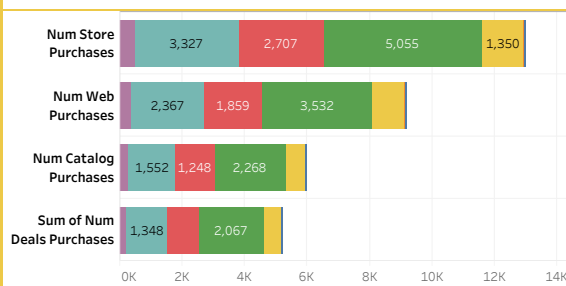


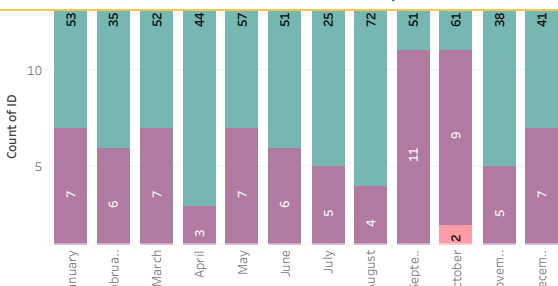
Customer Personality Analysis Dashboard

Marital Status
All

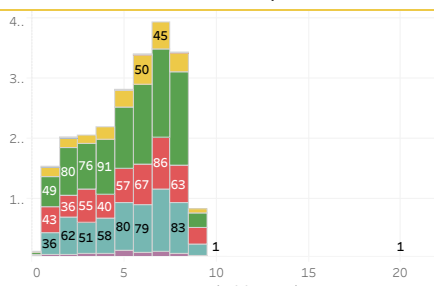
Purchase Places



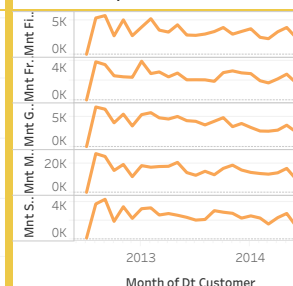
Number of Customer's enrollment per Month



