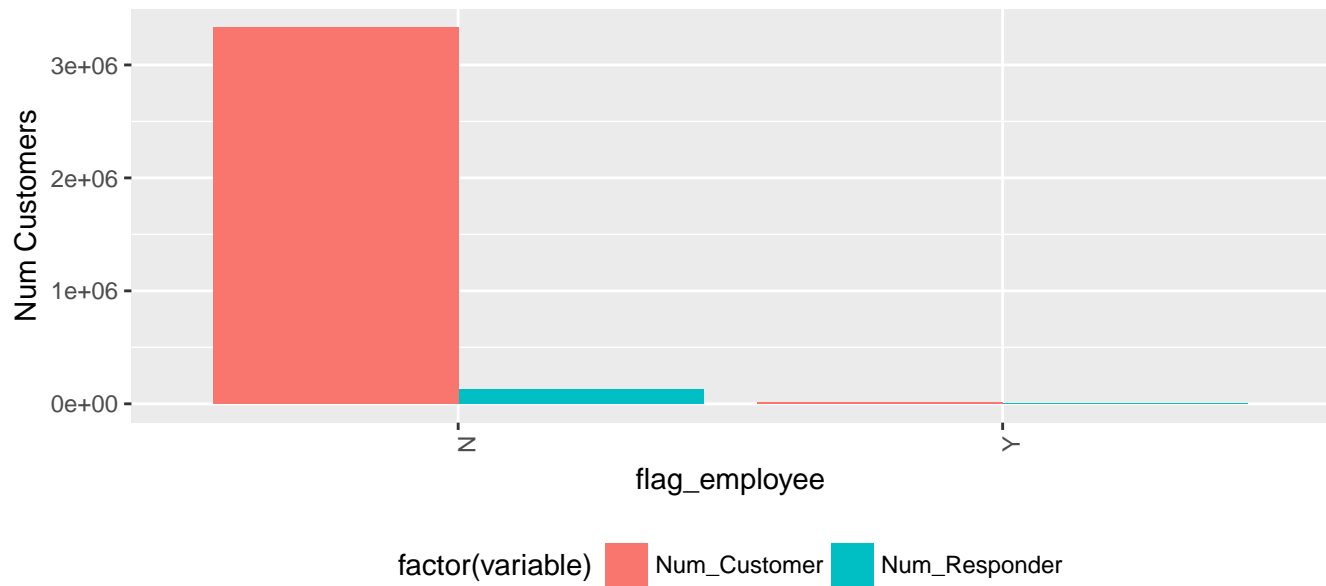


GP Variable Exploration Chart

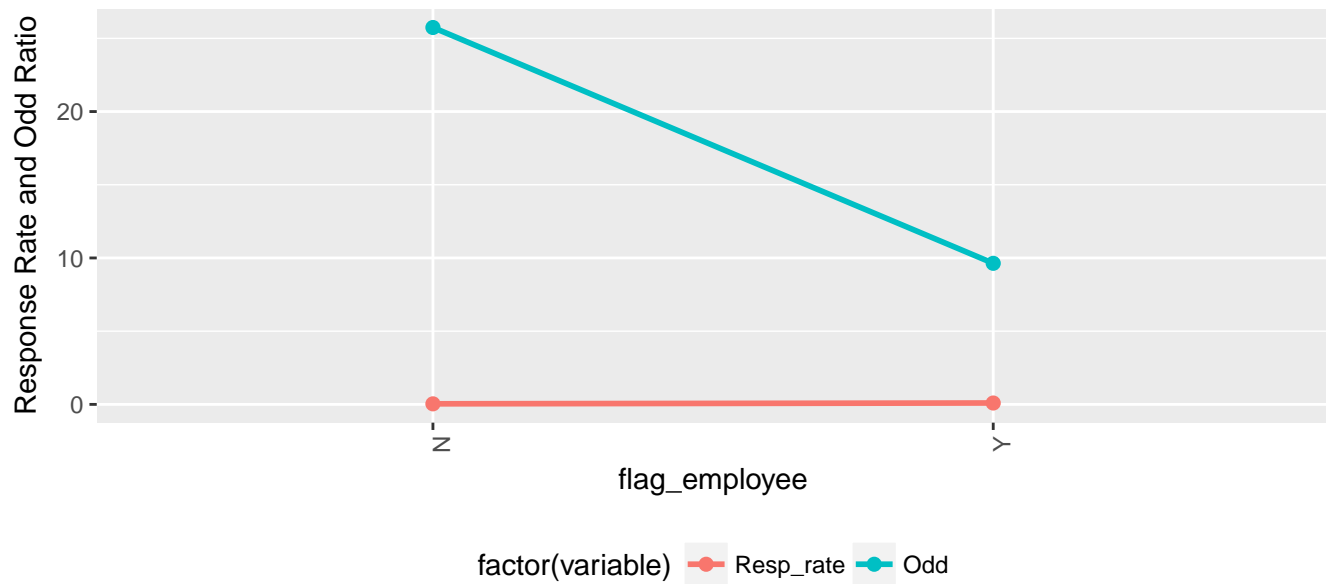
Analysis made by mghosh on

2017-04-27

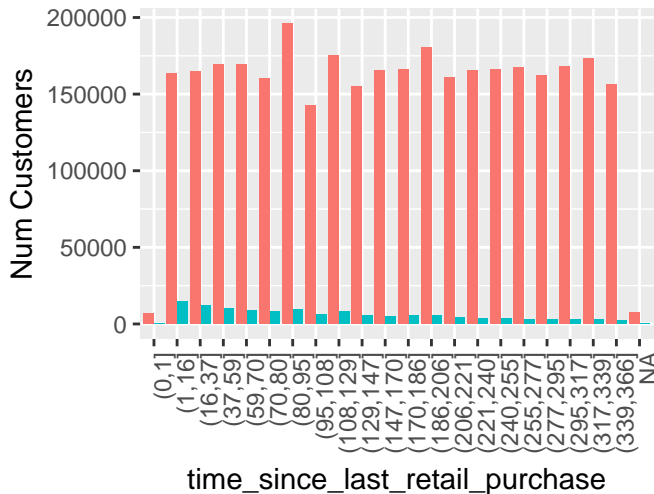
Total Customer and Response



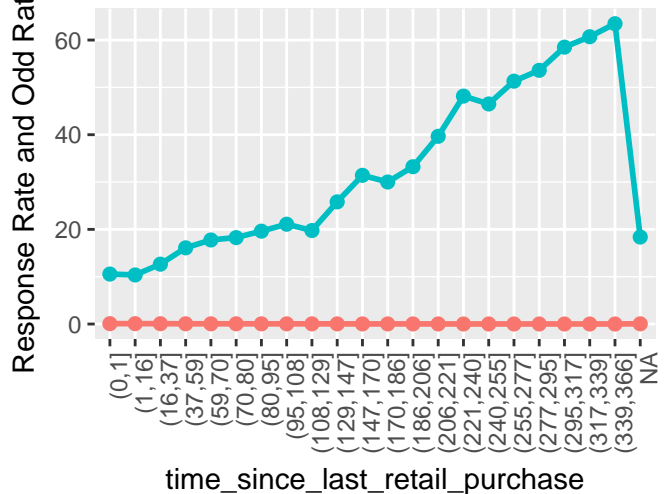
Odd ratio & Response rate



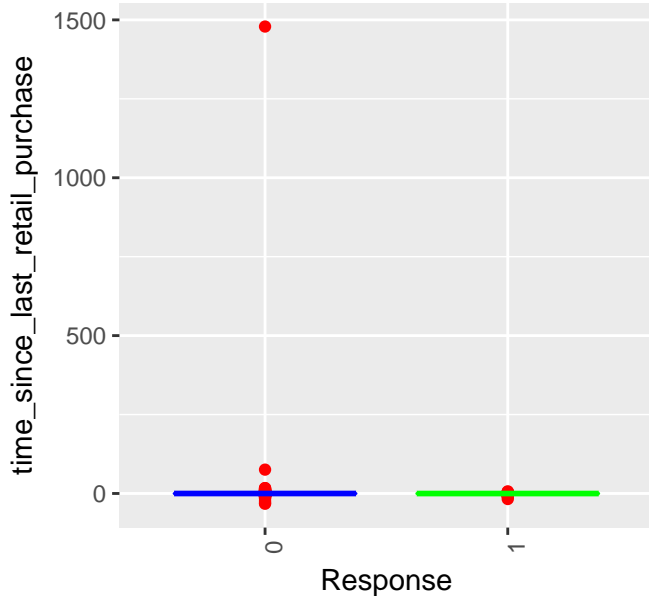
Total Customer and Response



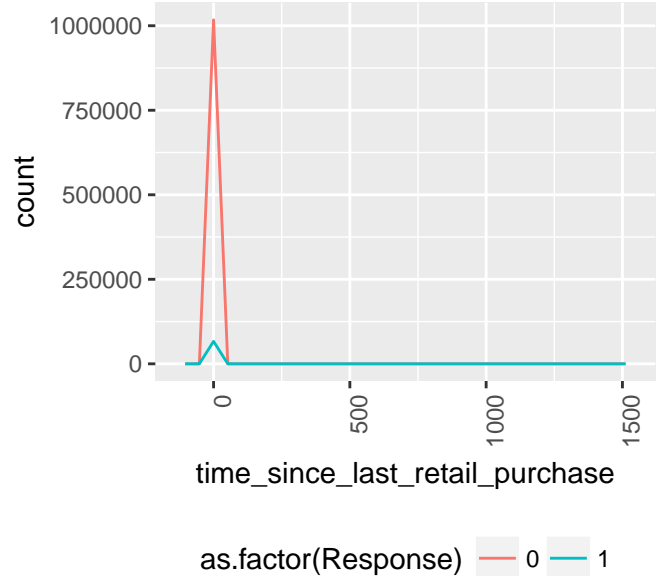
Odd ratio & Response rate



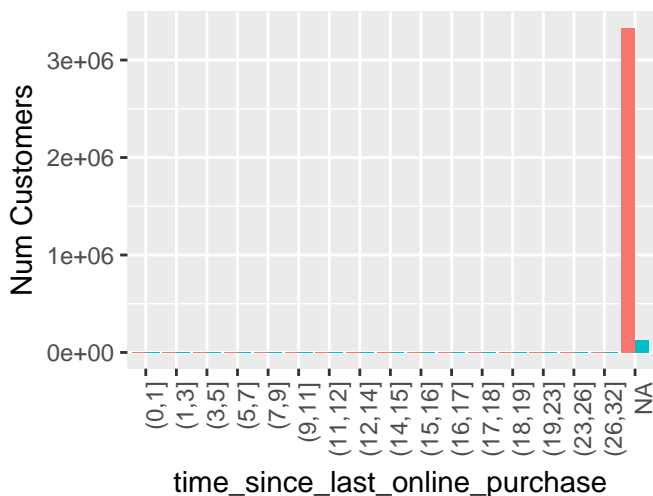
BoxPlot: time_since_last_retail_purchase



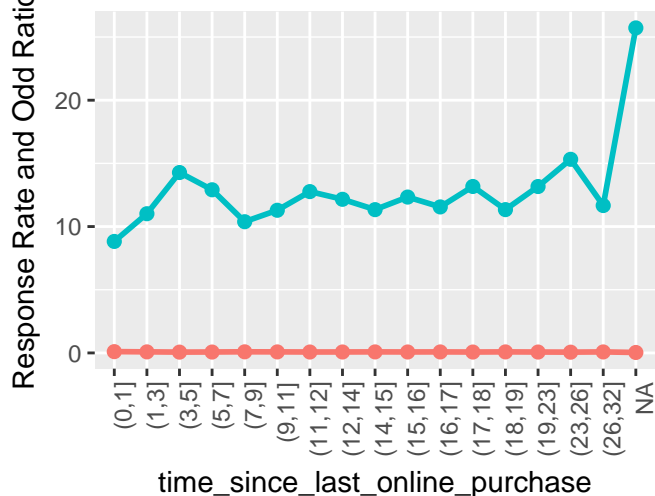
FreqPlot: time_since_last_retail_purchase



Total Customer and Response



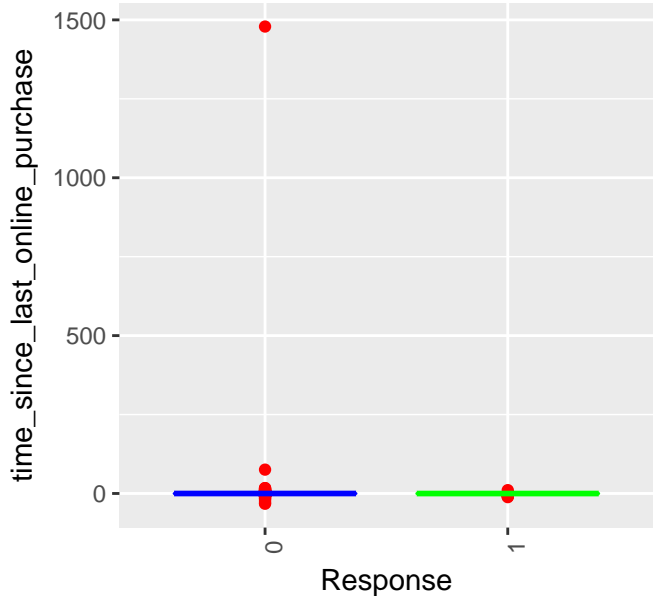
Odd ratio & Response rate



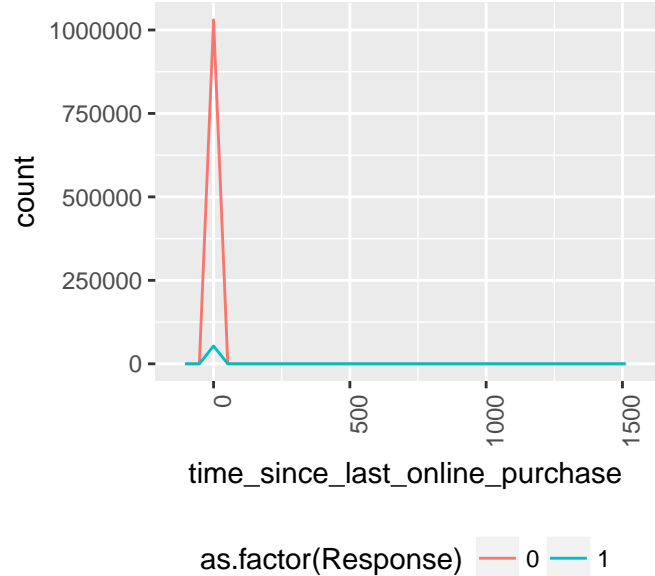
factor(variable) ■ Num_Customer ■ Num_Resp

factor(variable) —●— Resp_rate —●— Odd

BoxPlot: time_since_last_online_pu

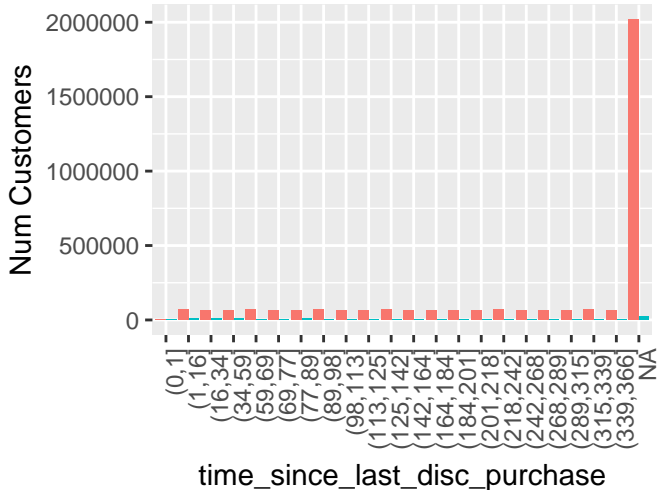


FreqPlot: time_since_last_online_pu

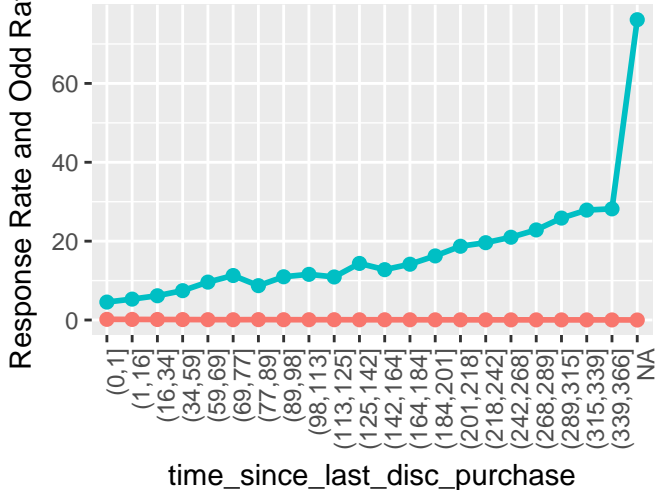


as.factor(Response) — 0 — 1

Total Customer and Response



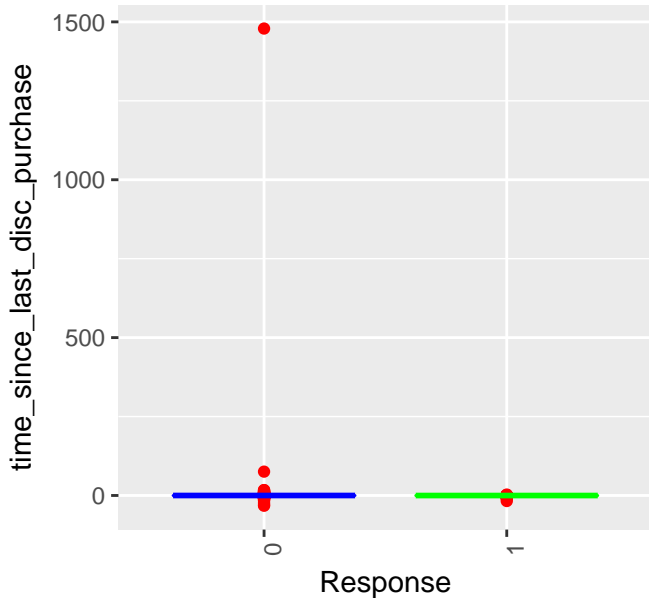
Odd ratio & Response rate



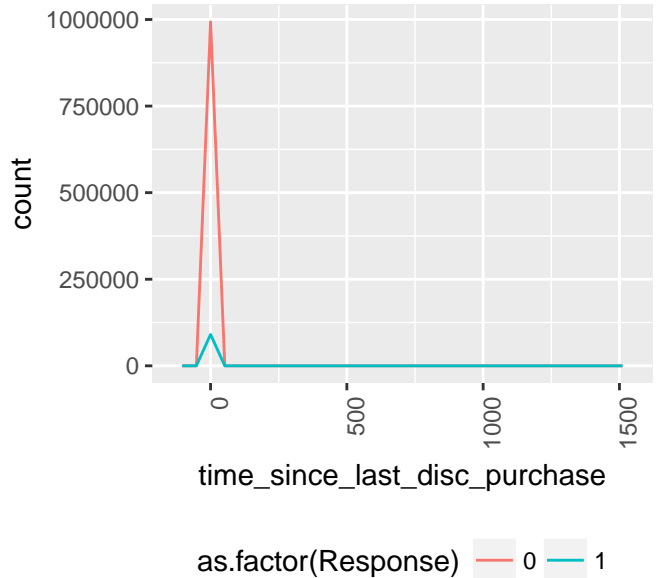
factor(variable) ■ Num_Customer ■ Num_Resp

