Campaign Performance

Wine	Meat	Baked...	Fish	Sweet	Fruit
₹ 681K	₹ 374K	₹ 99K	₹ 84K	₹ 61K	₹ 59K

Which Campaign Resulted in Most Purchases
Campaign 6 Had by far the Hightest Number of Attributed Purchases
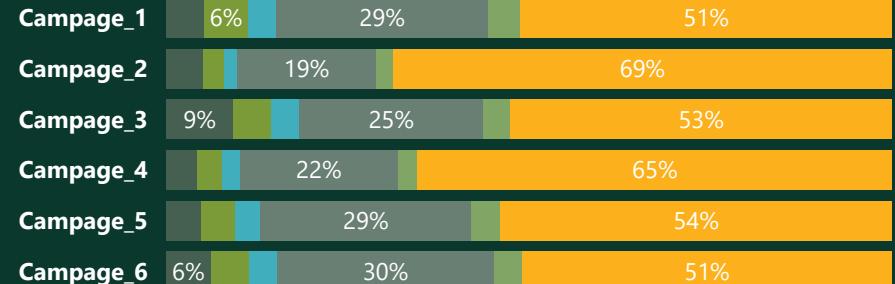
- Campage_6: 334
- Campage_4: 167
- Campage_3: 163
- Campage_5: 163
- Campage_1: 144
- Campage_2: 30

Which Product Did Buyers Purchase via Each Campaign
Wine was the Clear Favorite Across All Campaigns
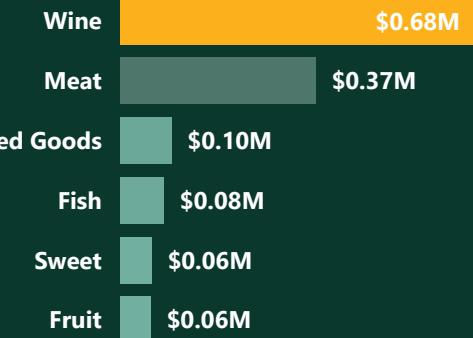
● Baked Goods ● Fish ● Fruit ● Meat ● Sweet ● Wine

Campaign			
Campage_1	6%	29%	51%
Campage_2		19%	69%
Campage_3	9%	25%	53%
Campage_4		22%	65%
Campage_5		29%	54%
Campage_6	6%	30%	51%
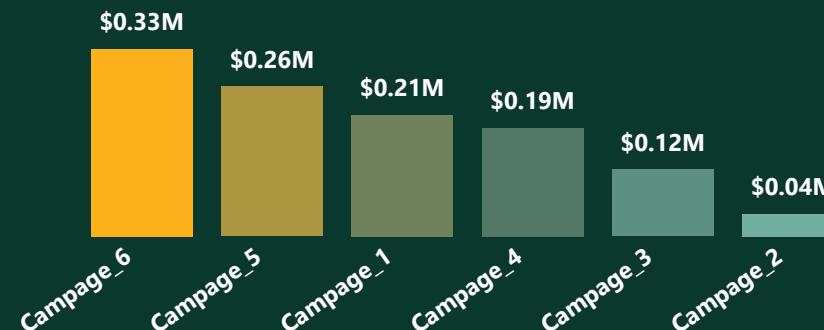
What Did Buyer Spend the Most On?
Wine Was the Top Earner By Revenue As Well

- Wine: $0.68M
- Meat: $0.37M
- Baked Goods: $0.10M
- Fish: $0.08M
- Sweet: $0.06M
- Fruit: $0.06M

Which Campaign Generated the Most Sales ($)
Campaign 5 and 6 Generated the Most Sales Revenue
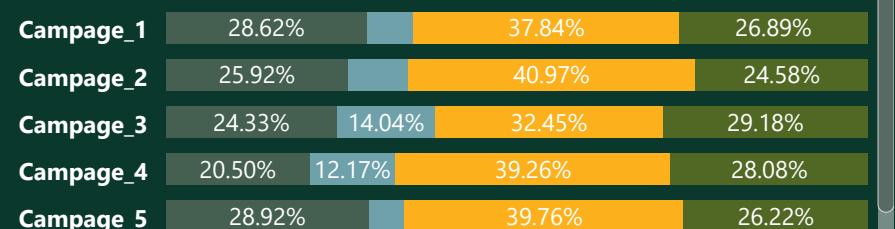
- Campage_6: $0.33M
- Campage_5: $0.26M
- Campage_1: $0.21M
- Campage_4: $0.19M
- Campage_3: $0.12M
- Campage_2: $0.04M

