

MARKETING
DASHBOARD

2240

Total customers

\$1.36M

Total Revenue

55

AVG Age

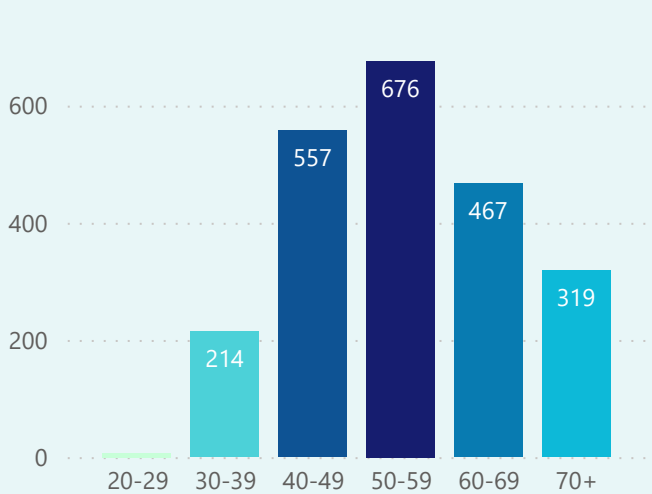
49.11

AVG Recency (days)

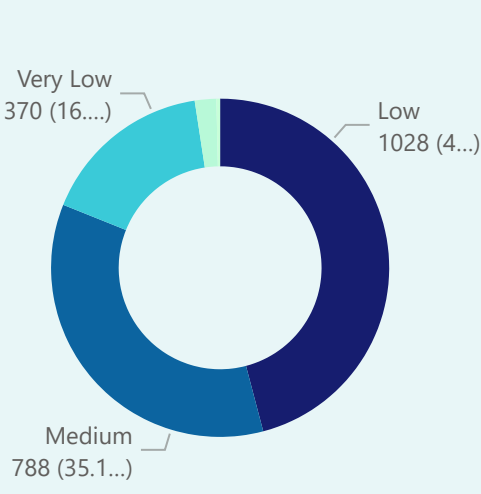
15%

Last CMP Acpt %

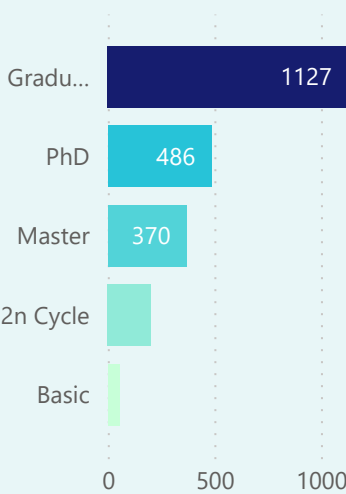
Customer's Age Category



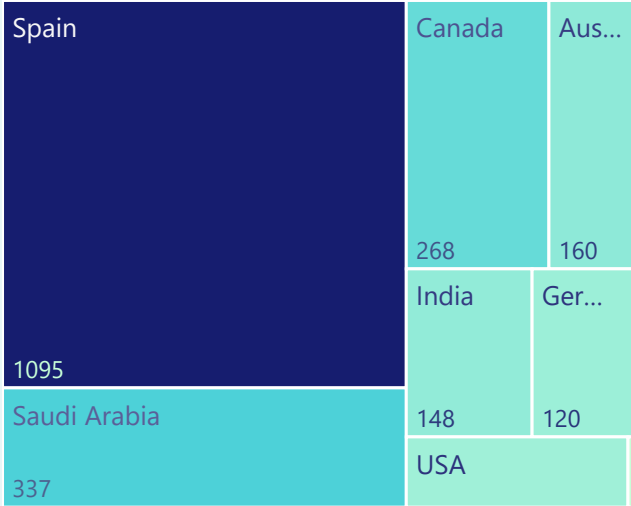
Customer's Income Category



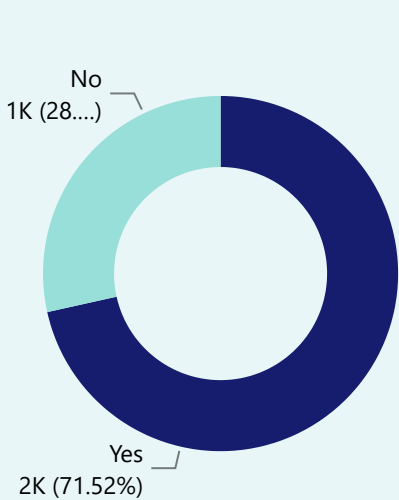
Customer's Education



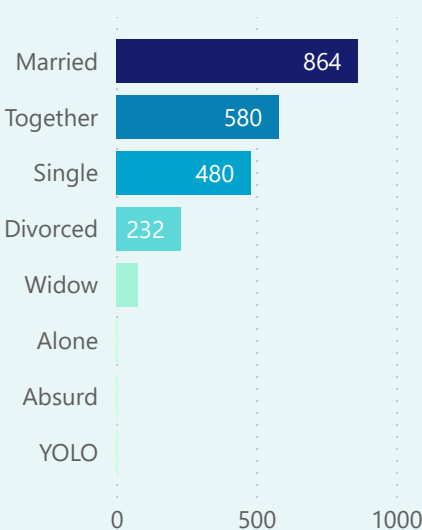
Customers by Country



Customers Have Kids?



Customer's Marital Status



ID	Total Revenue	% of Revenue	LM Web visits	Web PR	Store PR	Catalog PR	Discount PR
5350	\$2,525		1	3	10	4	1
5735	\$2,525		1	3	10	4	1
1763	\$2,524		4	7	10	11	1
4580	\$2,486		5	9	9	7	1
4475	\$2,440		5	7	9	8	1
5453	\$2,352		2	4	12	7	1
10133	\$2,349		2	6	12	7	0
9010	\$2,346		2	5	10	7	1
5386	\$2,302		2	5	5	8	0
6024	\$2,302		2	5	5	8	0
1553	\$2,283		4	7	10	5	1
Total	\$13,56,988	100.0%	11909	9150	12970	5963	5208