factor(variable) ● Resp_rate ● Odd

BoxPlot: time_since_last_disc_purc

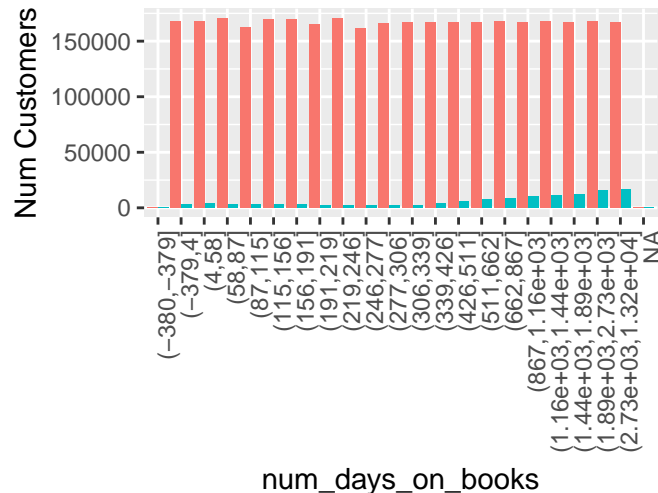


FreqPlot: time_since_last_disc_purc

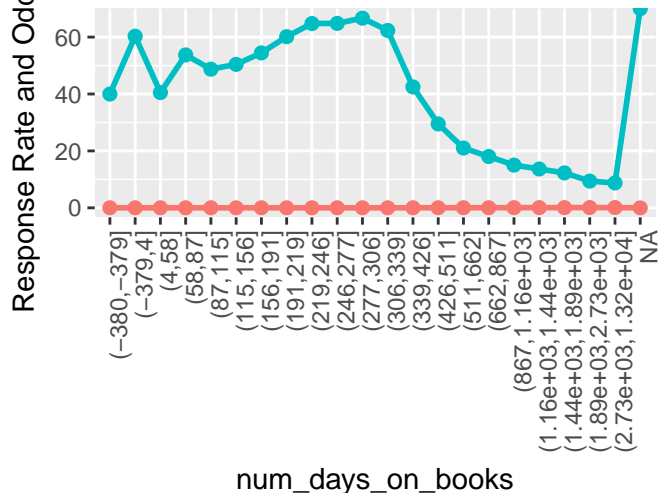


as.factor(Response) — 0 — 1

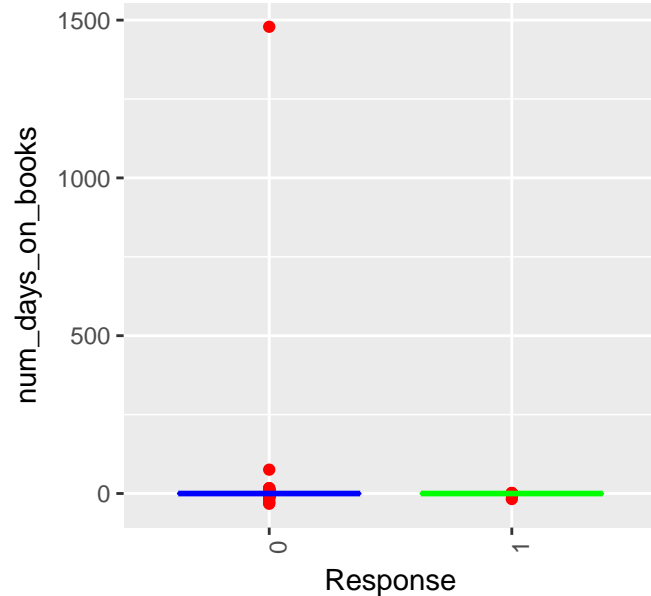
Total Customer and Response



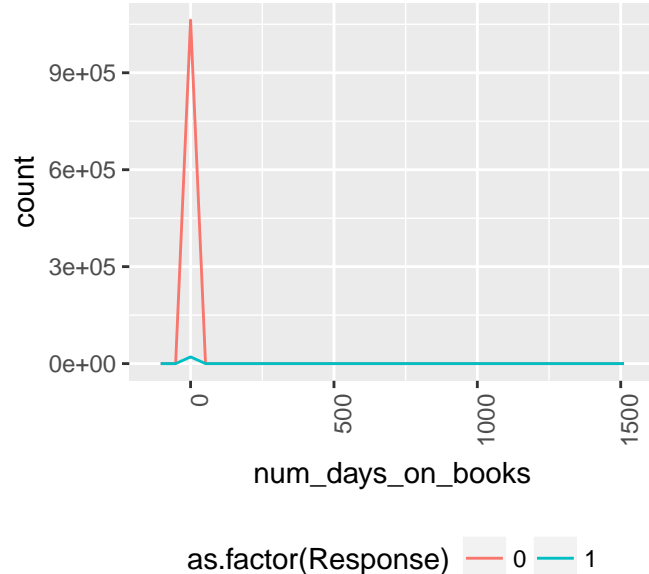
Odd ratio & Response rate



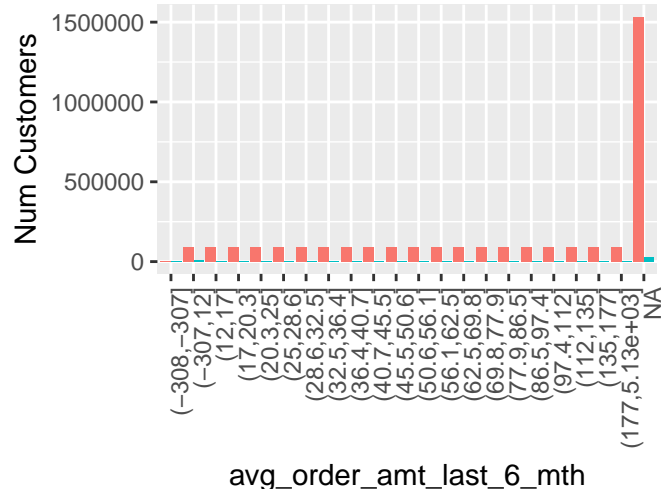
BoxPlot: num_days_on_books



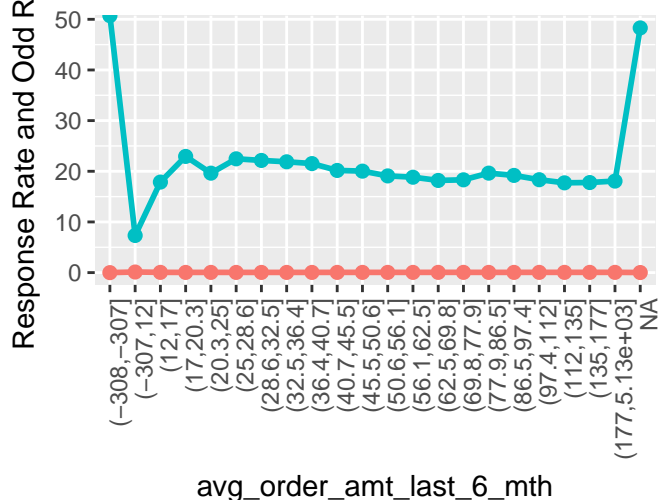
FreqPlot: num_days_on_books



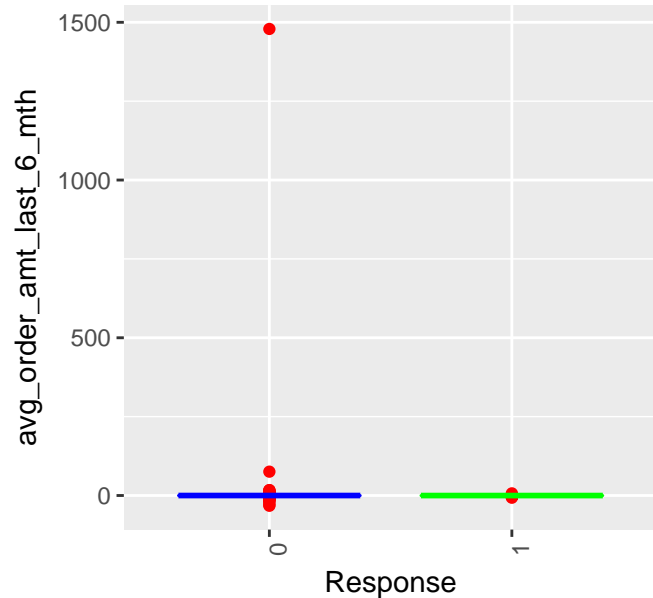
Total Customer and Response



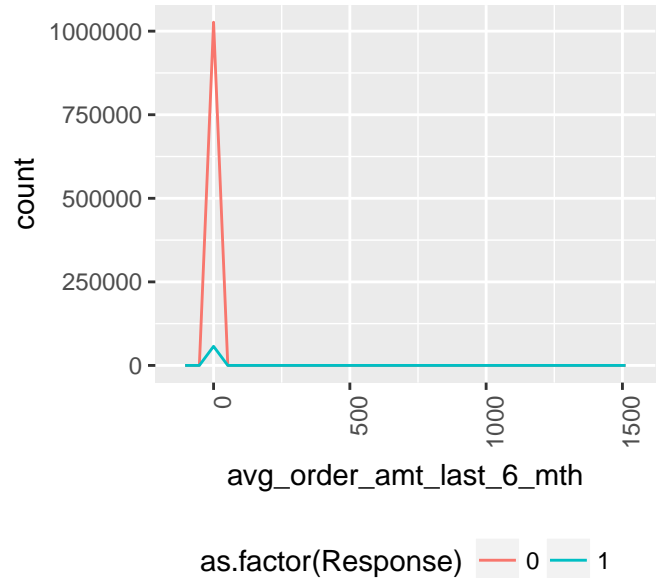
Odd ratio & Response rate



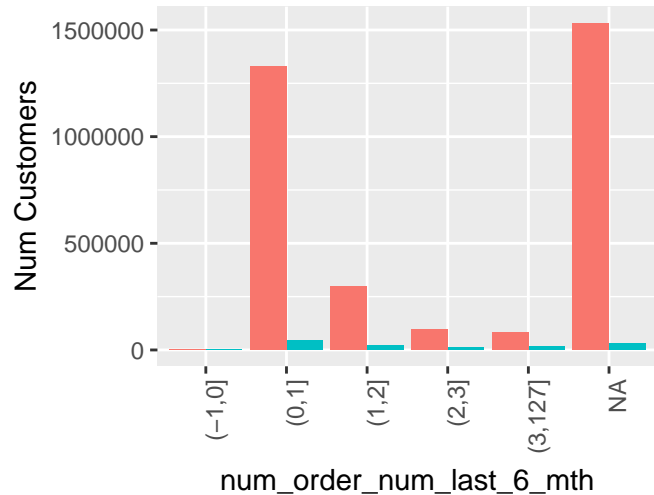
BoxPlot: avg_order_amt_last_6_mth



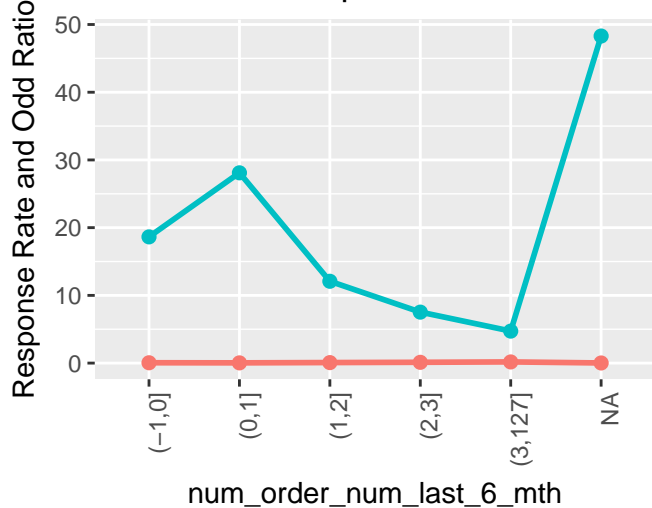
FreqPlot: avg_order_amt_last_6_mth



Total Customer and Response



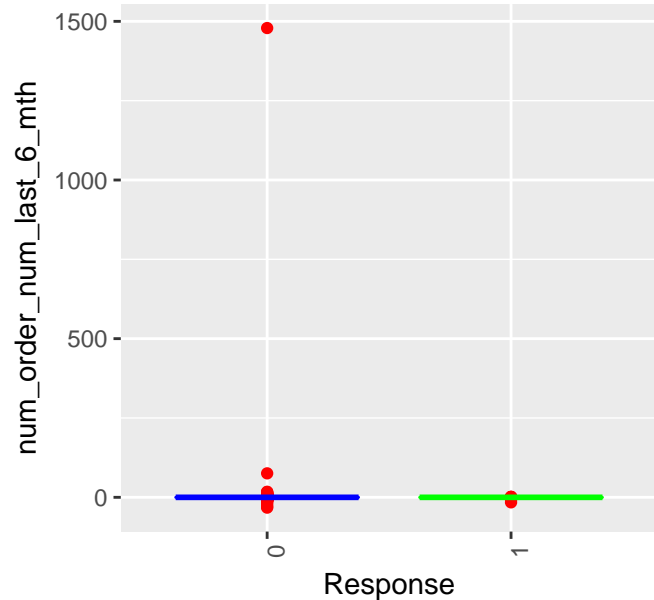
Odd ratio & Response rate



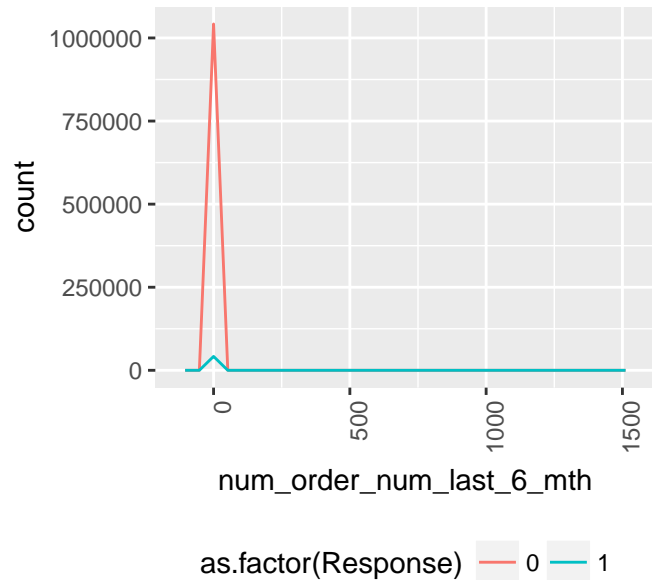
factor(variable) Num_Customer Num_Resp

factor(variable) Resp_rate Odd

BoxPlot: num_order_num_last_6_m

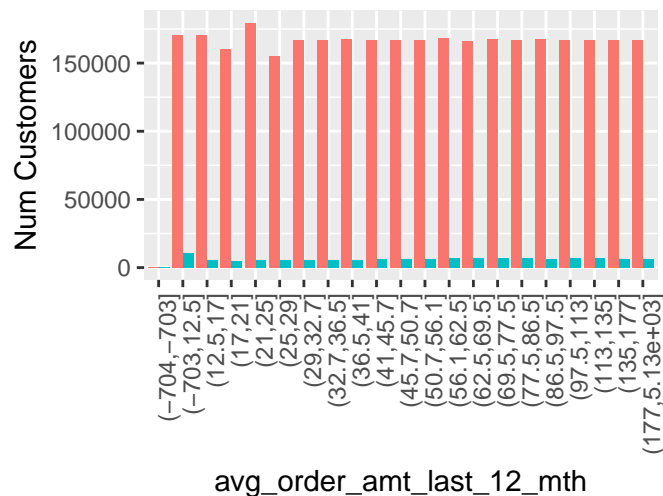


FreqPlot: num_order_num_last_6_m

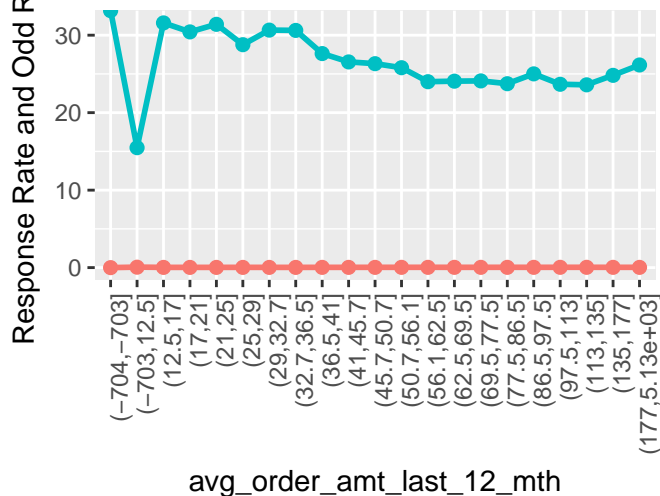


as.factor(Response) 0 1

Total Customer and Response



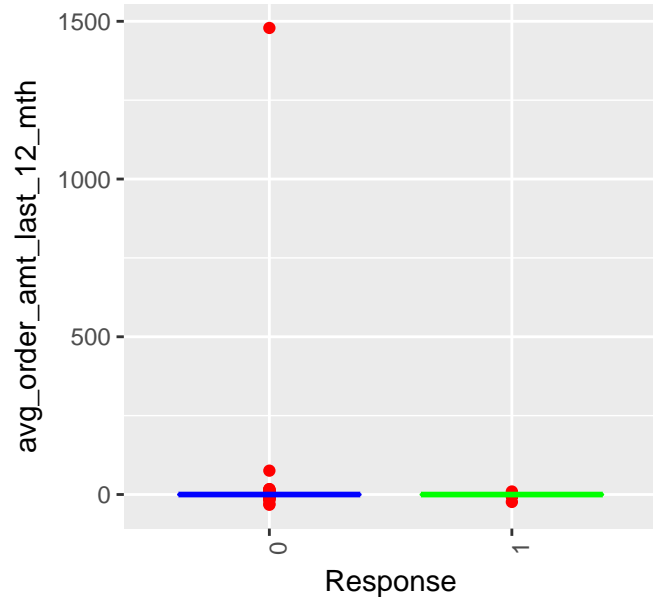
Odd ratio & Response rate



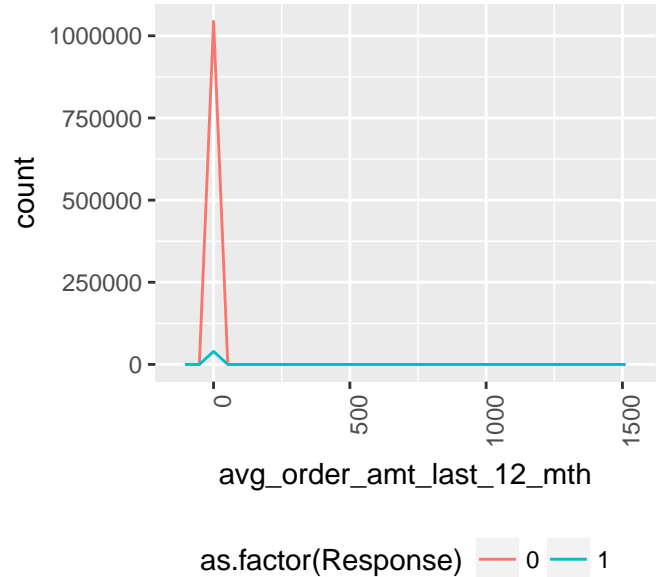
factor(variable) ■ Num_Customer ■ Num_Resp

factor(variable) ● Resp_rate ● Odd

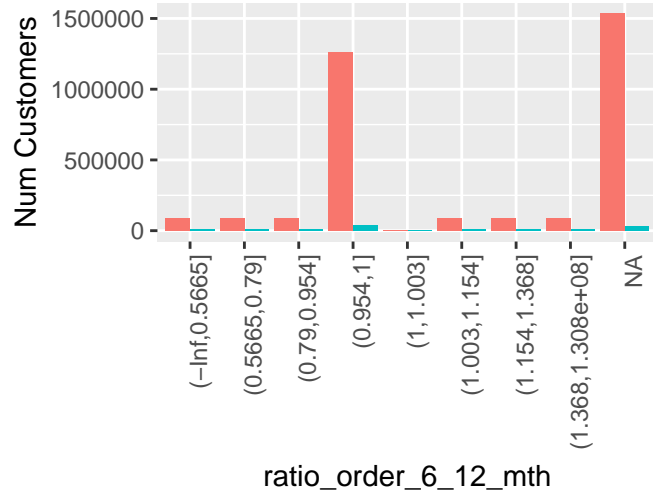
BoxPlot: avg_order_amt_last_12_m



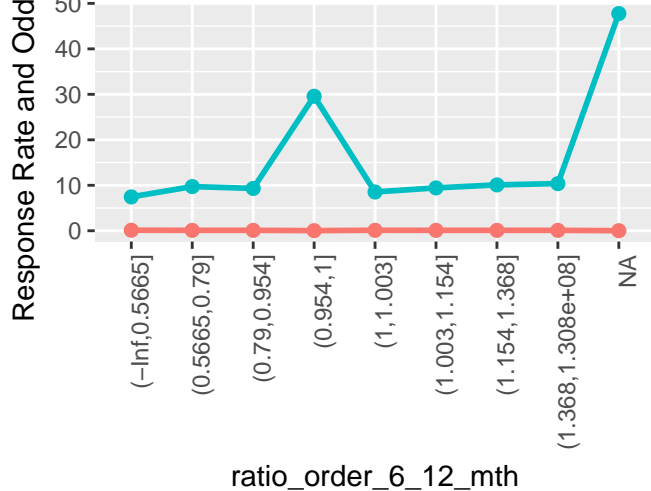
FreqPlot: avg_order_amt_last_12



Total Customer and Response



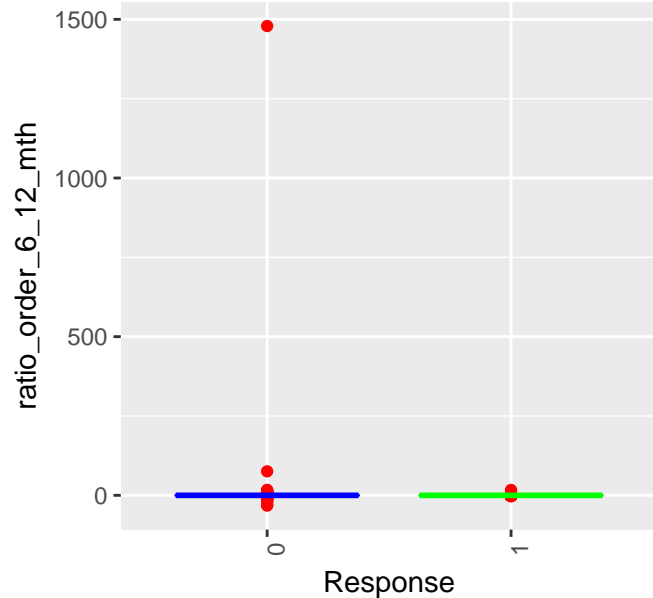
Odd ratio & Response rate



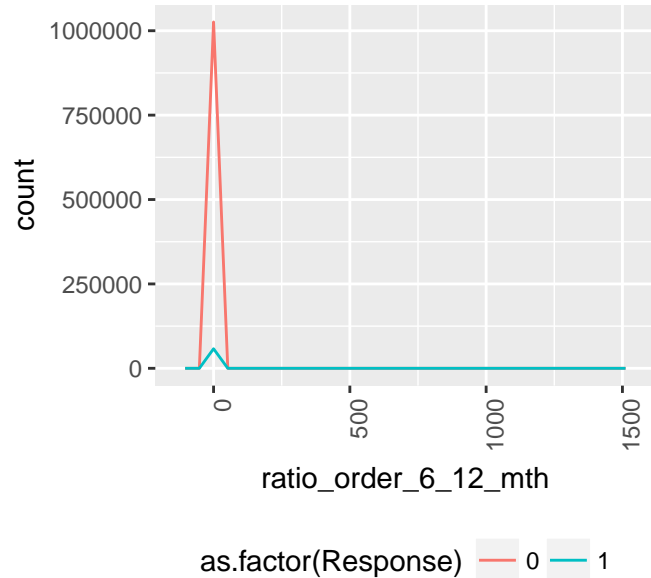
factor(variable) ■ Num_Customer ■ Num_Resp

factor(variable) ● Resp_rate ● Odd

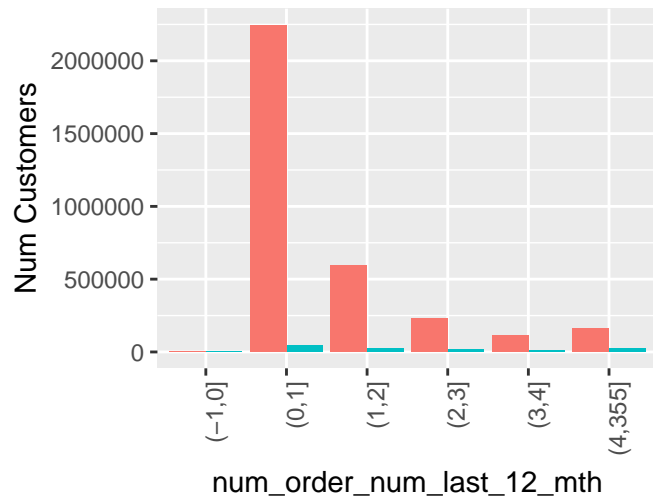
BoxPlot: ratio_order_6_12_mth



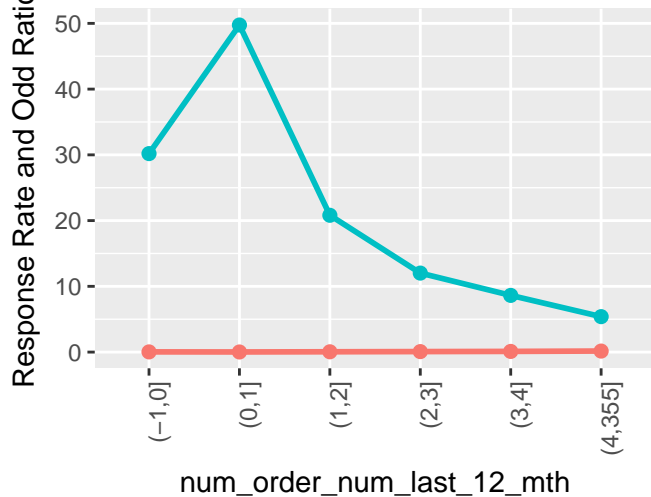
FreqPlot: ratio_order_6_12_mth



Total Customer and Response



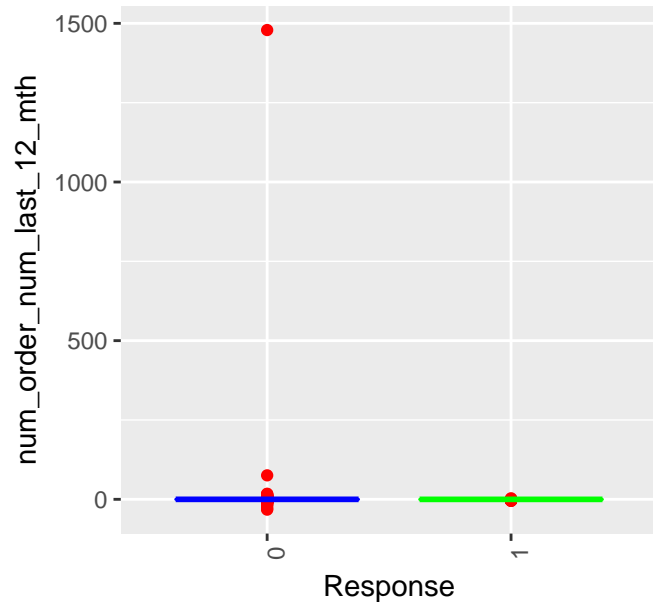
Odd ratio & Response rate



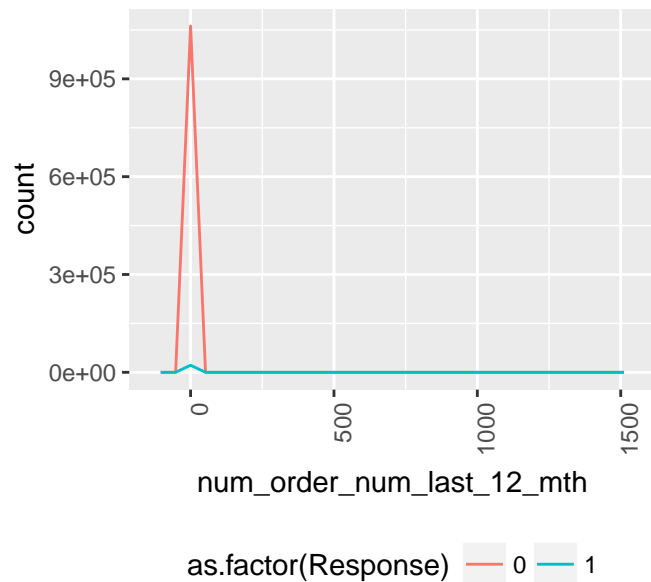
factor(variable) ■ Num_Customer ■ Num_Resp

factor(variable) ● Resp_rate ● Odd

BoxPlot: num_order_num_last_12_r

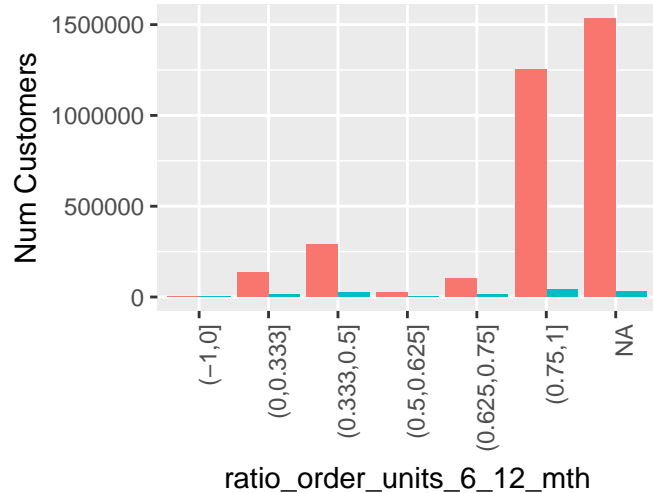


FreqPlot: num_order_num_last_12_r

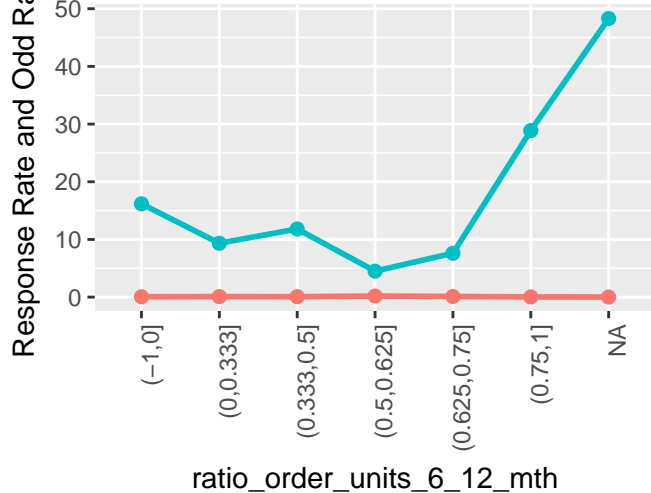


as.factor(Response) — 0 — 1

Total Customer and Response



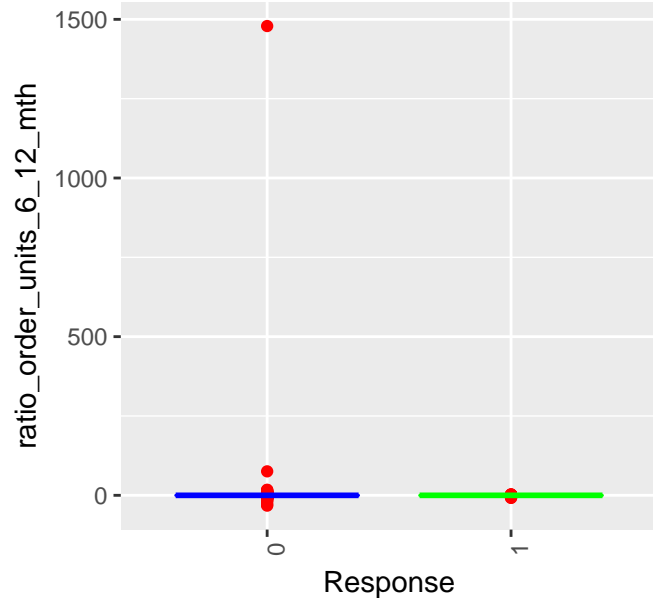
Odd ratio & Response rate



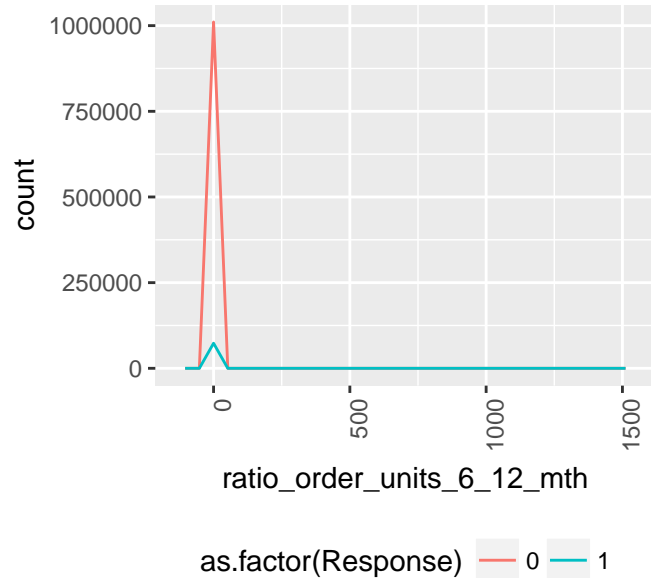
factor(variable) Num_Customer Num_Resp

factor(variable) Resp_rate Odd

BoxPlot: ratio_order_units_6_12_mth

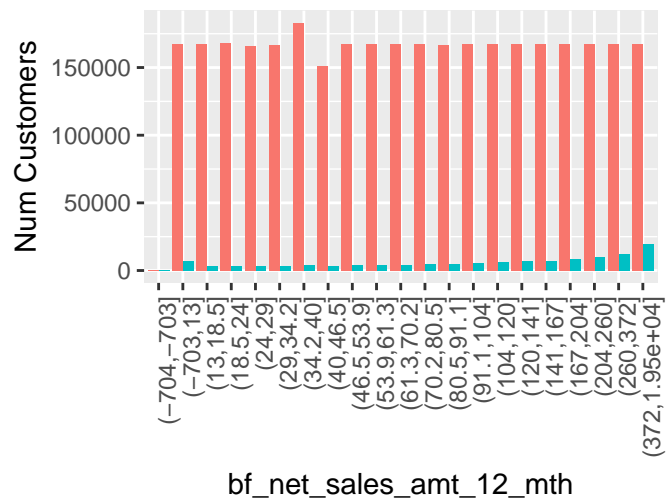


FreqPlot: ratio_order_units_6_12_mth

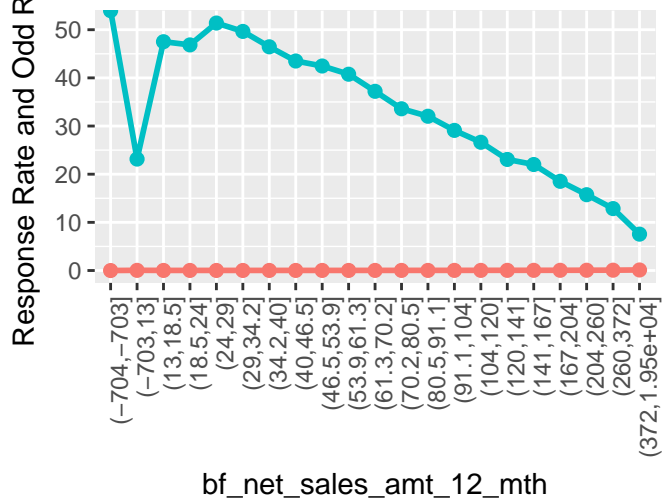


as.factor(Response) 0 1

Total Customer and Response



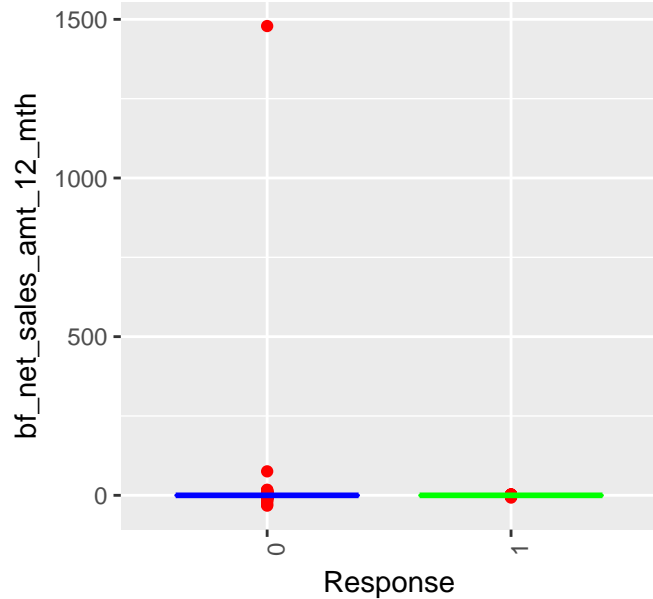
Odd ratio & Response rate



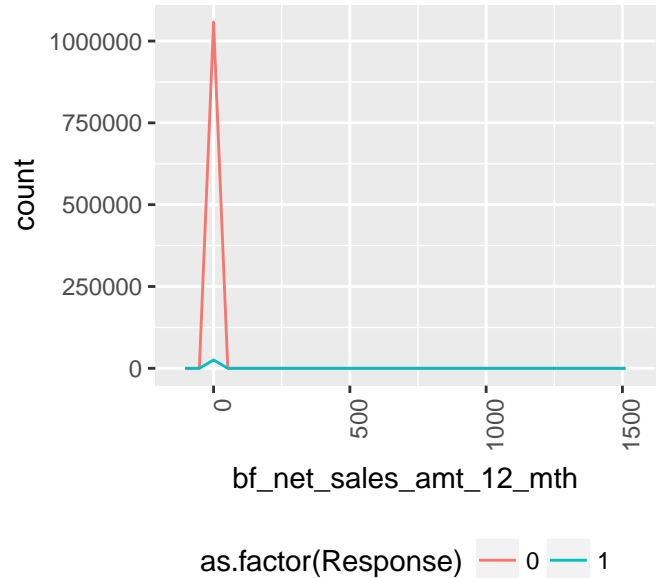
factor(variable) ■ Num_Customer ■ Num_Resp

