

# MARKETING DASHBOARD | Overview

- Select all
- Australia
- Canada
- Germany
- India
- Mexico
- Saudi Arabia
- Spain
- USA

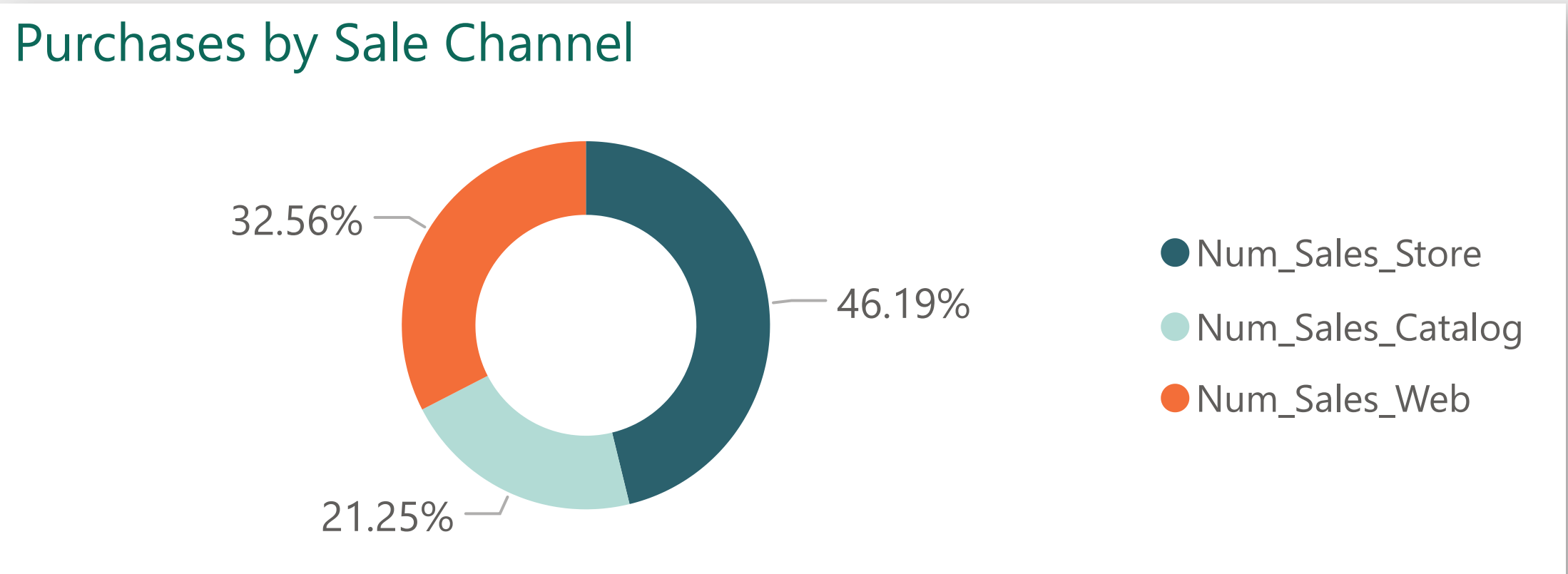
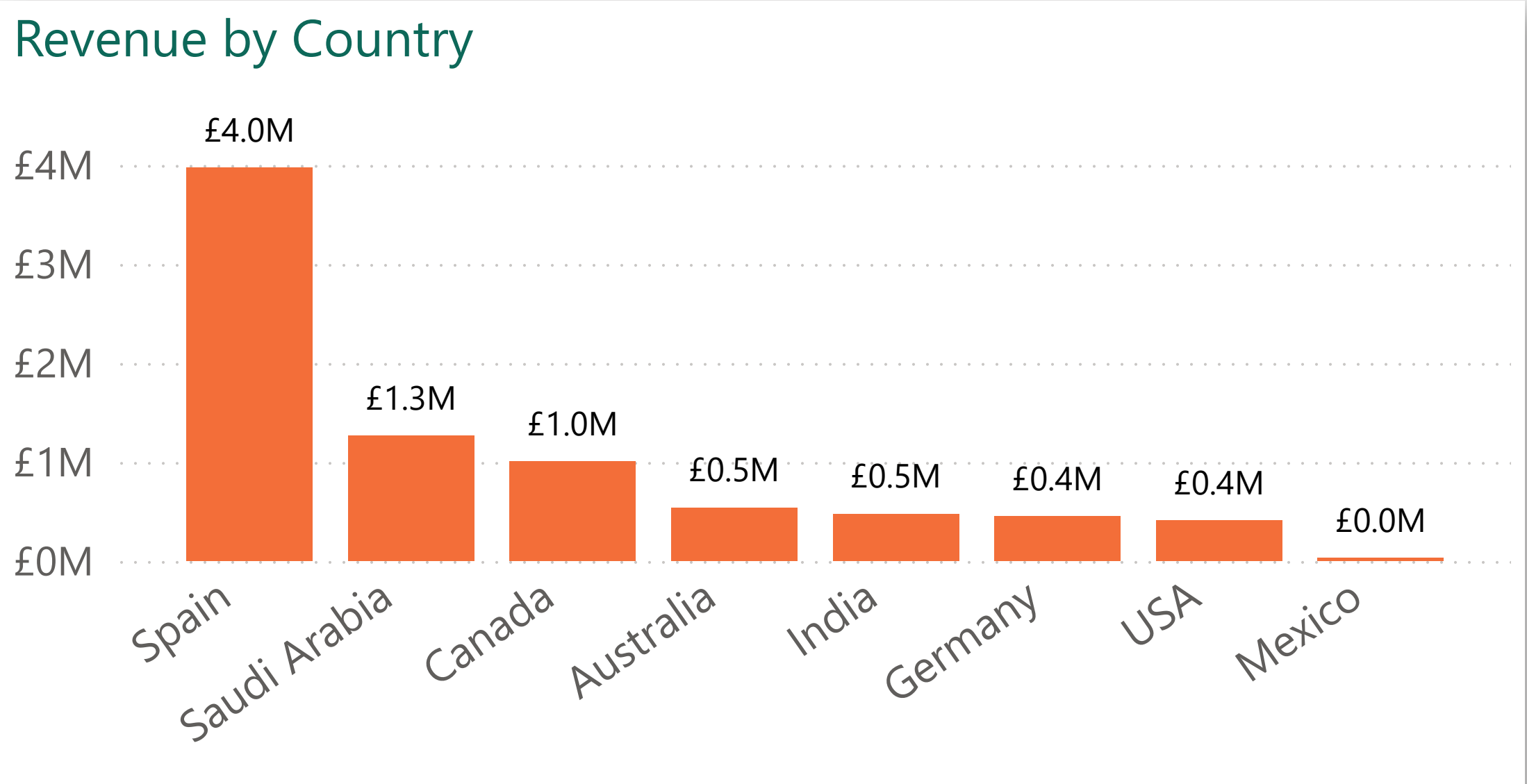
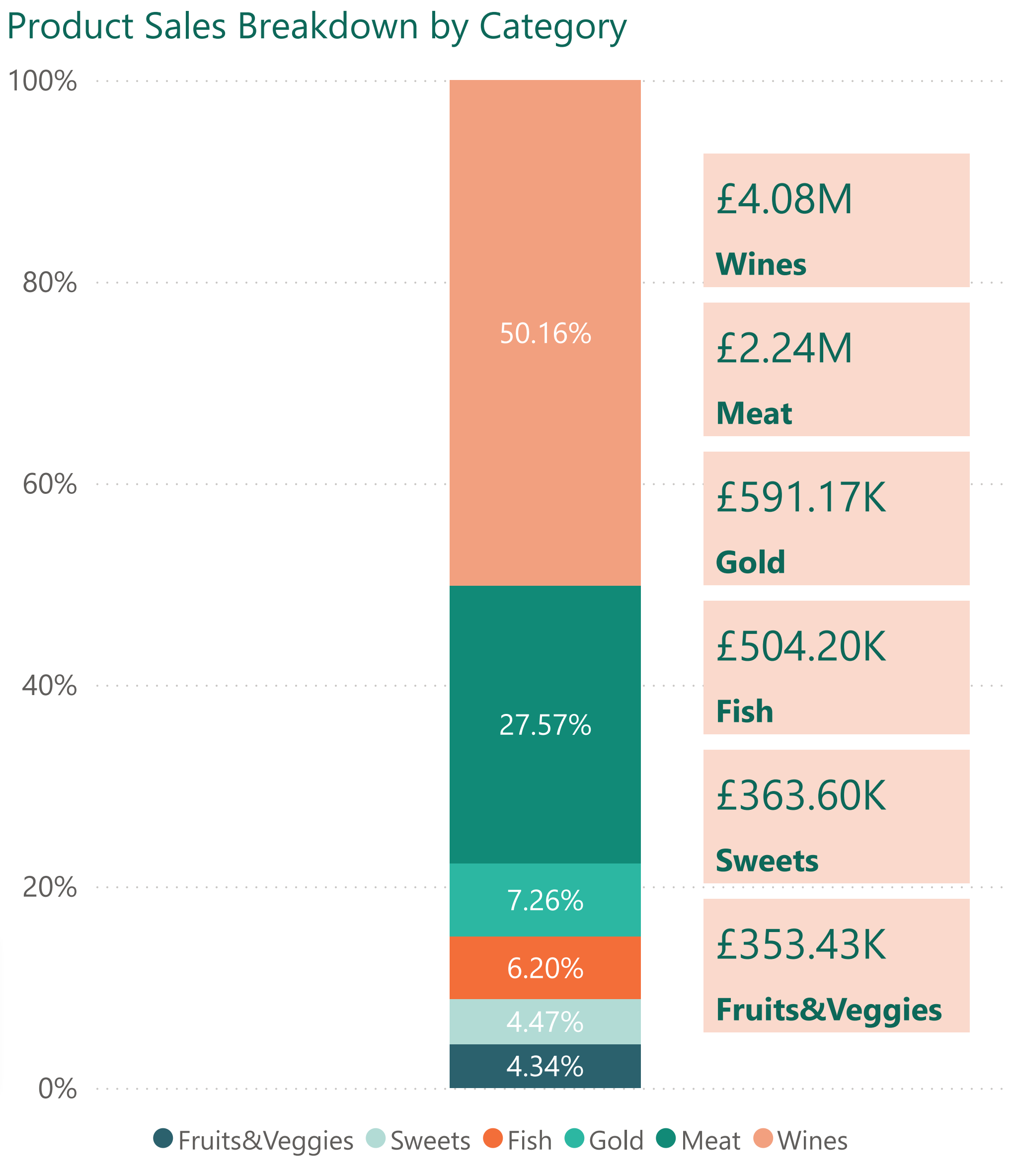
Total Customers  
2237

