

General Analysis

Date

All

Children

All

Education

All

Marital Status

All

Range Income

All

Range Age

All

Total Customers

2215

Total Campaigns

6

Amount in Products

1,35M

Web Visits Last Month

12K

Recency Average

49

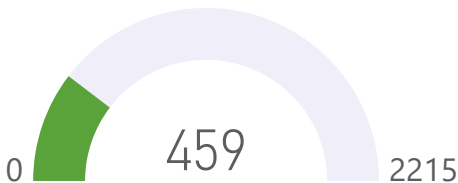
Total Complains

21

Year Total Customers

Year	Total Customers
2012	490
2013	1172
2014	553
Total	2215

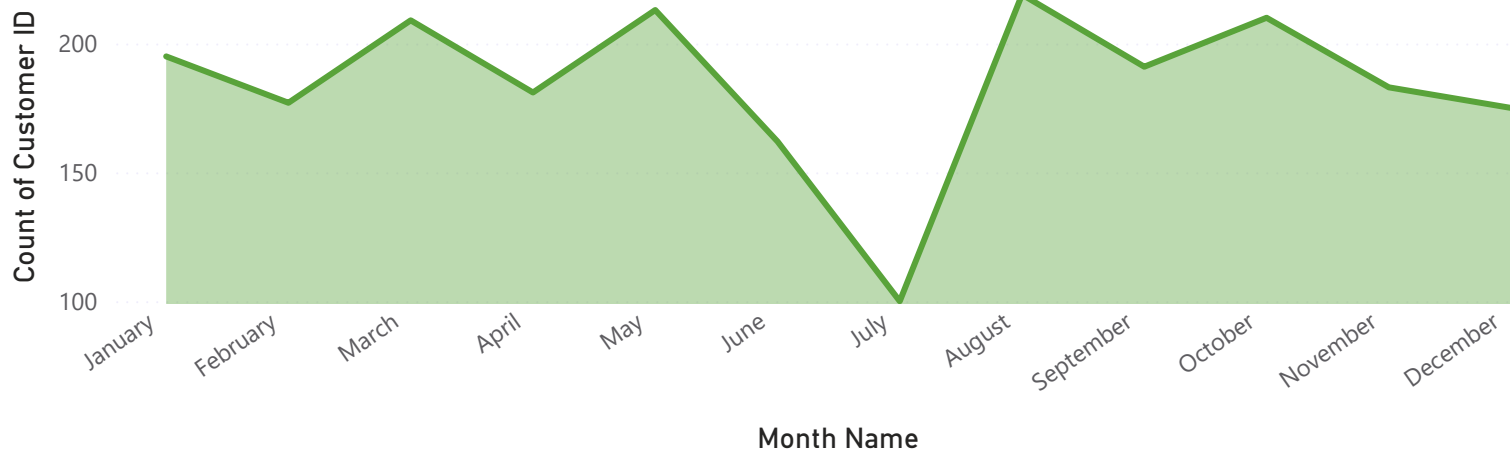
No. of Customers Accepted Campaign vs. Total Customers



Total Customers by Range Income

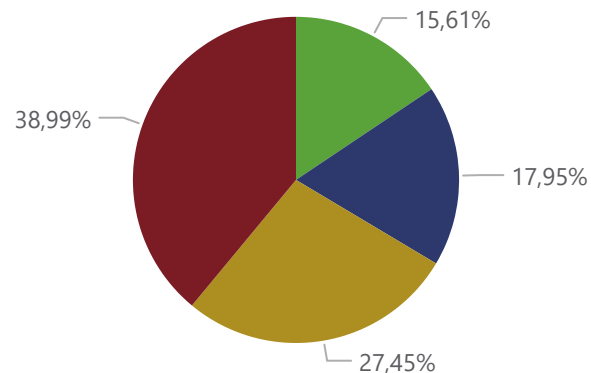


Customers Registered per Month



Purchases by Platform

Sum of Deal Sum of Catalog Sum of Web Sum of Store



Campaign Analysis

Date

All

Childr...