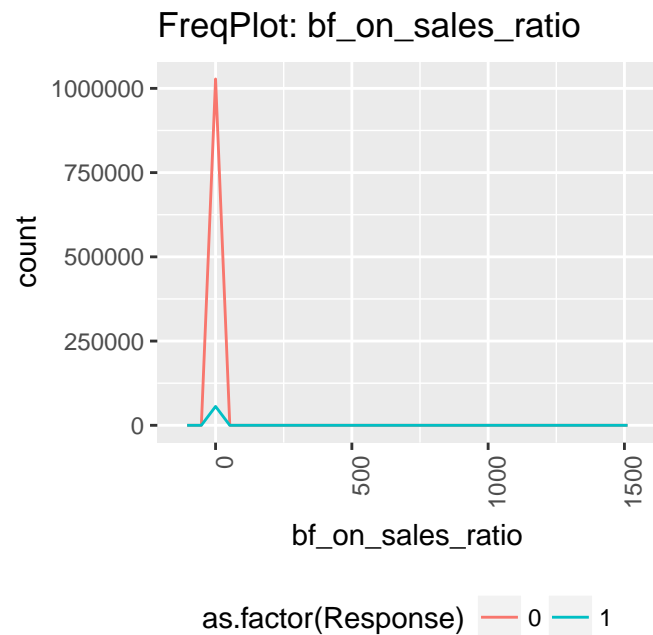
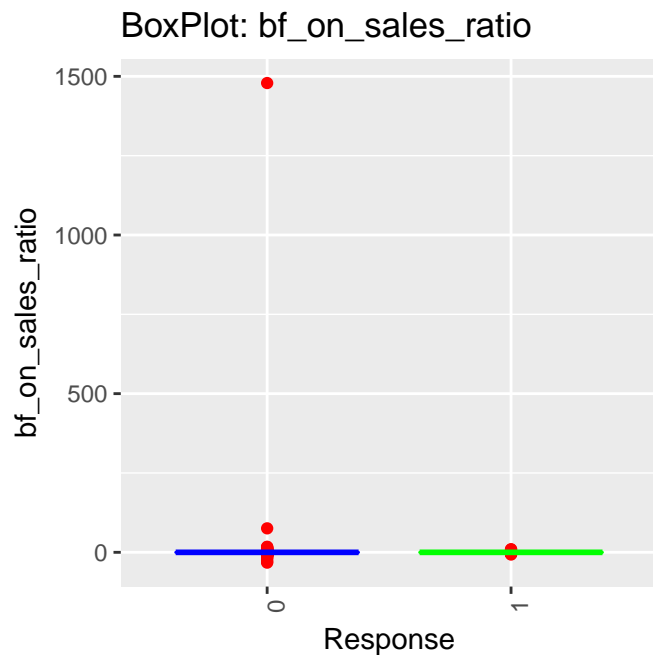
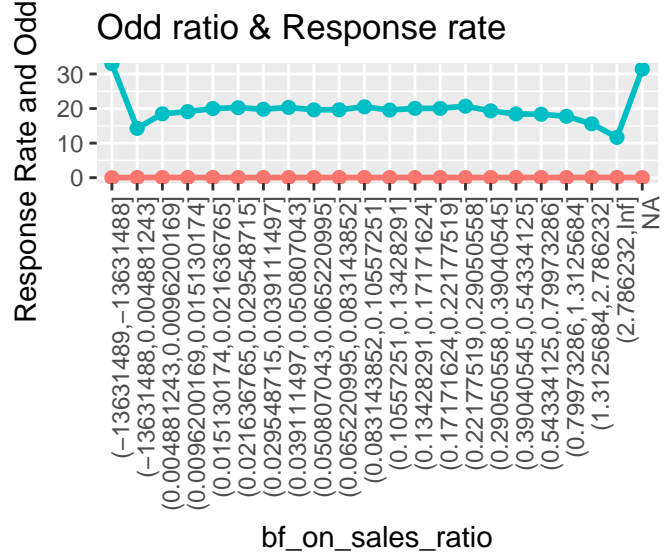
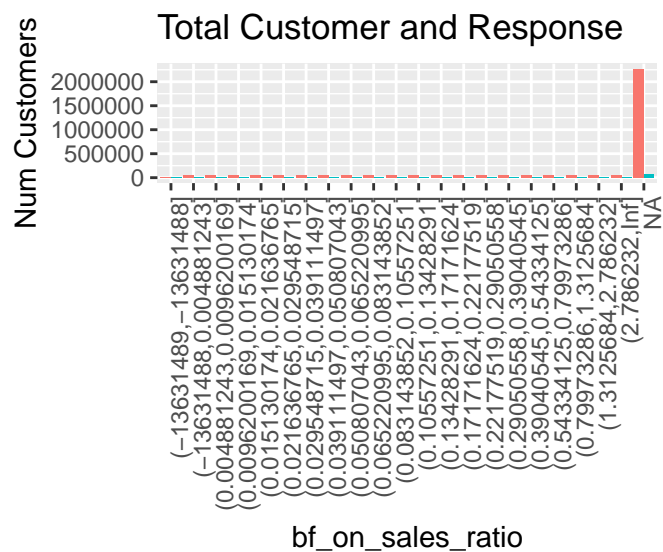
factor(variable) ● Resp_rate ● Odd

BoxPlot: bf_net_sales_amt_12_mth

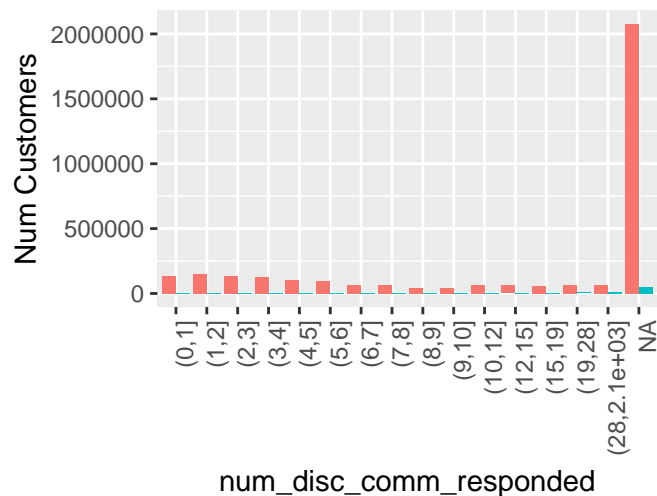


FreqPlot: bf_net_sales_amt_12_mth

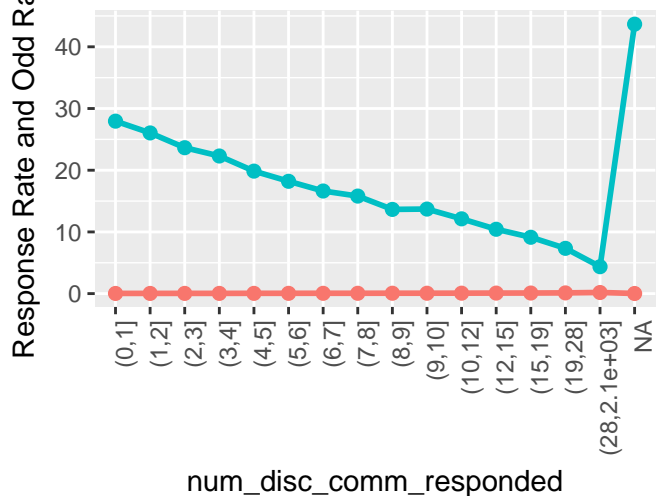




Total Customer and Response



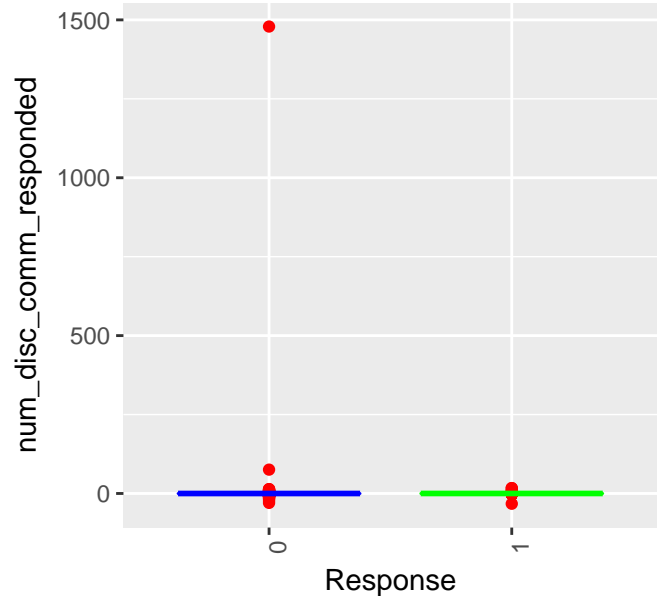
Odd ratio & Response rate



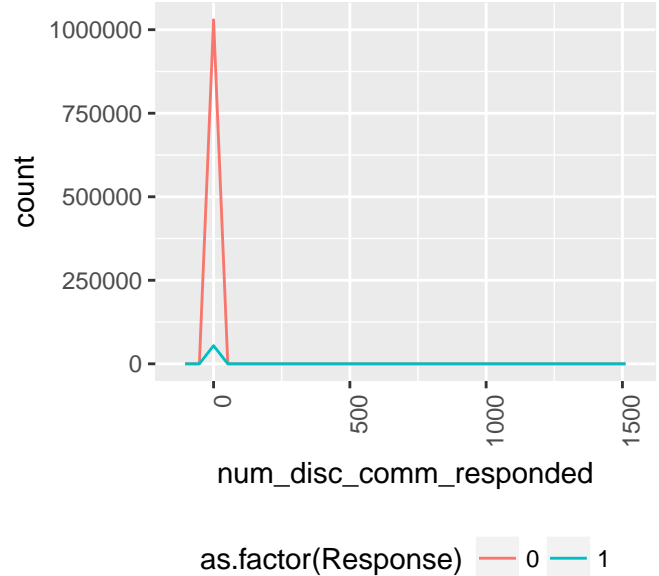
factor(variable) ■ Num_Customer ■ Num_Resp

factor(variable) ● Resp_rate ● Odd

BoxPlot: num_disc_comm_responded

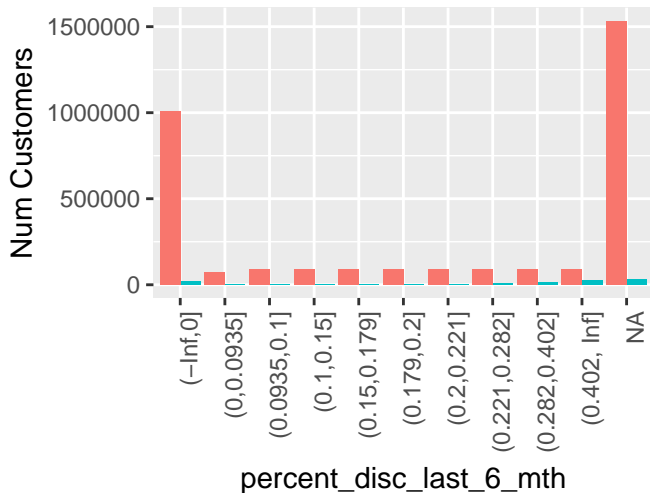


FreqPlot: num_disc_comm_responded

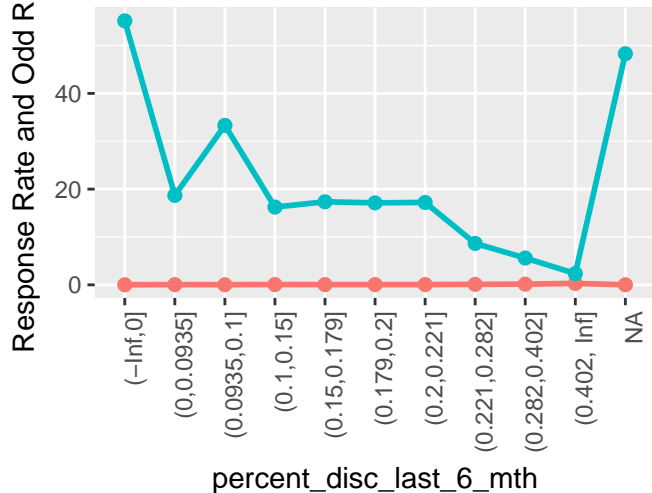


as.factor(Response) — 0 — 1

Total Customer and Response



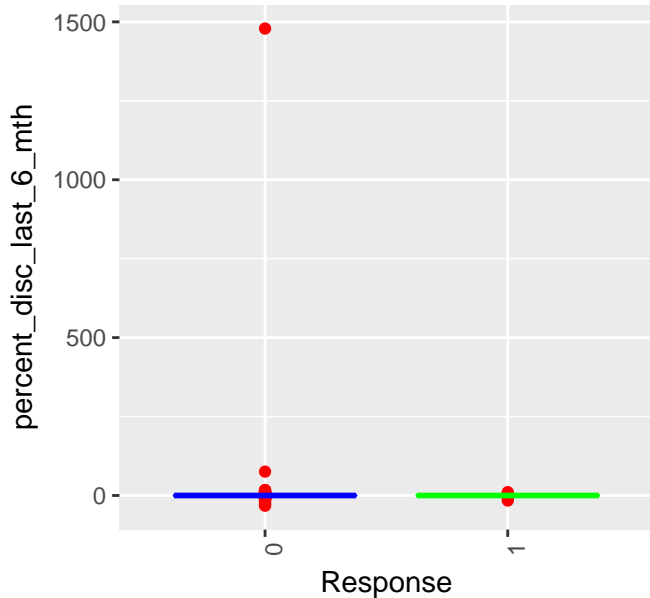
Odd ratio & Response rate



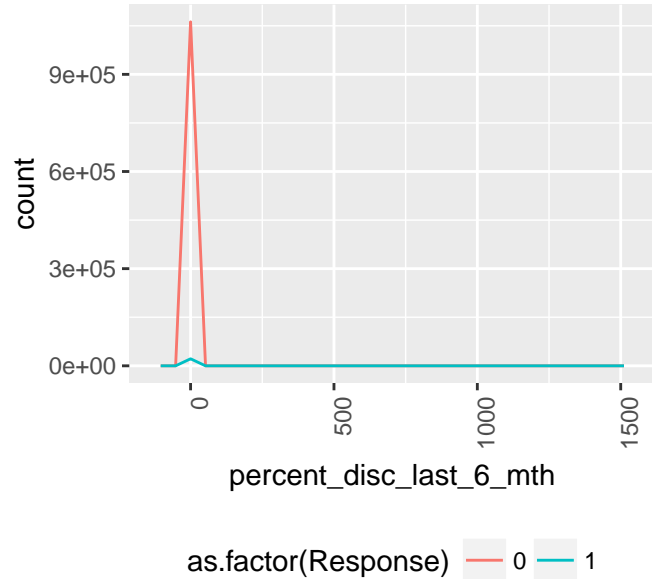
factor(variable) Num_Customer Num_Resp

factor(variable) Resp_rate Odd

BoxPlot: percent_disc_last_6_mth

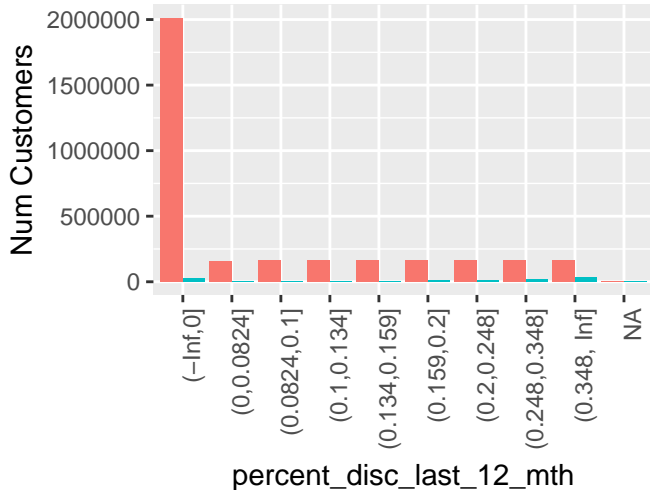


FreqPlot: percent_disc_last_6_mth

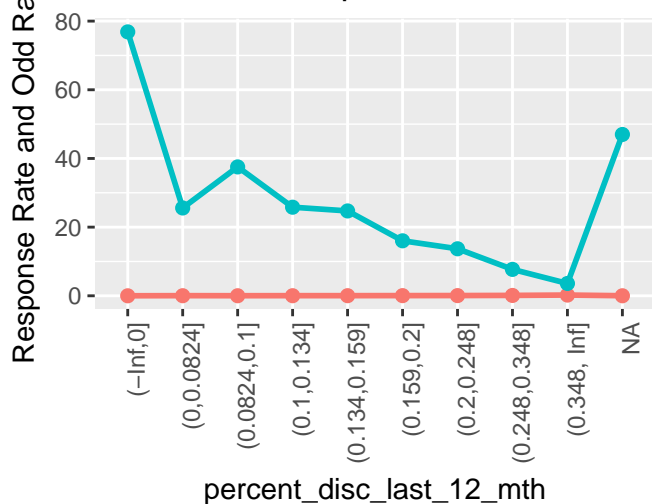


as.factor(Response) 0 1

Total Customer and Response



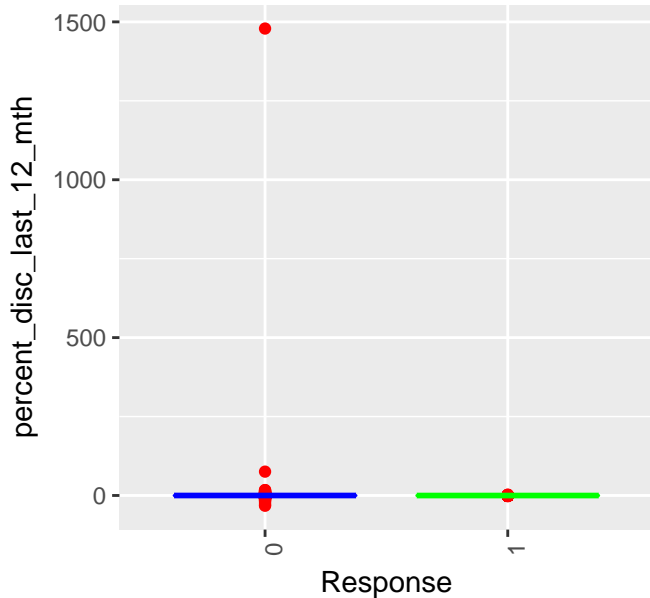
Odd ratio & Response rate



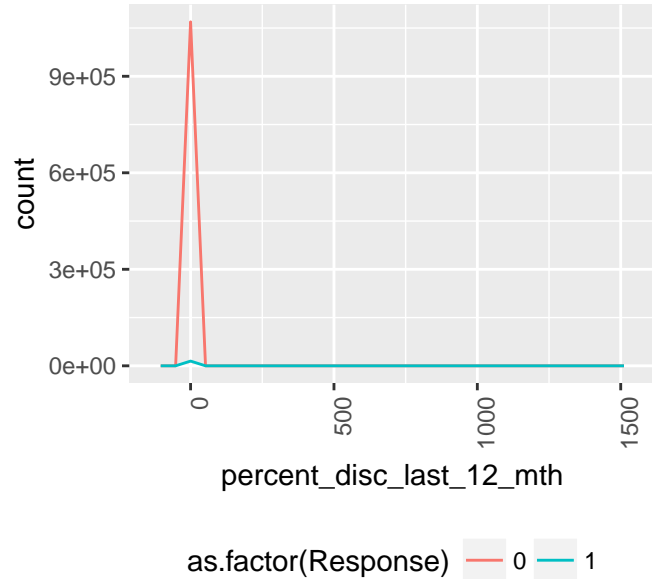
factor(variable) ■ Num_Customer ■ Num_Resp

factor(variable) ● Resp_rate ● Odd

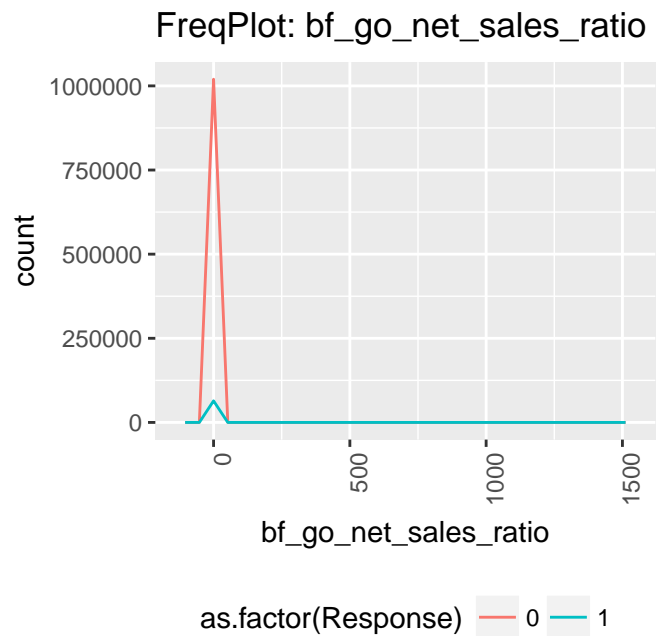
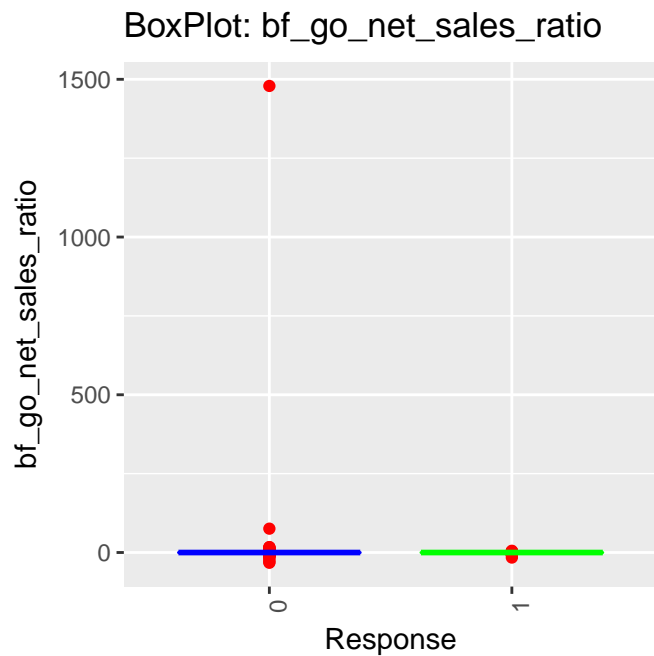
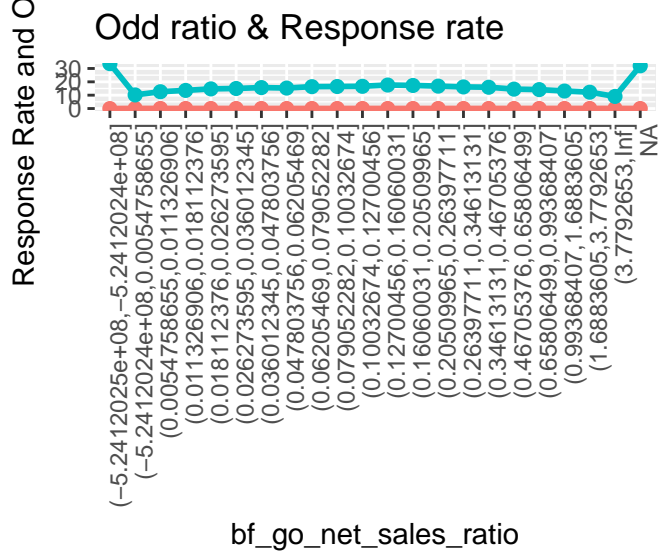
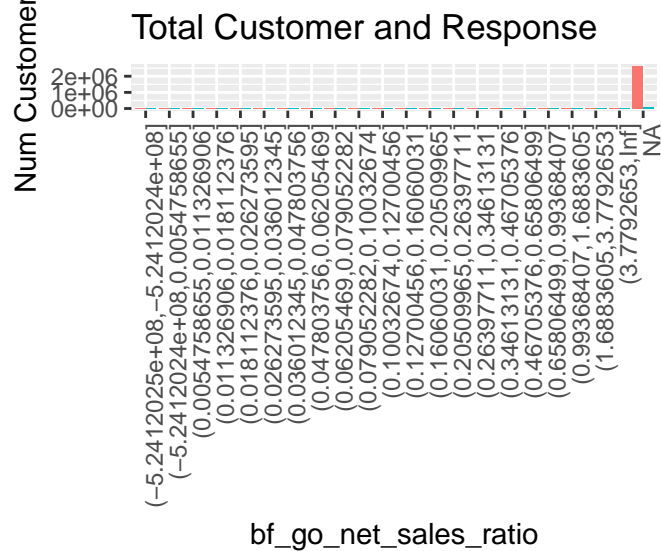
BoxPlot: percent_disc_last_12_mth



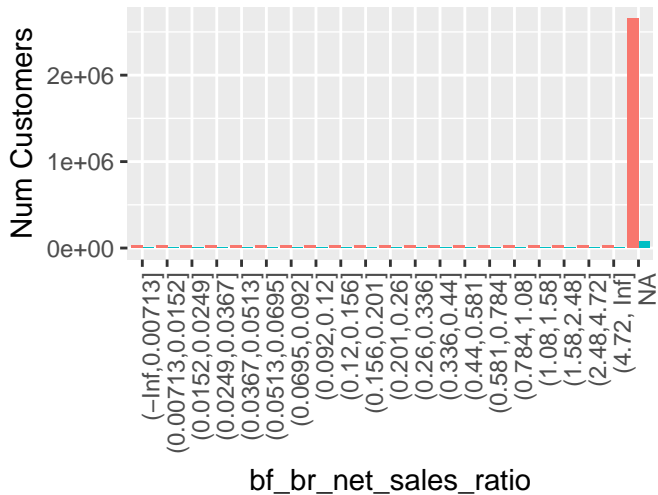
FreqPlot: percent_disc_last_12_mth



as.factor(Response) — 0 — 1

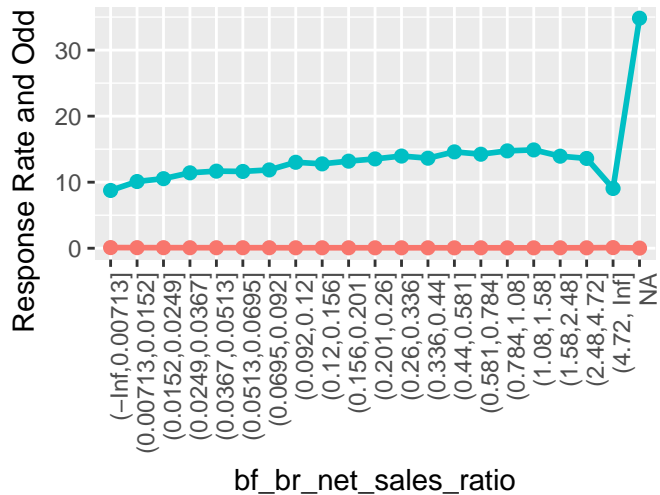


Total Customer and Response



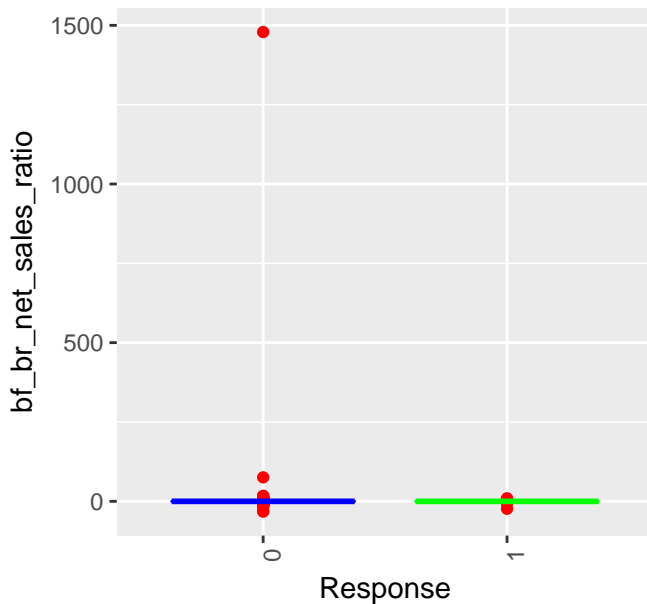
factor(variable) ■ Num_Customer ■ Num_Resp