Total Revenue  
£8.14M

Avg Spending per Customer (over 2 years)  
£3.64K

Total Deals Purchased  
31.18K

Avg Purchase Amount  
£48.34



Jump to Campaigns analysis by chosen country

# MARKETING DASHBOARD | Campaigns

Total Customers  
2237

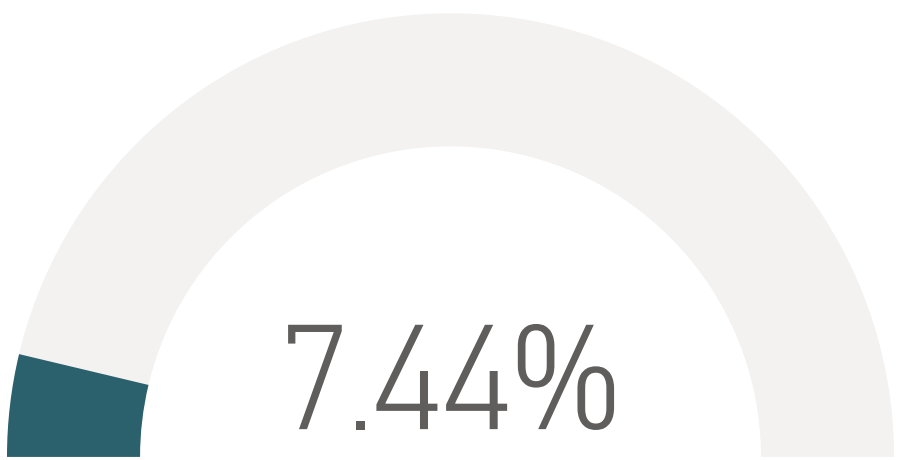
Total Campaigns Sent  
13.42K

Total Positive Responses  
999

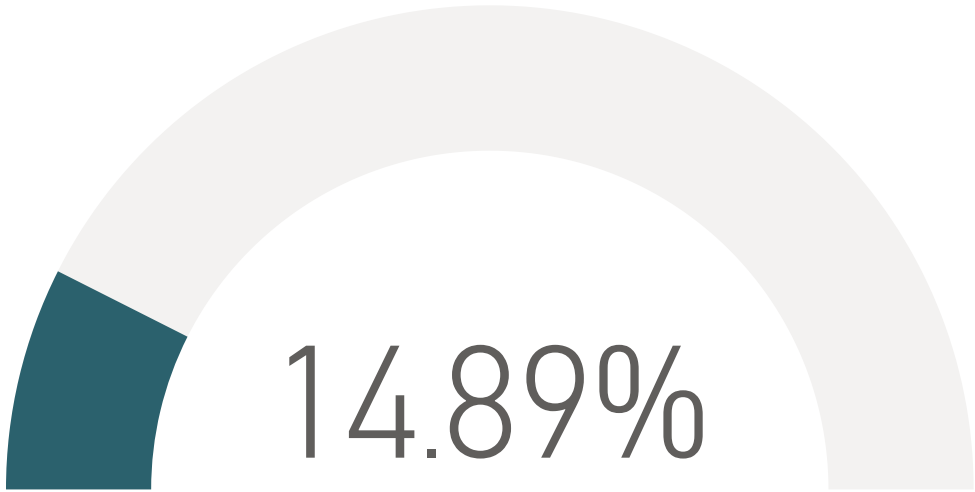
Avg positive response per Customer  
2.24

