

CAMPAIGN ANALYSIS

Date

1/1/2012

12/31/2014

Product

All

Campaign

All

Total Purchases

16K

Total Product Bought

654K

Web visit per Month

6K

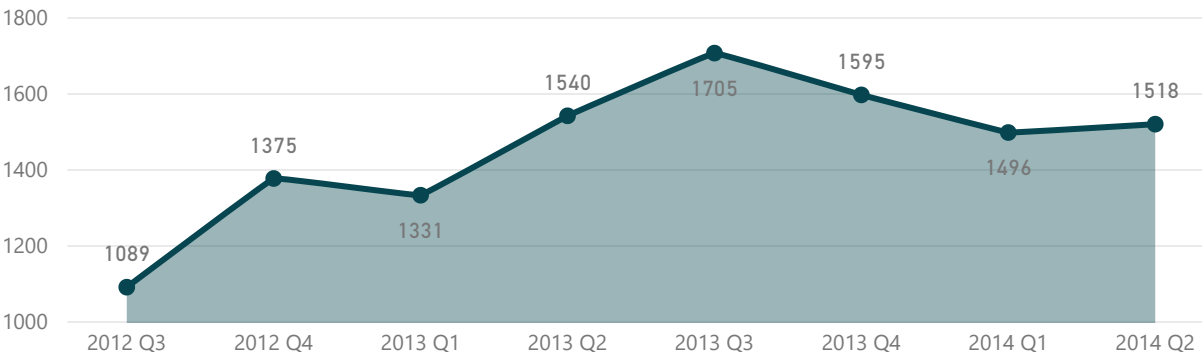
Campaign Accepted

318

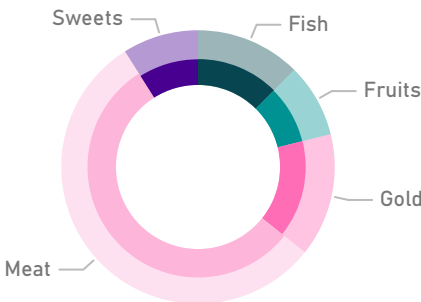
Complain Rate (%)

3.89

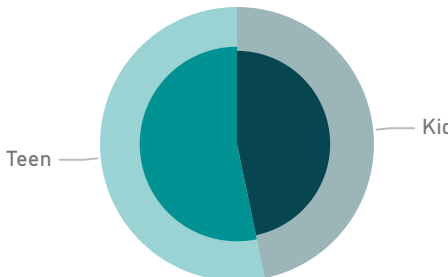
Revenue by Time



Product

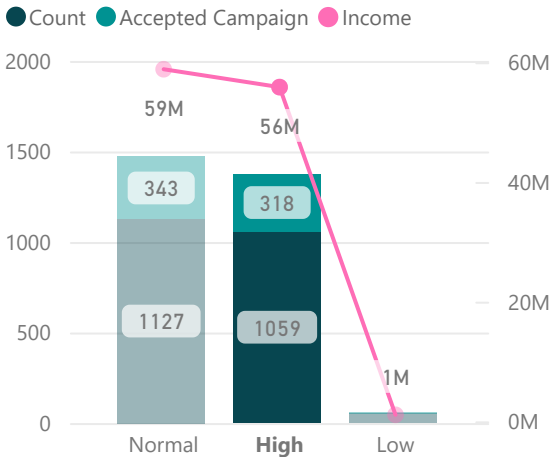


Kid and teen distribution



ID	Age	Marital_Status	Total_Children	Total_Product_Bought	Total_Purchase_Num	Store Purchases	Web P
5	43	Married	1	422	19	6	
6	57	Together	1	716	22	10	
8	39	Married	1	169	10	4	
9	50	Together	1	46	6	2	
10	74	Together	2	49	2	0	
14	72	Divorced	2	310	15	5	
16	78	Single	0	1315	26	12	
19	75	Married	1	1782	26	9	
20	39	Single	1	133	8	3	
Total			1032	653945	16018	6246	

Education and Income distribution



Children distribution by Martial Status