Odd ratio & Response rate

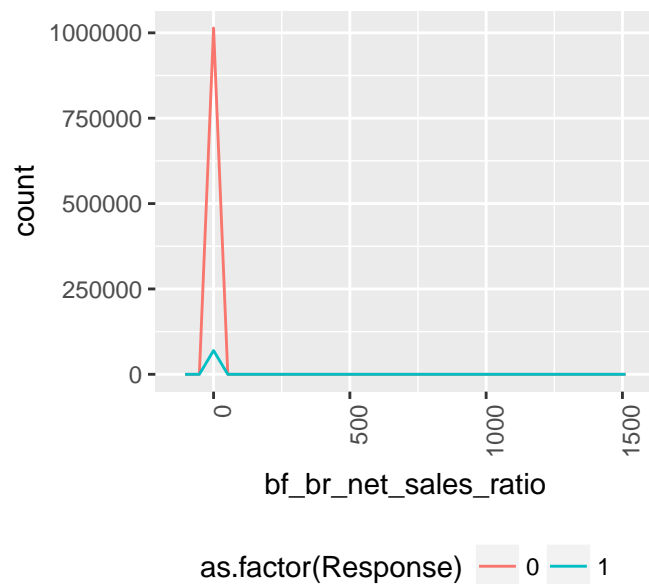


factor(variable) ● Resp_rate ● Odd

BoxPlot: bf_br_net_sales_ratio

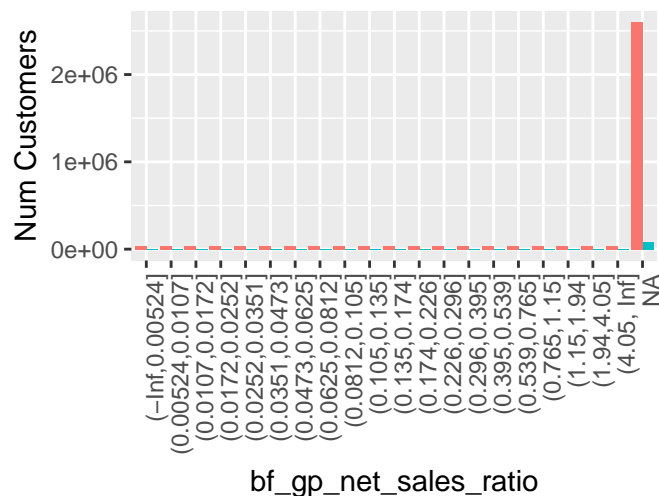


FreqPlot: bf_br_net_sales_ratio

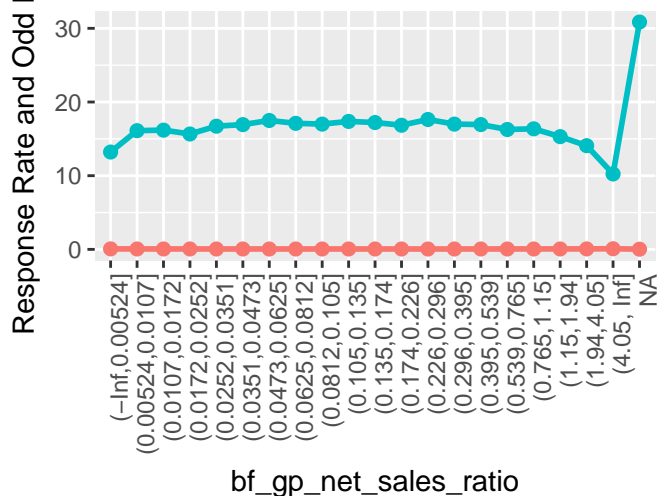


as.factor(Response) — 0 — 1

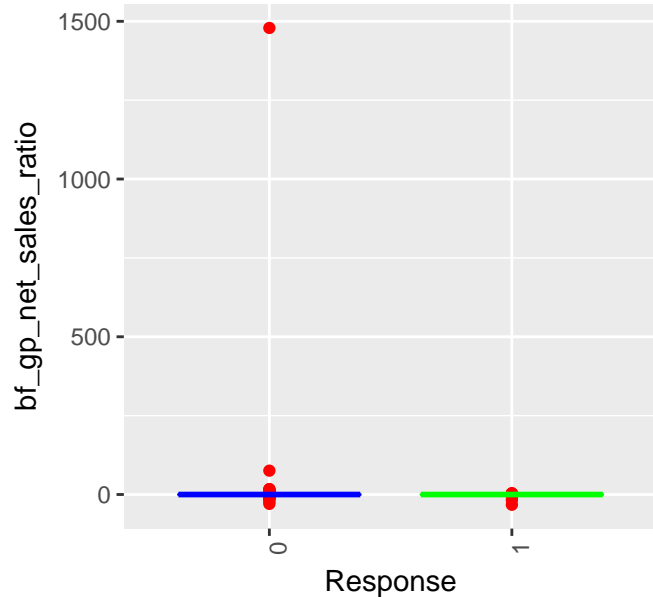
Total Customer and Response



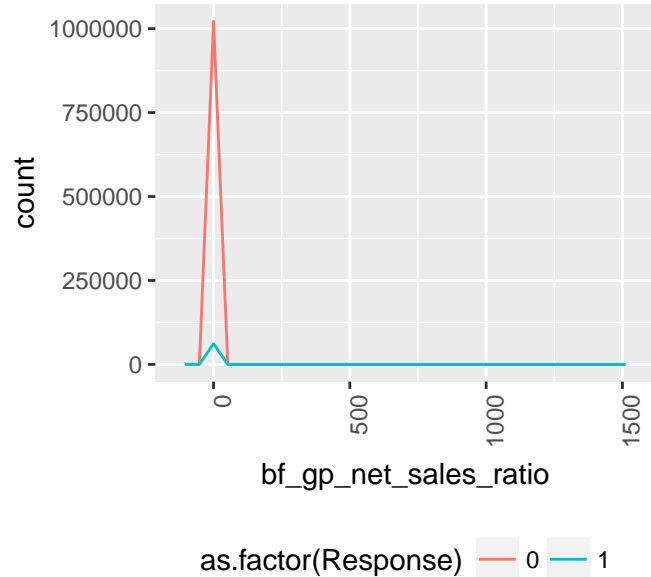
Odd ratio & Response rate



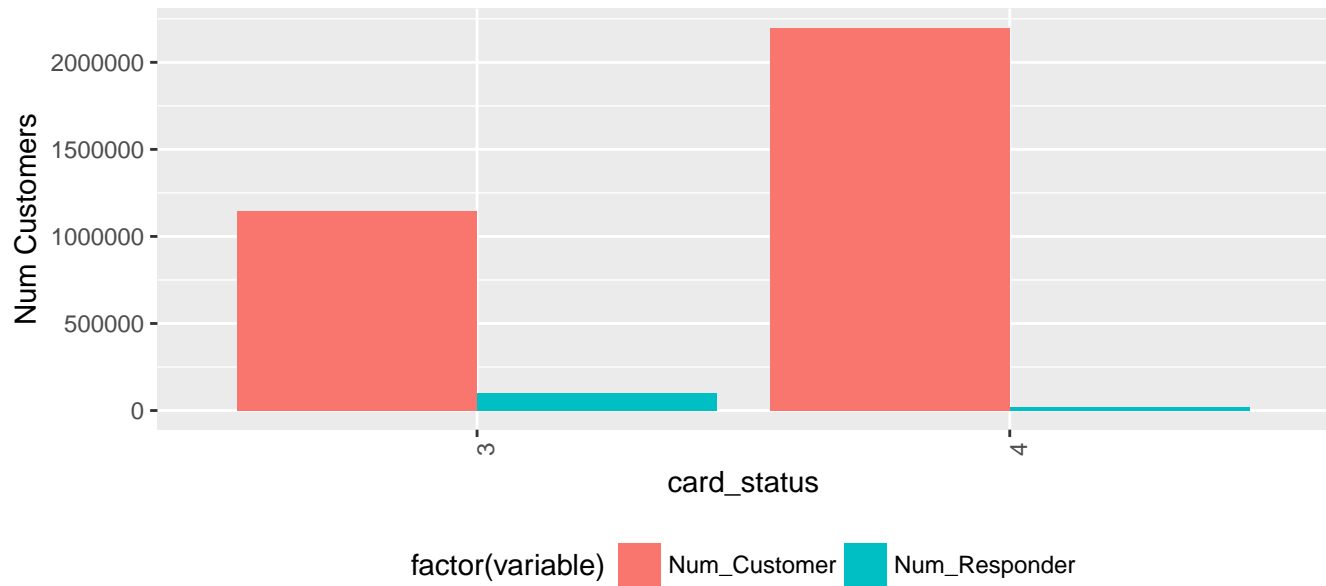
BoxPlot: bf_gp_net_sales_ratio



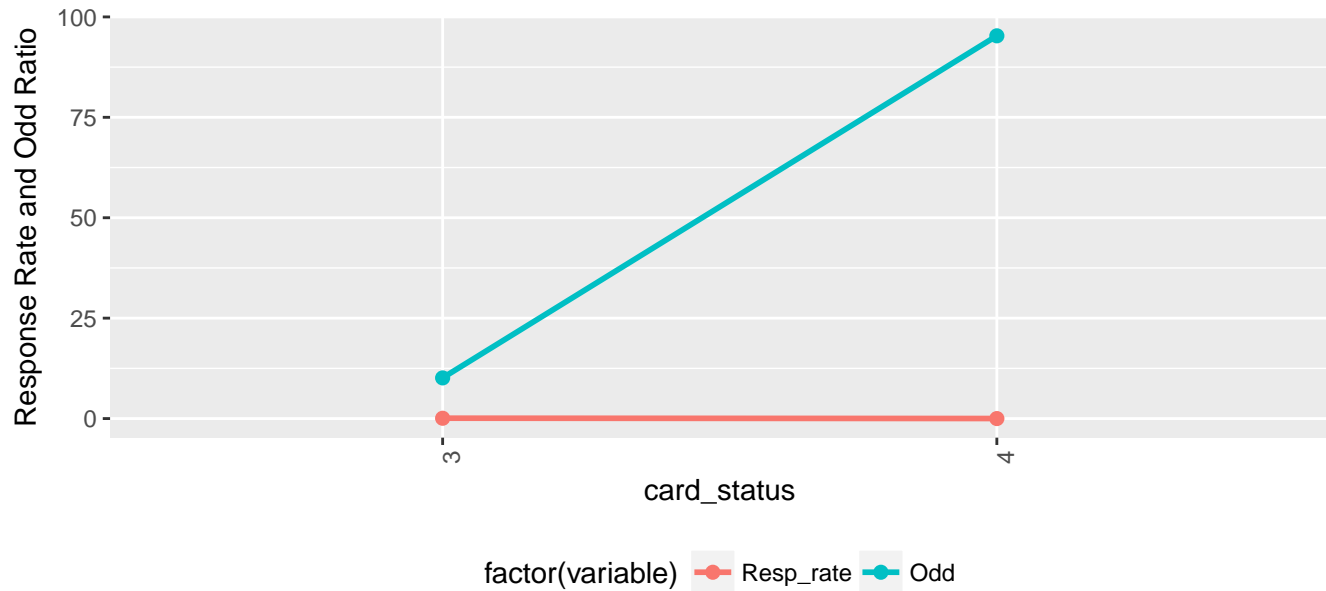
FreqPlot: bf_gp_net_sales_ratio



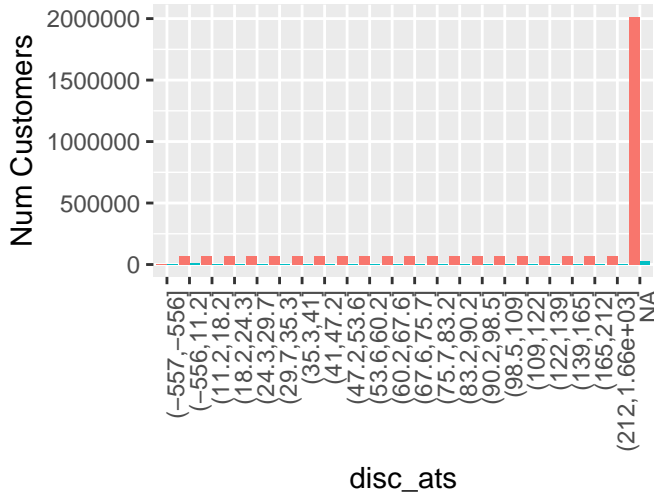
Total Customer and Response



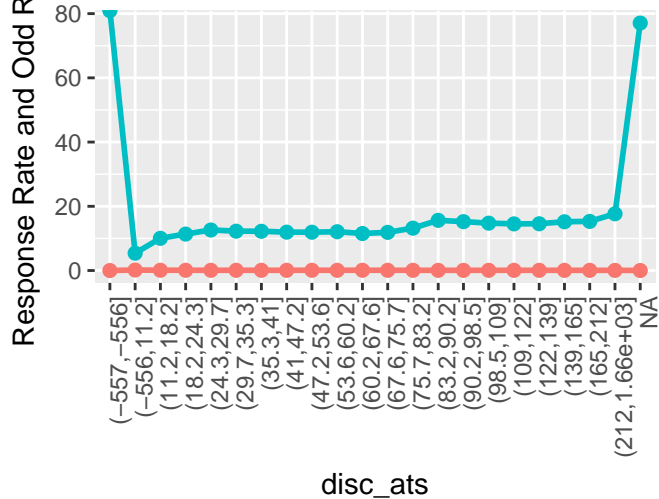
Odd ratio & Response rate



Total Customer and Response



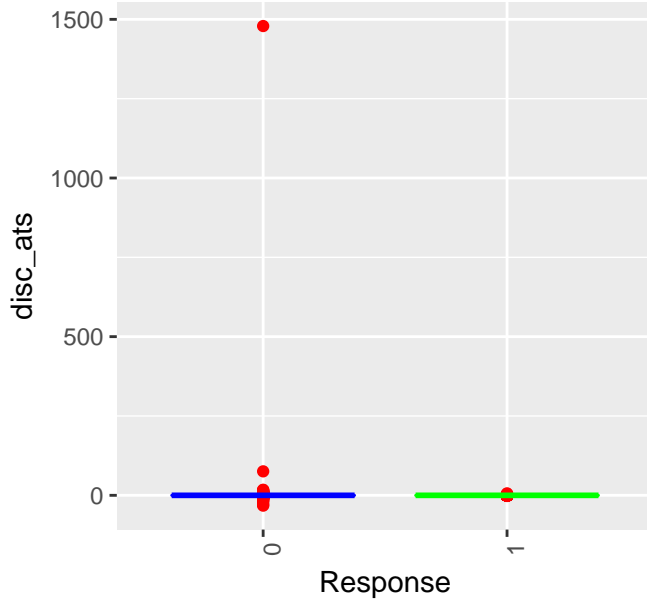
Odd ratio & Response rate



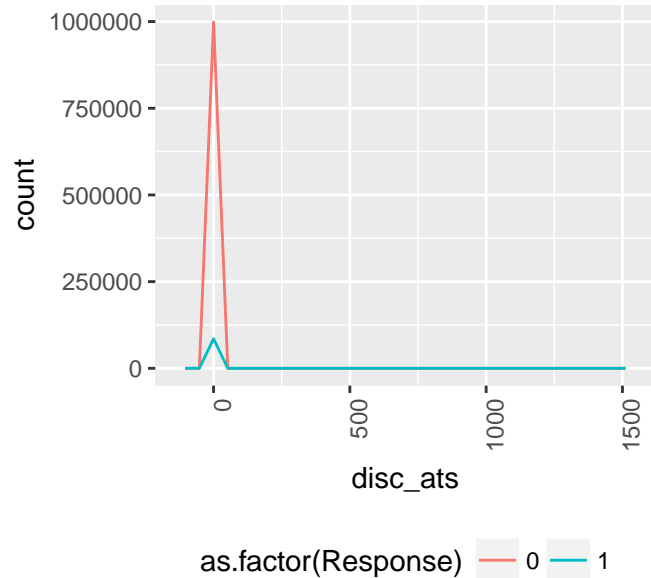
factor(variable) ■ Num_Customer ■ Num_Resp

factor(variable) ● Resp_rate ● Odd

BoxPlot: disc_at

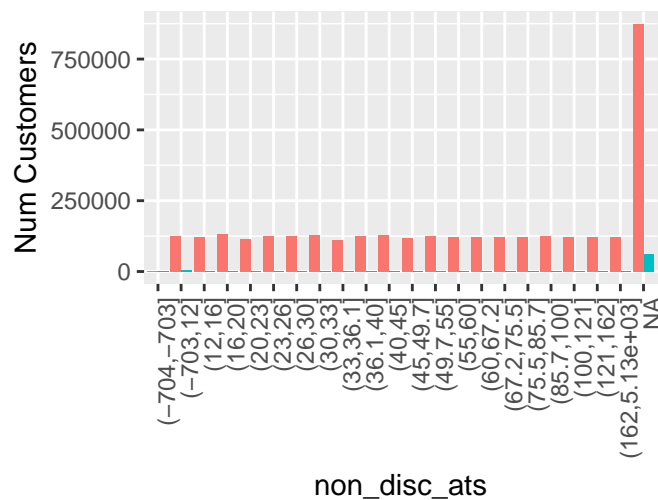


FreqPlot: disc_at



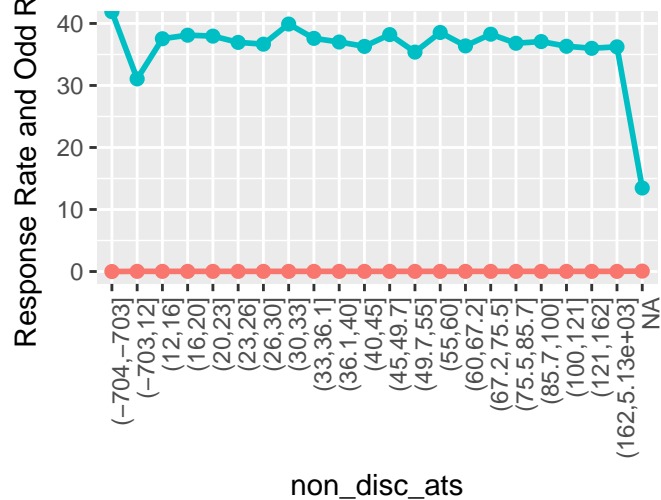
as.factor(Response) — 0 — 1

Total Customer and Response



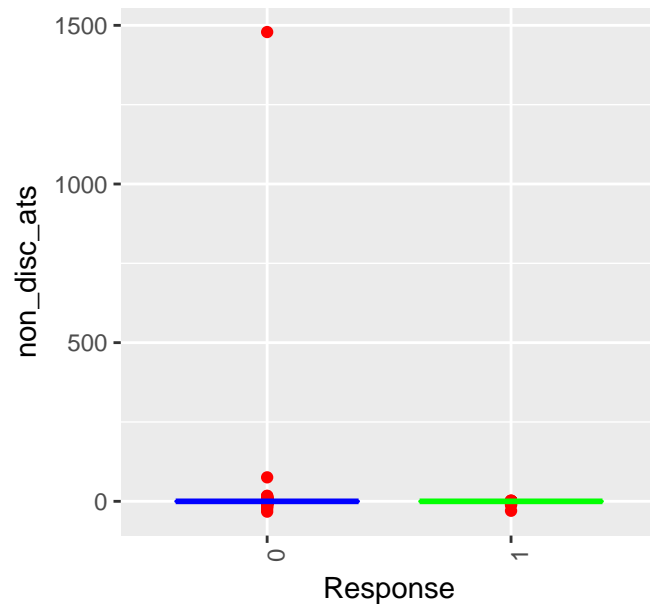
factor(variable) ■ Num_Customer ■ Num_Resp

Odd ratio & Response rate

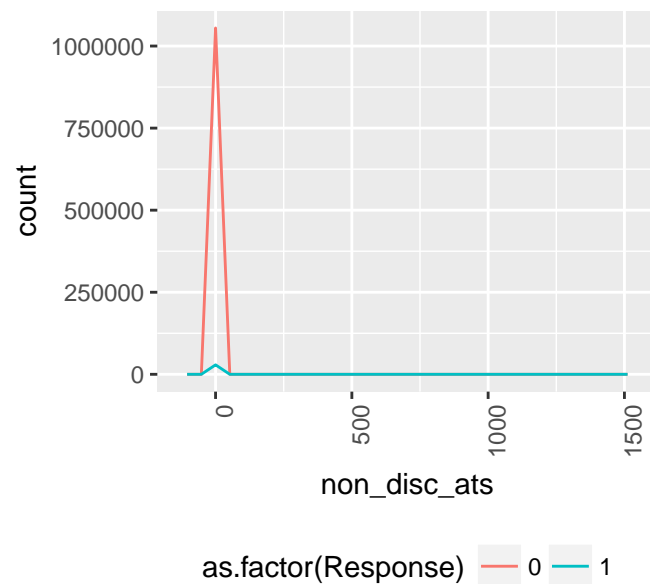


factor(variable) ● Resp_rate ● Odd

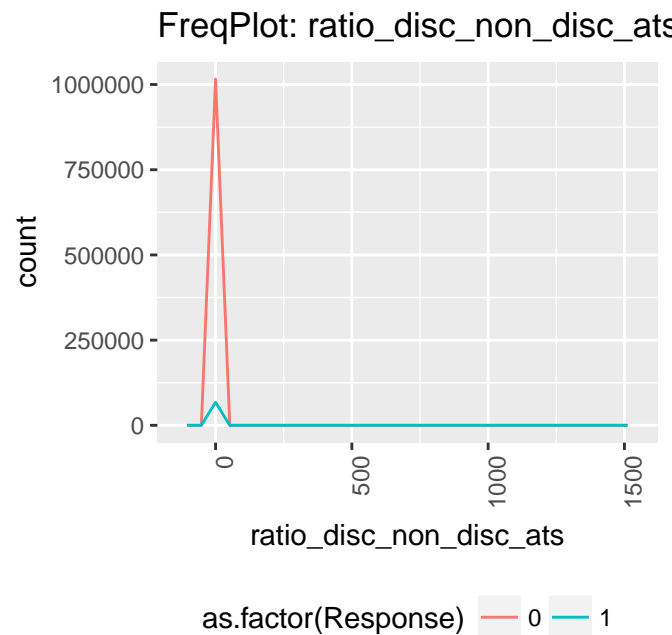
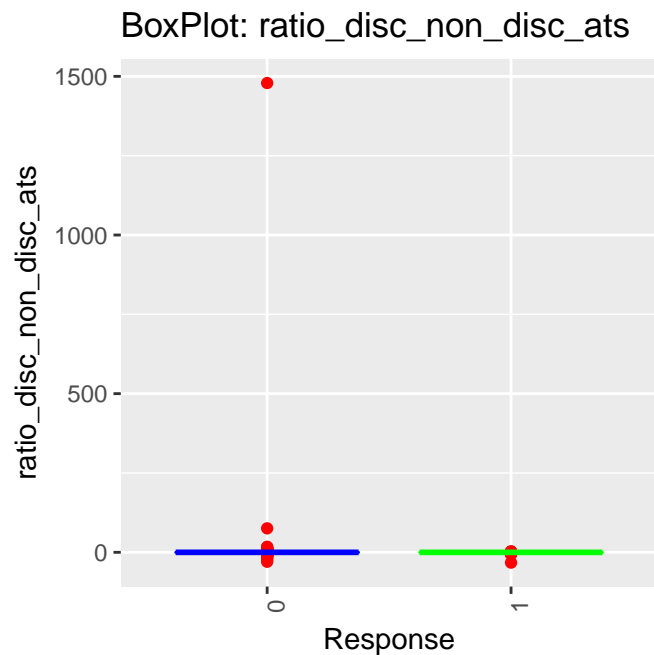
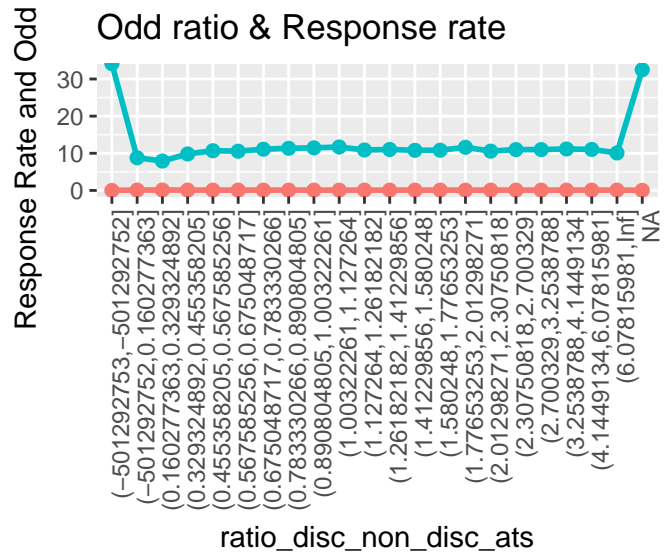
BoxPlot: non_disc_at