Total Responses to last campaign  
333

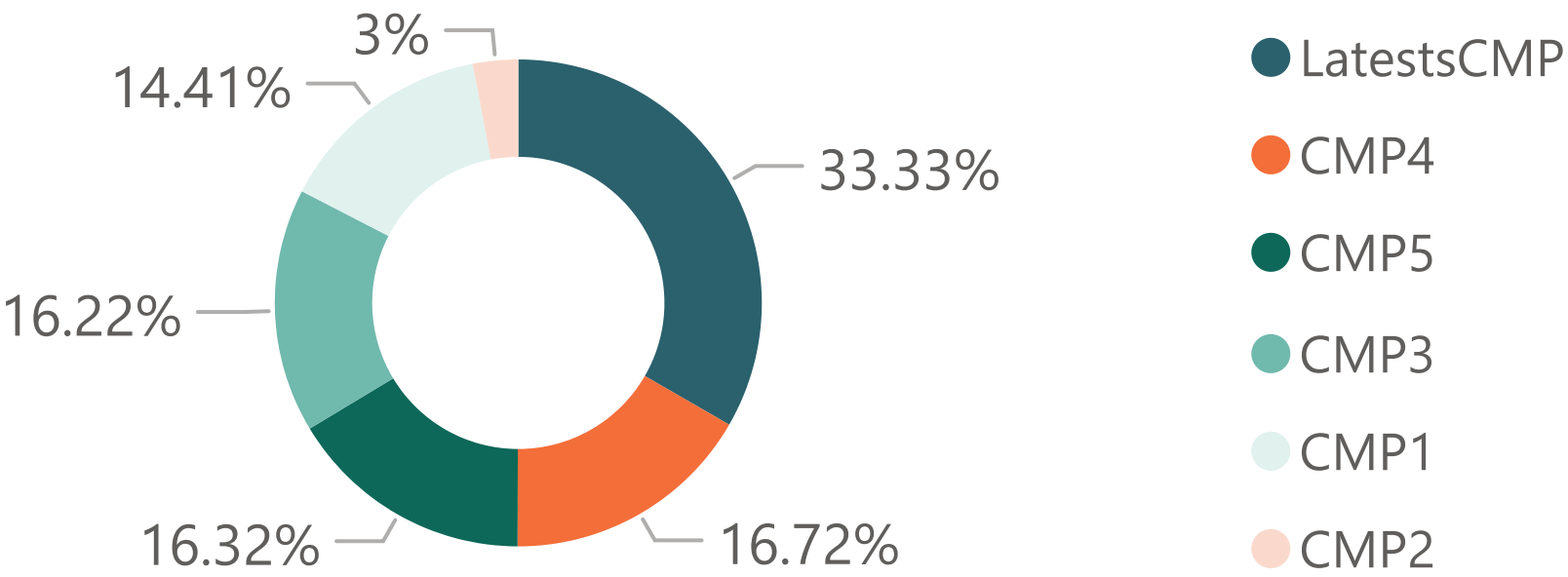
Campaigns Positive Responses



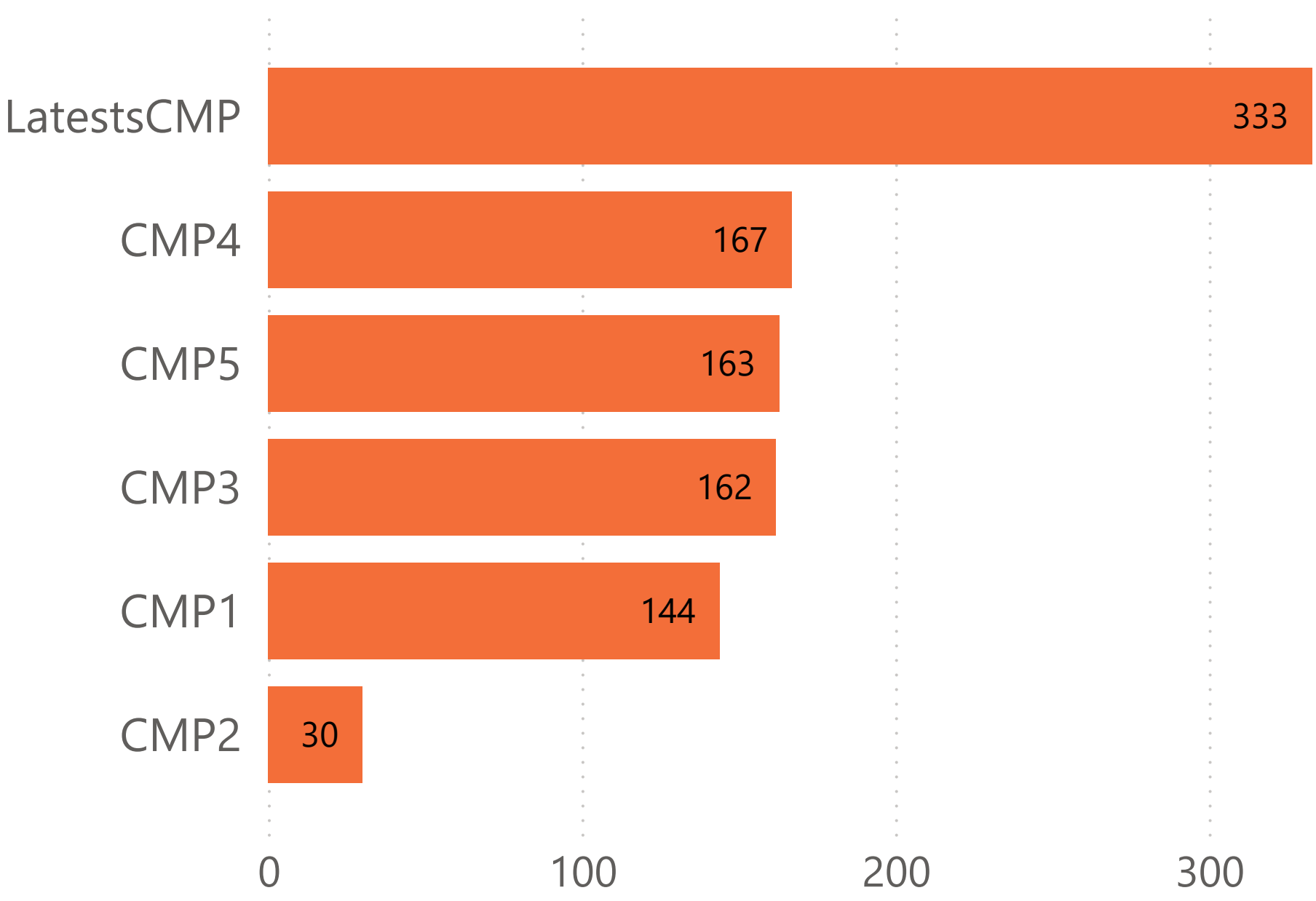
Last Campaign Positive Response



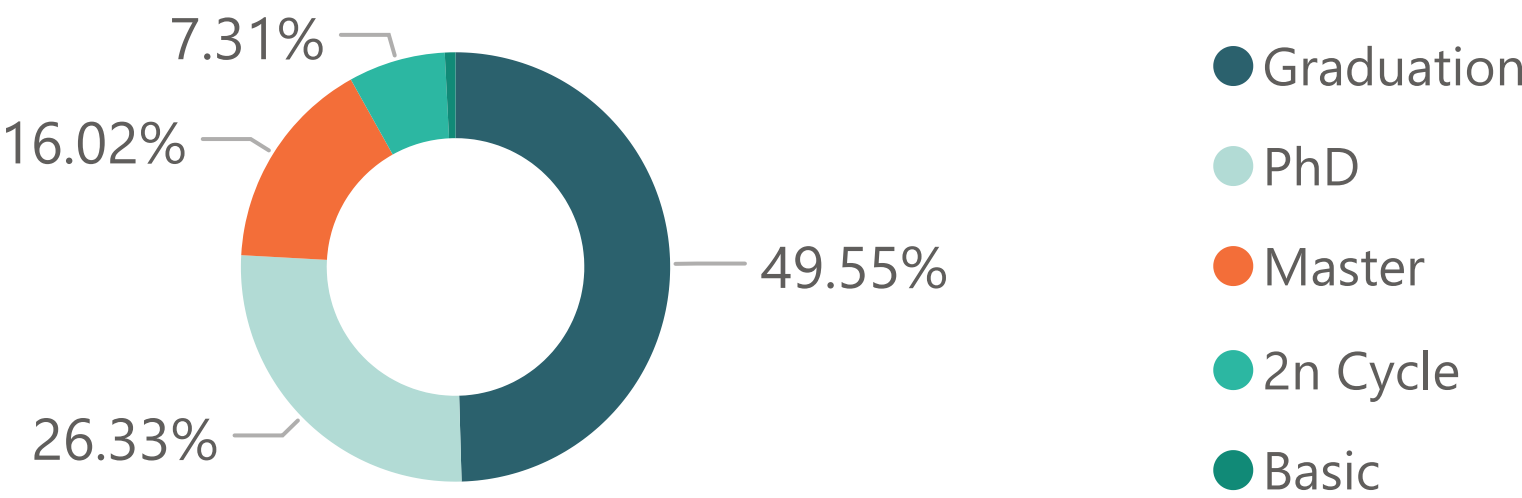
Success percentage by Campaign



