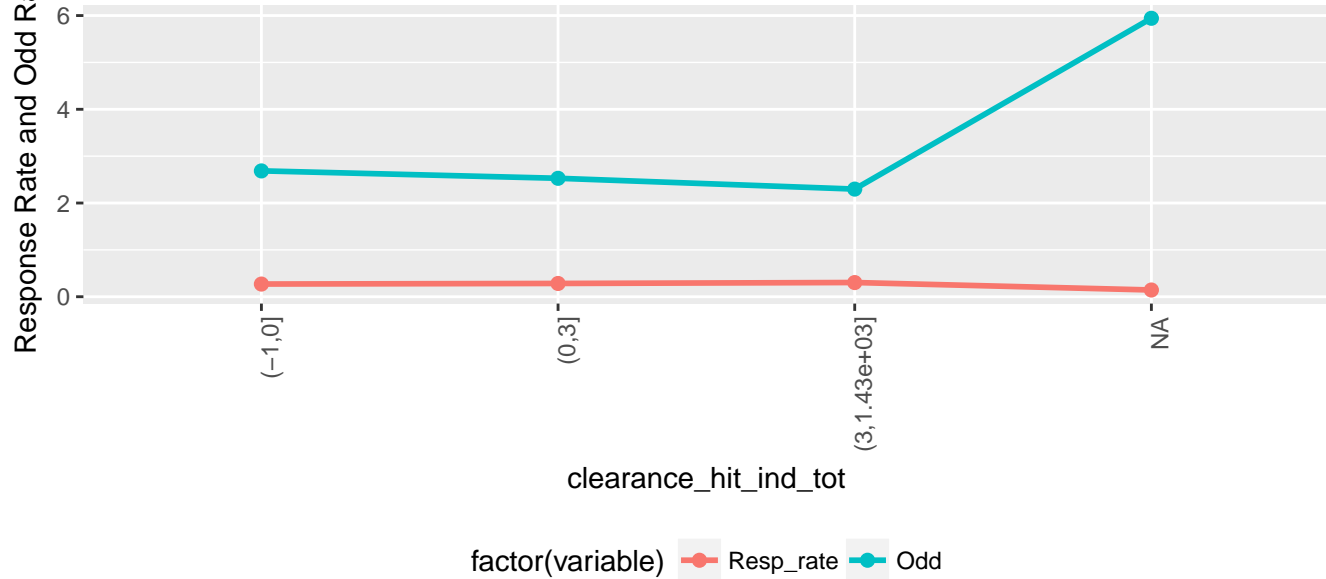
Odd ratio & Response rate across markdown\_hit\_ind\_tot