Through Which Platform Did Buyers Purchase for Each Campaign
Across the Board. In-Store Purchases Dominated All Campaign Purchases
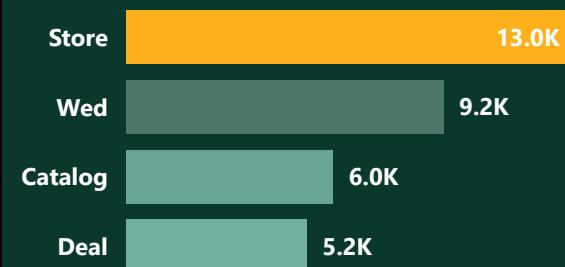
● Catalog ● Deal ● Store ● Wed

Campaign	Catalog	Deal	Store	Wed
Campage_1	28.62%		37.84%	26.89%
Campage_2	25.92%		40.97%	24.58%
Campage_3	24.33%	14.04%	32.45%	29.18%
Campage_4	20.50%	12.17%	39.26%	28.08%
Campage_5	28.92%		39.76%	26.22%

On Which Platform Did Buyer Make Their Purchases?
*Overall 13K Purchases Where Made In-Store*
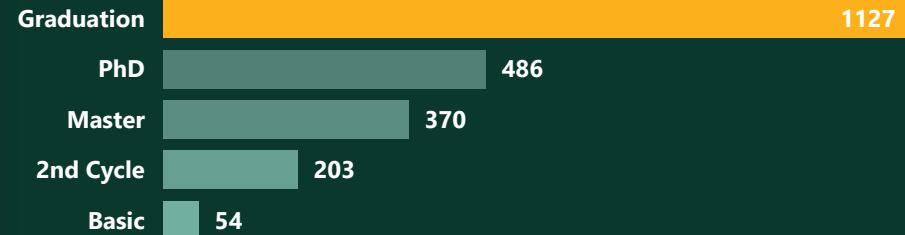
- Store: 13.0K
- Wed: 9.2K
- Catalog: 6.0K
- Deal: 5.2K

Buyer Composition

MARKET MINDZ

# of Customer	
2,240	
AVG Income	
$52,247	
AVG Age	
57.2	
Discount Purchases	
5,208	
Store Purchases	
12,970	
Catalog Purchases	
5,963	
Web Purchases	
9,150	
Web Visit last Month	
11,909	

## Which Education Level Have Most of Our Customers Attained?
*The Vast Majority has Customers had Completed College/University Degree*

Education	Value
Graduation	1127
PhD	486
Master	370
2nd Cycle	203
Basic	54
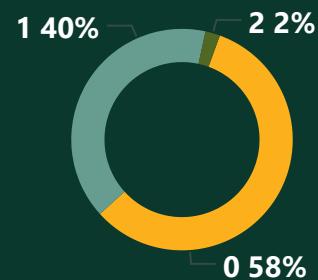
What is the Marital Status of our Customer?
The Majority of Our Customer are Married
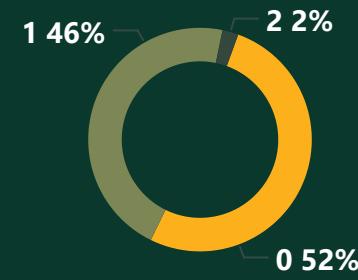
Married	Other	Single	Divorced	Widow
864	584	483	232	77

How Many Kids Do Our Customer Have at Home?

1 40%
2 2%
0 58%
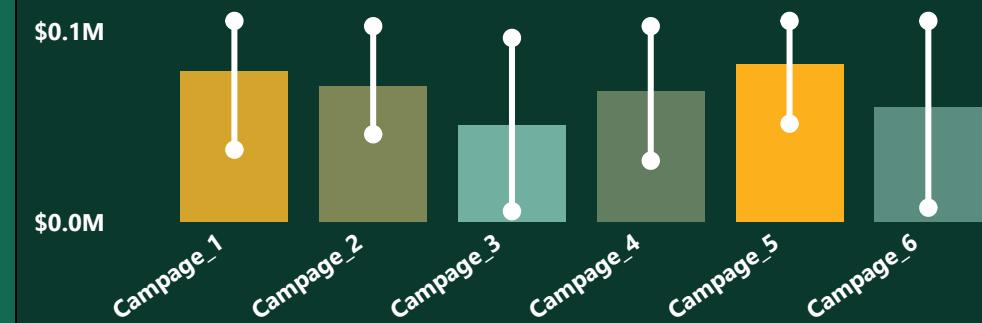
## How Many Teen Do Our Customer Have at Home?

