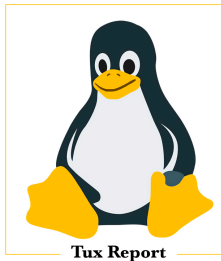


Education

- ☐ Seleccionar todo
- ☐ Doctorate
- ☐ Graduation
- ☐ Master
- ☐ Primary
- ☐ Secondary

Marital Status

- ☐ Seleccionar todo
- ☐ Divorced
- ☐ Married
- ☐ Single
- ☐ Together
- ☐ Undefined
- ☐ Widow



General description

Select customer

Todas

2240

Total number of ID

Total Income

115,78
mill.

Income Selection

115,78
mill.

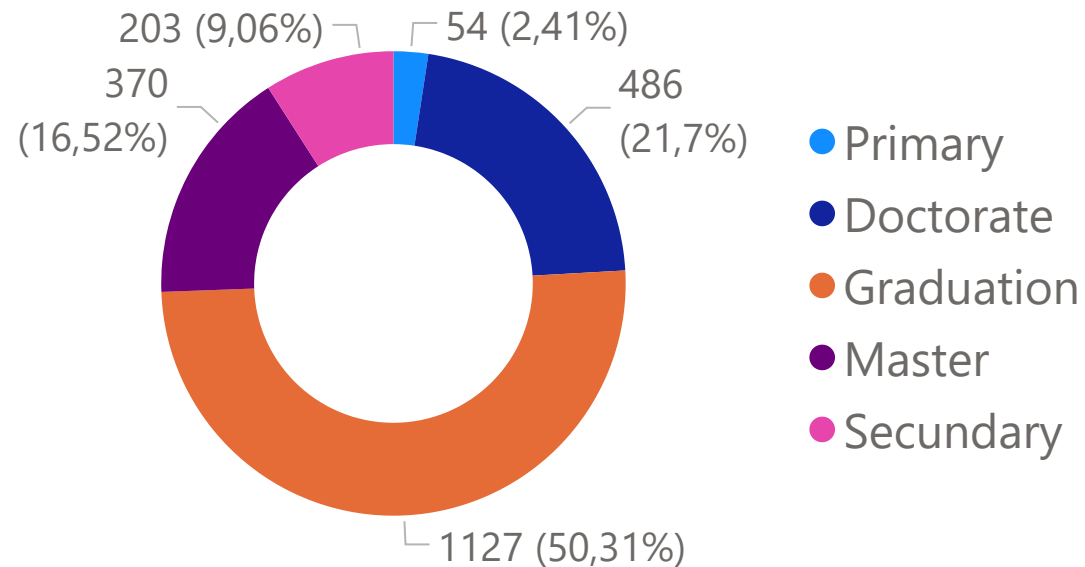
Median Value Recency

49,11

Client average incomes

52,25 mil

Customer education level



1134

Teens at home

995

Kids at home

Campaign analysis

Total
campaignes
667

Campaignes that
complain
3

Accepted in the last
campaigne
334

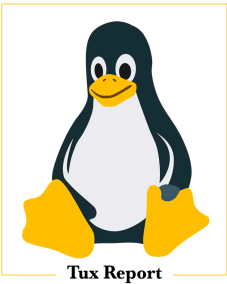
Web visits (month)
12 mil

Education

- ☐ Seleccionar todo
- ☐ Doctorate
- ☐ Graduation
- ☐ Master
- ☐ Primary
- ☐ Secondary

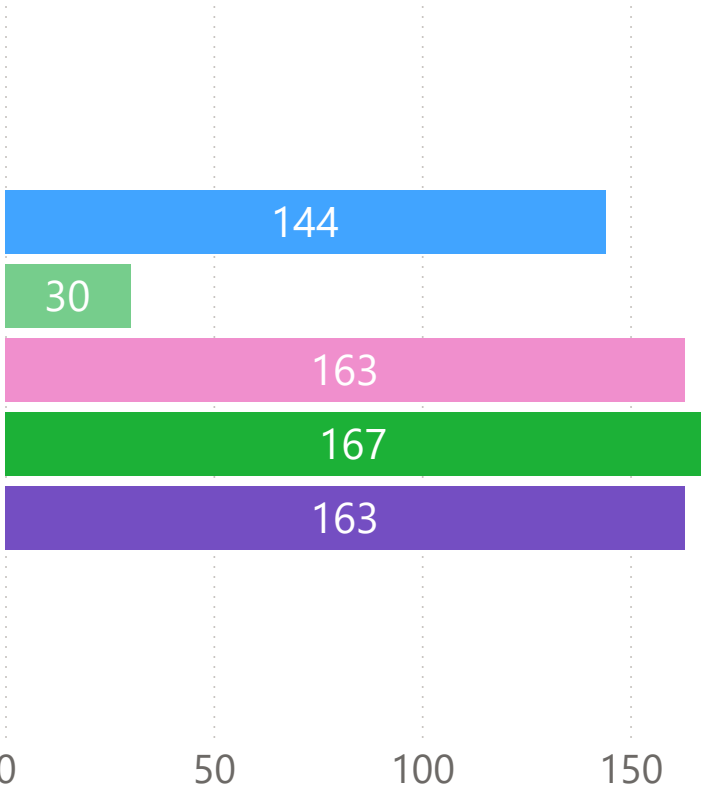
Marital Status

- ☐ Seleccionar todo
- ☐ Divorced
- ☐ Married
- ☐ Single
- ☐ Together
- ☐ Undefined
- ☐ Widow



Customer accepted each campaign

- Campaign 1
- Campaign 2
- Campaign 3
- Campaign 4
- Campaign 5



Ranking of purchases

ID	Catalog	Deals	Store	Web
1501	28	15	1	0
4931	28	0	0	0
5376	28	15	0	0
8475	22	15	0	0
17	11	4	7	6
1139	11	1	5	5
Total	5963	5208	12970	9150

Select customer

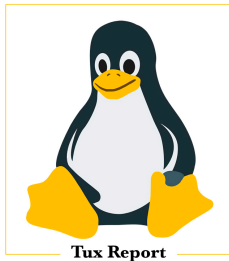
Todas

Education

- ☐ Seleccionar todo
- ☐ Doctorate
- ☐ Graduation
- ☐ Master
- ☐ Primary
- ☐ Secondary

Marital Status

- ☐ Seleccionar todo
- ☐ Divorced
- ☐ Married
- ☐ Single
- ☐ Together
- ☐ Undefined
- ☐ Widow



Product analysis

 Click for + details

84 mil

Number of Fish

59 mil

Number of Fruits

374 mil

Number of Meat

61 mil

Number of Sweet

681 mil

Number of Wines

99 mil

Number of Gold

Ranking Mount of each product

ID	Fish	Fruits	Gold	Meat	Sweet	Wines
0	254	10	54	554	87	239
1	7	5	37	64	0	464
9	0	0	36	27	0	57
13	0	0	8	5	0	19
17	12	47	76	237	19	637
20	29	12	61	23	15	43
22	15	2	14	88	5	185
24	0	2	6	19	2	18
25	33	35	153	422	12	460

Select customer

Todas

Amount spent for the selection on each product

● Wine ● Sweet ● Fruits ● Fish ● Gold ● Meat