All

Education

All

Marital Status

All

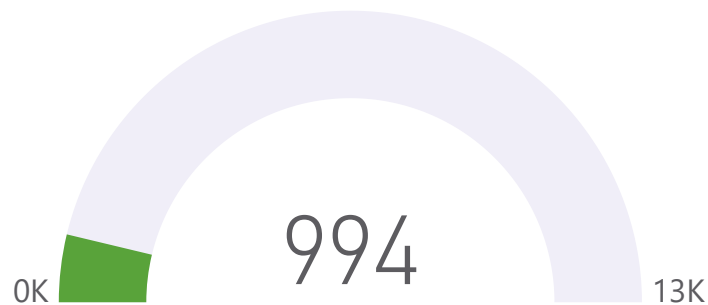
Range Income

All

Range Age

All

Sum of Campaigns Accepted vs.
Total Possible for All Customers



Range Age	Sum of Campaign 1	Sum of Campaign 2	Sum of Campaign 3	Sum of Campaign 4	Sum of Campaign 5	Sum of Response
"18-29"	0	0	1	0	0	1
"30-39"	19	3	17	8	25	31
"40-49"	29	3	48	25	32	77
"50-59"	30	11	52	53	41	106
"60-69"	32	9	21	42	29	61
"70+"	32	4	24	36	35	57
Total	142	30	163	164	162	333



