

Campaign Performance



Wine

\$681K



Meat

\$374K



Baked Goods

\$99K



Fish

\$84K



Sweets

\$61K



Fruit

\$59K

Which Campaigns Resulted in the Most Purchases?

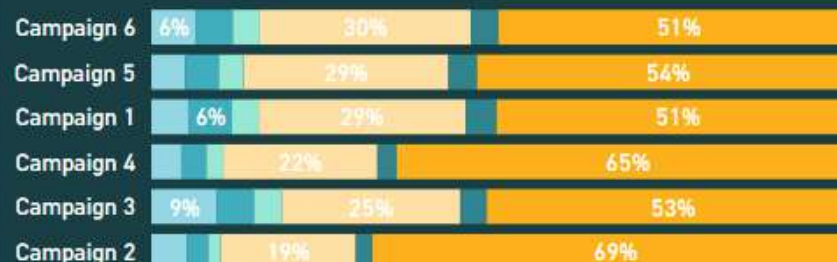
Campaign 6 Had By Far the Highest Number of Attributed Purchases



Which Products Did Buyers Purchase via Each Campaign?

Wine Was the Clear Favorite Across All Campaigns

● Baked Goods ● Fish ● Fruit ● Meat ● Sweet ● Wine



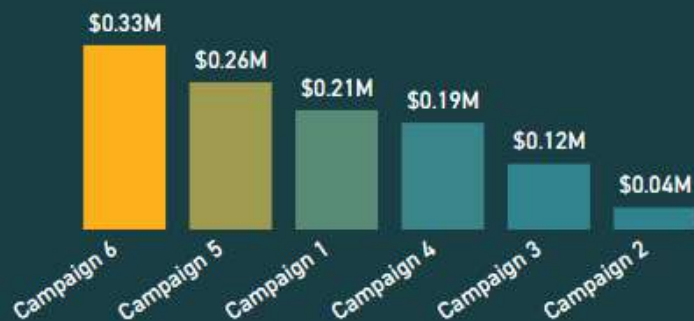
What Did Buyers Spend the Most On?

Wine Was the Top Earner by Revenue, As Well



Which Campaigns Generated the Most Sales (\$)?

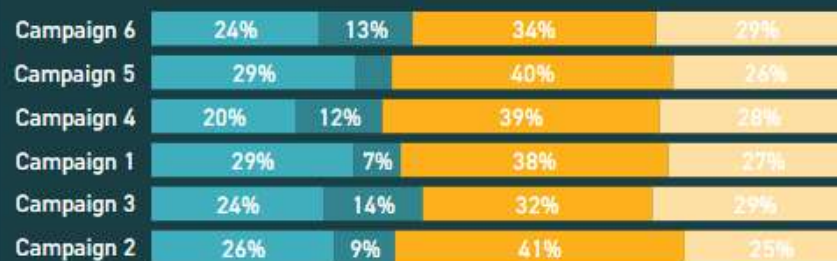
Campaigns 5 and 6 Generated the Most Sales Revenue



Through Which Platforms Did Buyers Purchase for Each Campaign?

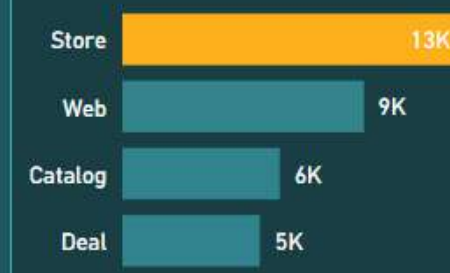
Across the Board, In-Store Purchases Dominated All Campaign Purchases

● Catalog ● Deal ● Store ● Web



On Which Platform, Did Buyers Make Their Purchases?

Overall, 13K Purchases Were Made In-Store



Buyer Composition

of Customers
2240



AVG Income
\$52,247



AVG Age
55.2



Discounts Purchased
5,208



Store Purchases
12,970



Catalog Purchases
5,963



Web Purchases
9,150

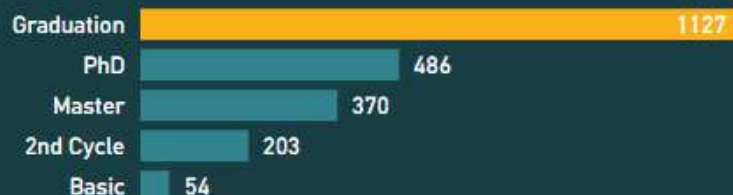


Web Visits Last Month
11,909



Which Education Level Have Most of Our Customers Attained?

The Vast Majority of Our Customers Have Completed College/University Degrees

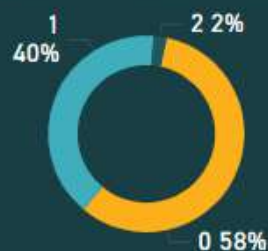


What is the Marital Status of Our Customers?

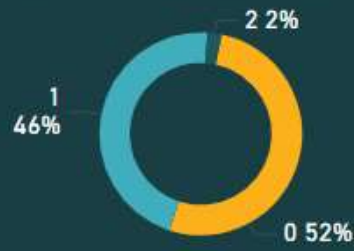
The Majority of Our Customers Are Married



How Many Kids Do Our Customers Have at Home?