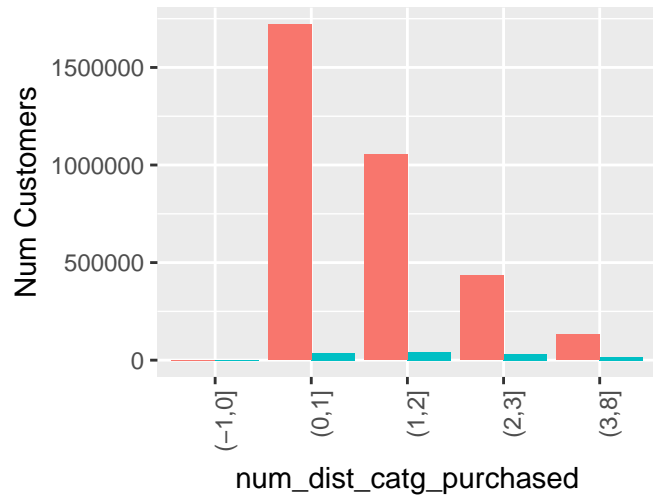
FreqPlot: non_disc_at



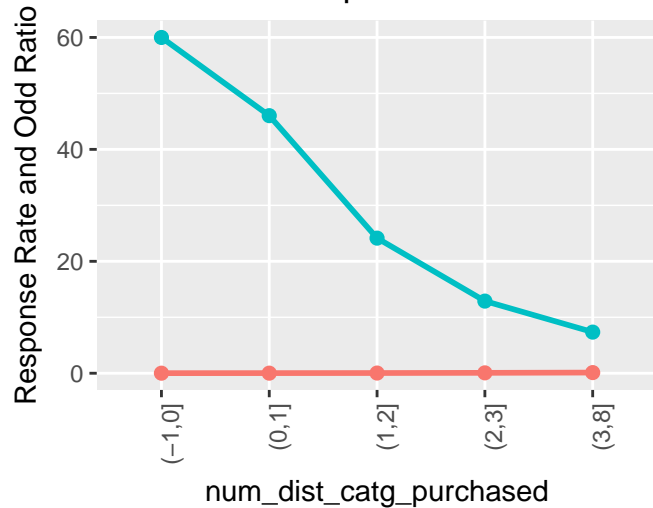
as.factor(Response) — 0 — 1



Total Customer and Response



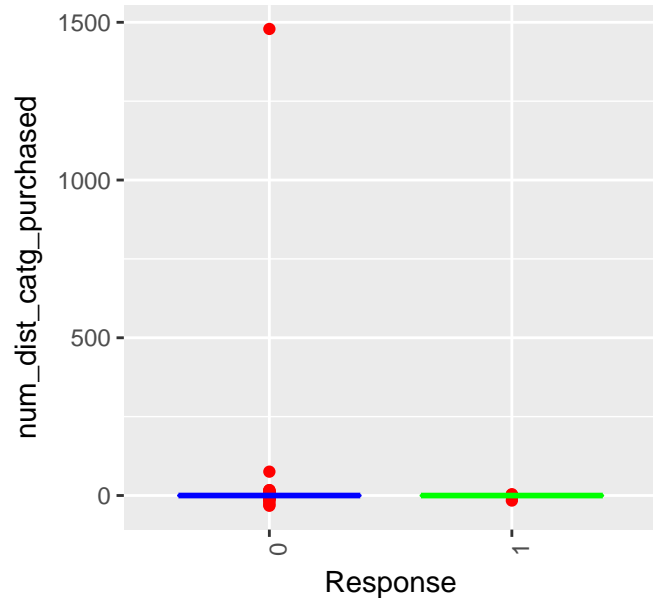
Odd ratio & Response rate



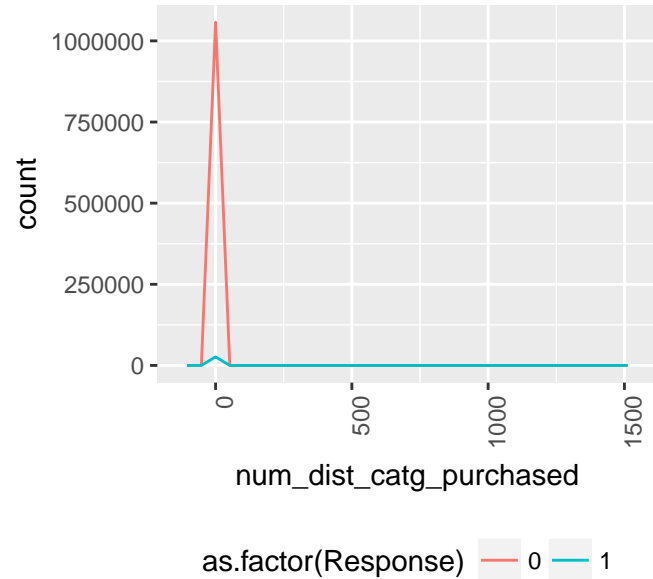
factor(variable) Num_Customer Num_Resp

factor(variable) Resp_rate Odd

BoxPlot: num_dist_catg_purchased

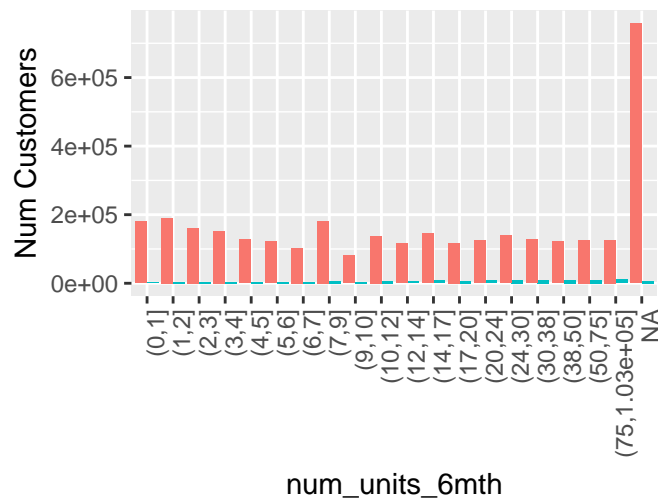


FreqPlot: num_dist_catg_purchased

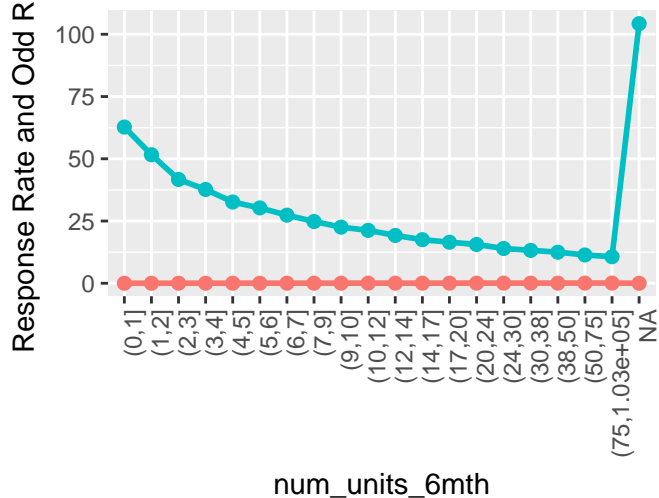


as.factor(Response) 0 1

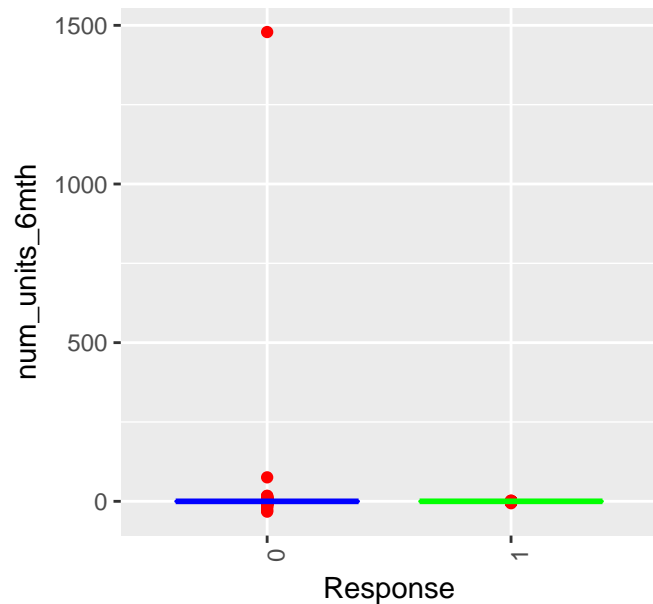
Total Customer and Response



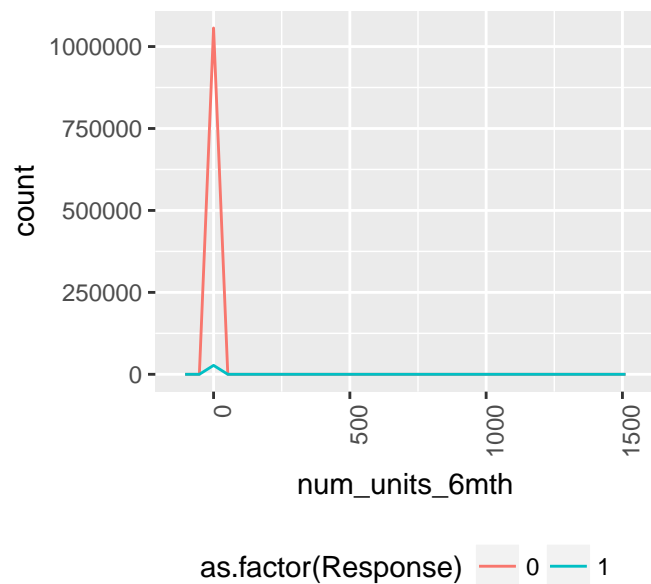
Odd ratio & Response rate



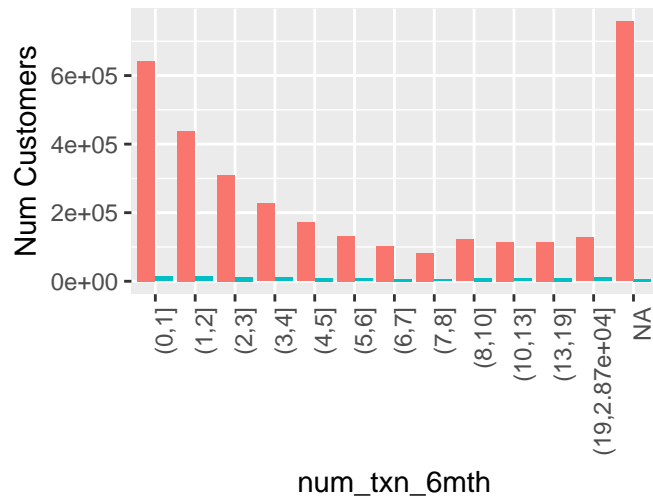
BoxPlot: num_units_6mth



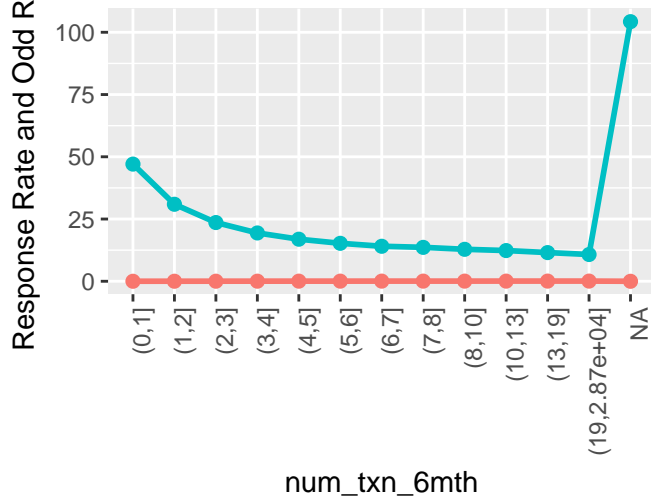
FreqPlot: num_units_6mth



Total Customer and Response



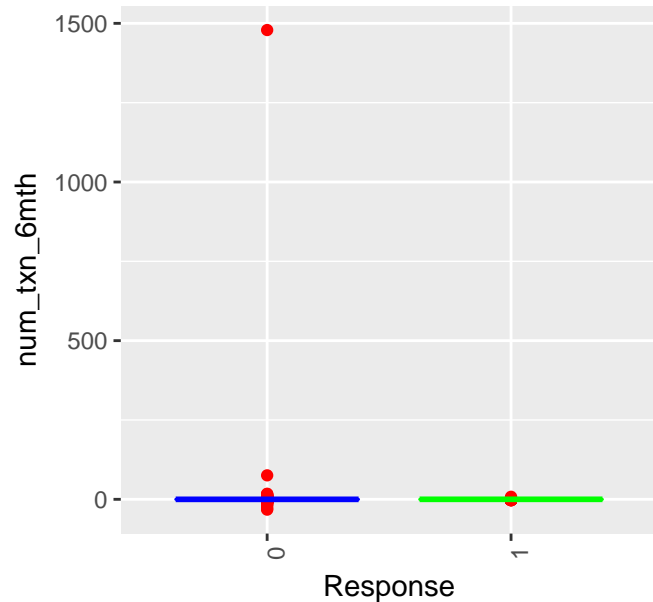
Odd ratio & Response rate



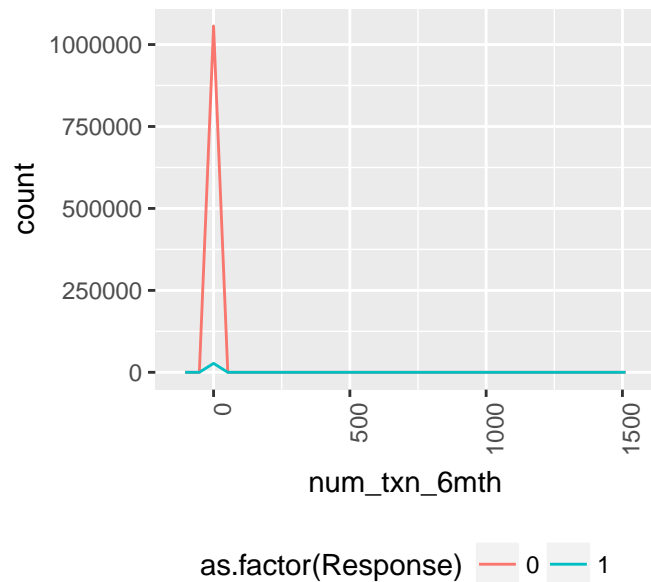
factor(variable) Num_Customer Num_Resp

factor(variable) Resp_rate Odd

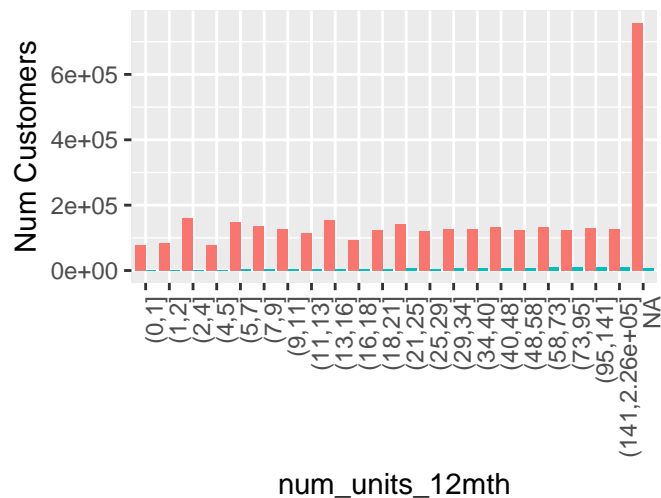
BoxPlot: num_txn_6mth



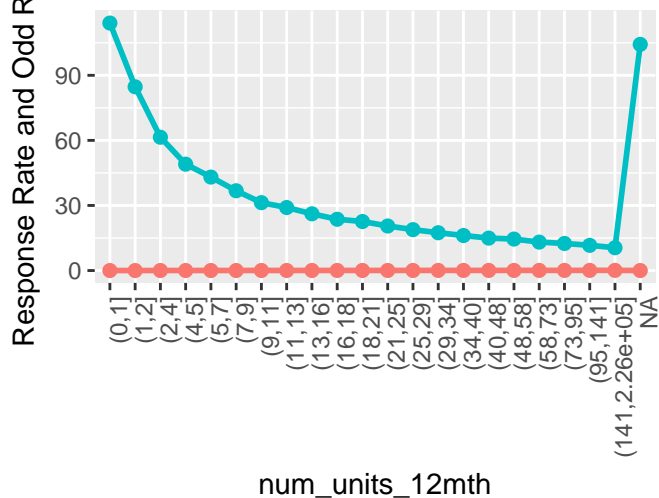
FreqPlot: num_txn_6mth



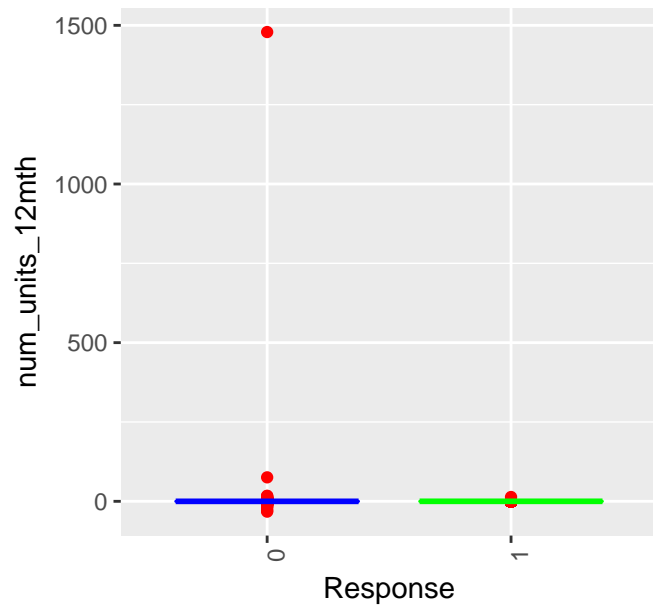
Total Customer and Response



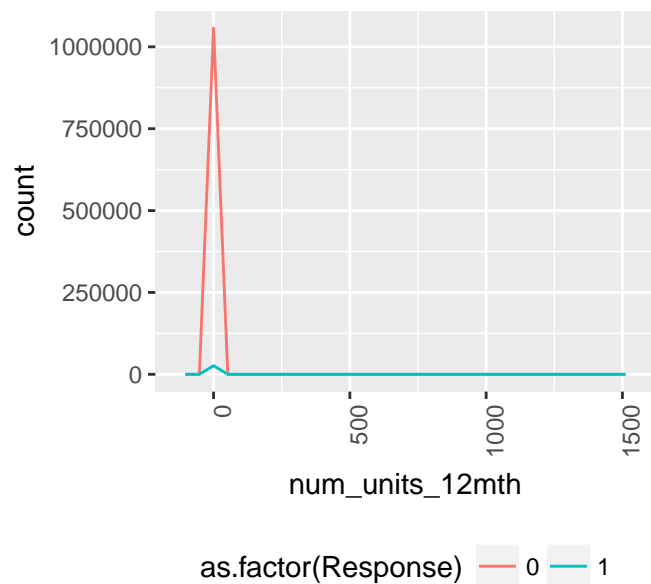
Odd ratio & Response rate



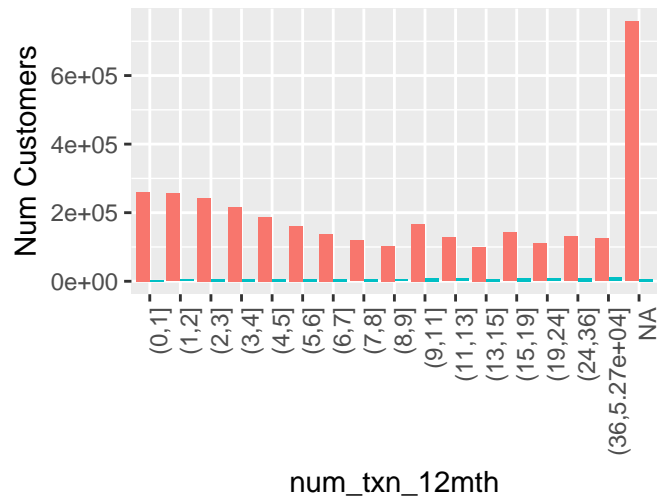
BoxPlot: num_units_12mth



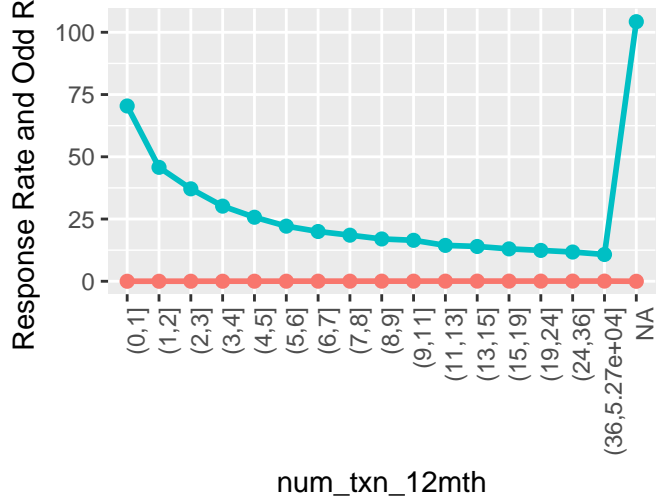
FreqPlot: num_units_12mth



Total Customer and Response



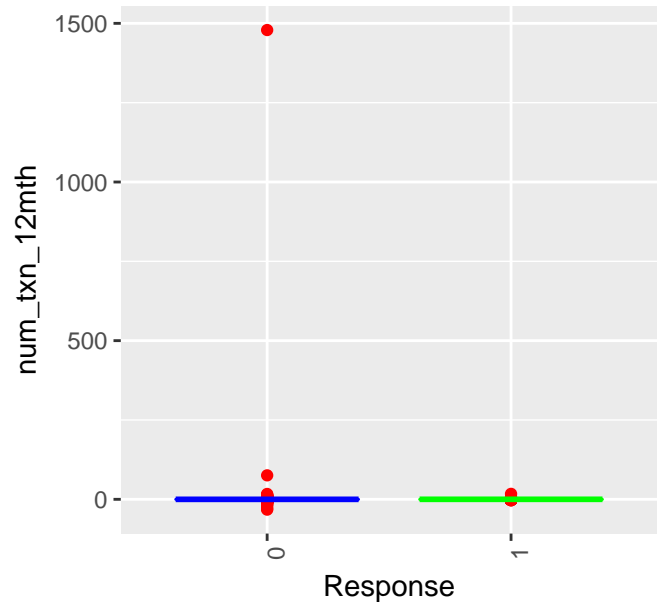
Odd ratio & Response rate



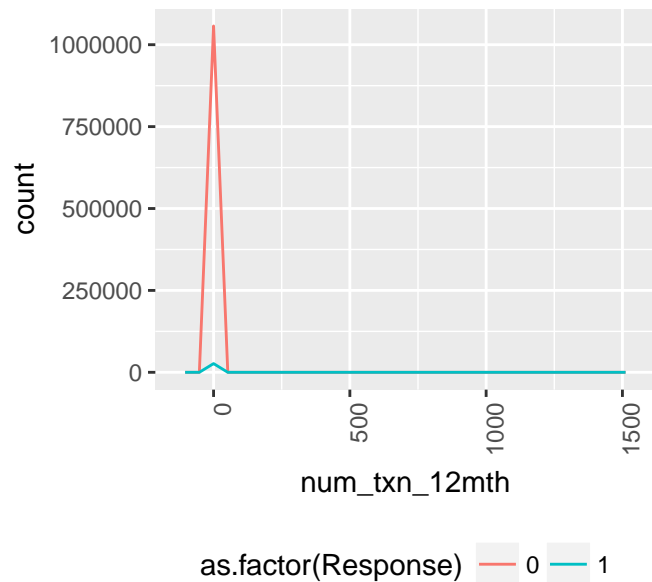
factor(variable) ■ Num_Customer ■ Num_Resp