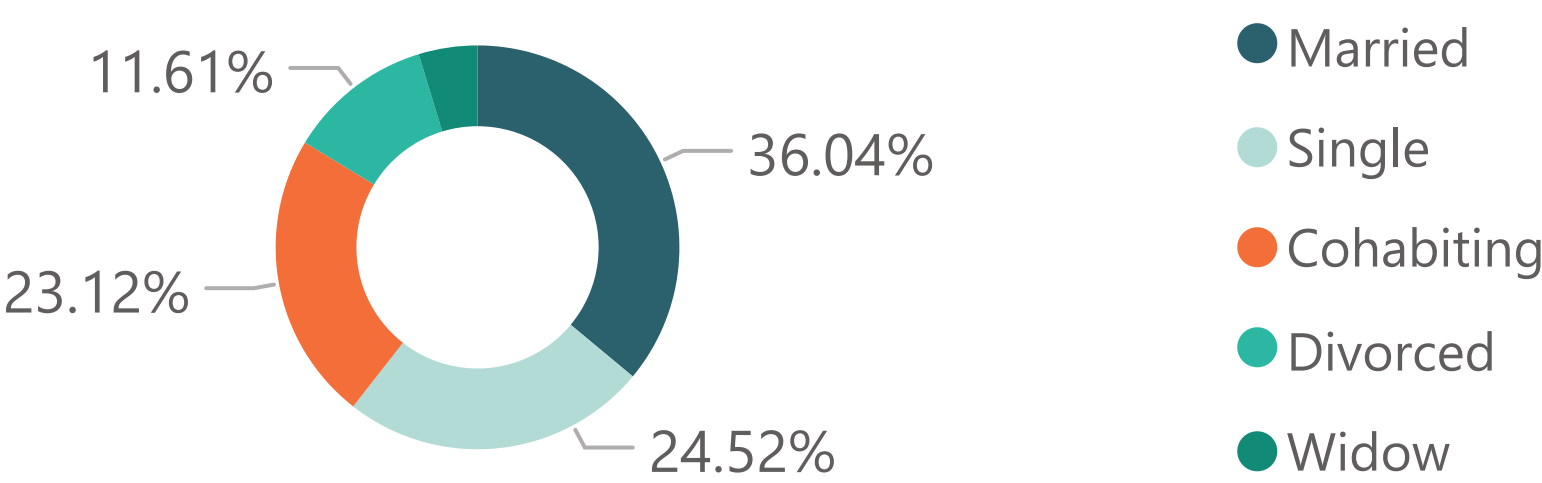
Campaigns Leaderboard by Positive Response



Positive response by Education



Positive response by Marital Status



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# MARKETING DASHBOARD | Customers Analysis

