Marketing Campaign Data Analysis
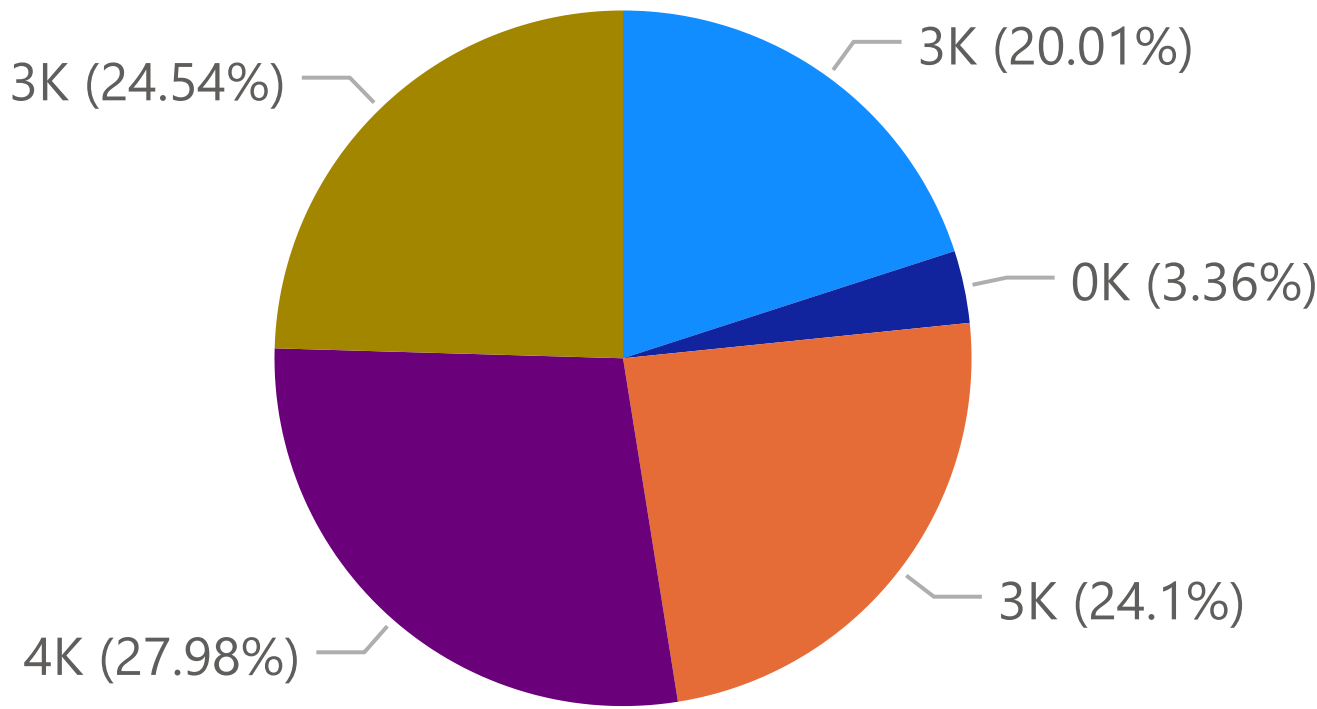
50.00K	13K	51.80K
Count of Cust_ID	Sum of AcceptedCmp...	Average Income

Accepted Campaign

Cmp1 • Cmp2 • Cmp3 • Cmp4 • Cmp5

- 3K (20.01%)
- 0K (3.36%)
- 3K (24.1%)
- 4K (27.98%)
- 3K (24.54%)