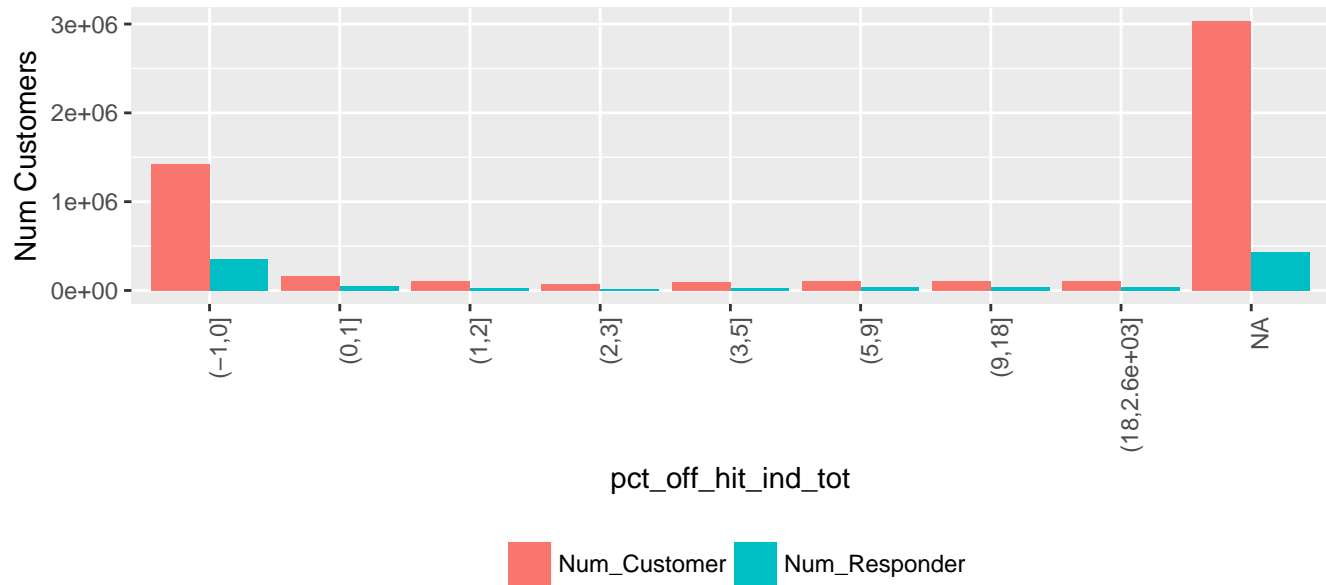
Distribution of response across clearance\_hit\_ind\_tot



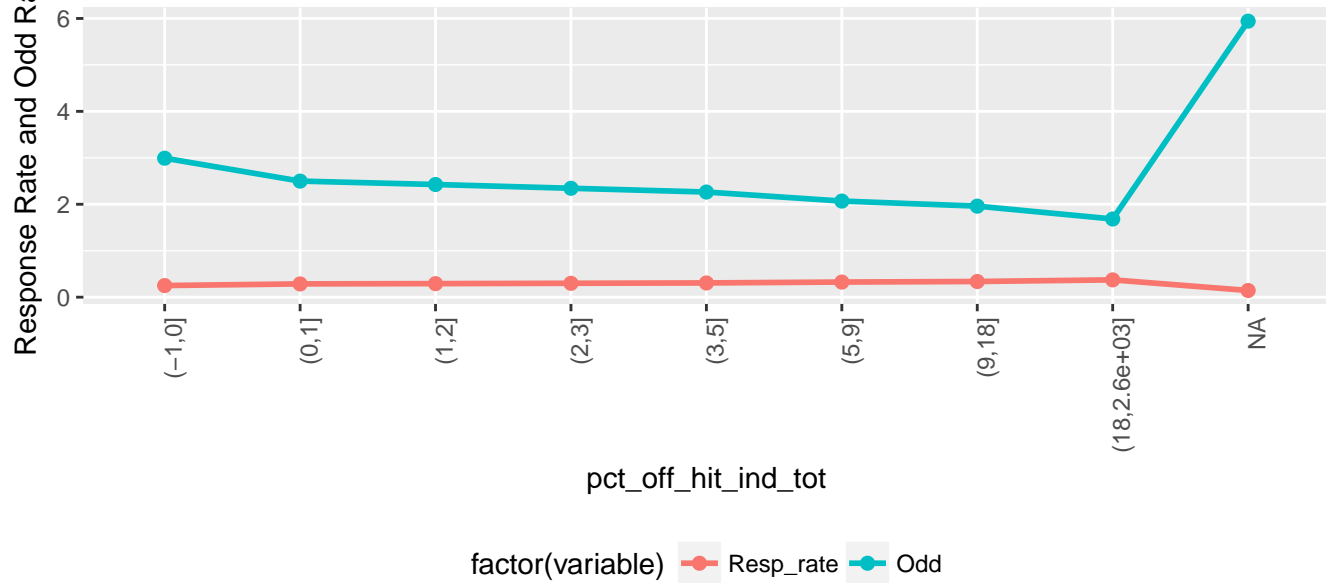
Odd ratio & Response rate across clearance\_hit\_ind\_tot