Select all

Australia

Canada

Germany

India

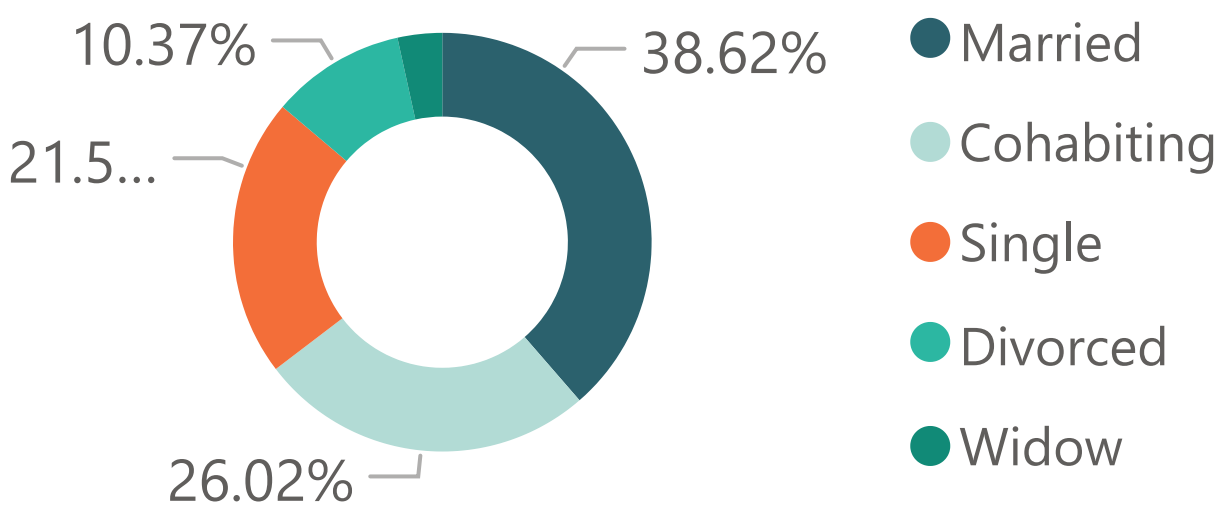
Mexico

Saudi Arabia

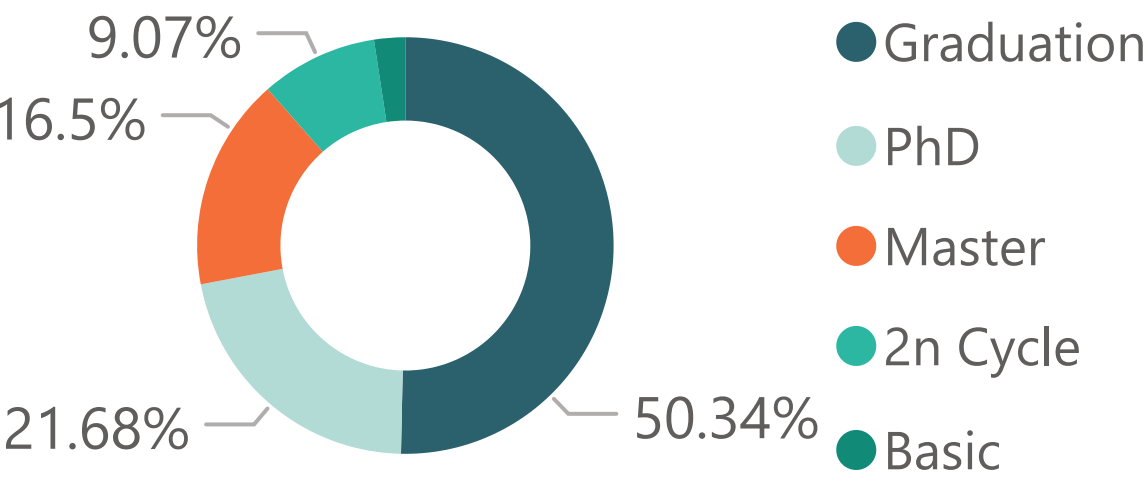
Spain

USA

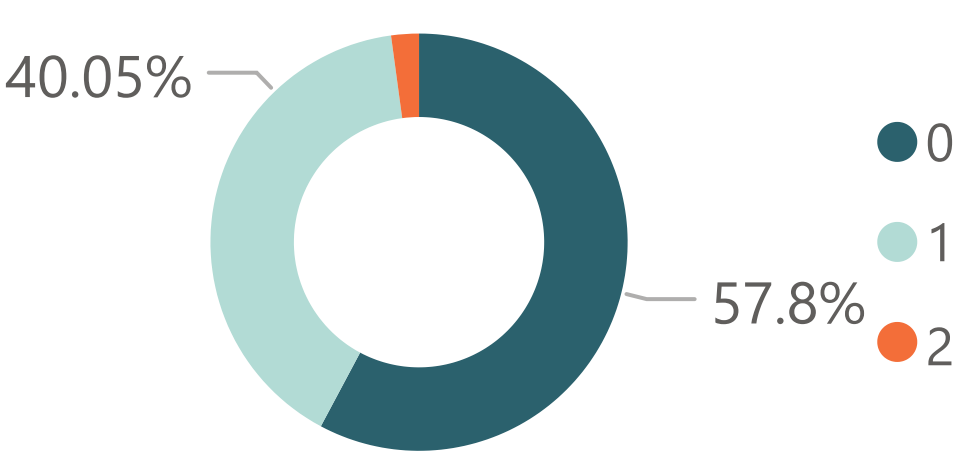
Marital Status



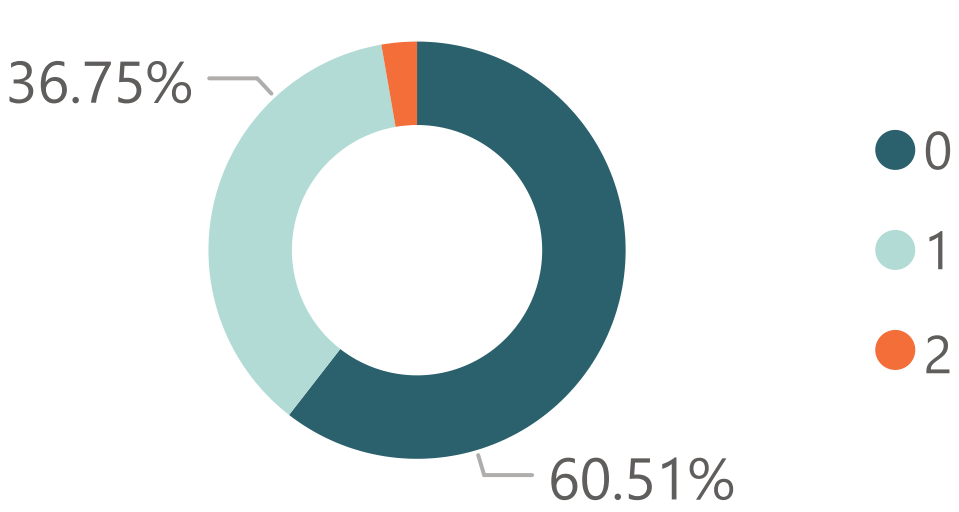
Education



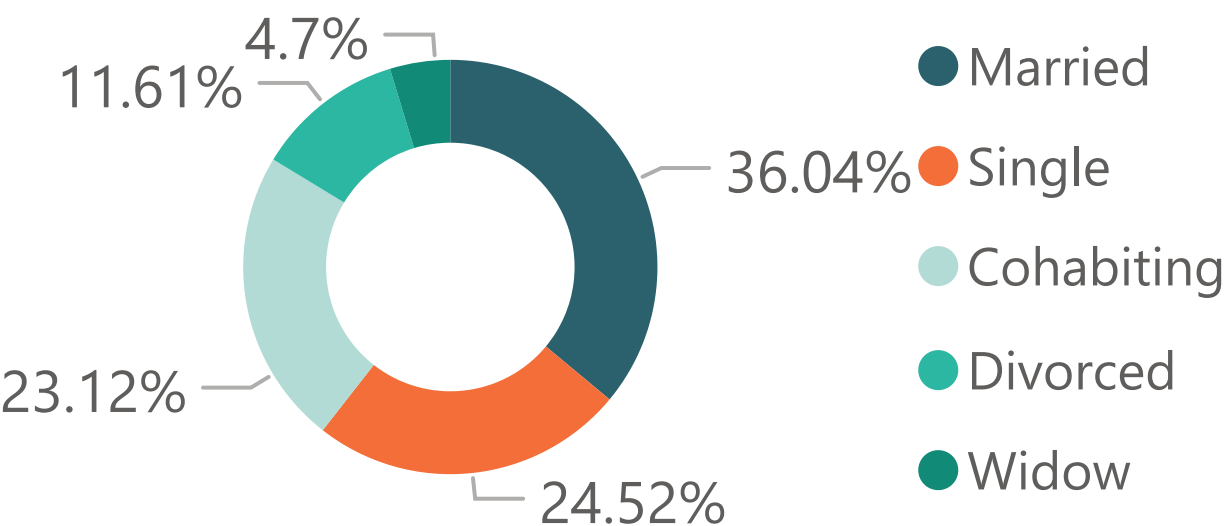
Parenting Children



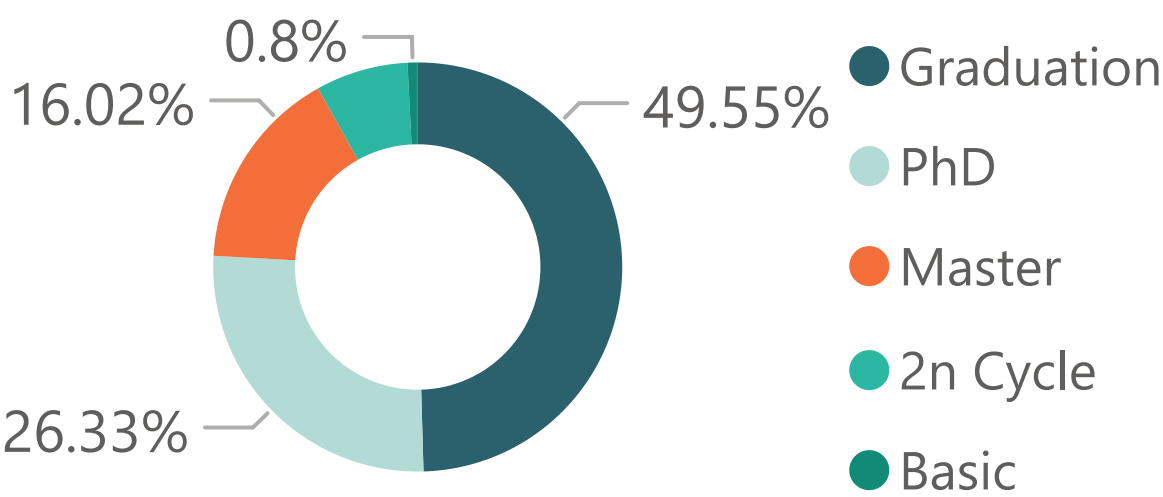
Parenting Teenagers