Education Level



Marital Status

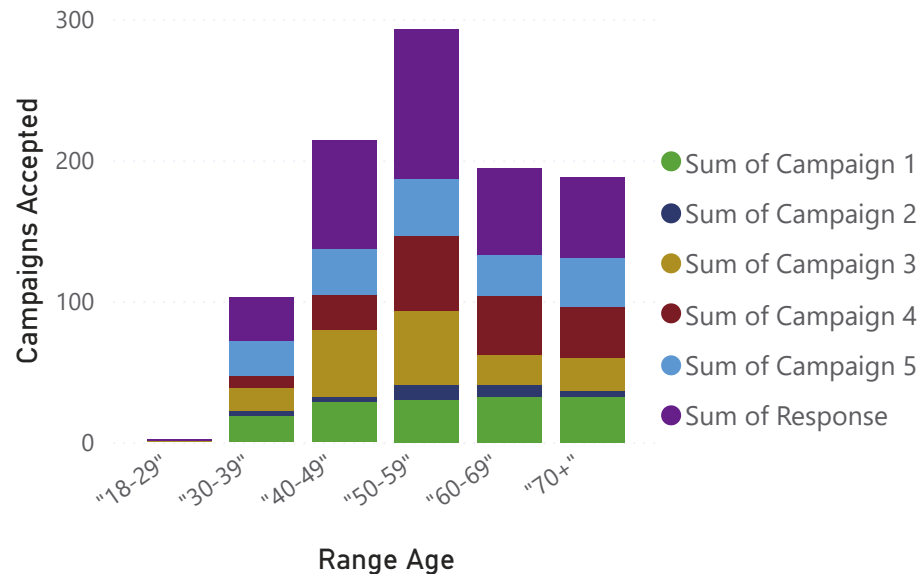


Income

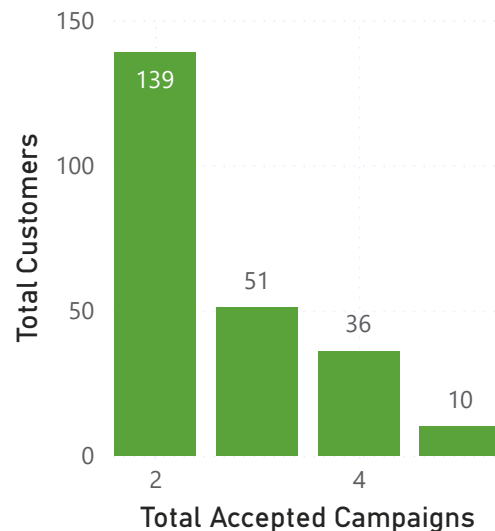


Age

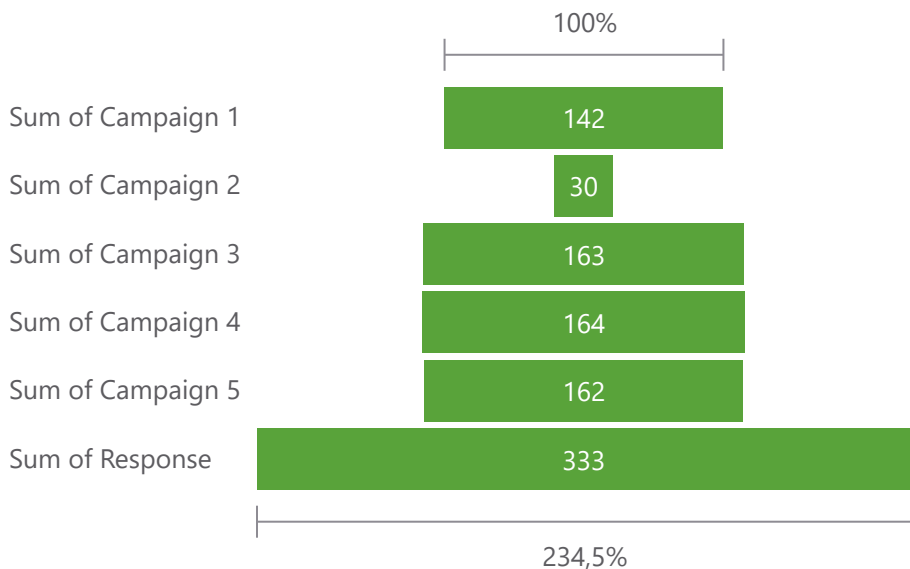
Campaigns Accepted by Range Age



Customers Accepted more
than 1 Campaign



No. of Customers that Accepted each Campaign



Product Analysis

Date

All

Childr...

All

Education

All

Marital Status

All

Range Income

All

Range Age

All

Customer ID	Total Purchases	Top Product	Bottom Product
0	17	Meat	Fruit
1	18	Wine	Sweet
9	11	Wine	Fruit
13	6	Wine	Fruit
17	28	Wine	Fish
20	8	Gold	Fruit
22	14	Wine	Fruit
Total	32965	Wine	

Top Product

Wine

Bottom Product

Fruit

Marital Status	Sum of Fish	Sum of Fruit	Sum of Gold	Sum of Meat	Sum of Sweet	Sum of Wine
Single	18262	12840	20397	87064	12751	137217
Together	22375	14598	24742	95356	15030	176706
Married	30395	21981	36719	137888	22926	256976
Divorced	8130	6363	10739	34848	6222	75364
Widow	3793	2422	4245	14085	2878	27902
Unknown	442	187	573	804	88	1909
Total	83397	58391	97415	370045	59895	676074