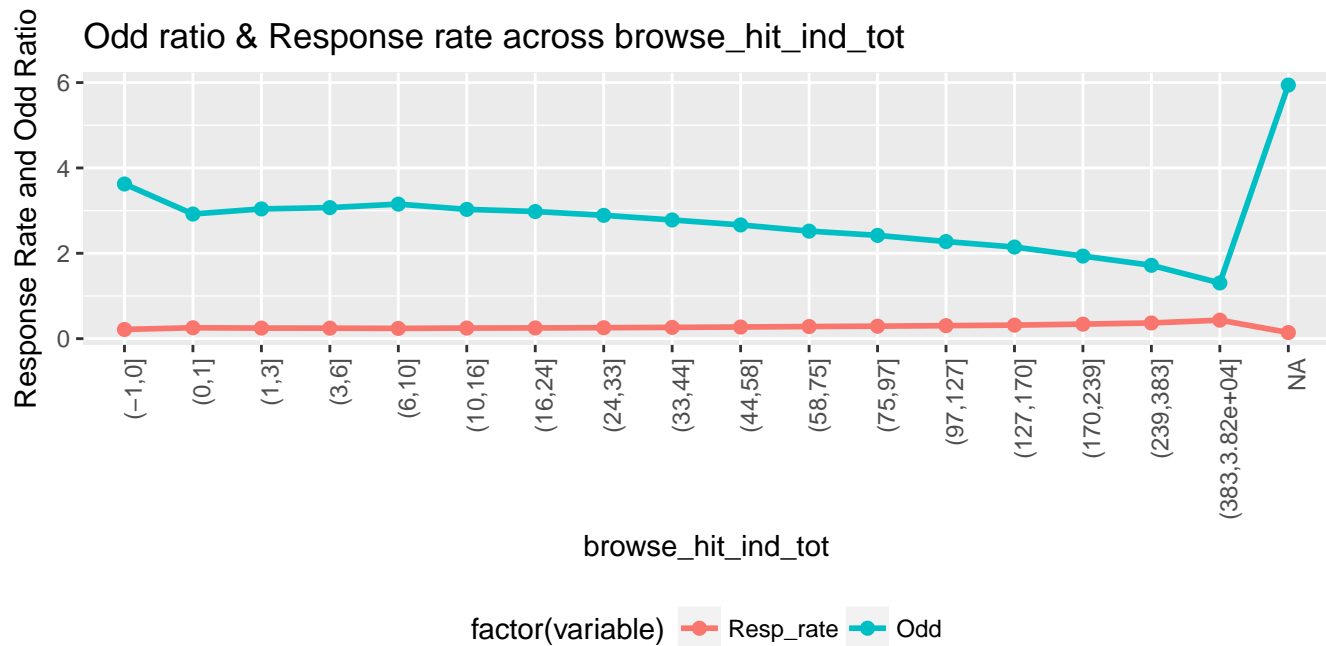
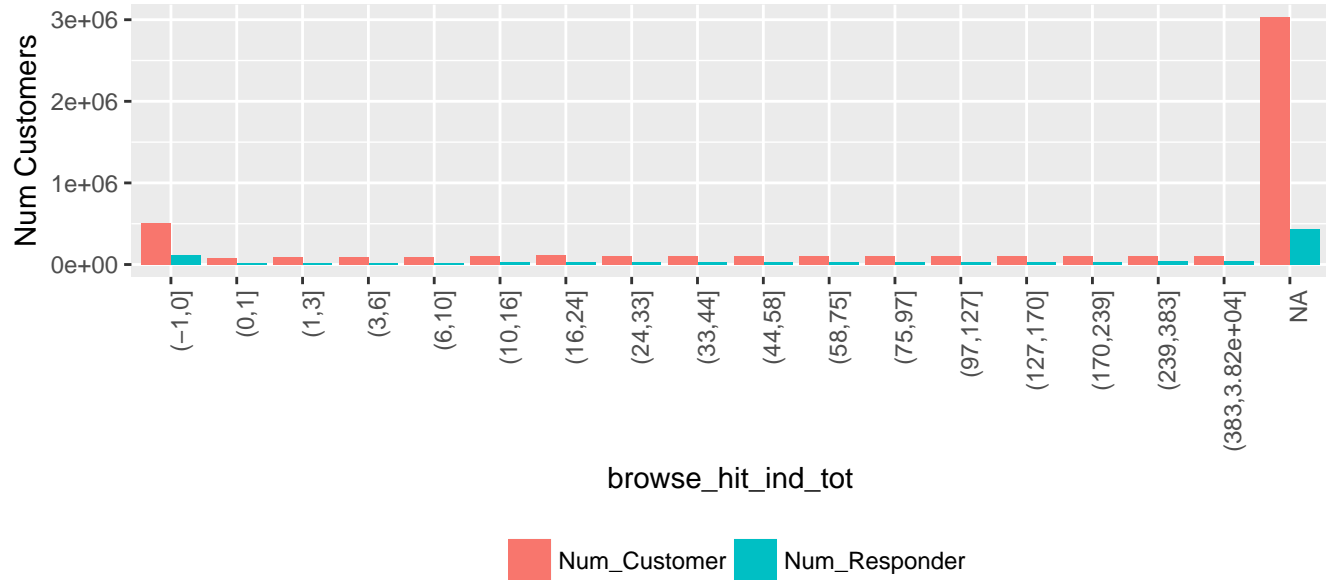
Distribution of response across pct\_off\_hit\_ind\_tot



