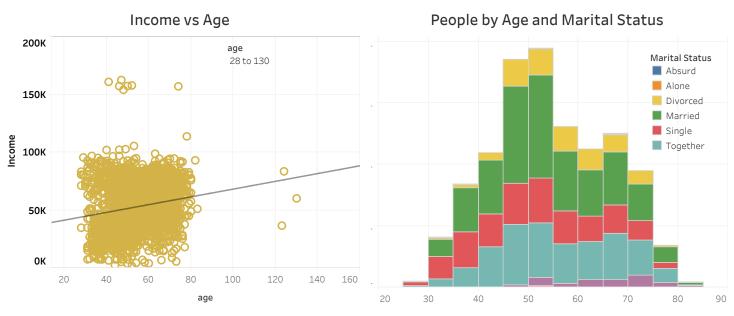
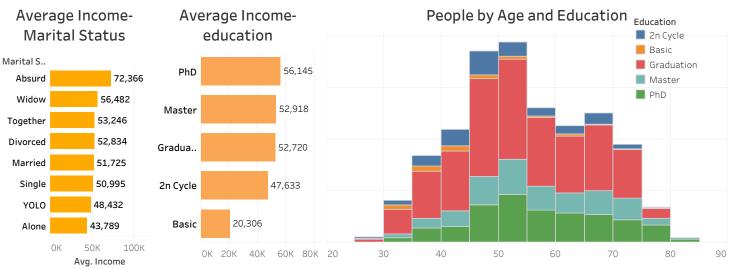
Purchase Places Number of Customer's enrollment per Month Number of web visits per month Products purchase over time Mnt Fr. Mnt Fi.. Num Store 3,327 1,350 ОК Purchases 10 0K Num Web Count of ID Mnt G.. 5К ОК 20K OK 4K OK Num Catalog Purchases Sum of Num **Deals Purchases** 20 10 15 10K 12K Month of Dt Customer Num Web Visits Month Second Campaign - Yes Third Campaign - Yes Purchases with a discount Complaints First Campaign - Yes Fourth Campaign - Yes Fifth Campaign - Yes Total of 0.94% Widow Divorced Divorced Divorced Divorced Divorced 2,240 Together 3.47% Together ^{2.45%} 8.33% 3.33% 5.99% 10.78% 12.27% 10.36% 10.85% 16.67% Together Together 22.70% Together 25.75% 22.22% 25.89% Together 40.00% Total of Total of Total of Total of Total of Total of 144 30 163 167 2,240 5,208 Married Married Married Married Married Married 23.33% 37.72% 43.75% Single No Single 38.65% Single Single 21.53% 23.31% 99.06% Sinale 21.43% 19.64% 19.76% 16.67% Kids at home-marital status Teenagers at home-marital status Average Income- Marital Average Income- education People by Age and Marital People by Age and Status Status Education Marita.. Marital S.. 56,145 Absurd Absurd Marital S. Alone 72,366 Alone Absurd Master 52,918 56,482 Widow Divorc. Divorced Together 53,246 Married Married Gradua. 52,720 Divorced 52,834 Single 51,725 Married Together Togeth. 2n Cycle 47,633 50,995 Single Widow Widow YOLO 48,432 YOLO 20 306 YOLO 43,789 Alone 20 30 40 50 60 70 80 40K 60K 50 60 70 80 90 40 0K 20K 40K 60K Avg. Income

Customer Personality Analysis Dashboard

Marital Status







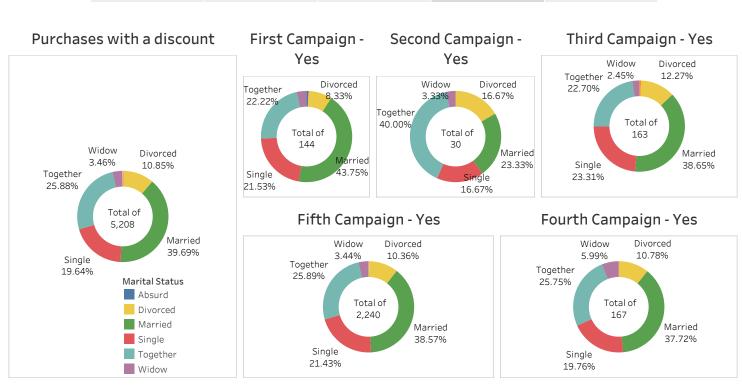
Month of Dt Customer

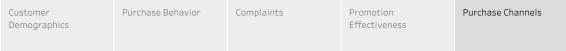
Customer Purchase Behavior Complaints Promotion Purchase Channels Effectiveness

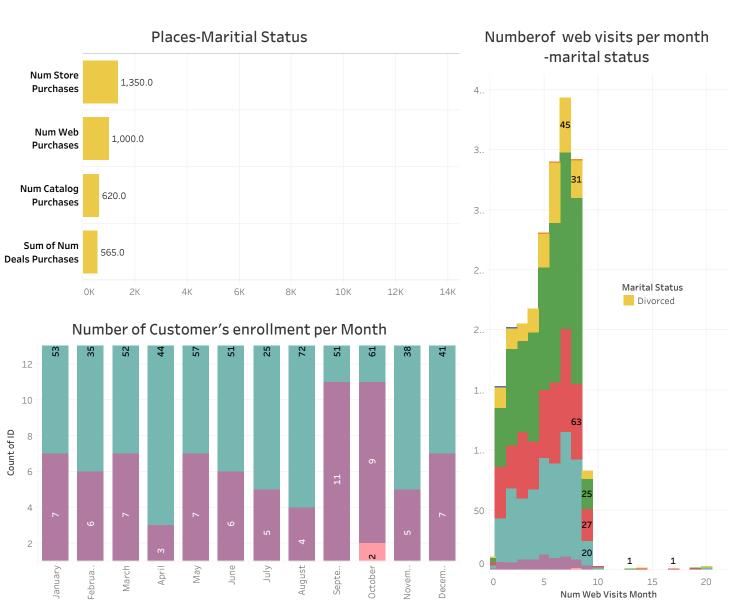
Products purchase over time Recency with time 6К Mnt Fish Products 4K 180 2K 160 0K 4K 140 3К Mnt Fruits 2К 120 1K 0K Count of Recency Mnt Gold Prods 4K 2K 0K 60 Mnt Meat Products 40 10K 20 0K Mnt Sweet Products 0 2K -20 0K 2013 2014 2013 2014

Month of Dt Customer

Customer Demographics	Purchase Behavior	Complaints	Promotion Effectiveness	Purchase Channels







Custom	Purchase Behavior	Complaints	Promotion Effectiveness	Purchase Channels