Education Level



Marital Status

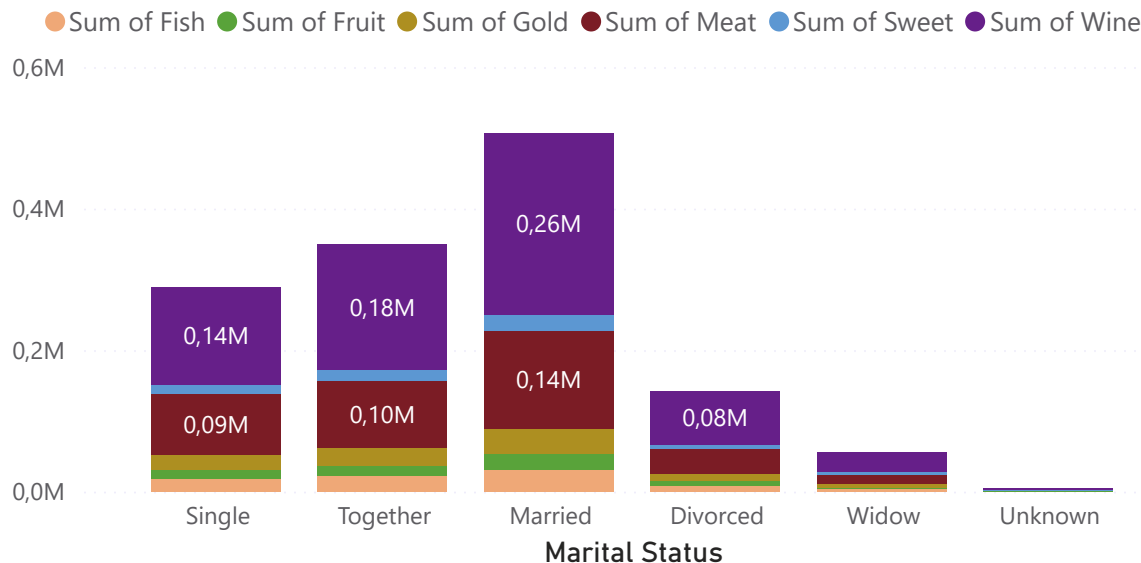


Income



Age

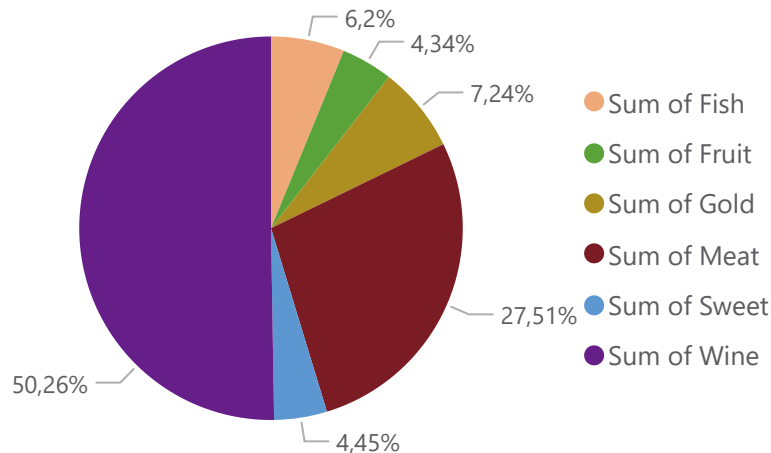
Products by Marital Status



Amount Average

37,65
Average of Fish
26,36
Average of Fruit
43,98
Average of Gold
167,06
Average of Meat
27,04
Average of Sweet
305,23
Average of Wine

Amount Distribution by Product



Customer Analysis

Date



All

Childr...



All

Education



All

Marital Status



All

Range Income



All

Range Age



All



Education Level



Marital Status



Income



Age

2215

Total Customers

11781

Sum of Web Visit Last ...

607,32

Average Amount per Cu...

15

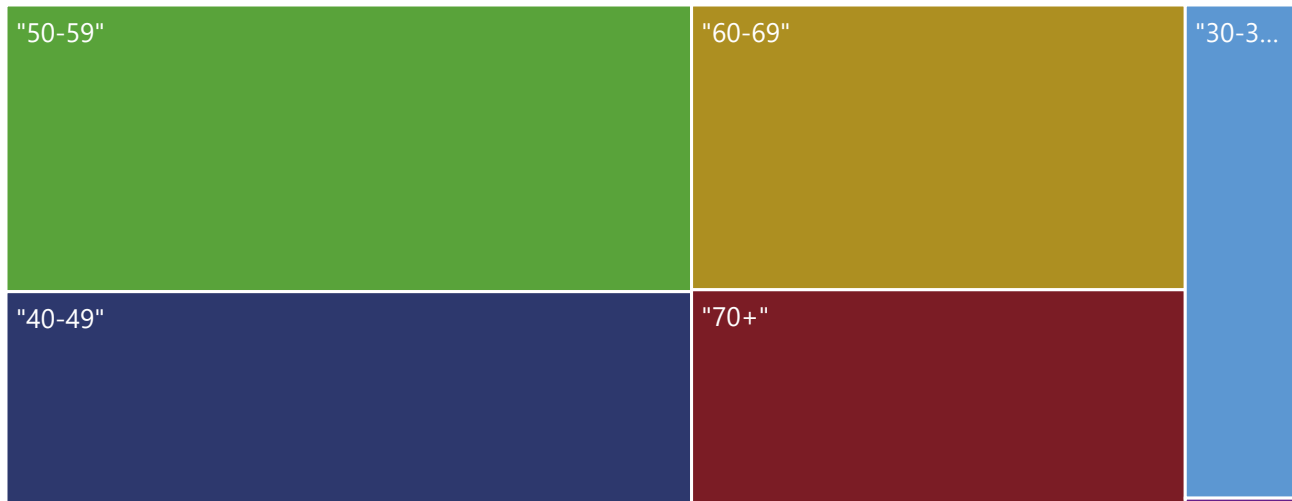
Average Purchases per ...