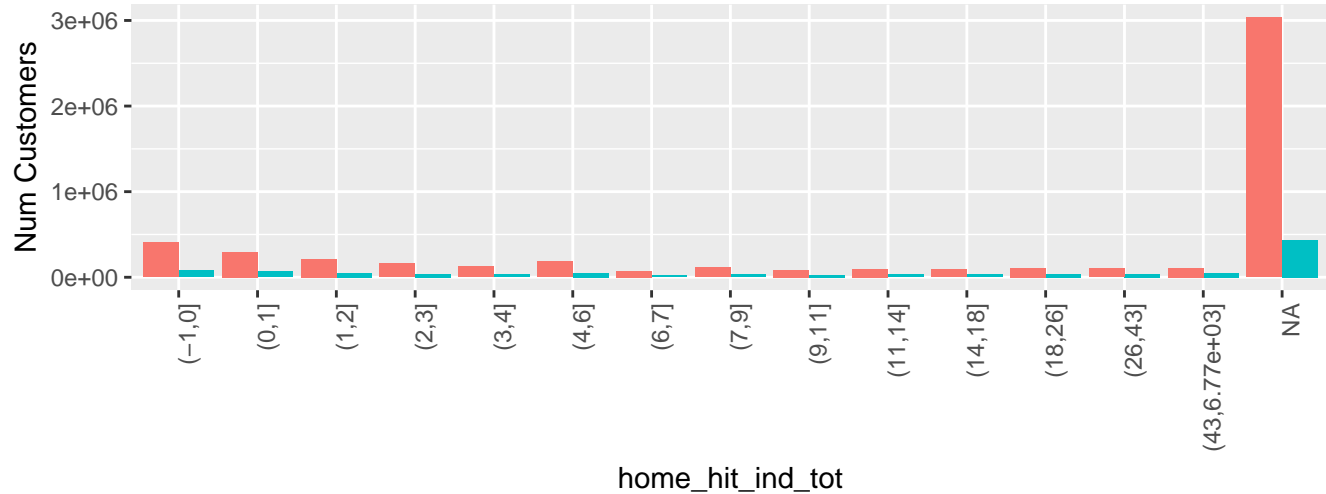
Odd ratio & Response rate across pct\_off\_hit\_ind\_tot