6th Campaign

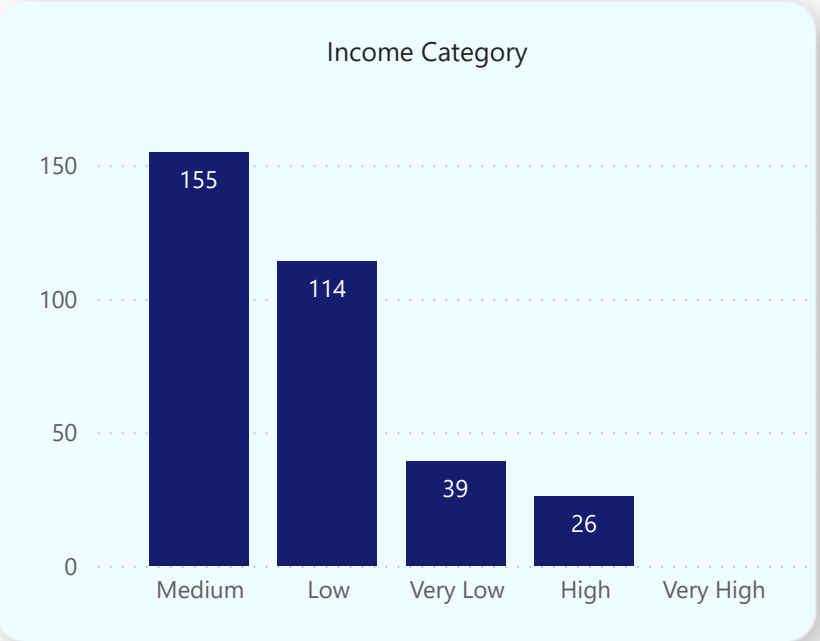
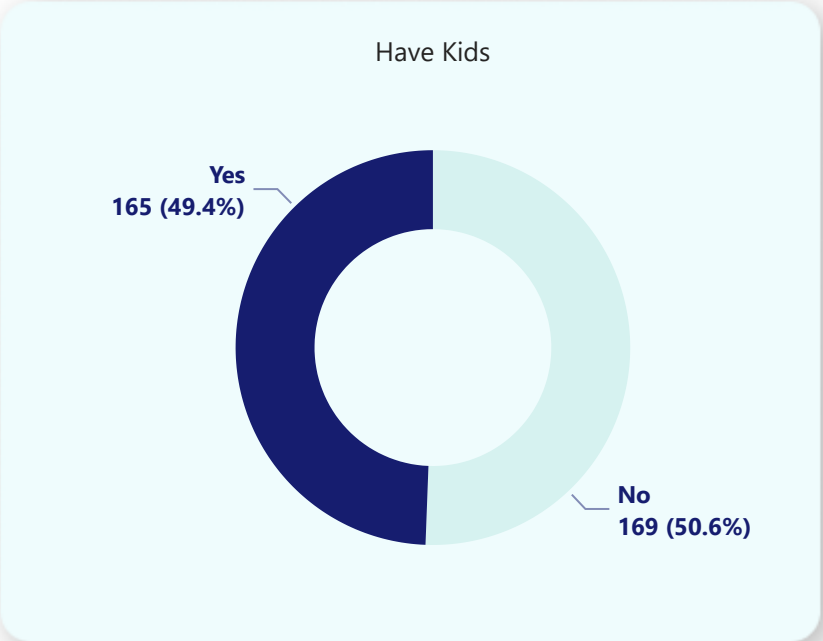
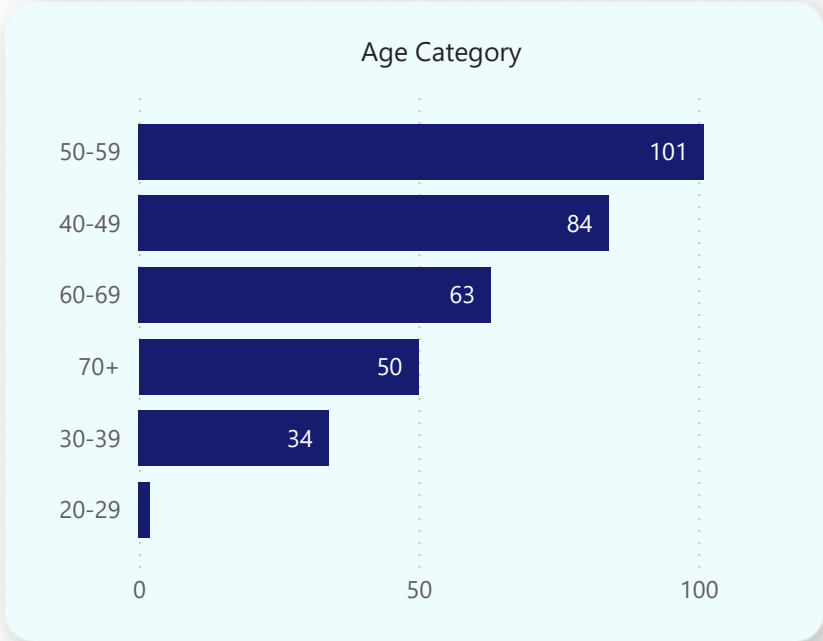
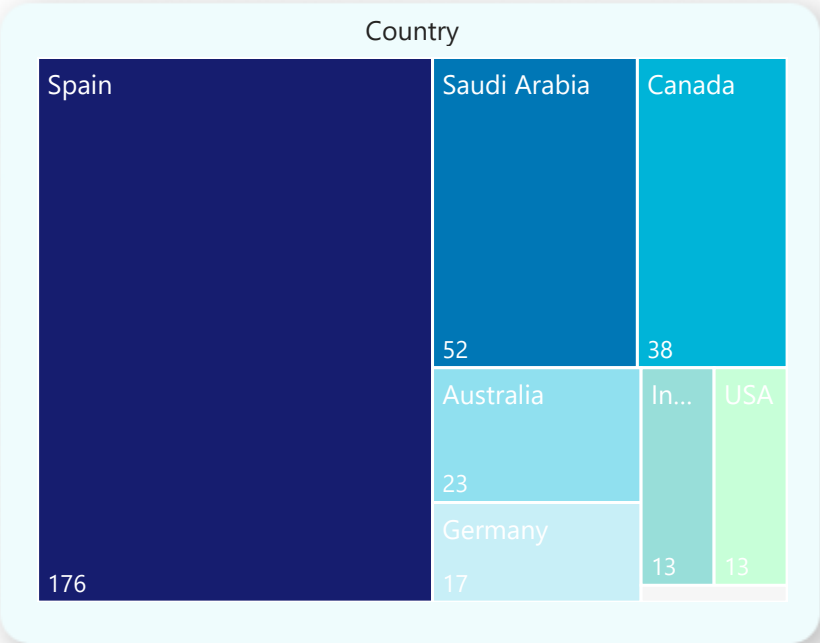
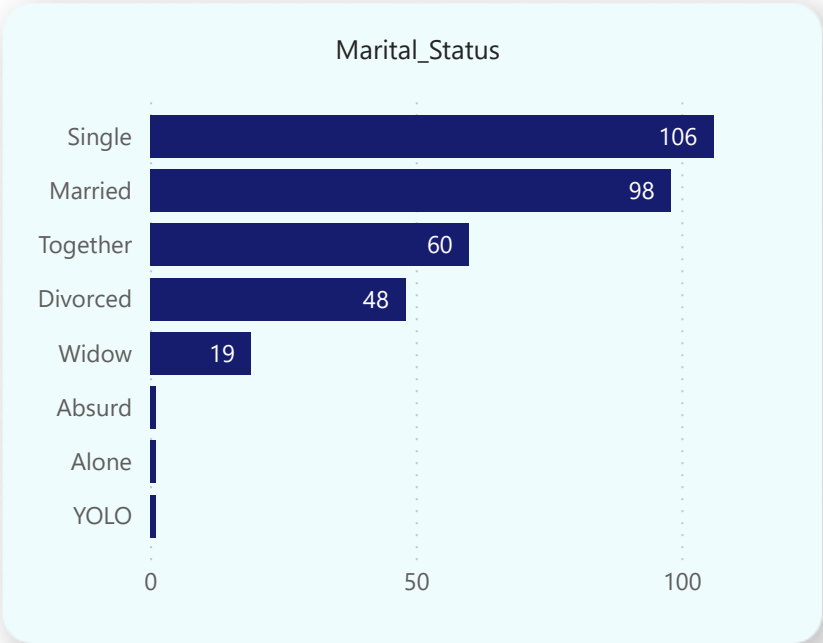
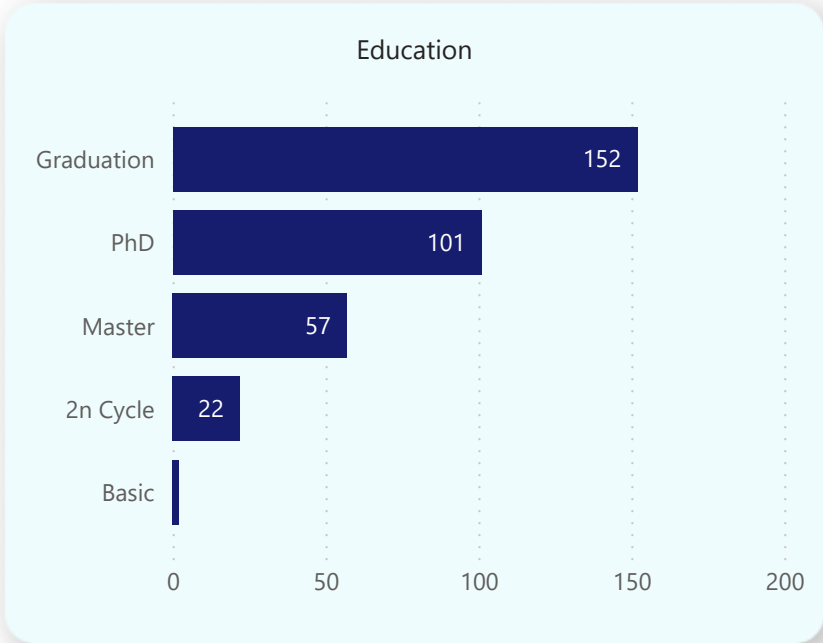
5th Campaign

4th Campaign

3rd Campaign

2nd Campaign

1st Campaign



Top 5 Customers by Revenue

ID	Revenue	Fish	Fruit	Gold	Meat	Sweet	Wine
5350	\$2,525	\$94	\$120	\$96	\$915	\$144	\$1,156
5735	\$2,525	\$94	\$120	\$96	\$915	\$144	\$1,156
1763	\$2,524	\$97	\$172	\$33	\$815	\$148	\$1,259
4580	\$2,486	\$89	\$22	\$182	\$708	\$91	\$1,394
4475	\$2,440	\$145	\$22	\$178	\$780	\$0	\$1,315
Total	\$12,500	\$519	\$456	\$585	\$4,133	\$527	\$6,280

Campaign Acceptance %

6th	5th	4th	3rd	2nd	1st
15%	7%	7%	7%	1%	6%