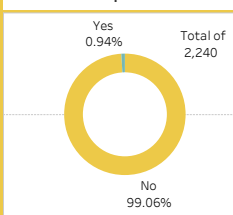
Number of web visits per month



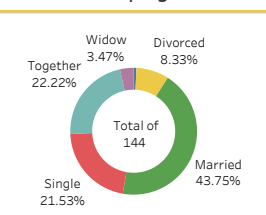
Products purchase over time



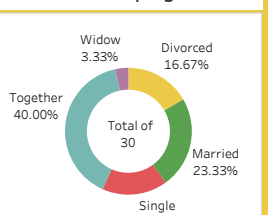
Complaints



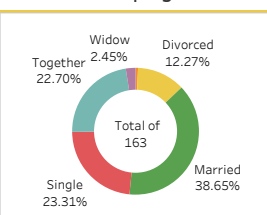
First Campaign - Yes



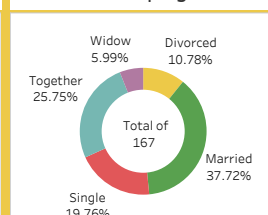
Second Campaign - Yes



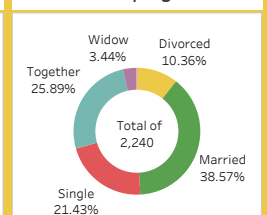
Third Campaign - Yes



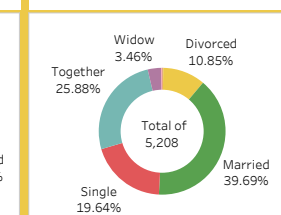
Fourth Campaign - Yes



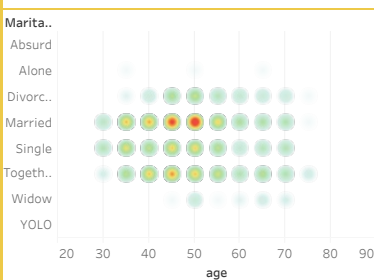
Fifth Campaign - Yes



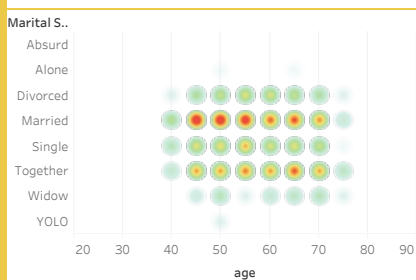
Purchases with a discount



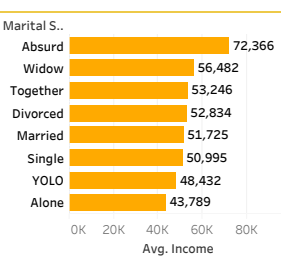
Kids at home- marital status



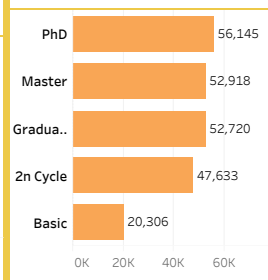
Teenagers at home- marital status



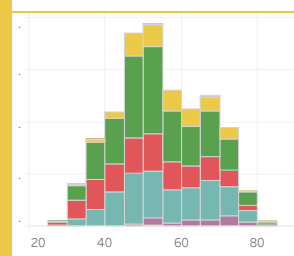
Average Income- Marital Status



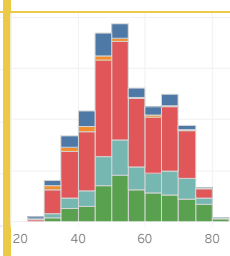
Average Income- education



People by Age and Marital Status



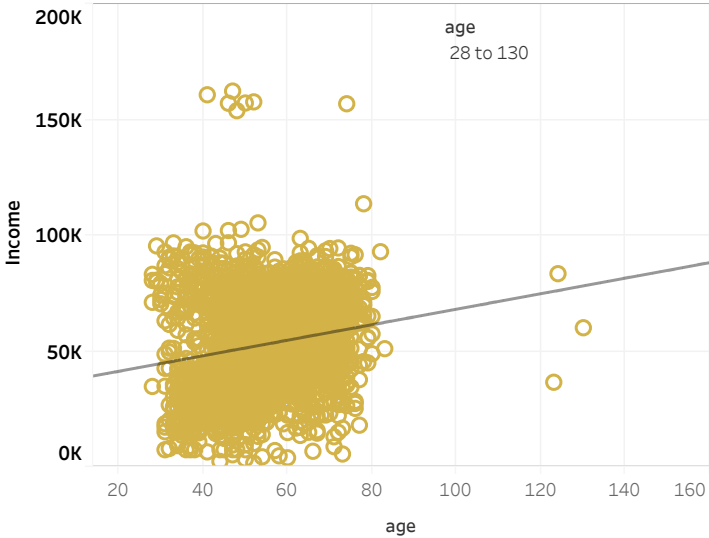
People by Age and Education



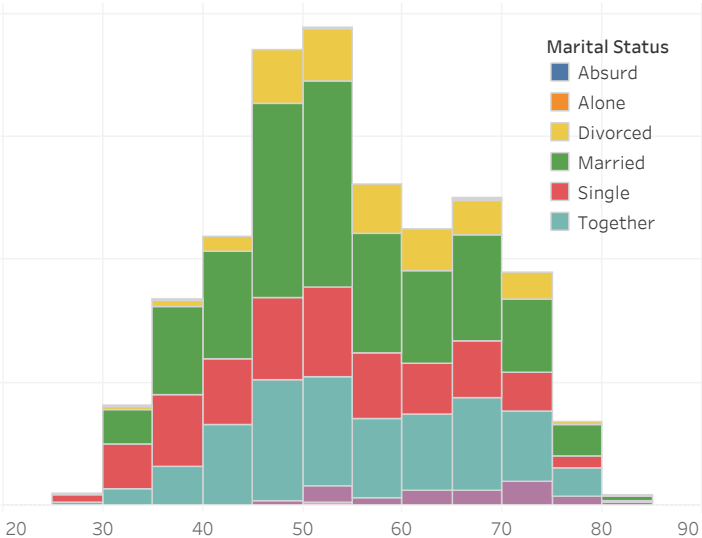
Customer Personality Analysis Story

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|-----------------------|-------------------|------------|-------------------------|-------------------|
| Customer Demographics | Purchase Behavior | Complaints | Promotion Effectiveness | Purchase Channels |
|-----------------------|-------------------|------------|-------------------------|-------------------|