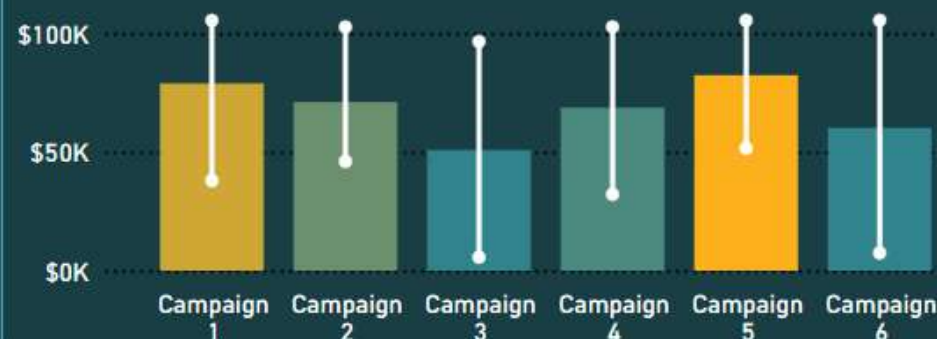


How Many Teens Do Our Customers Have at Home?



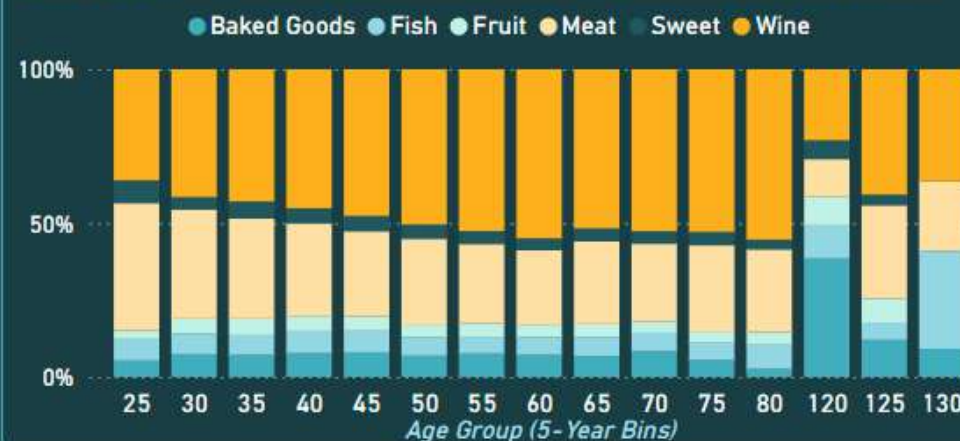
What Was the Average Salary of Customers Who Opted into Each Campaign?

Error Bars Indicate Maximum and Minimum Salary of Customers by Campaign



Do the Purchase Preferences of Our Customers Change with Age?

Notice that for older customers, wine sales increase as a % of total sales and meat decreases



Purchase Drivers

Key influencers

What influences Accepted Campaign to be Campaign 1 ?

When...
...the likelihood of Accepted Campaign being Campaign 1 increases by

Income is more than \$60,585

7.82x

of Kids at Home is 0

3.65x

Web Visits Last Month is 5 or less

3.13x

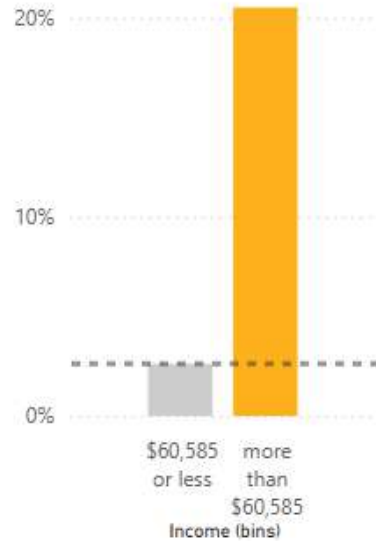
of Teens at Home is 0

1.80x

Marital Status is Married

1.38x

Accepted Campaign is more likely to be Campaign 1 when Income is more than \$60,585 than otherwise (on average).



☐ Only show values that are influencers

Choose a Product or Products to Evaluate:

Select all

Baked G...

Fish

Fruit

Meat

Sweet

Wine

Key influencers Top segments

What influences Total Sales to Increase ?

When...

...the average of Total Sales increases by

Income is \$66,653 - \$113,734

\$165.9

Web Visits Last Month is 2 or less

\$116.2

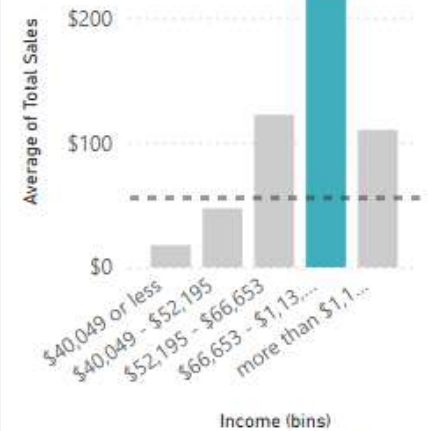
of Kids at Home is 0

\$115

of Teens at Home is 0

\$29.04

Total Sales is more likely to increase when Income is \$66,653 - \$113,734 than otherwise (on average).



☐ Only show values that are influencers