

Customer Personality Analysis

Total N of Customers
2,240

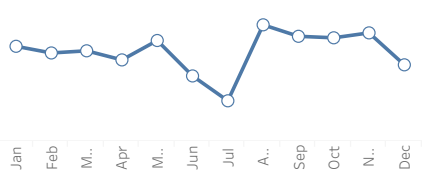
Average Income
52,247

Total Revenue
1,356,988

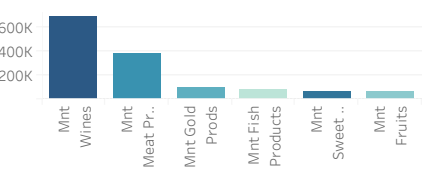
AVG Days of Purchase
49

Average CLV
605.8

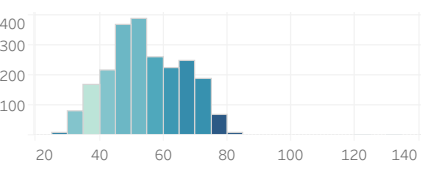
Total Amount Spent over Time



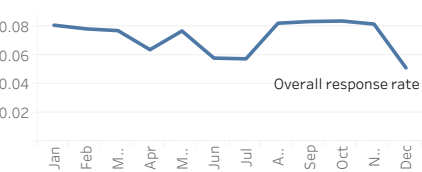
Total Amount Spent on Products



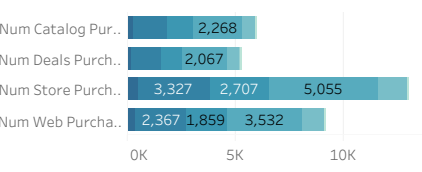
Purchase Behavior by Age Group



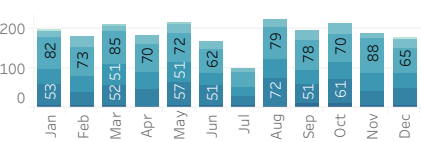
Overall Response Rate by Month



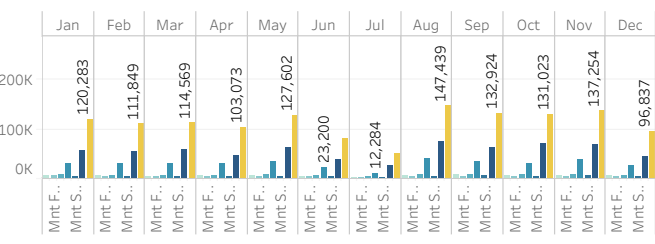
Purchases by Marital Status



Customer Acquisition by Month and Marital Status



Product Preference over Time



AVG Income by Marital Status