Distribution of response across browse\_hit\_ind\_tot

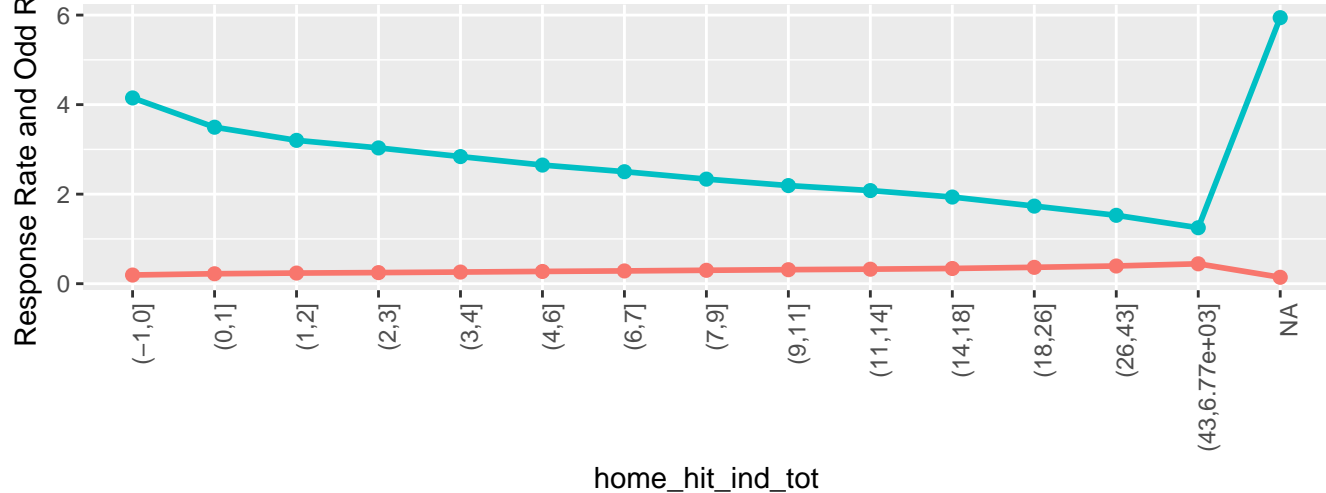


Distribution of response across home\_hit\_ind\_tot



Num\_Customer Num\_Responder

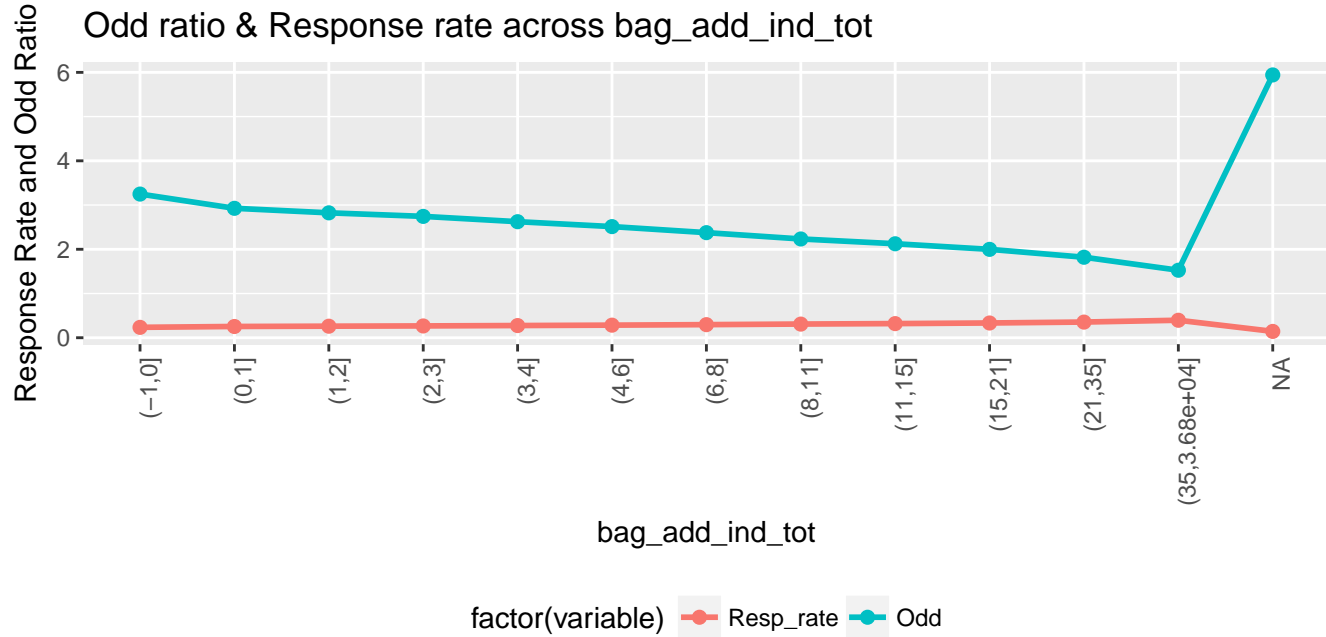
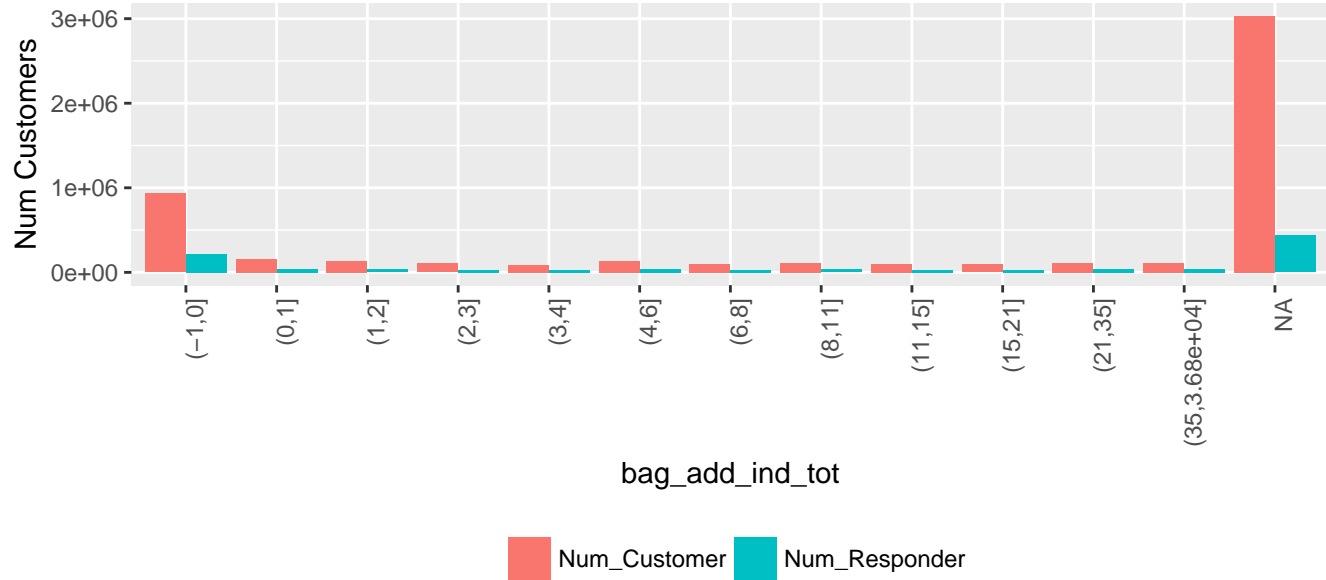
Odd ratio & Response rate across home\_hit\_ind\_tot



factor(variable) Resp\_rate Odd



# Distribution of response across bag\_add\_ind\_tot



# Distribution of response across purchased



## Odd ratio & Response rate across purchased