factor(variable) ● Resp_rate ● Odd

BoxPlot: num_txn_12mth

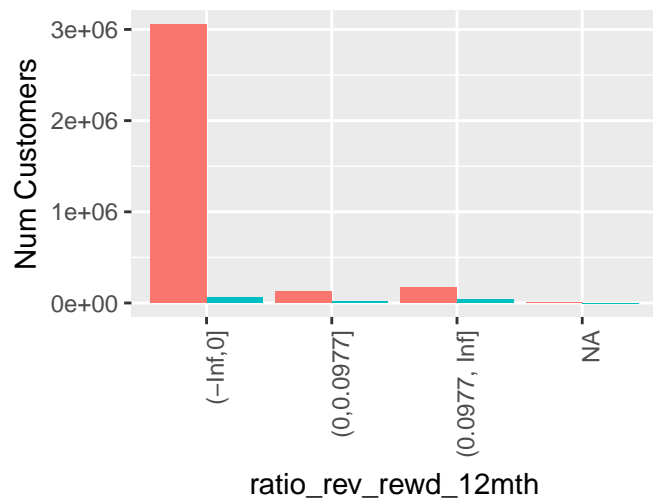


FreqPlot: num_txn_12mth



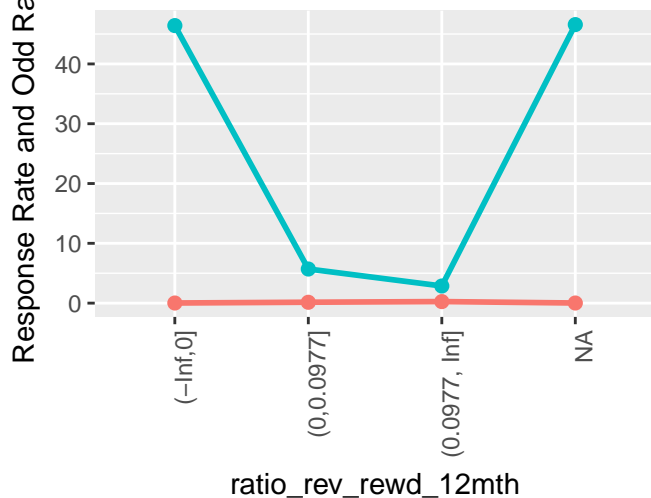
as.factor(Response) — 0 — 1

Total Customer and Response



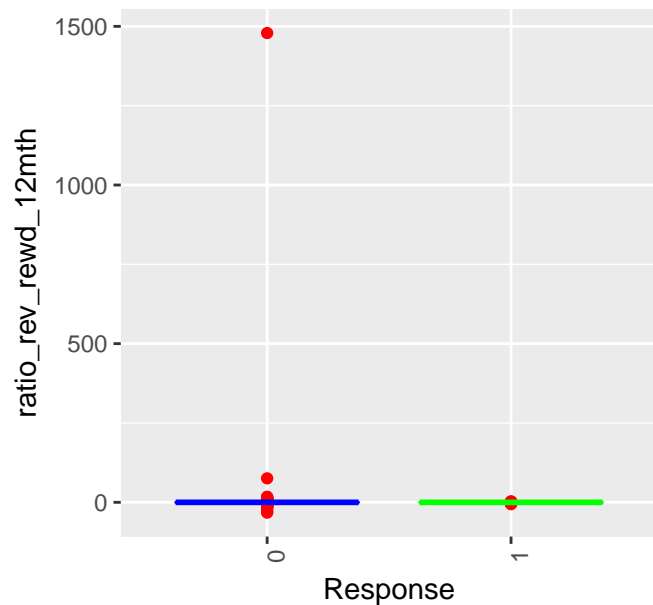
factor(variable) Num_Customer Num_Resp

Odd ratio & Response rate

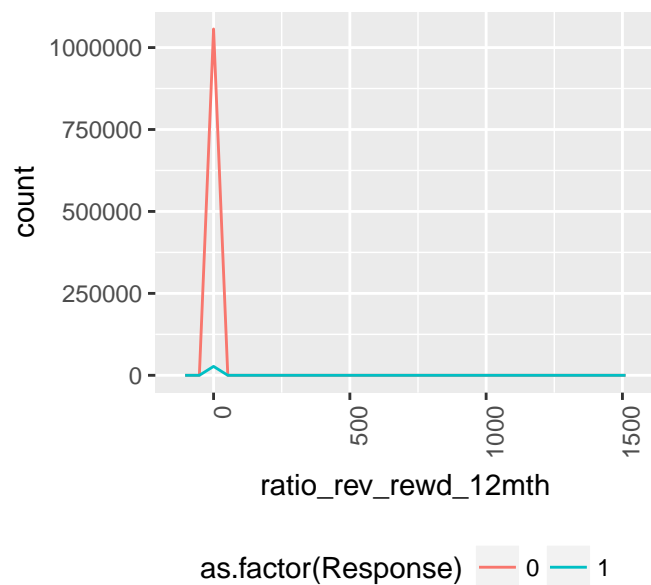


factor(variable) Resp_rate Odd

BoxPlot: ratio_rev_rewd_12mth

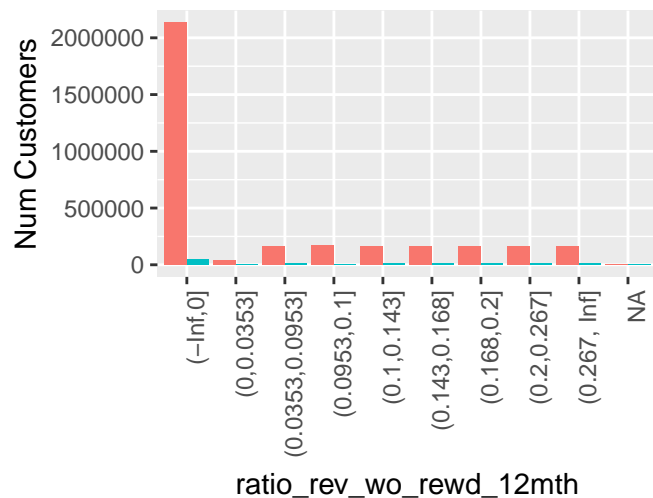


FreqPlot: ratio_rev_rewd_12mth

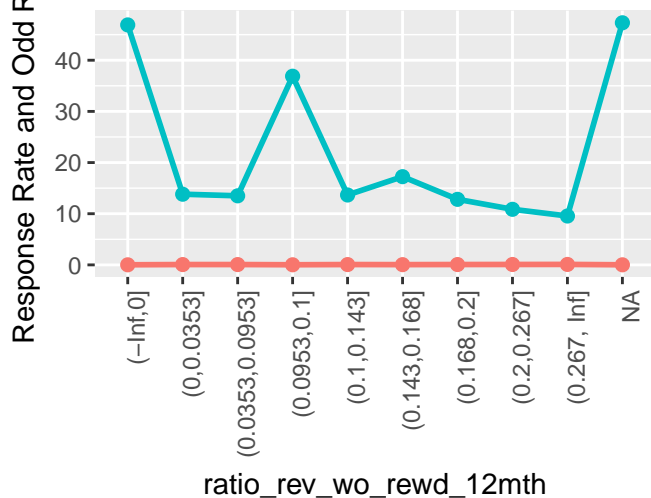


as.factor(Response) 0 1

Total Customer and Response



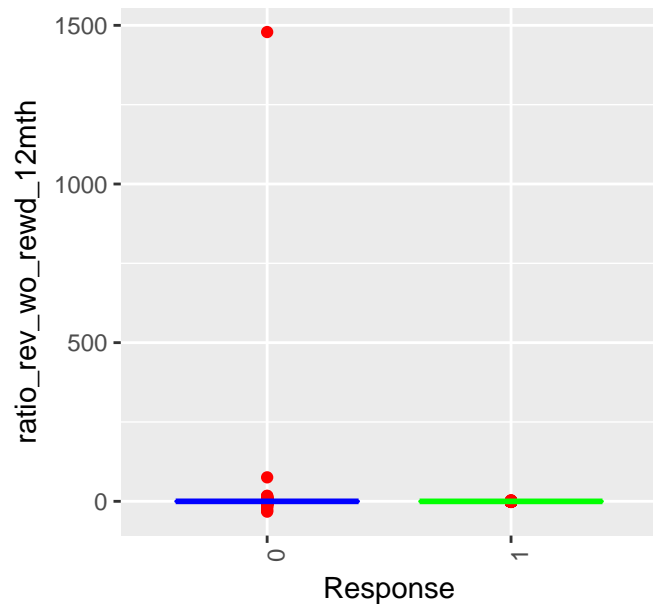
Odd ratio & Response rate



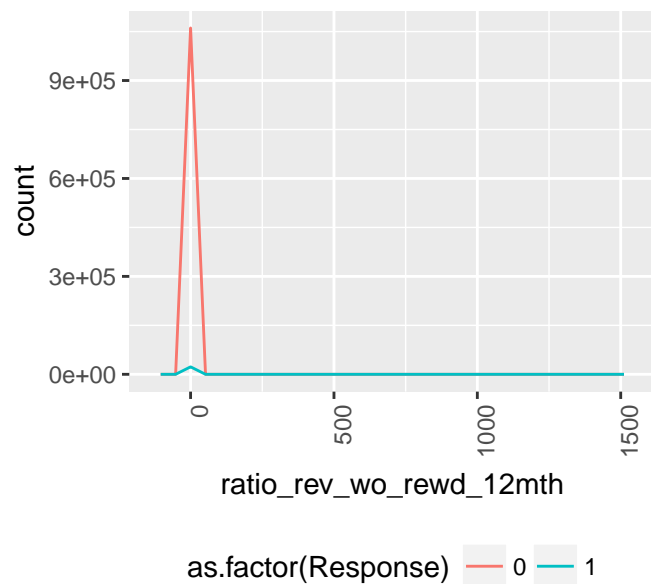
factor(variable) Num_Customer Num_Resp

factor(variable) Resp_rate Odd

BoxPlot: ratio_rev_wo_rewd_12mth

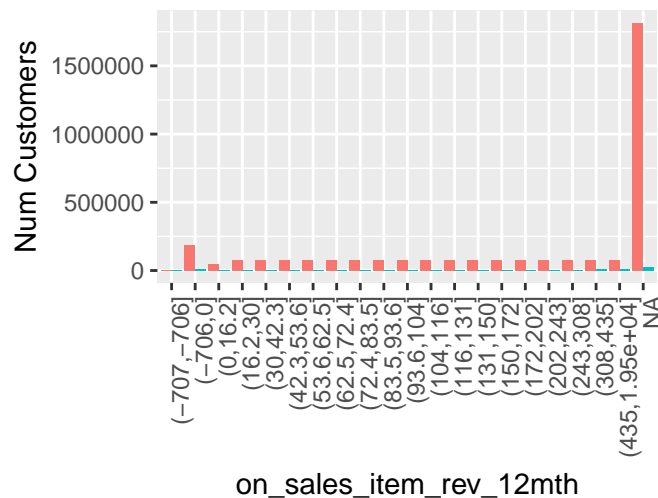


FreqPlot: ratio_rev_wo_rewd_12mth

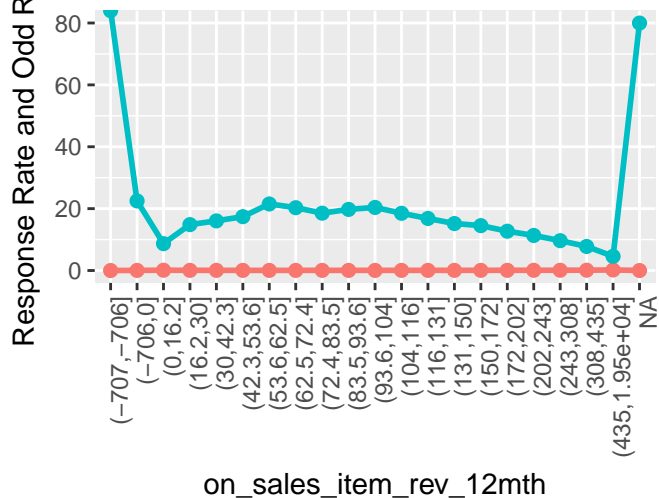


as.factor(Response) 0 1

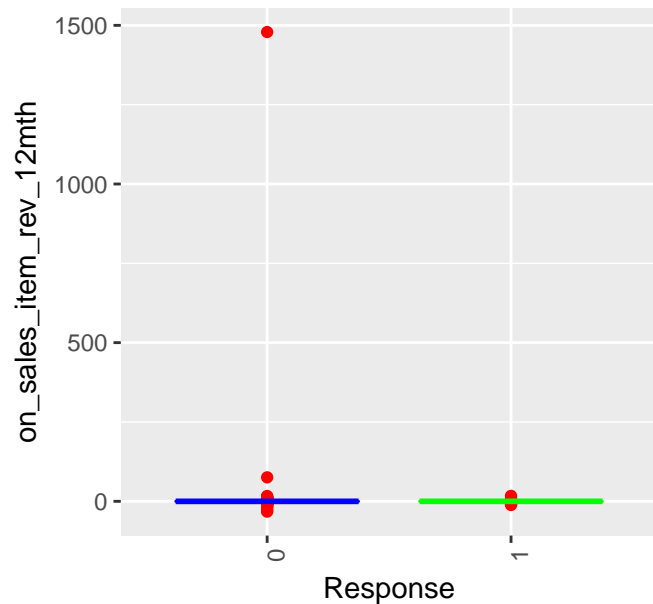
Total Customer and Response



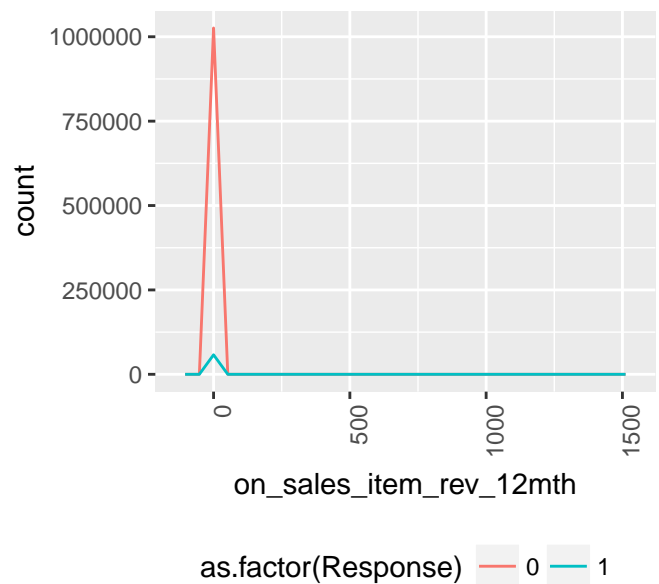
Odd ratio & Response rate



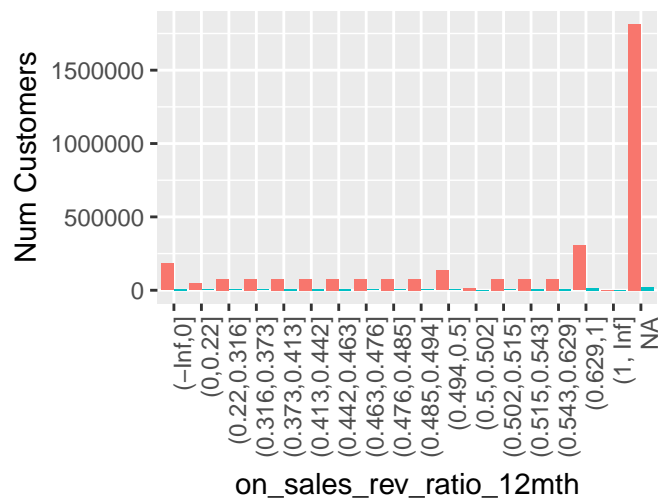
BoxPlot: on_sales_item_rev_12mth



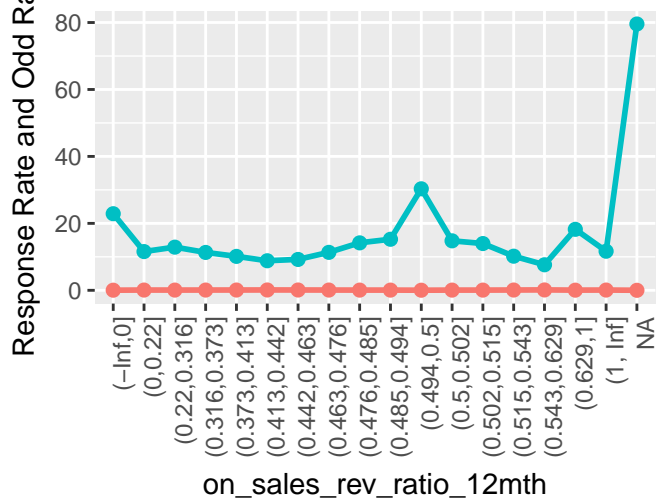
FreqPlot: on_sales_item_rev_12mth



Total Customer and Response



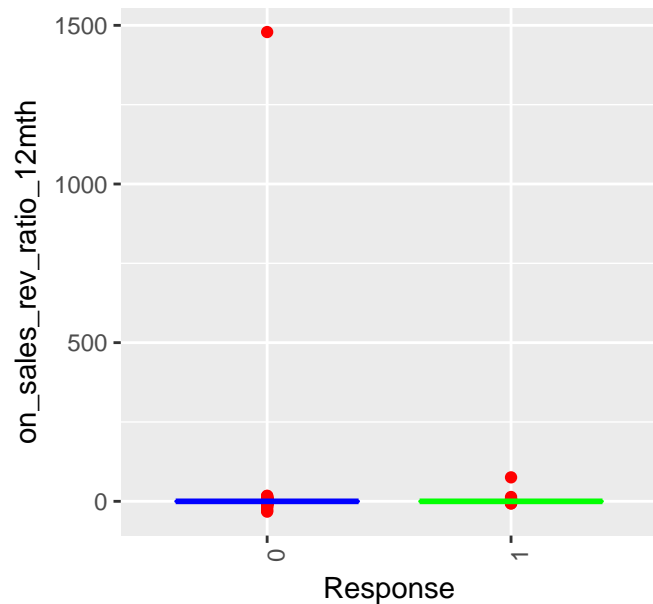
Odd ratio & Response rate



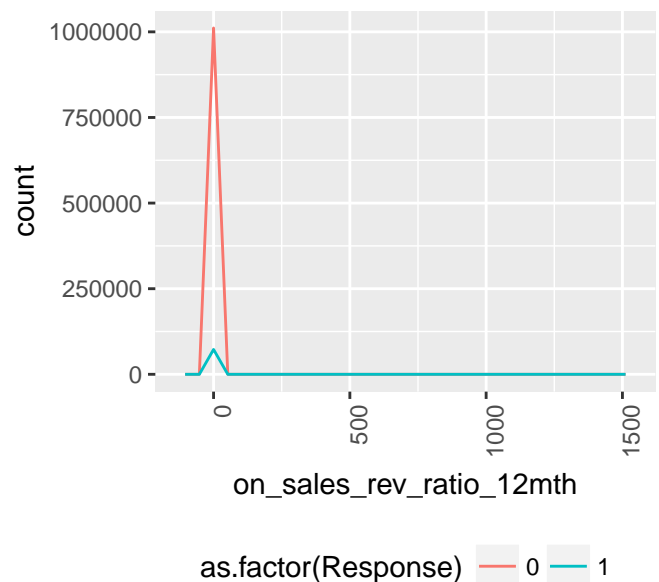
factor(variable) Num_Customer Num_Resp

factor(variable) Resp_rate Odd

BoxPlot: on_sales_rev_ratio_12mth

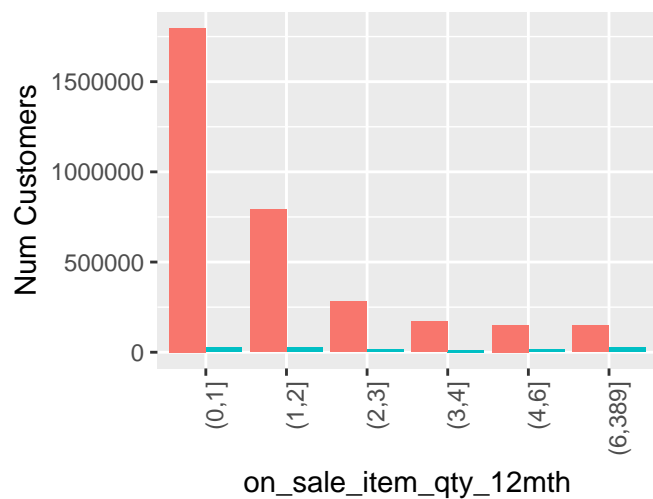


FreqPlot: on_sales_rev_ratio_12mth

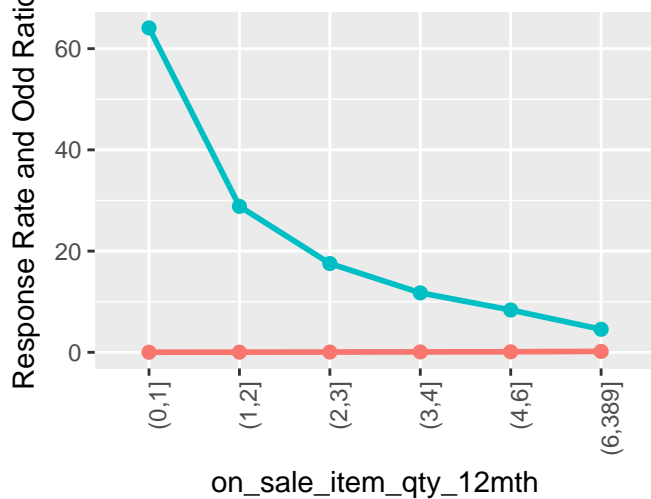


as.factor(Response) 0 1

Total Customer and Response



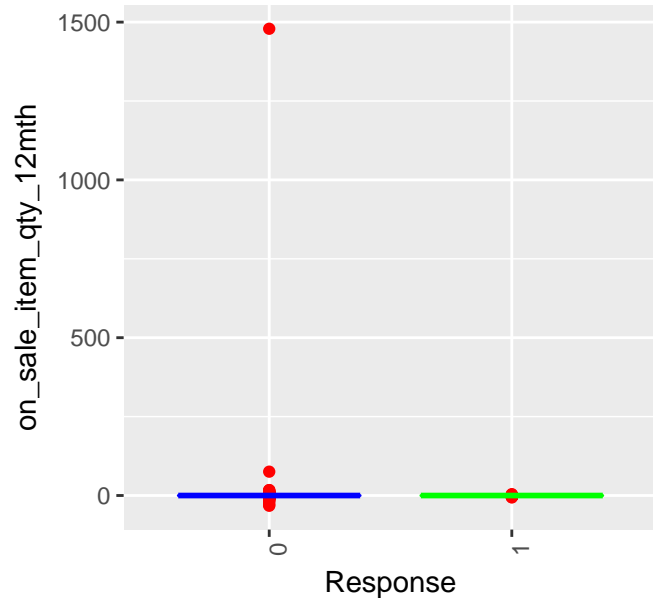
Odd ratio & Response rate



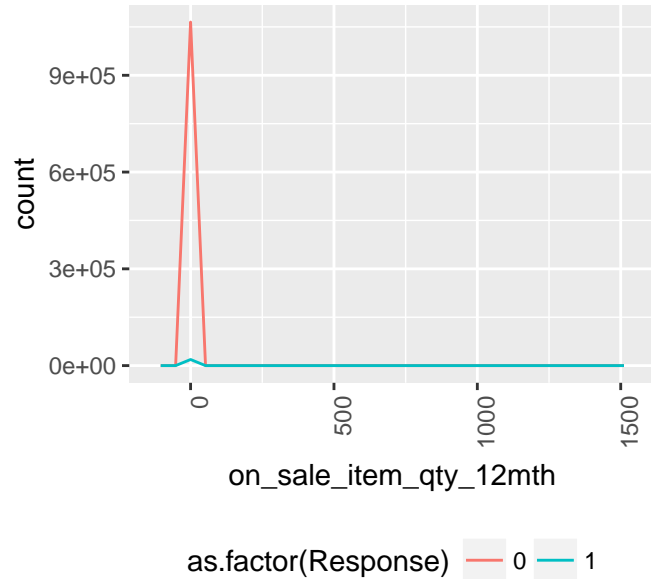
factor(variable) Num_Customer Num_Resp

factor(variable) Resp_rate Odd

BoxPlot: on_sale_item_qty_12mth

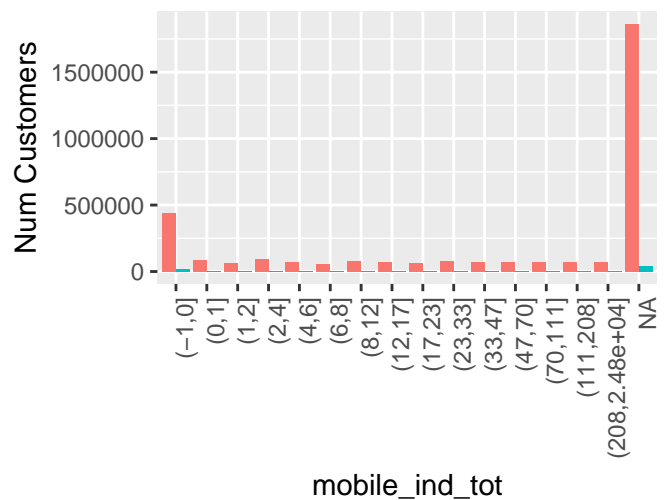


FreqPlot: on_sale_item_qty_12mth

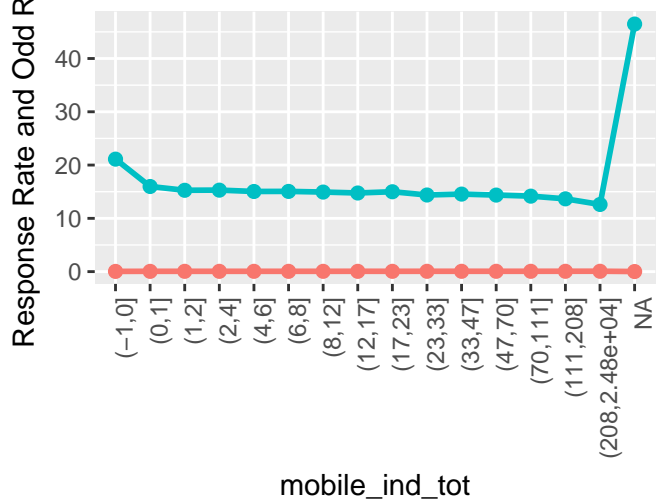


as.factor(Response) 0 1

Total Customer and Response



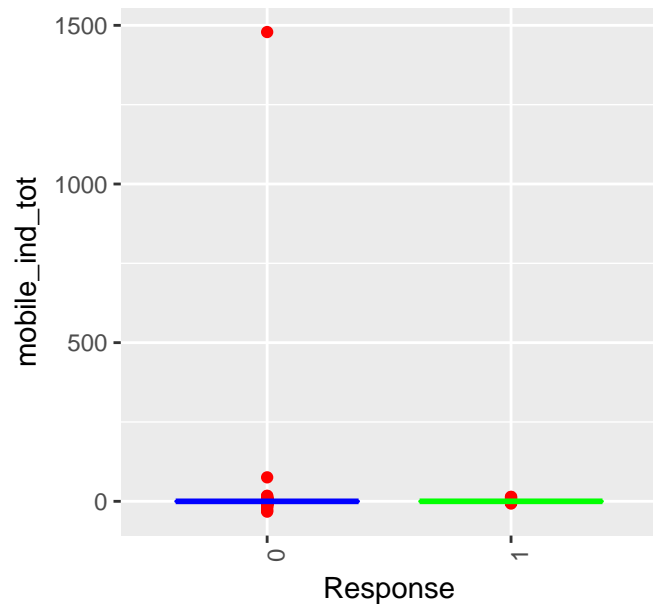
Odd ratio & Response rate



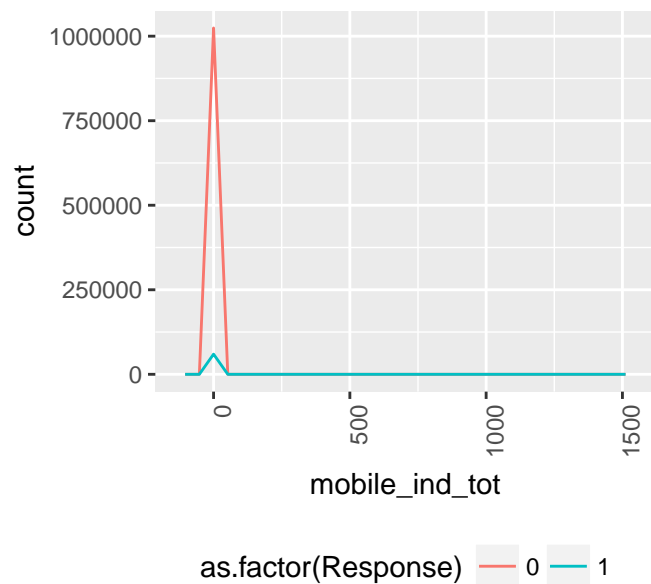
factor(variable) Num_Customer Num_Resp

factor(variable) Resp_rate Odd

BoxPlot: mobile_ind_tot

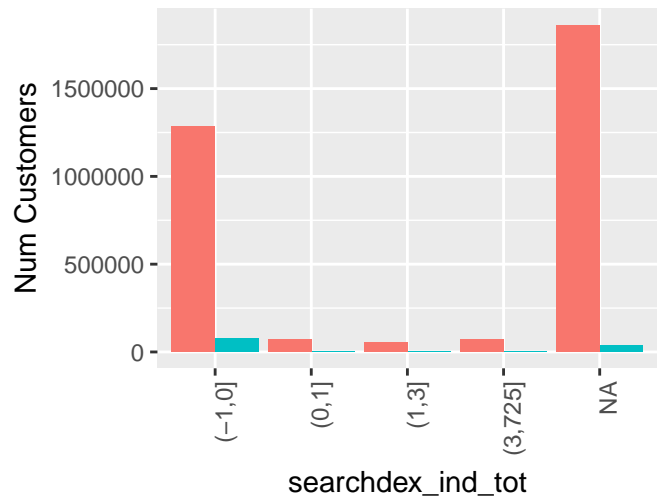


FreqPlot: mobile_ind_tot

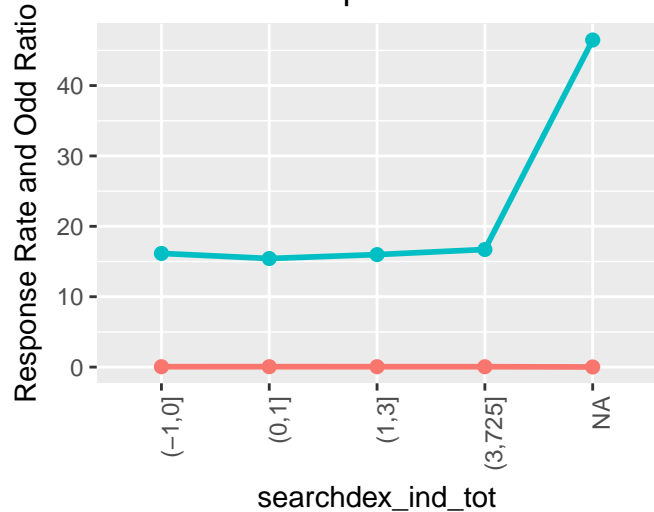


as.factor(Response) 0 1

Total Customer and Response



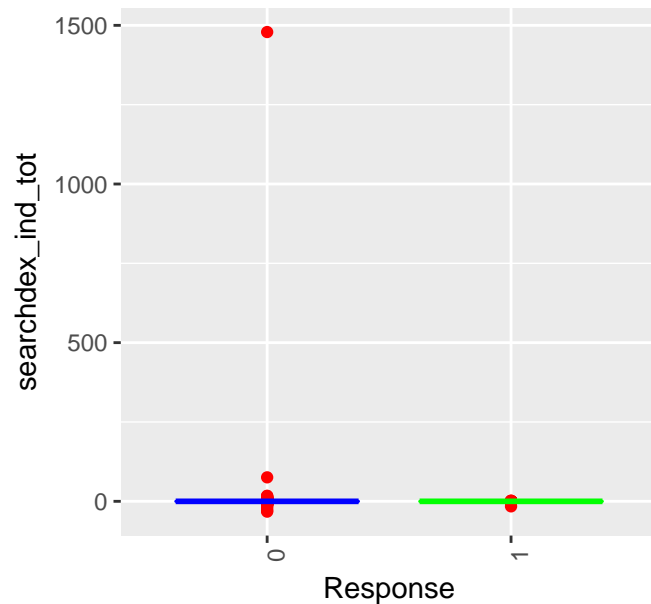
Odd ratio & Response rate



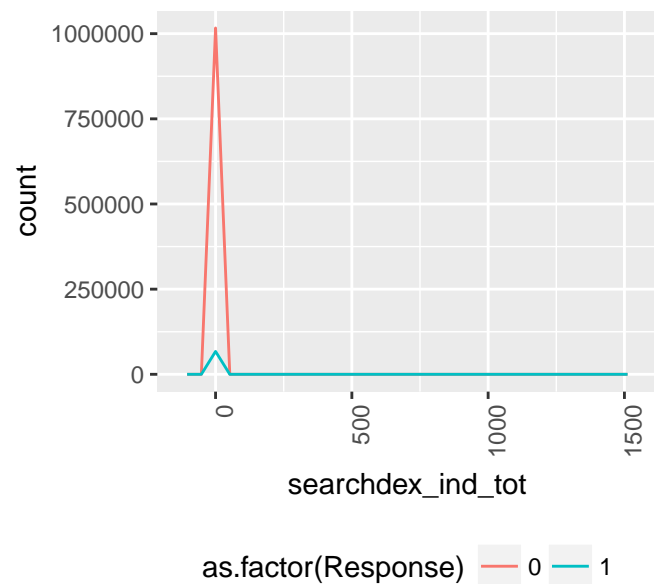
factor(variable) Num_Customer Num_Resp

factor(variable) Resp_rate Odd

BoxPlot: searchdex_ind_tot

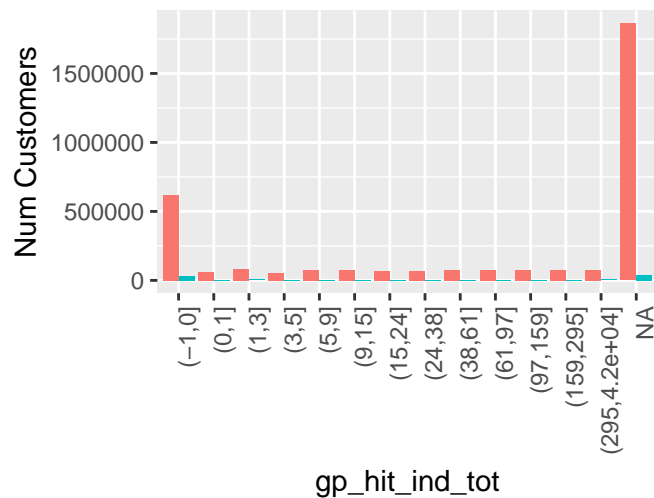


FreqPlot: searchdex_ind_tot

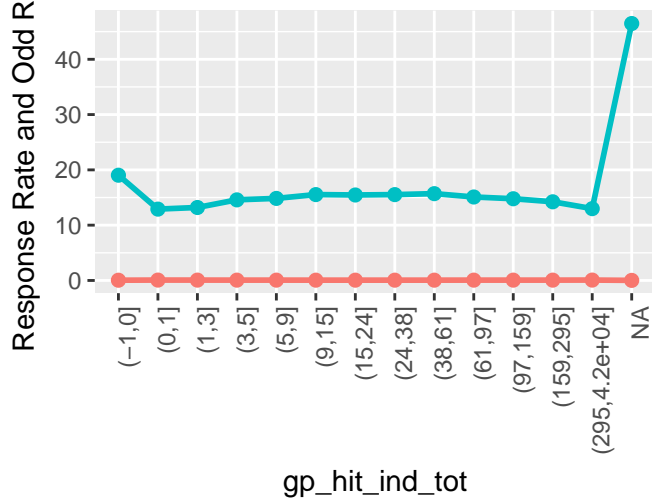


as.factor(Response) 0 1

Total Customer and Response



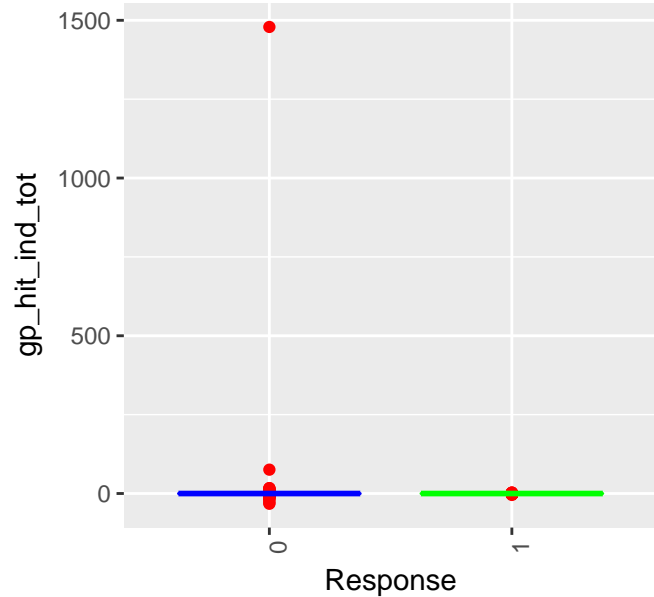
Odd ratio & Response rate



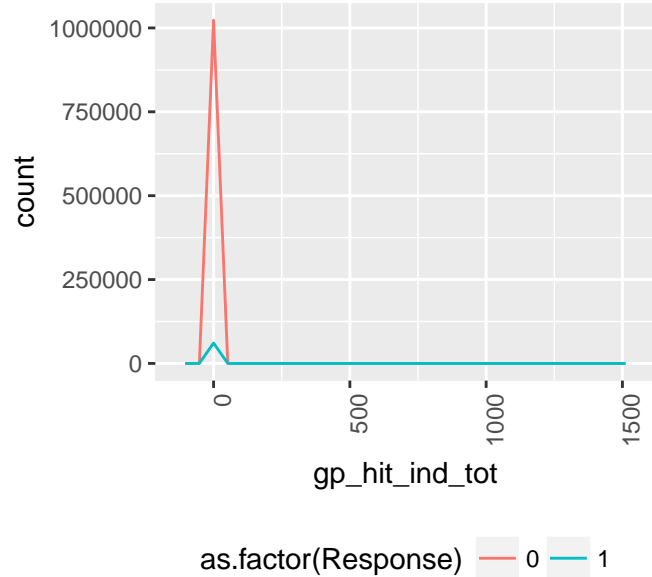
factor(variable) ■ Num_Customer ■ Num_Resp

factor(variable) ● Resp_rate ● Odd

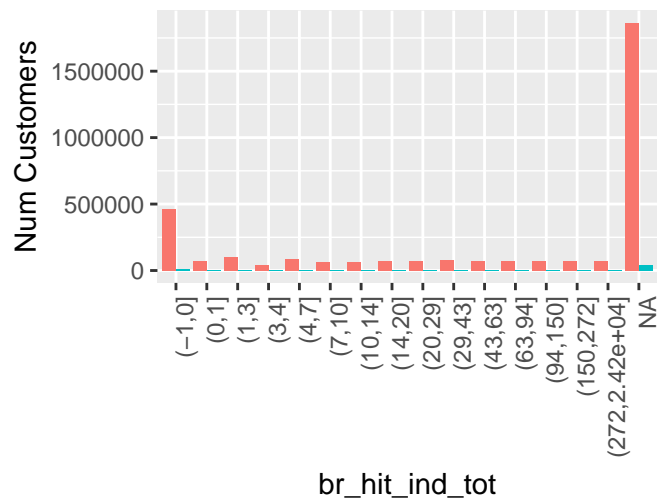
BoxPlot: gp_hit_ind_tot



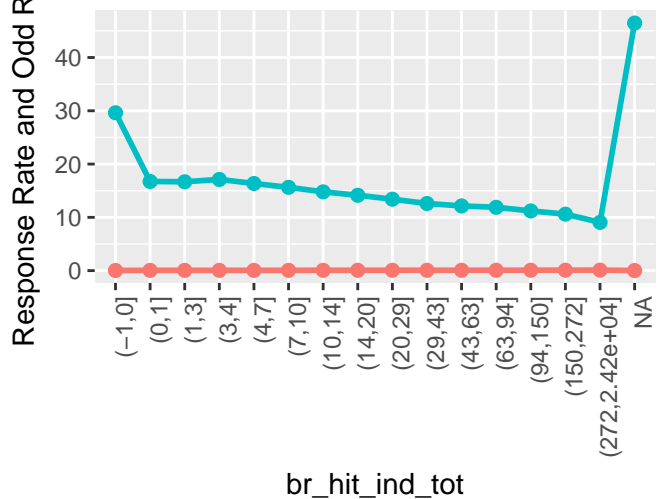
FreqPlot: gp_hit_ind_tot



Total Customer and Response



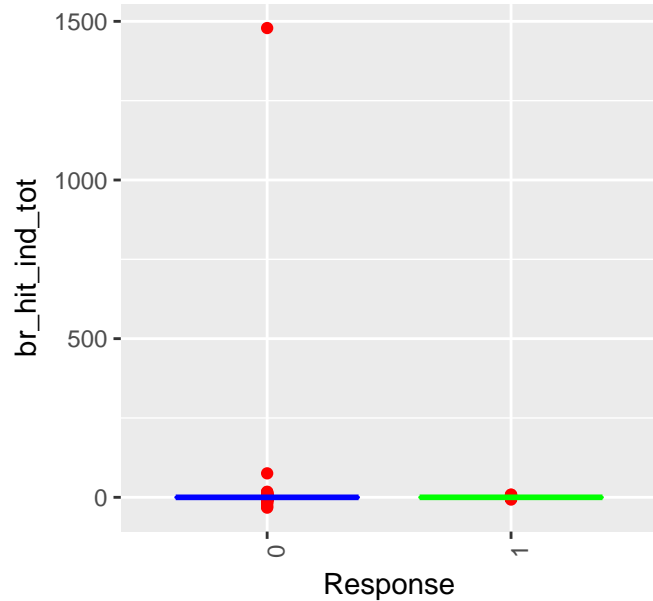
Odd ratio & Response rate



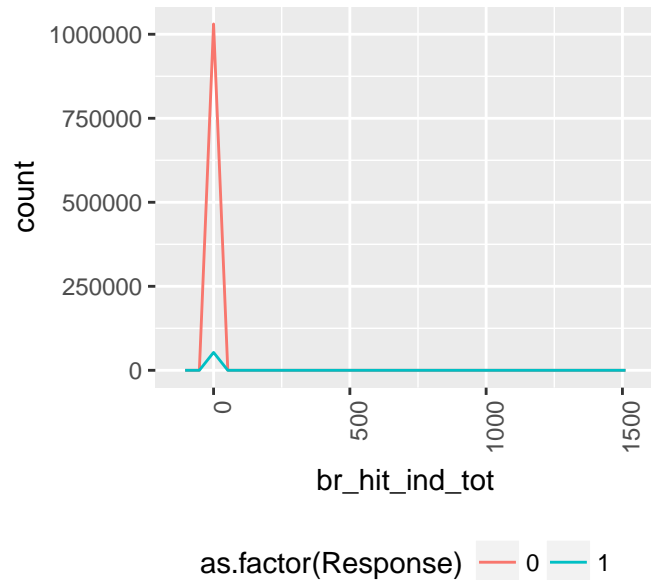
factor(variable) ■ Num_Customer ■ Num_Resp