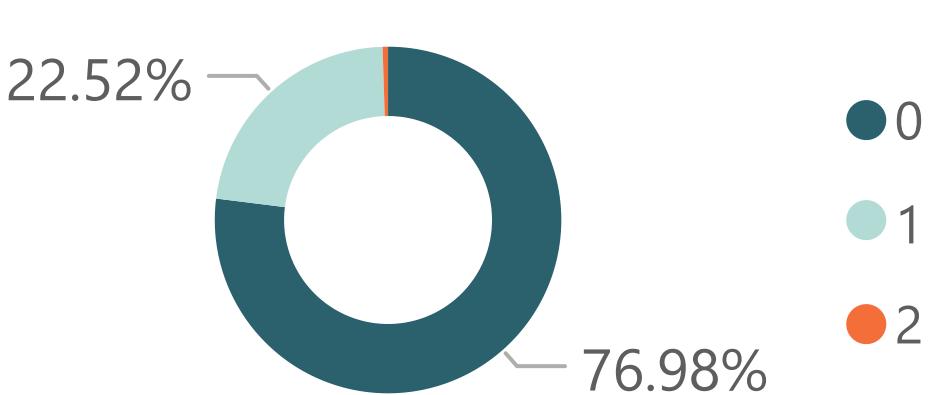
Positive response by Marital Status



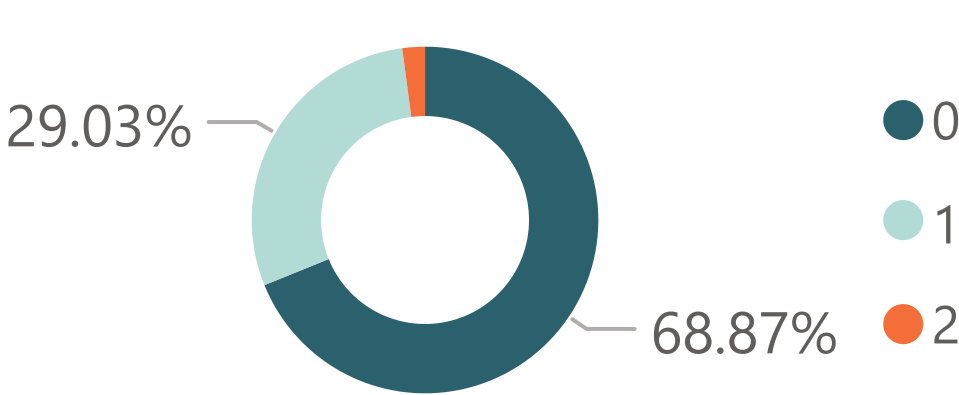
Positive response by Education



Positive response by Parenting Children



Positive response by Parenting Teenagers



Total Customers

2237

Avg Income

£52.26K

Avg Age

55

Avg Purchase Value

£48.34

Avg Recency

49

Churned customers

862

Attrition Rate

38.53%