1 46%
2 2%
0 52%
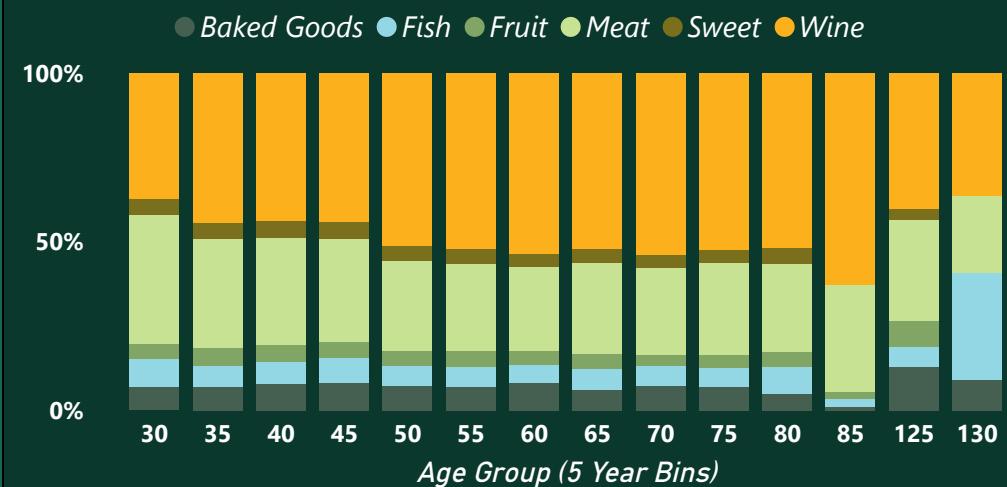
What was the Average Salary of Customers Who Opted into Each Campaign?
Error Bar Indicate Maximum and Minimum Salary of Customers by Campaign

$0.1M
$0.0M

Campage_1 Campage_2 Campage_3 Campage_4 Campage_5 Campage_6

Do the Purchase Preference of Our Customers Change with Age?
Notice that for Older Customers Wine Sales Increase as a % of Total Sales and Meat D...

● Baked Goods ● Fish ● Fruit ● Meat ● Sweet ● Wine

100%
50%
0%

30 35 40 45 50 55 60 65 70 75 80 85 125 130

Age Group (5 Year Bins)

Developed By Krishna

Purchase Drivers

Key influencers

What influences Accepted Campaige to be [Campage_1 ▾] ?

When...	....the likelihood of Accepted Campaige being Campage_1 increases by

Income is more than $60,585 → 7.82x

Web_Visit_last_month is 5 or less → 3.13x
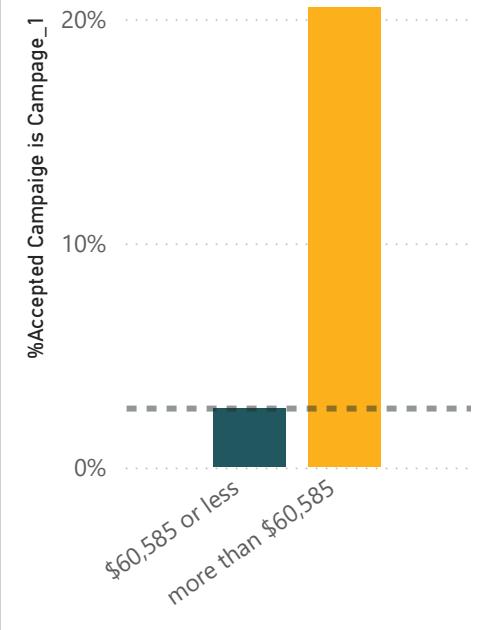
# of Teen at Home is 0 → 1.80x

Marital Status is Married → 1.38x
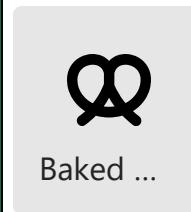
← Accepted Campaige is more likely to be Campage_1 when Income is more than $60,585 than otherwise (on average).

%Accepted Campaige is Campage_1

20%

10%

0%

$60,585 or less / more than $60,585

Income (bins)

☐ Only show values that are influencers
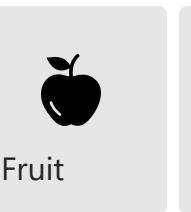
Please Chose a Product/Products to Evaluate in the Key Influencers Visal Below
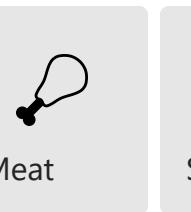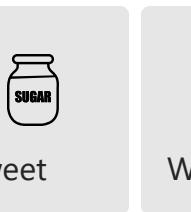
Baked ...	Fish	Fruit	Meat	Sweet	Wine

Key influencers   Top segments

What influences Total Sales to [Increase ▾] ?

⊗

Couldn't get data for this visual. See details