factor(variable) ● Resp_rate ● Odd

BoxPlot: br_hit_ind_tot

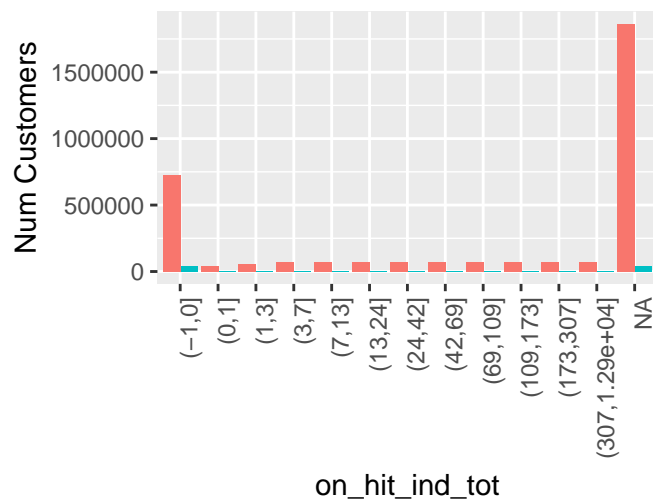


FreqPlot: br_hit_ind_tot

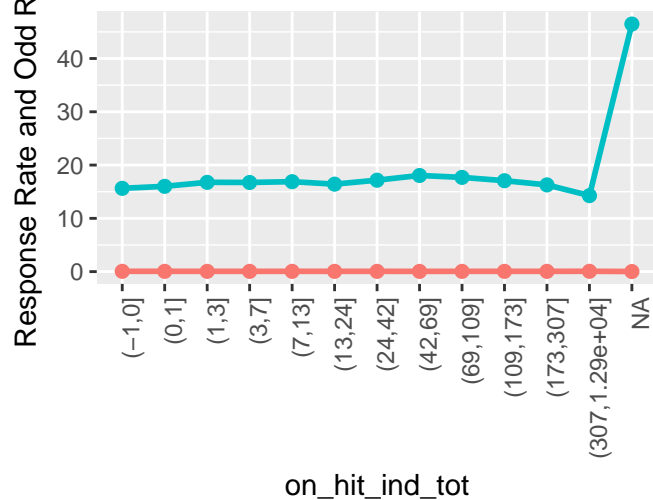




as.factor(Response) — 0 — 1

Total Customer and Response



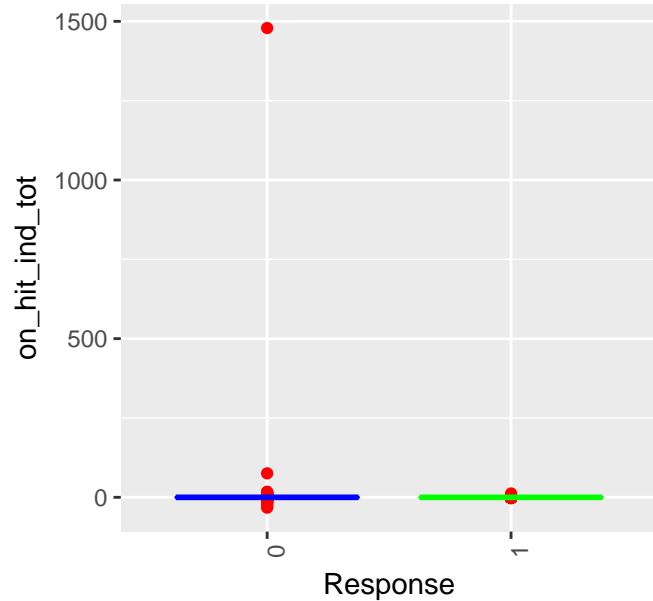
Odd ratio & Response rate



factor(variable)  Num_Customer  Num_Respon

factor(variable)  Resp_rate  Odd

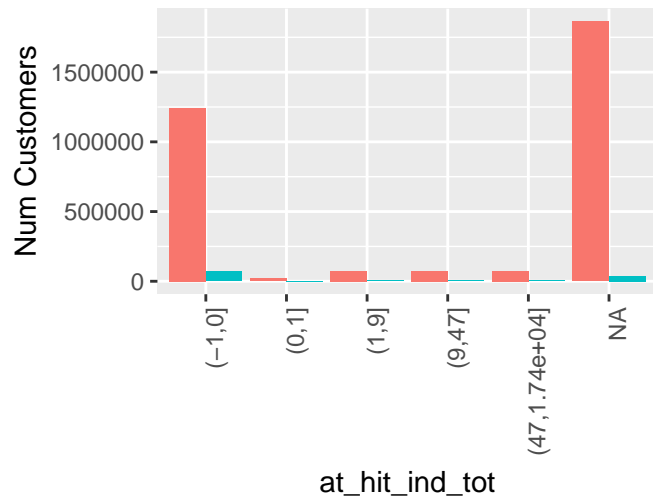
BoxPlot: on_hit_ind_tot



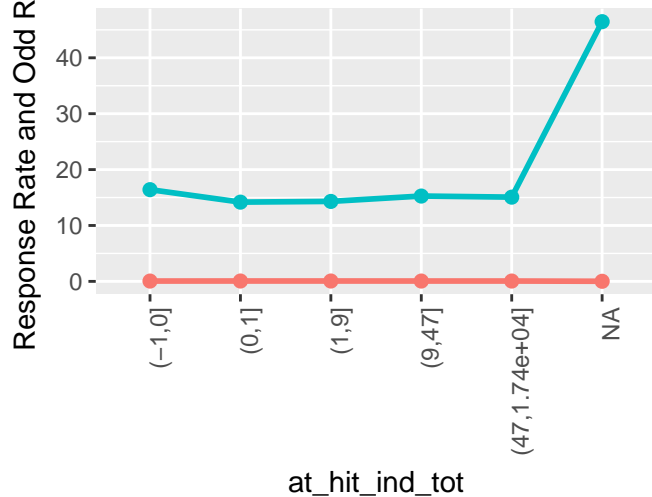
FreqPlot: on_hit_ind_tot



Total Customer and Response



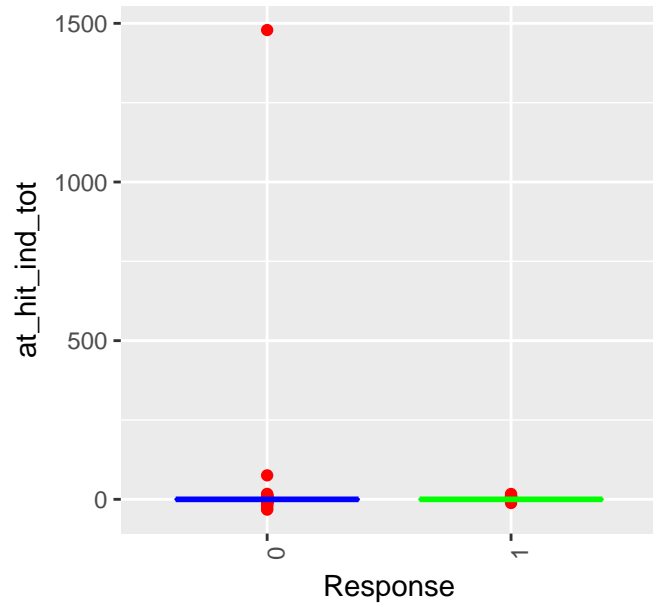
Odd ratio & Response rate



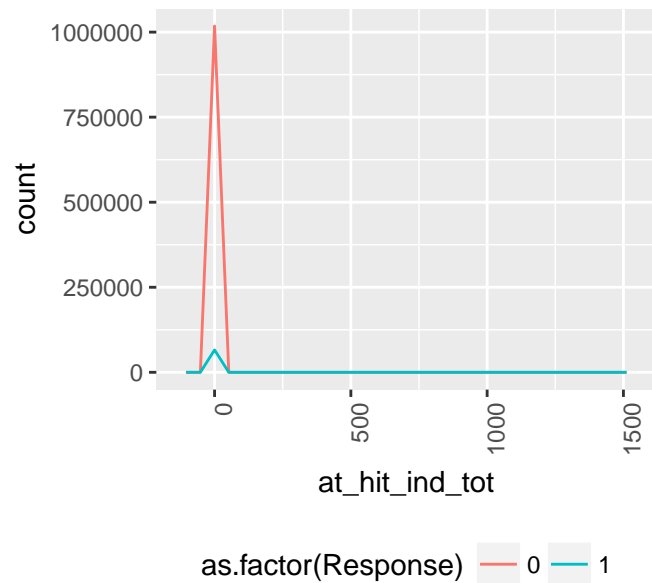
factor(variable) Num_Customer Num_Resp

factor(variable) Resp_rate Odd

BoxPlot: at_hit_ind_tot

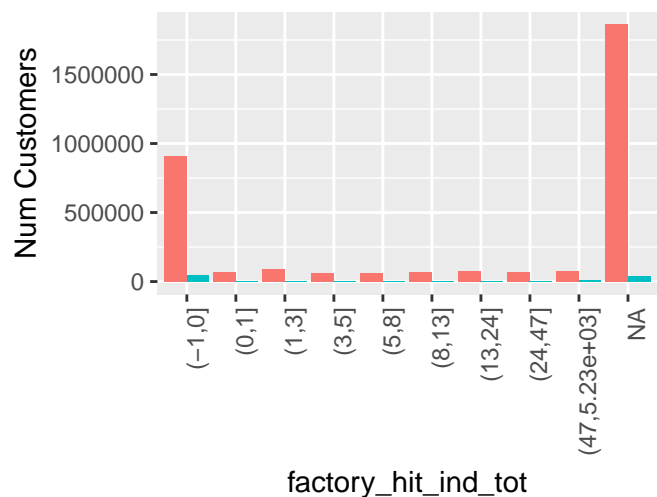


FreqPlot: at_hit_ind_tot

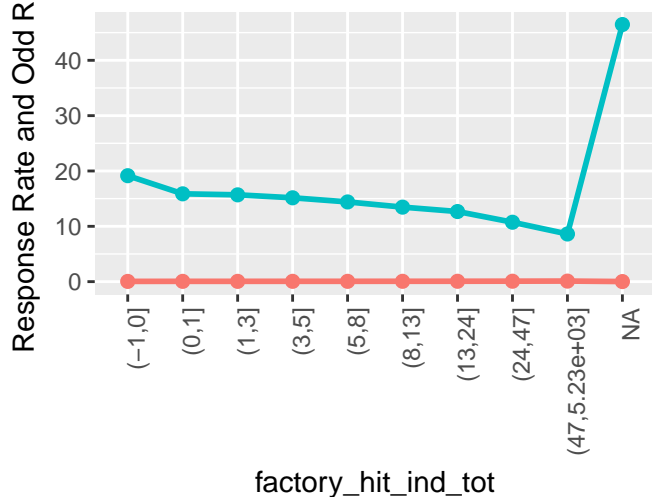


as.factor(Response) 0 1

Total Customer and Response



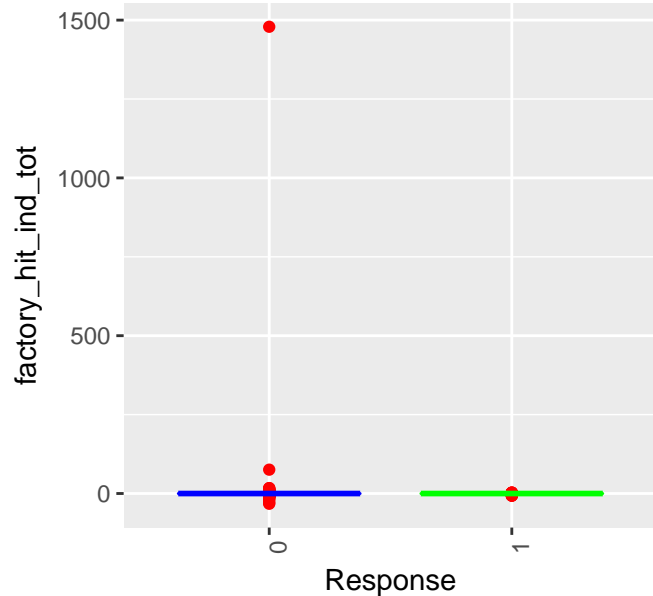
Odd ratio & Response rate



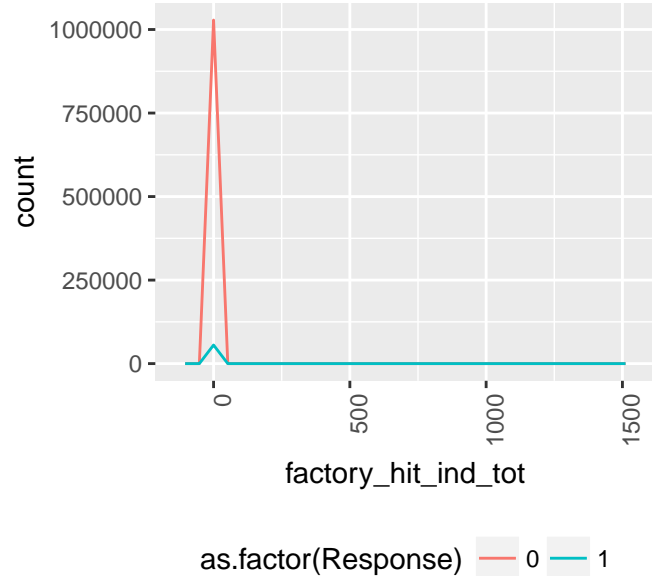
factor(variable) ■ Num_Customer ■ Num_Resp

factor(variable) ● Resp_rate ● Odd

BoxPlot: factory_hit_ind_tot

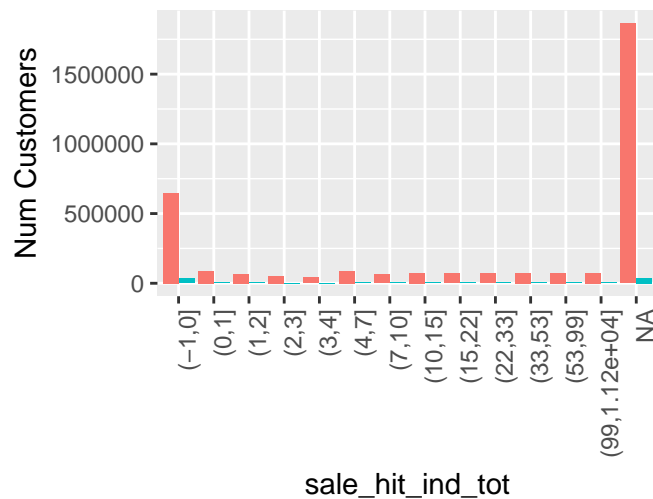


FreqPlot: factory_hit_ind_tot

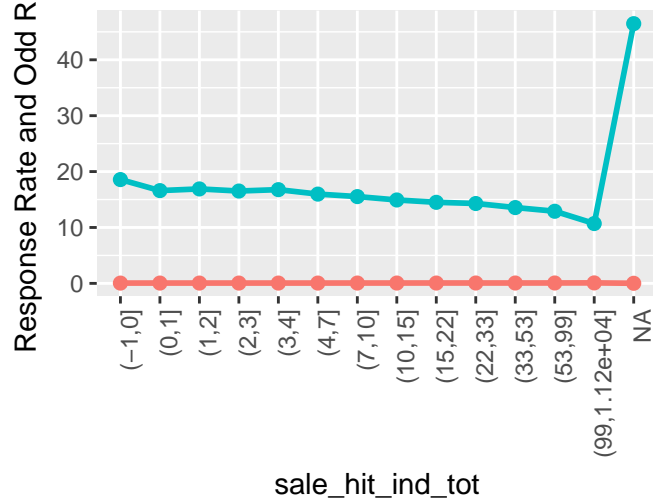


as.factor(Response) — 0 — 1

Total Customer and Response



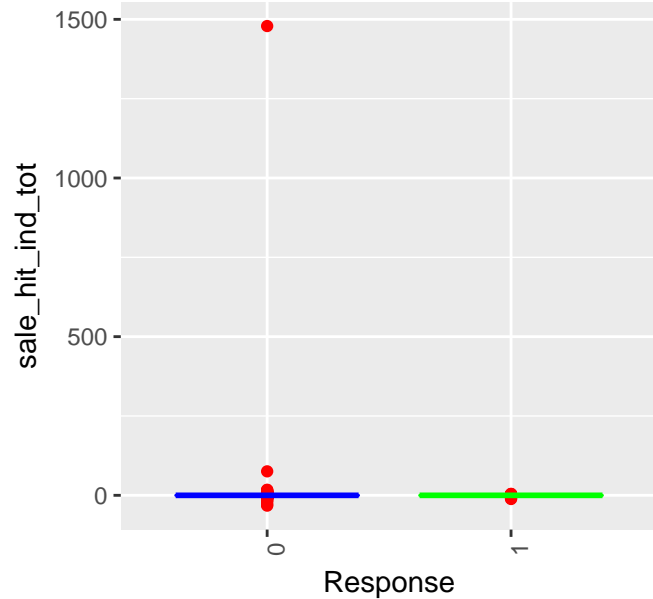
Odd ratio & Response rate



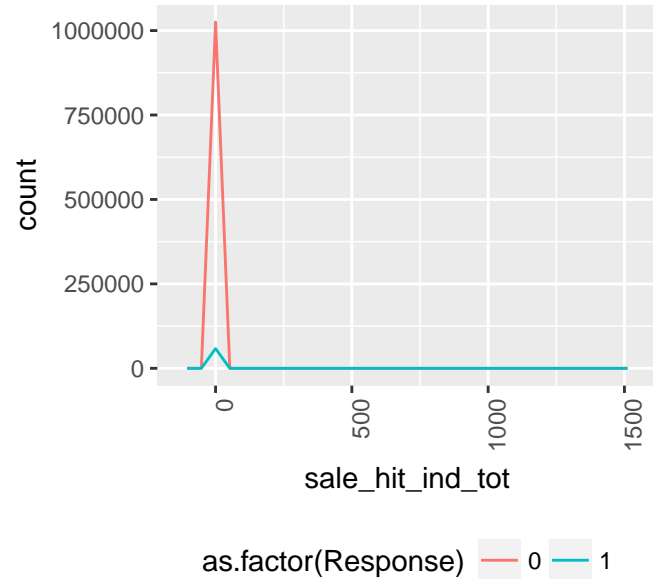
factor(variable) ■ Num_Customer ■ Num_Resp