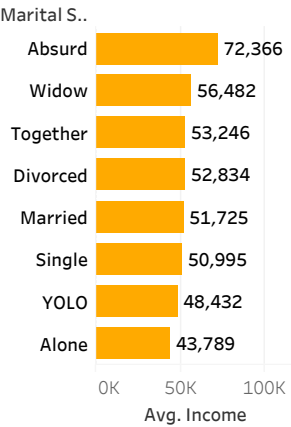
Income vs Age



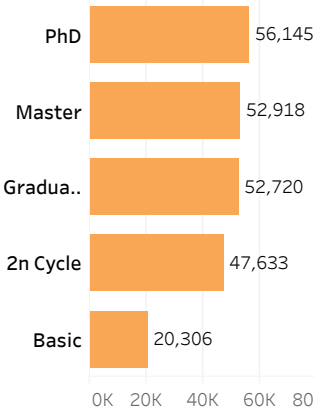
People by Age and Marital Status



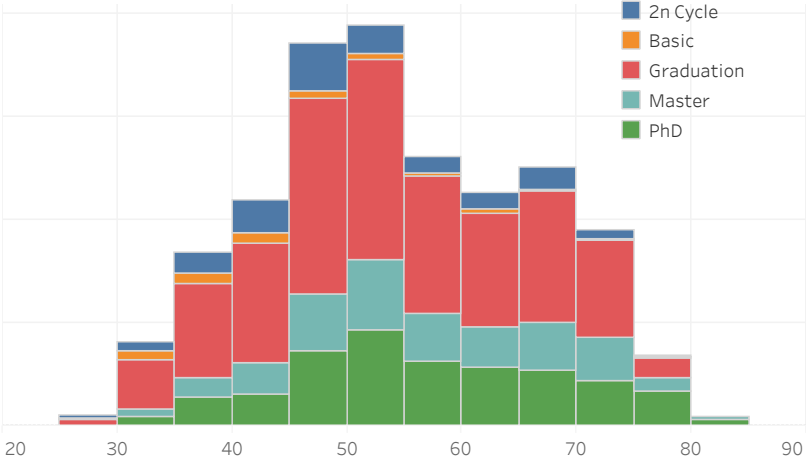
Average Income-
Marital Status



Average Income-
education



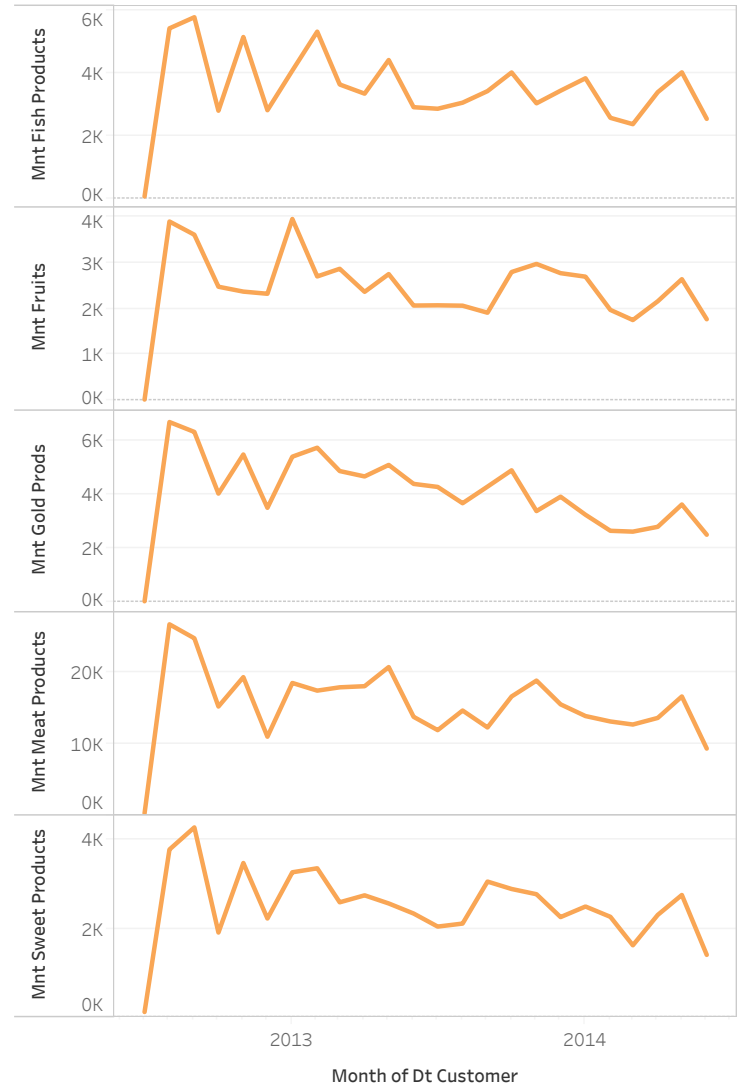
People by Age and Education



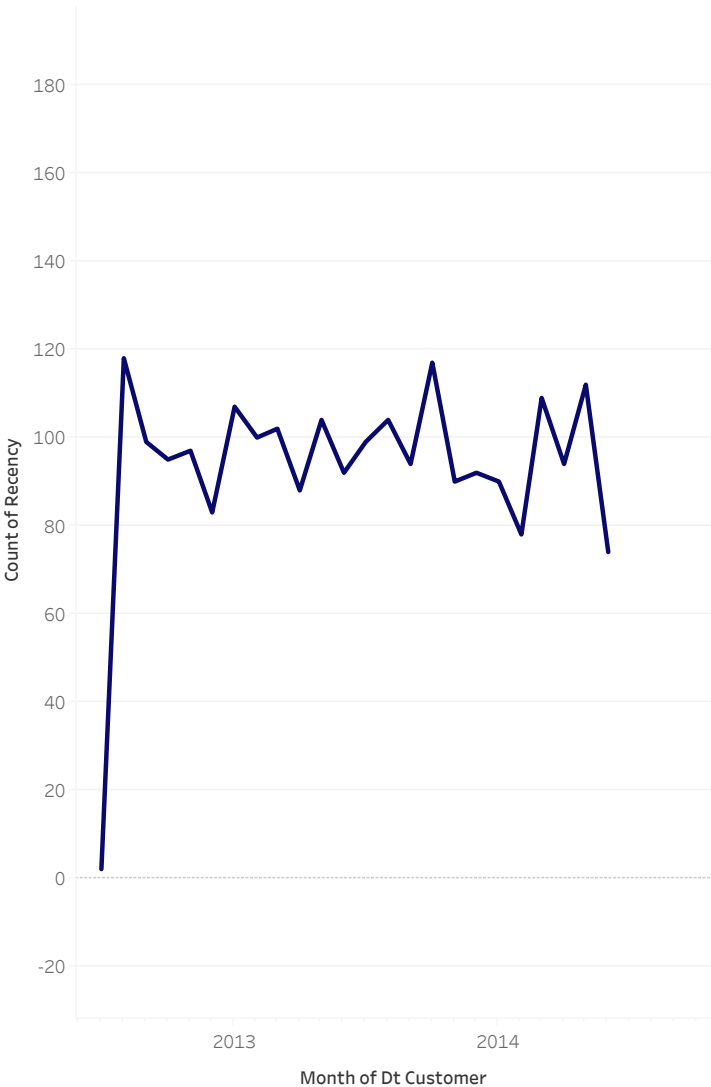
Customer Personality Analysis Story

| | | | | |
|-----------------------|-------------------|------------|-------------------------|-------------------|
| Customer Demographics | Purchase Behavior | Complaints | Promotion Effectiveness | Purchase Channels |
|-----------------------|-------------------|------------|-------------------------|-------------------|