56

Average of Age

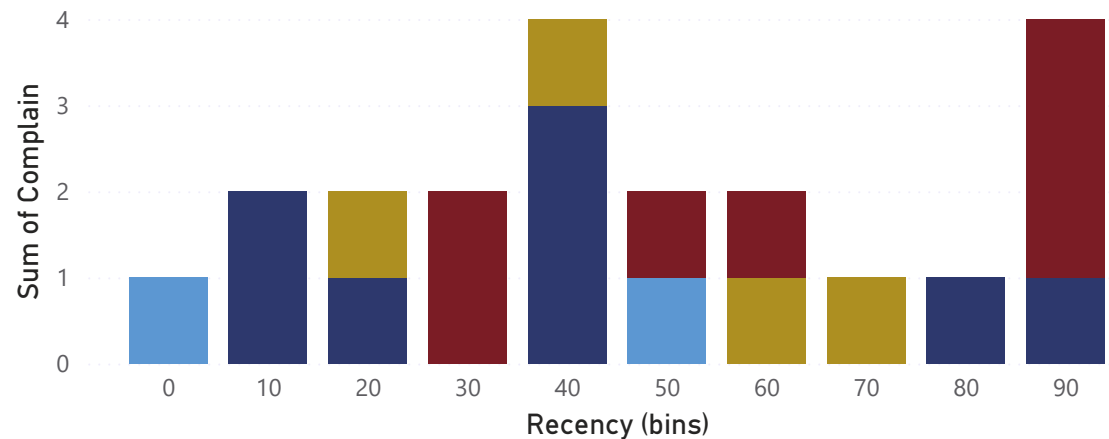
Customer ID	Preferred Channel	Recency	Web Visit Last Month	Total Amount	Top Product	Complain	Tenure	Income	Age	Education	Marital Status	Children
255	Store	31	6	21	Wine	1	11,0	22263	74	Graduation	Divorced	2
359	Web	33	7	504	Wine	1	12,2	48070	75	Graduation	Together	1
2875	Store	93	2	906	Wine	1	11,0	67023	47	Graduation	Married	0
3120	Store	49	8	22	Meat	1	11,6	38547	44	Graduation	Together	1
3710	Web	41	7	81	Meat	1	12,4	39684	41	PhD	Single	1
4427	Store	56	6	1365	Meat	1	12,5	83257	30	2n Cycle	Single	0
5726	Store	15	5	60	Meat	1	11,0	31788	42	Master	Single	1
6142	Web	65	2	900	Wine	1	11,6	65073	82	Master	Married	0
6201	Store	45	7	49	Wine	1	11,3	38643	47	Graduation	Single	2
6720	Store	92	8	54	Wine	1	12,4	38998	71	Graduation	Married	2

Total Customers by Range Age



Recency vs. Complains. Color by Range Age

Range Age ● "18-29" ● "30-39" ● "40-49" ● "50-59" ● "60-69" ● "70+"



Channel Analysis

Date

All

Childr...