Annual Inc and Spending by Age

Age • 25 • 26 • 27 • 28 • 29 • 30 • 31 • 32 • 33 ▶
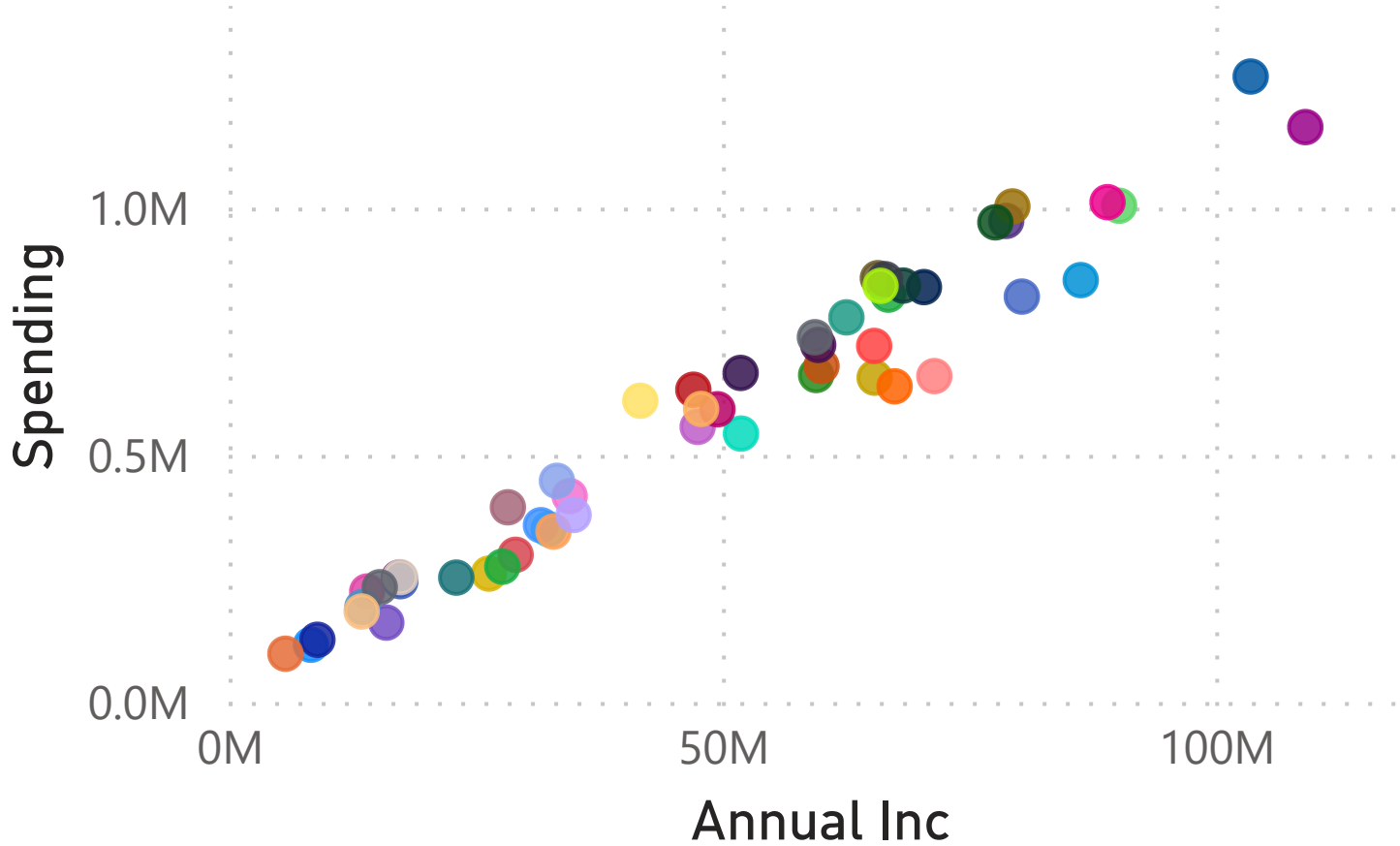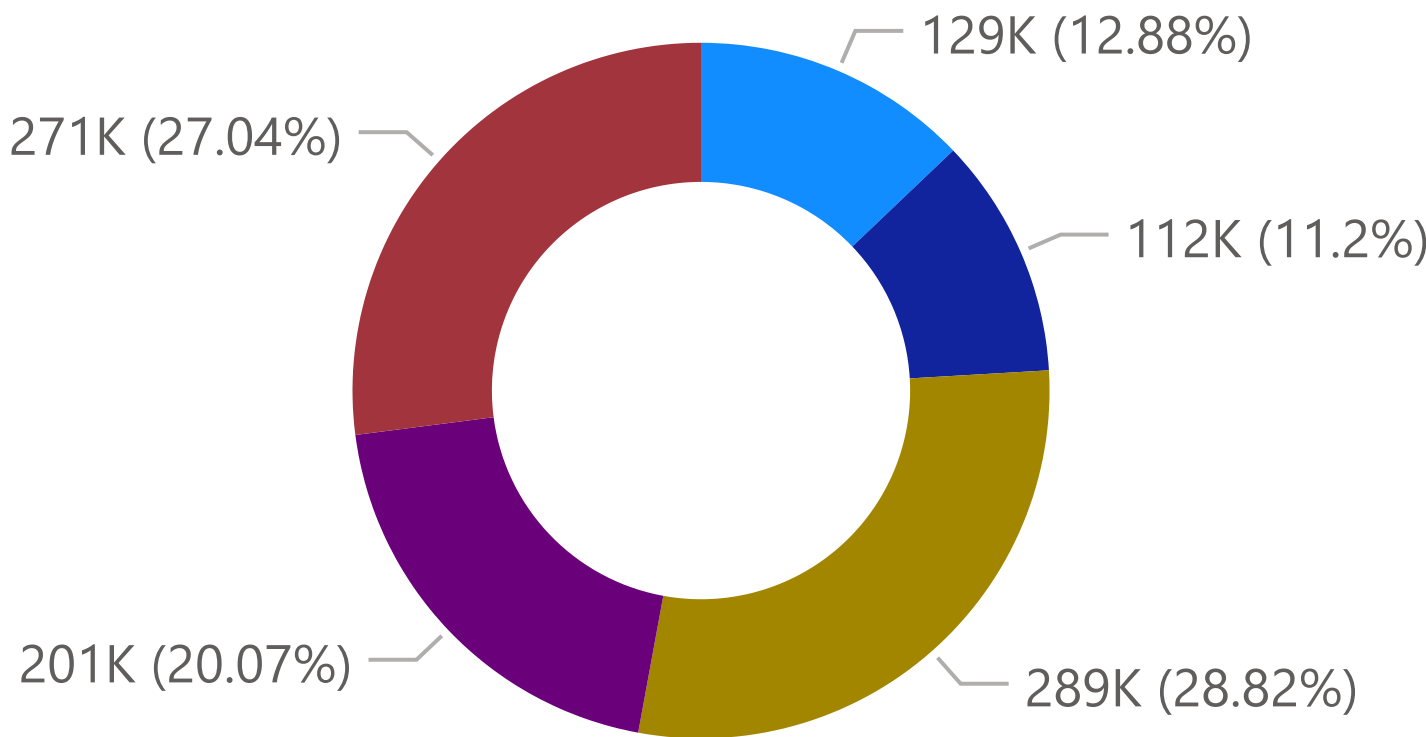