Products purchase over time



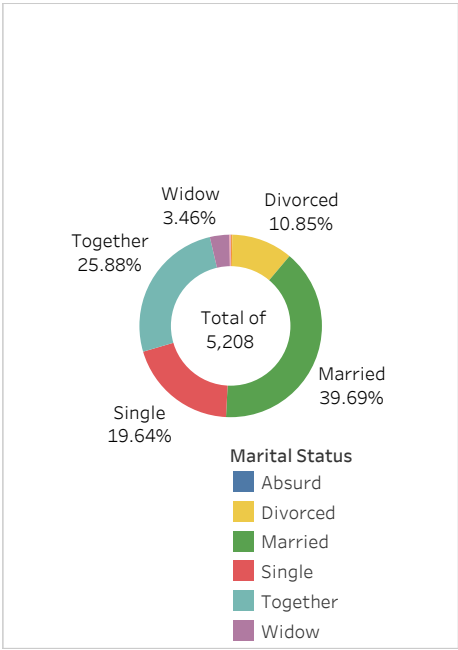
Recency with time



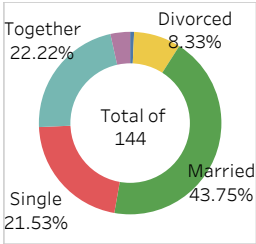
Customer Personality Analysis Story

| | | | | |
|-----------------------|-------------------|------------|-------------------------|-------------------|
| Customer Demographics | Purchase Behavior | Complaints | Promotion Effectiveness | Purchase Channels |
|-----------------------|-------------------|------------|-------------------------|-------------------|