All

Education

All

Marital Status

All

Range Income

All

Range Age

All

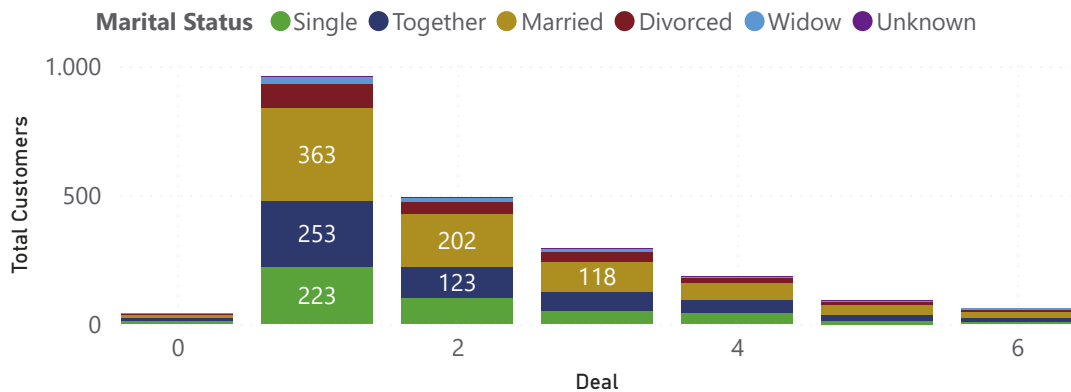
Top Channel

Store

Avg. Purchase
per Customer

15

Total Customers by Deal Purchases



Marital Status	Sum of Catalog	Sum of Deal	Sum of Store	Sum of Web
Single	1240	1004	2674	1814
Together	1534	1330	3295	2348
Married	2254	2042	5013	3501
Divorced	620	565	1350	1000
Widow	251	179	483	351
Unknown	19	25	37	36
Total	5918	5145	12852	9050

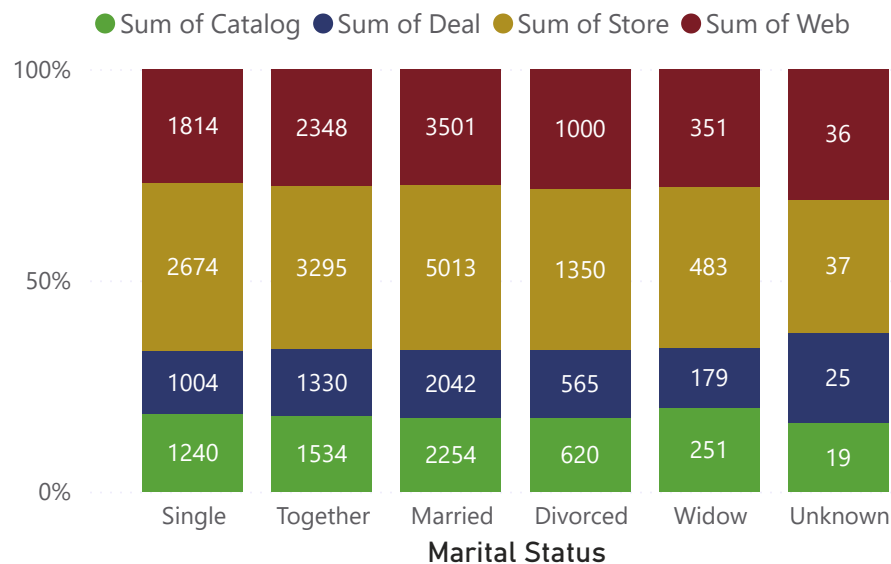
Education Level

Marital Status

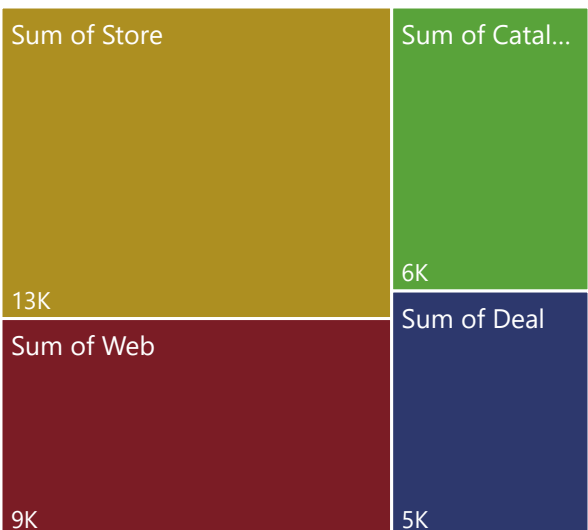
Income

Age

Channels preferred by Marital Status



Distribution of Purchases by Channel



Total Customers by Web Visit Last Month (bins) and Recency Group