# MARKETING DASHBOARD | Customers Age Groups Analysis

Select all

Australia

Canada

Germany

India

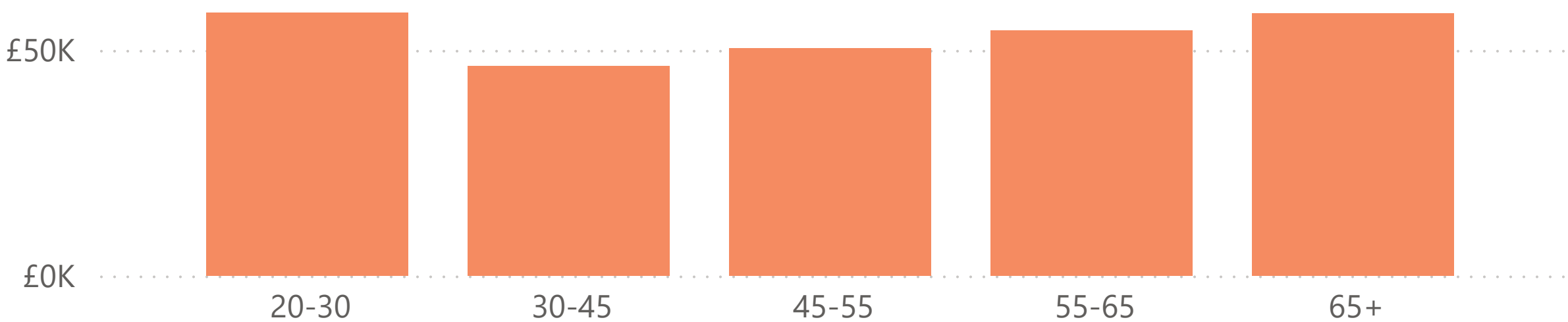
Mexico

Saudi Arabia

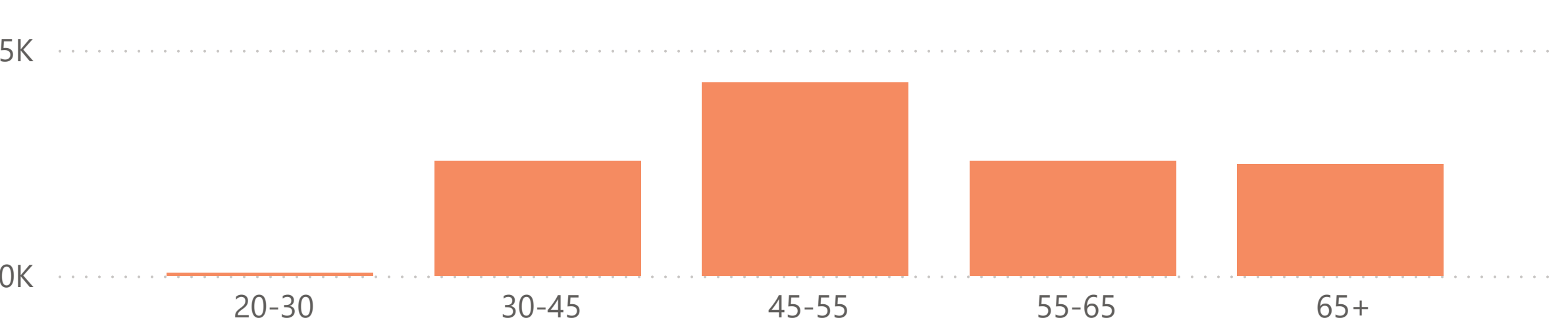
Spain

USA

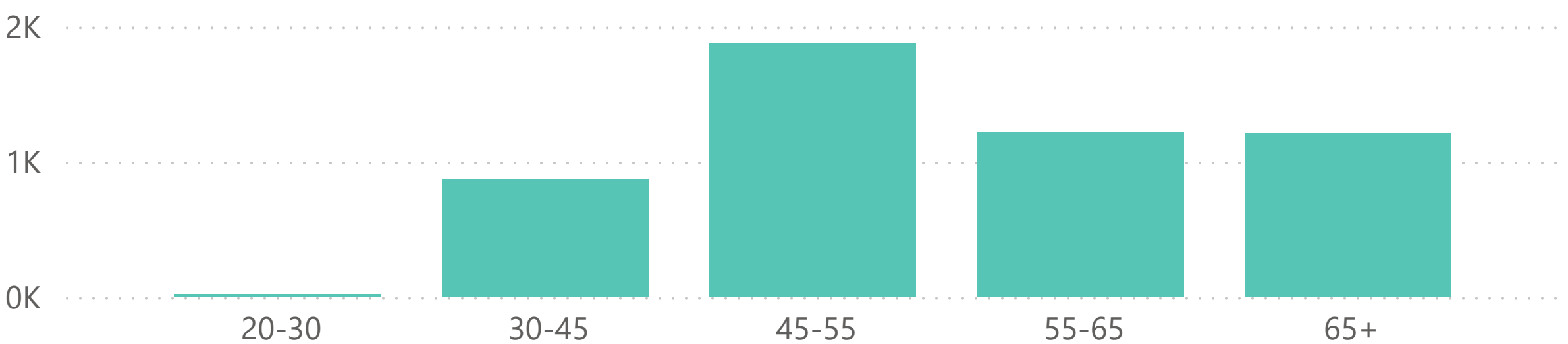
Average Income



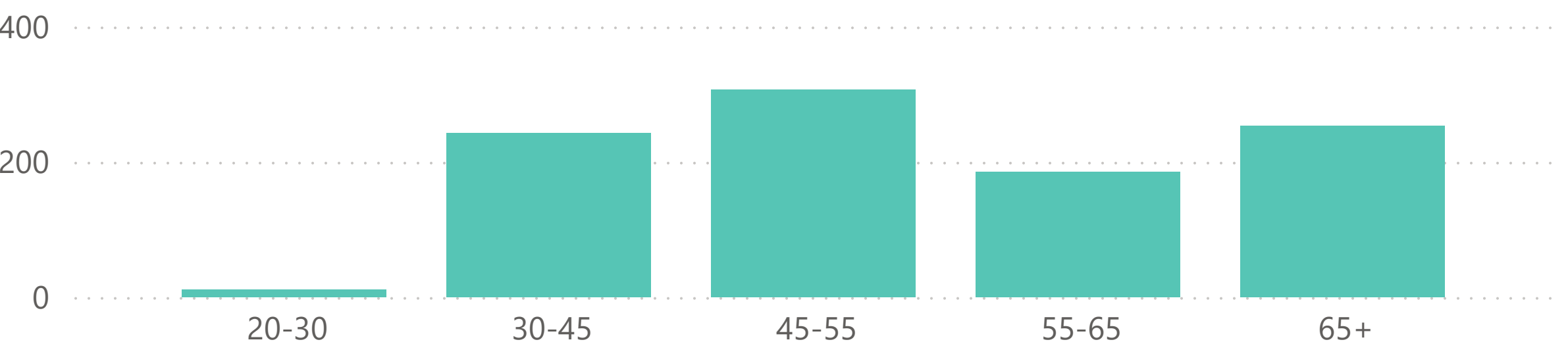
Monthly Web Visits



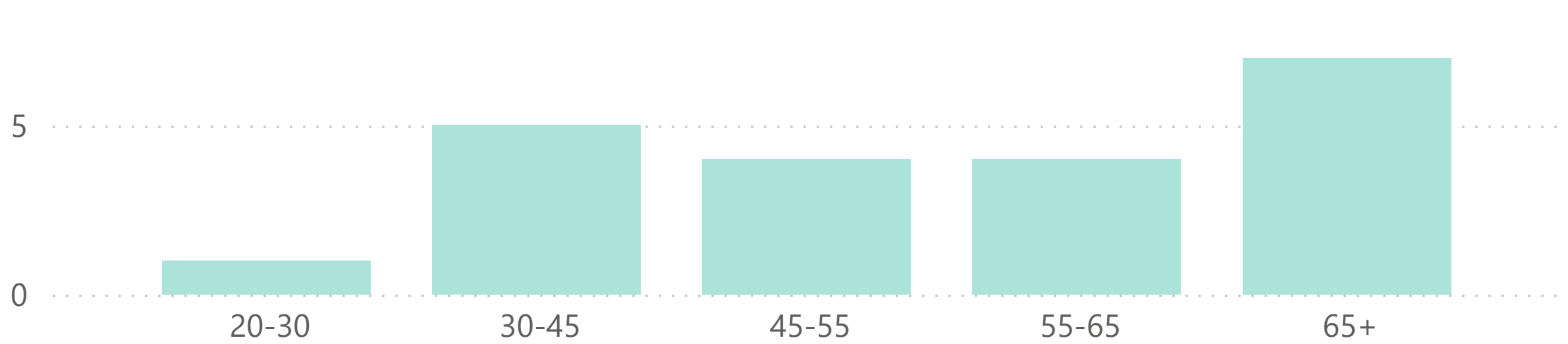
Deals Purchased



Accepted Campaings



Complaints



Churn