Spending by Education

Fruits • GoldPro... • FishPro... • MeatPro... • SweetPr... ▶
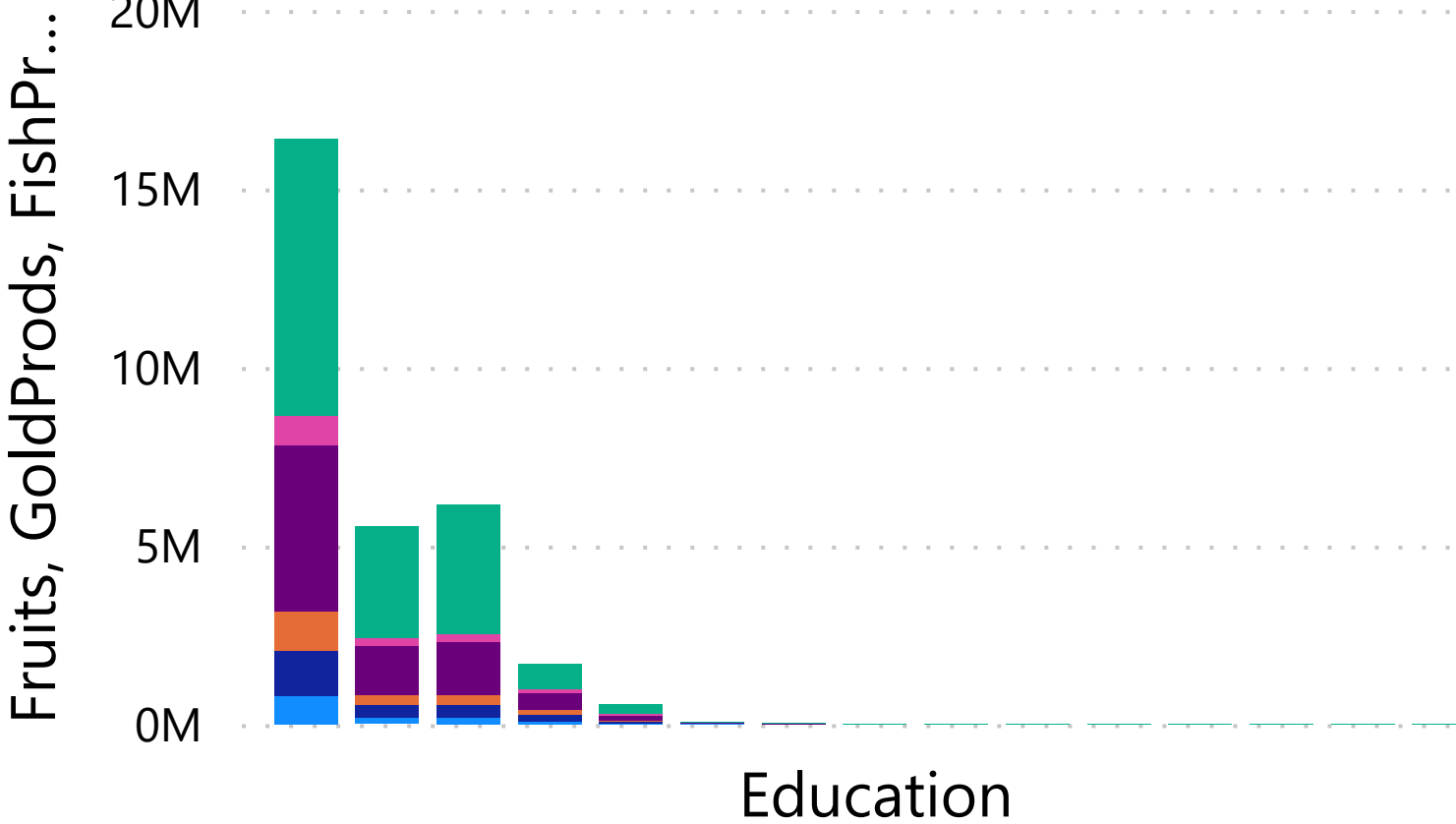
Purchases

CatalogP... • DealsPur... • StorePurc... • WebPurc... • WebVisit...

- 129K (12.88%)
- 112K (11.2%)
- 289K (28.82%)
- 201K (20.07%)
- 271K (27.04%)

Annual Inc and Total spending by Years and Customer_Days

Annual Inc • Sum of spending