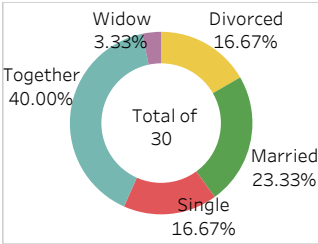
Purchases with a discount



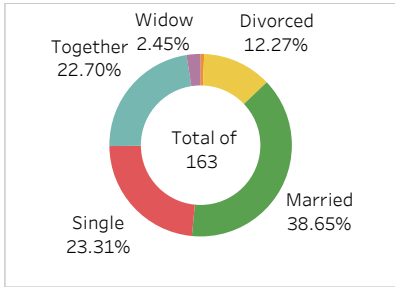
First Campaign - Yes



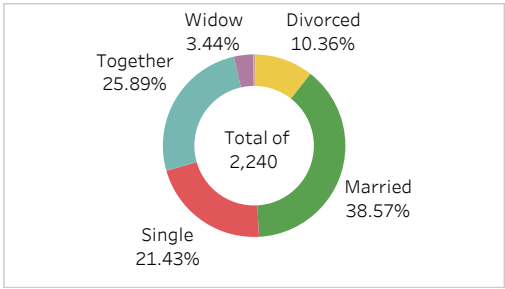
Second Campaign - Yes



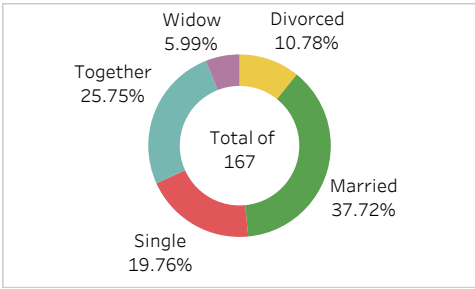
Third Campaign - Yes



Fifth Campaign - Yes

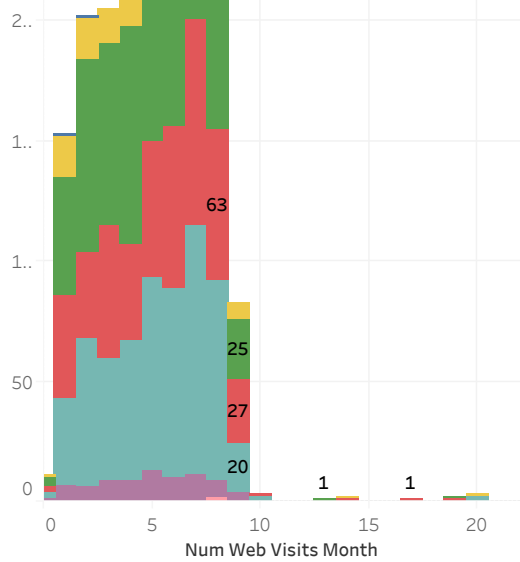
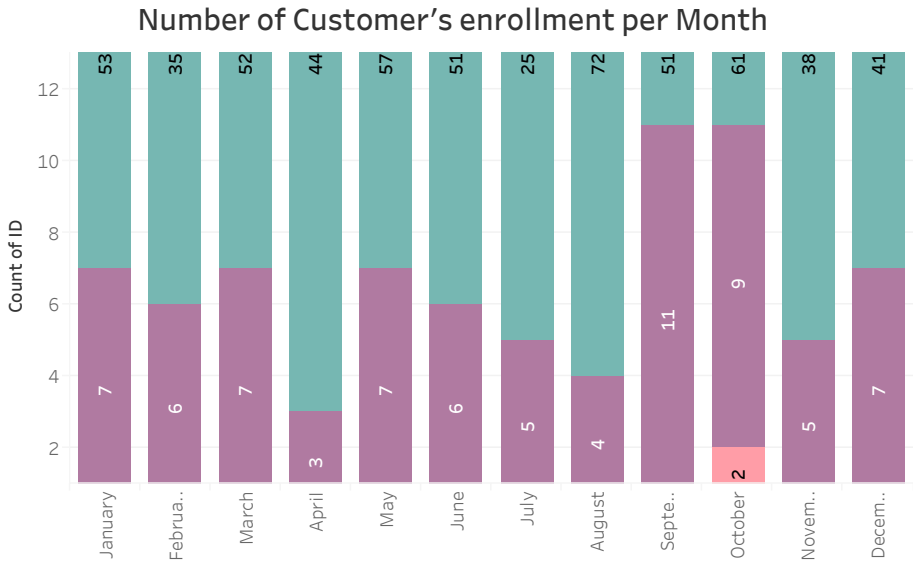
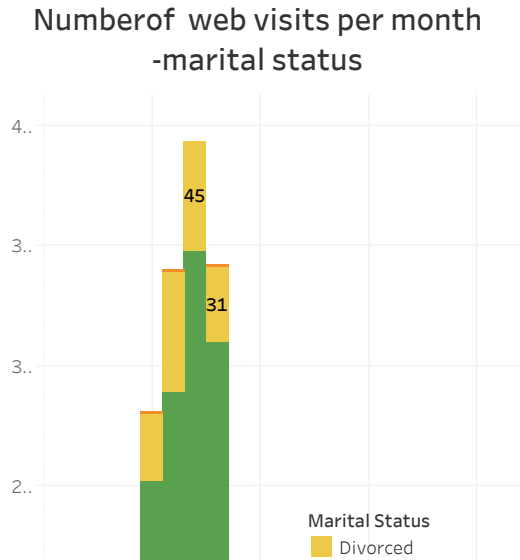
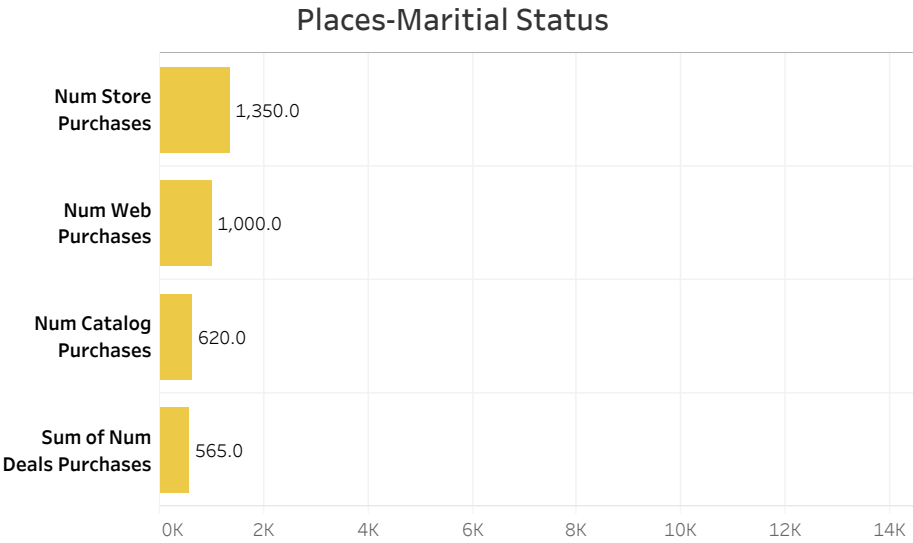


Fourth Campaign - Yes



Customer Personality Analysis Story

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|-----------------------|-------------------|------------|-------------------------|-------------------|
| Customer Demographics | Purchase Behavior | Complaints | Promotion Effectiveness | Purchase Channels |
|-----------------------|-------------------|------------|-------------------------|-------------------|



Customer Personality Analysis Story

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|-----------------------|-------------------|------------|-------------------------|-------------------|
| Customer Demographics | Purchase Behavior | Complaints | Promotion Effectiveness | Purchase Channels |
|-----------------------|-------------------|------------|-------------------------|-------------------|