factor(variable) ● Resp_rate ● Odd

BoxPlot: sale_hit_ind_tot

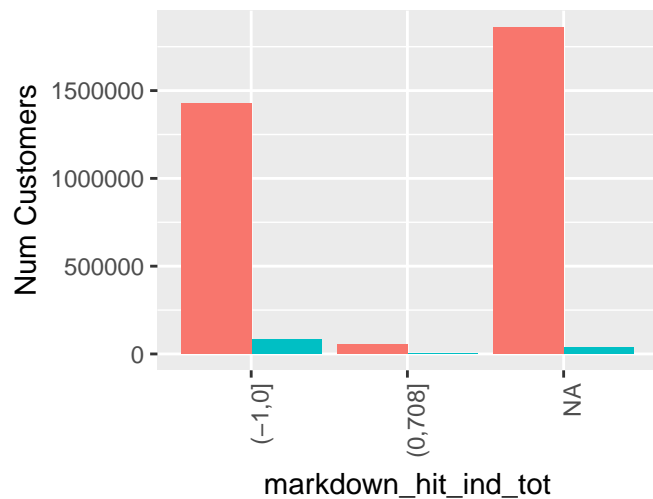


FreqPlot: sale_hit_ind_tot

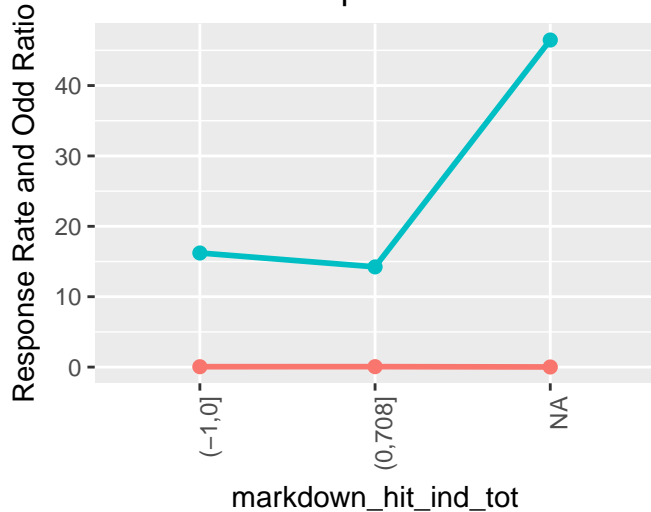


as.factor(Response) — 0 — 1

Total Customer and Response



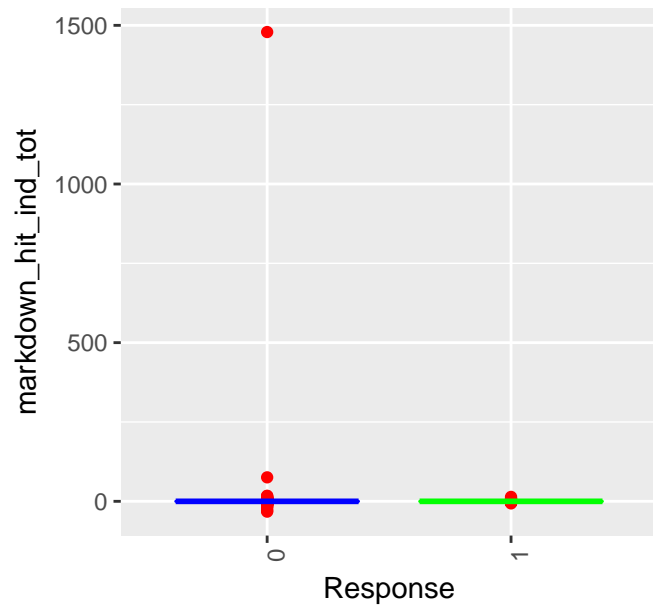
Odd ratio & Response rate



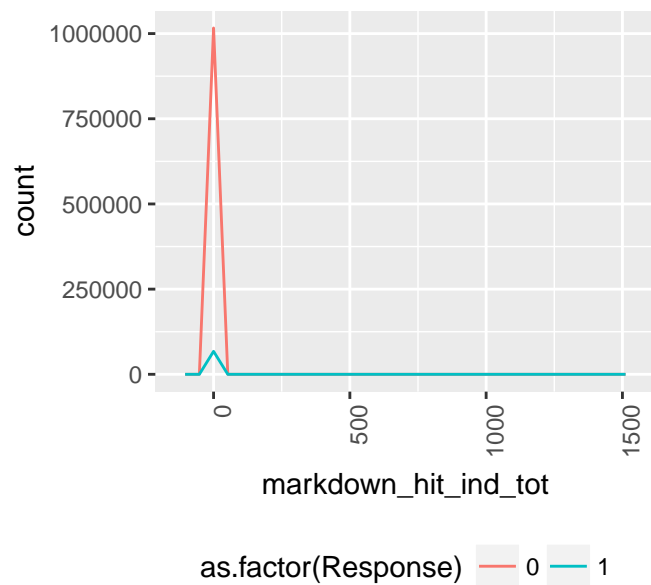
factor(variable) Num_Customer Num_Resp

factor(variable) Resp_rate Odd

BoxPlot: markdown_hit_ind_tot

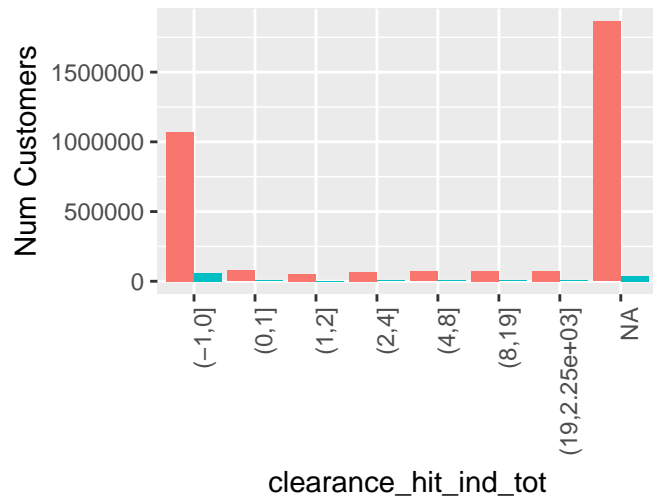


FreqPlot: markdown_hit_ind_tot

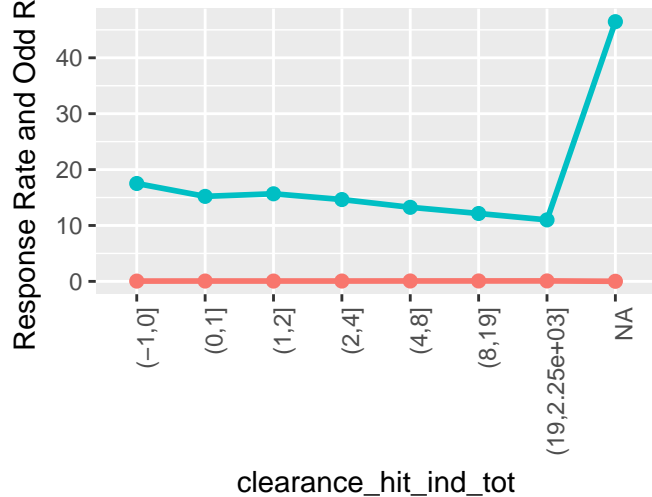


as.factor(Response) 0 1

Total Customer and Response



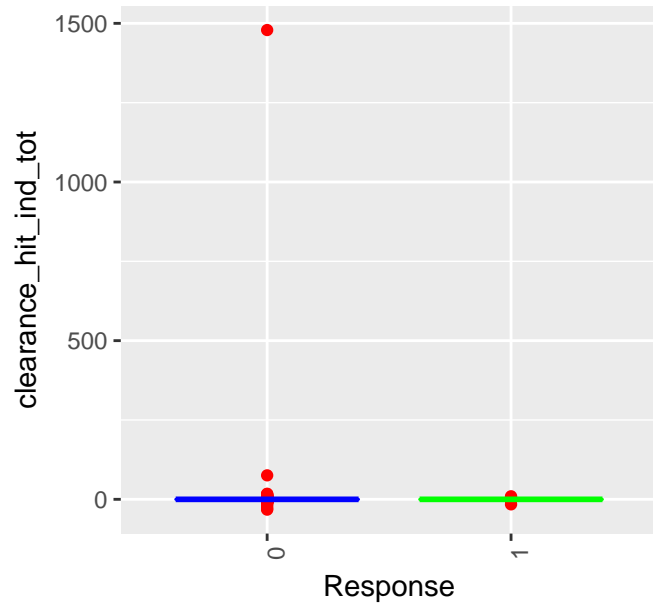
Odd ratio & Response rate



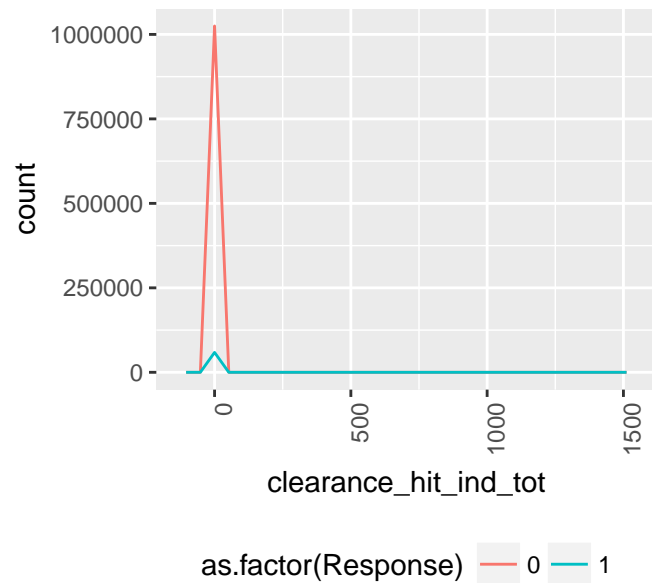
factor(variable) Num_Customer Num_Resp

factor(variable) Resp_rate Odd

BoxPlot: clearance_hit_ind_tot

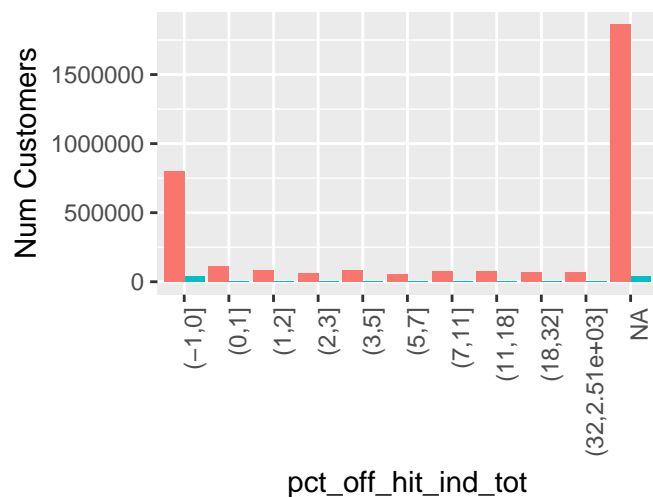


FreqPlot: clearance_hit_ind_tot

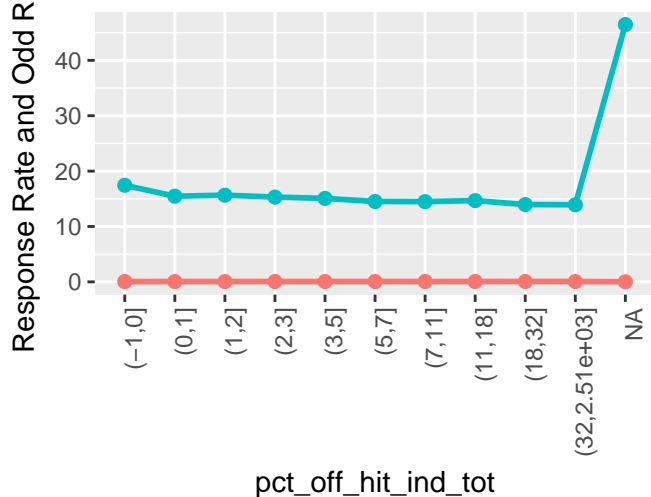


as.factor(Response) 0 1

Total Customer and Response



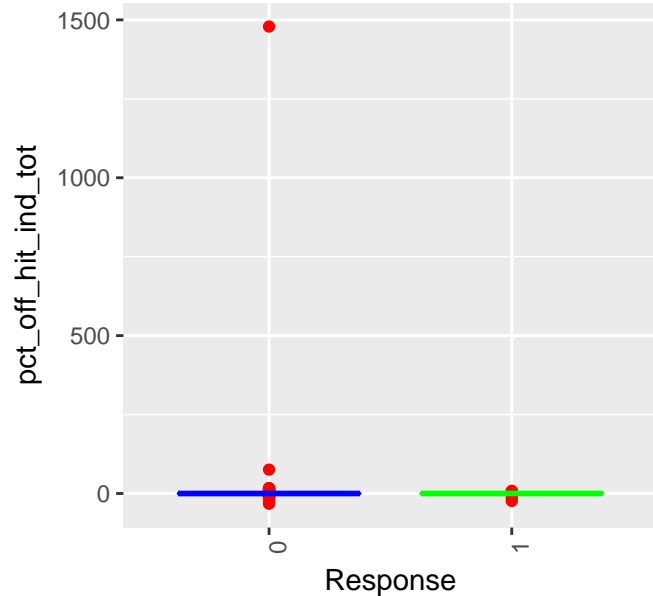
Odd ratio & Response rate



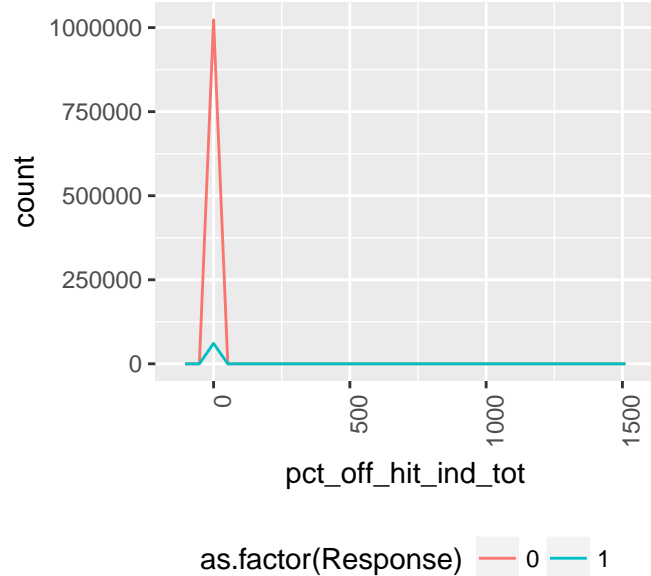
factor(variable) ■ Num_Customer ■ Num_Resp

factor(variable) ● Resp_rate ● Odd

BoxPlot: pct_off_hit_ind_tot

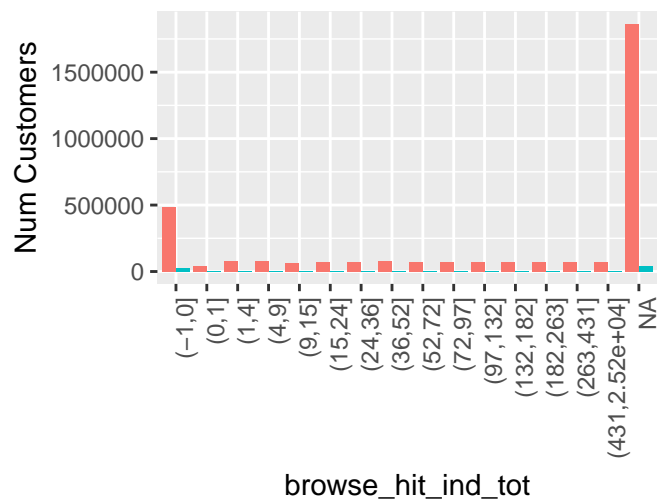


FreqPlot: pct_off_hit_ind_tot

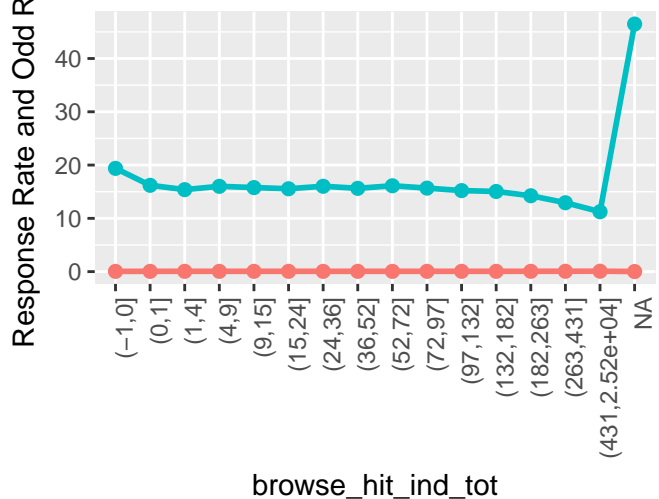


as.factor(Response) — 0 — 1

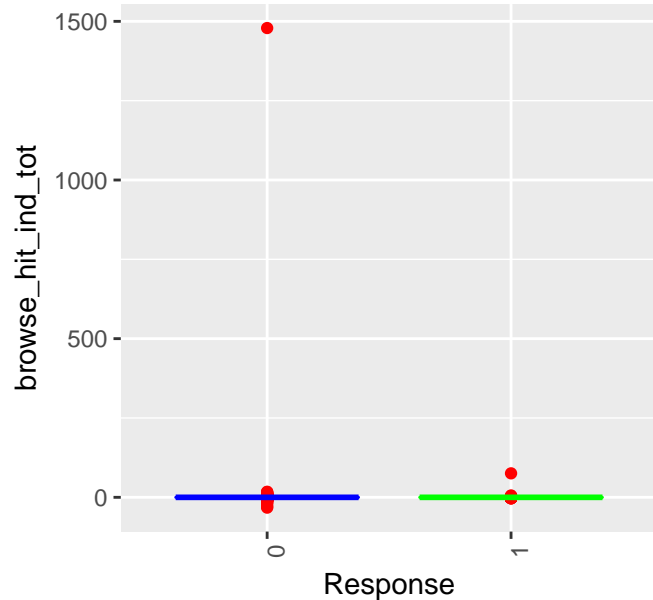
Total Customer and Response



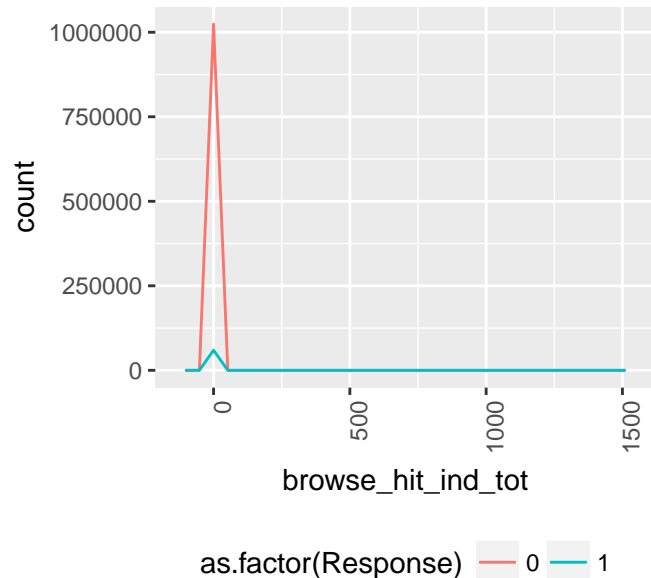
Odd ratio & Response rate



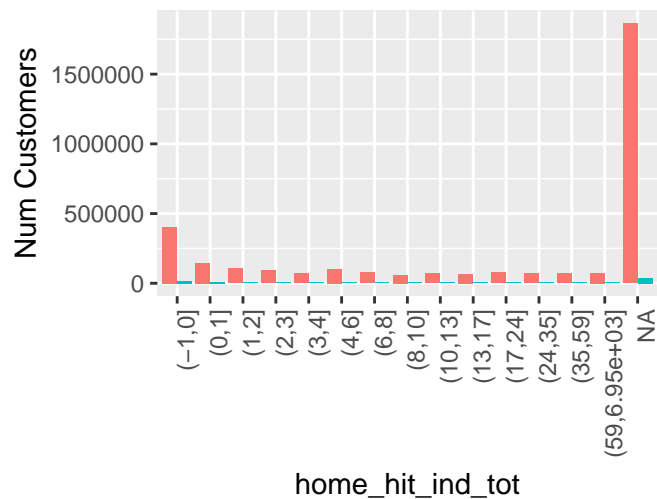
BoxPlot: browse_hit_ind_tot



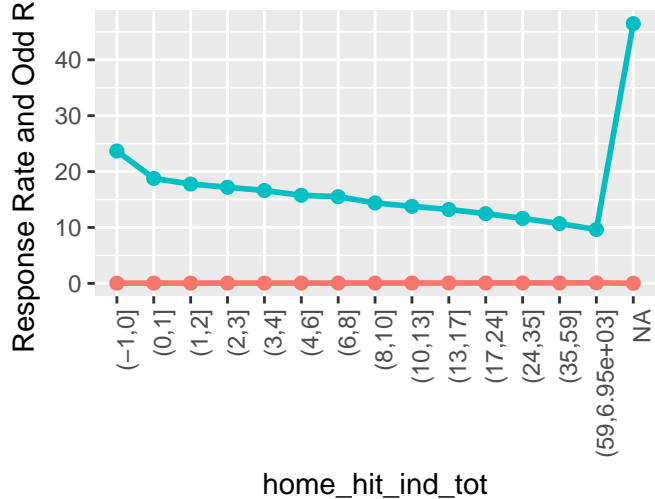
FreqPlot: browse_hit_ind_tot



Total Customer and Response



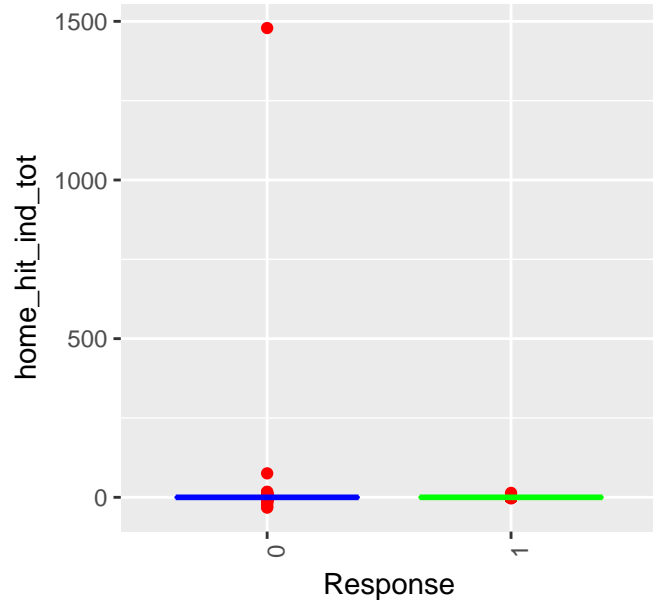
Odd ratio & Response rate



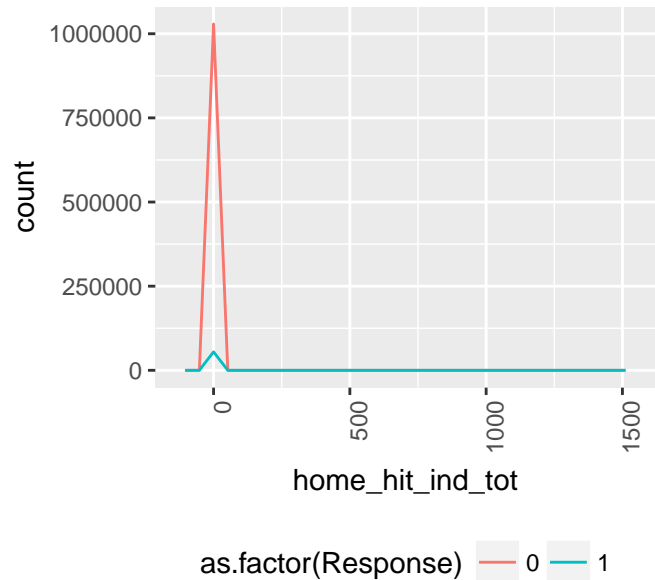
factor(variable) Num_Customer Num_Resp

factor(variable) Resp_rate Odd

BoxPlot: home_hit_ind_tot

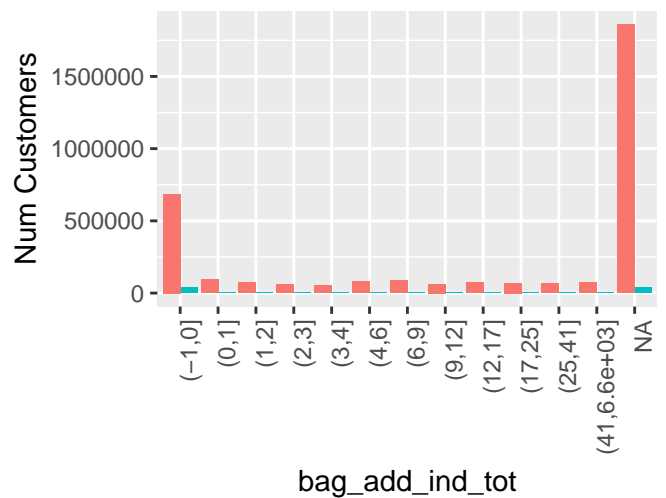


FreqPlot: home_hit_ind_tot

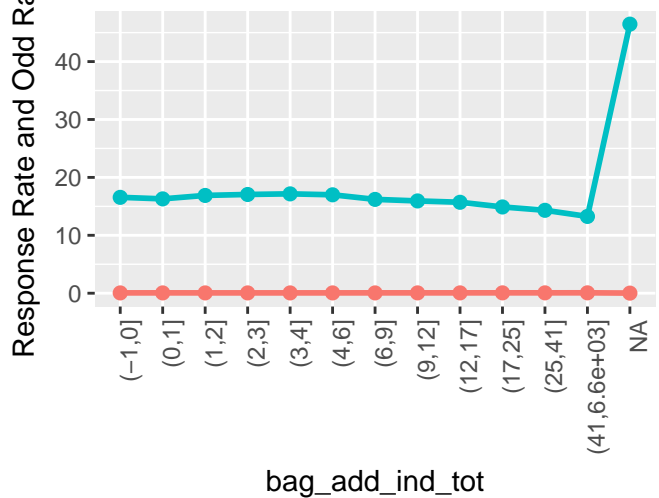


as.factor(Response) 0 1

Total Customer and Response



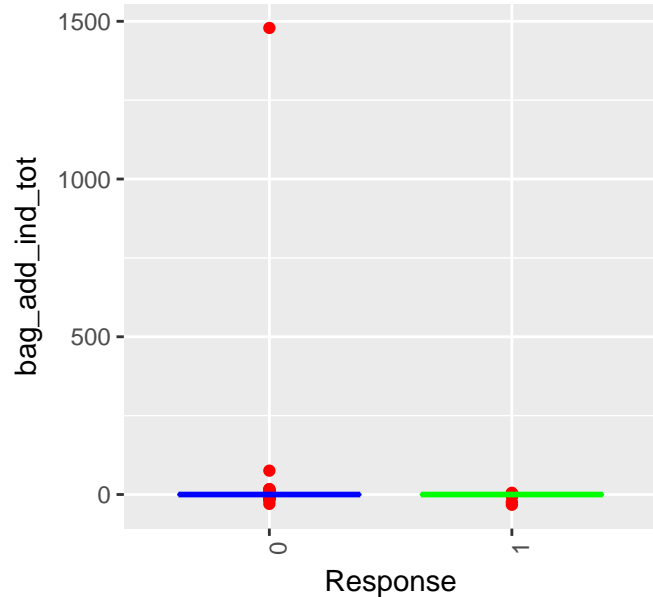
Odd ratio & Response rate



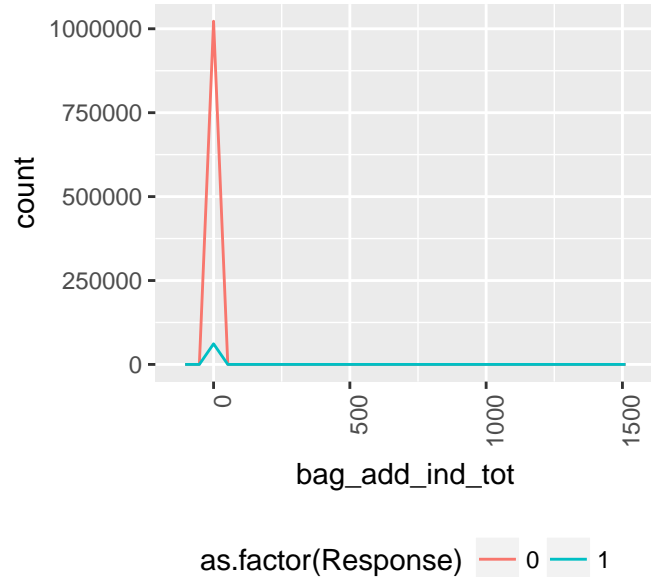
factor(variable) Num_Customer Num_Resp

factor(variable) Resp_rate Odd

BoxPlot: bag_add_ind_tot

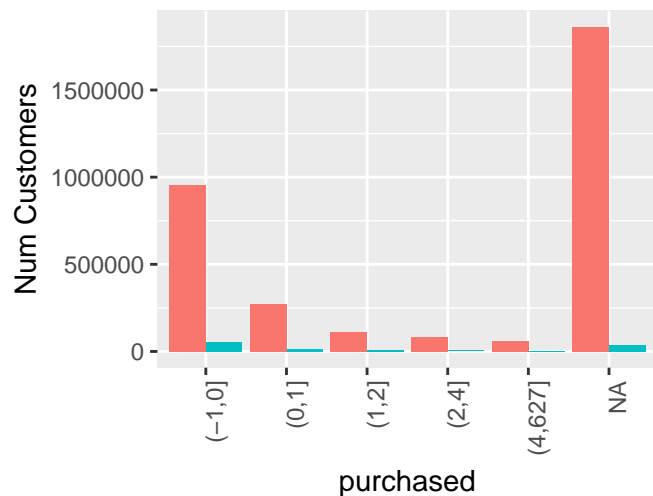


FreqPlot: bag_add_ind_tot

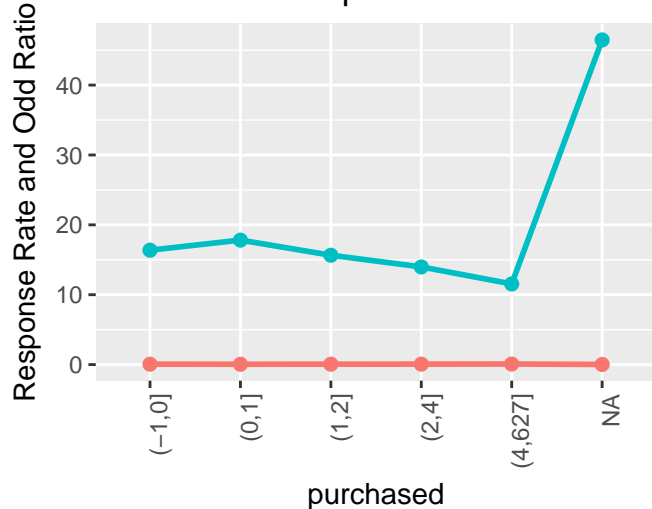


as.factor(Response) 0 1

Total Customer and Response



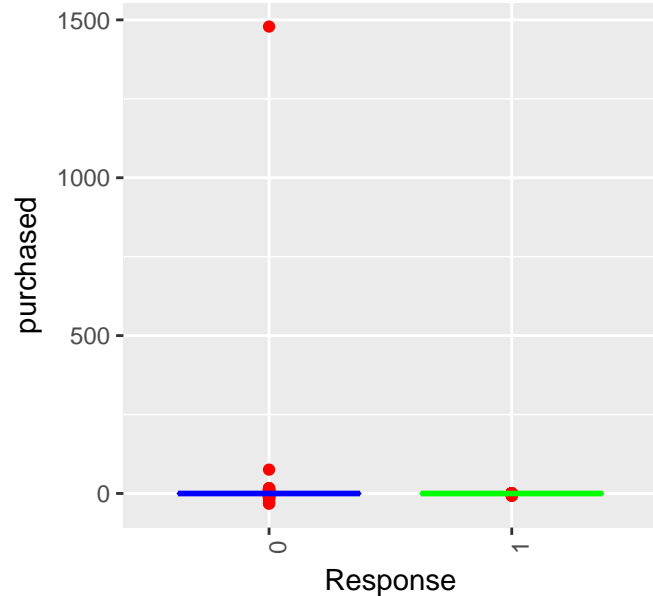
Odd ratio & Response rate



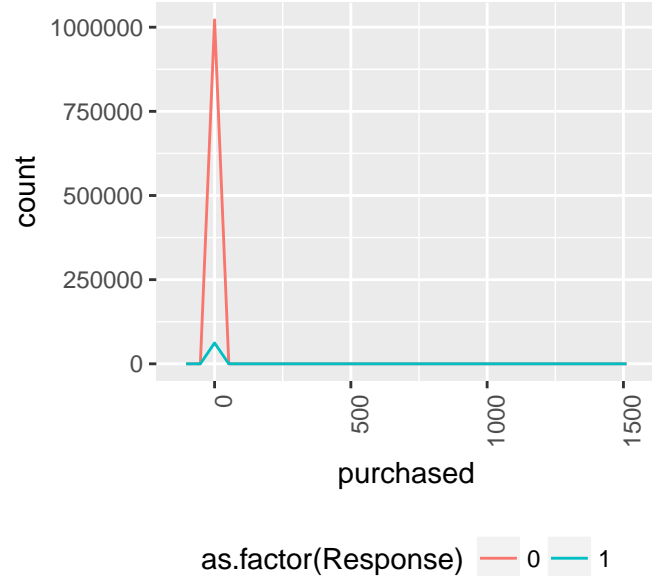
factor(variable) Num_Customer Num_Resp

factor(variable) Resp_rate Odd

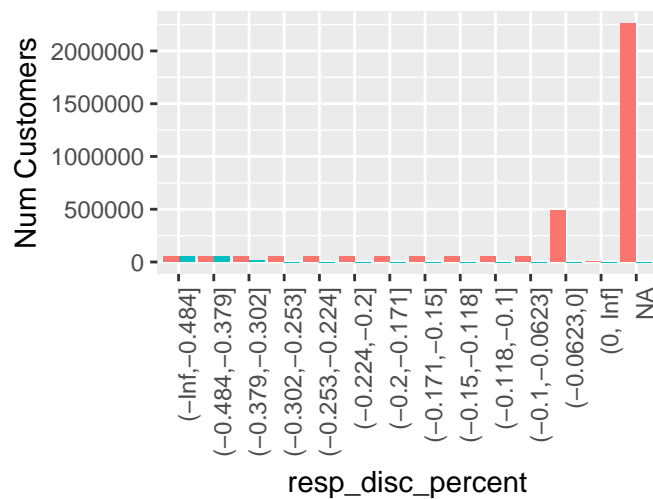
BoxPlot: purchased



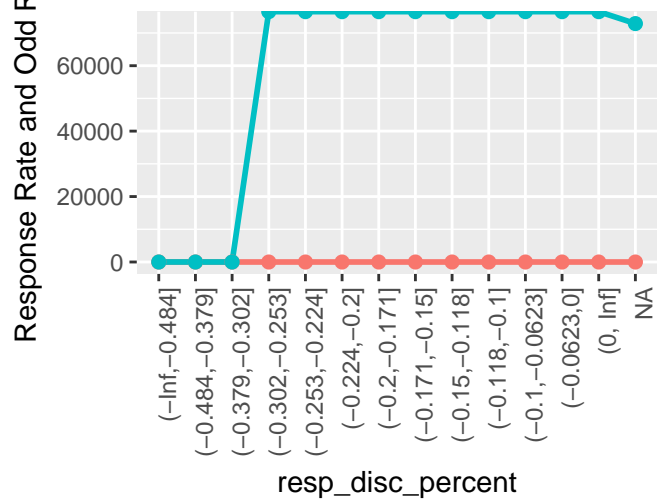
FreqPlot: purchased



Total Customer and Response



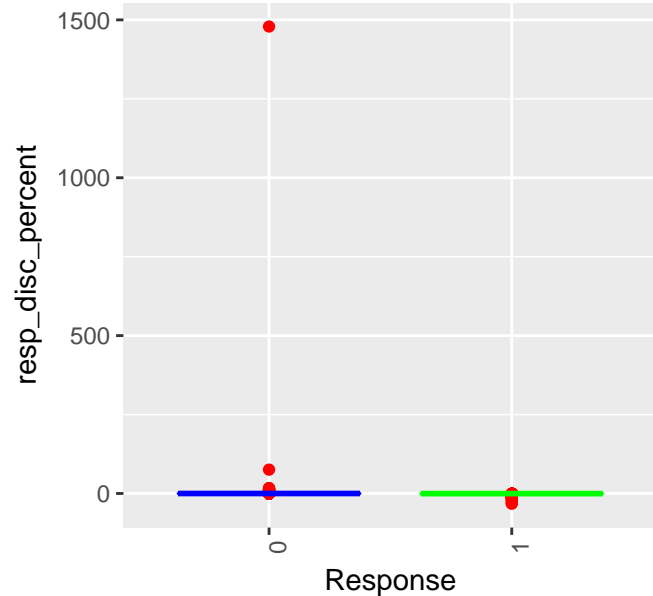
Odd ratio & Response rate



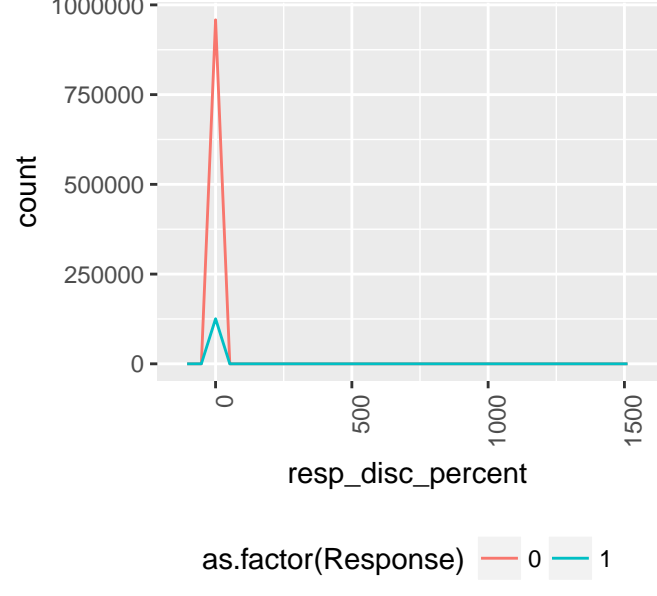
factor(variable) Num_Customer Num_Resp

factor(variable) Resp_rate Odd

BoxPlot: resp_disc_percent



FreqPlot: resp_disc_percent



as.factor(Response) 0 1