

Análise de Campanha de Marketing - Visão Cliente

1999

Total de Clientes

43,75

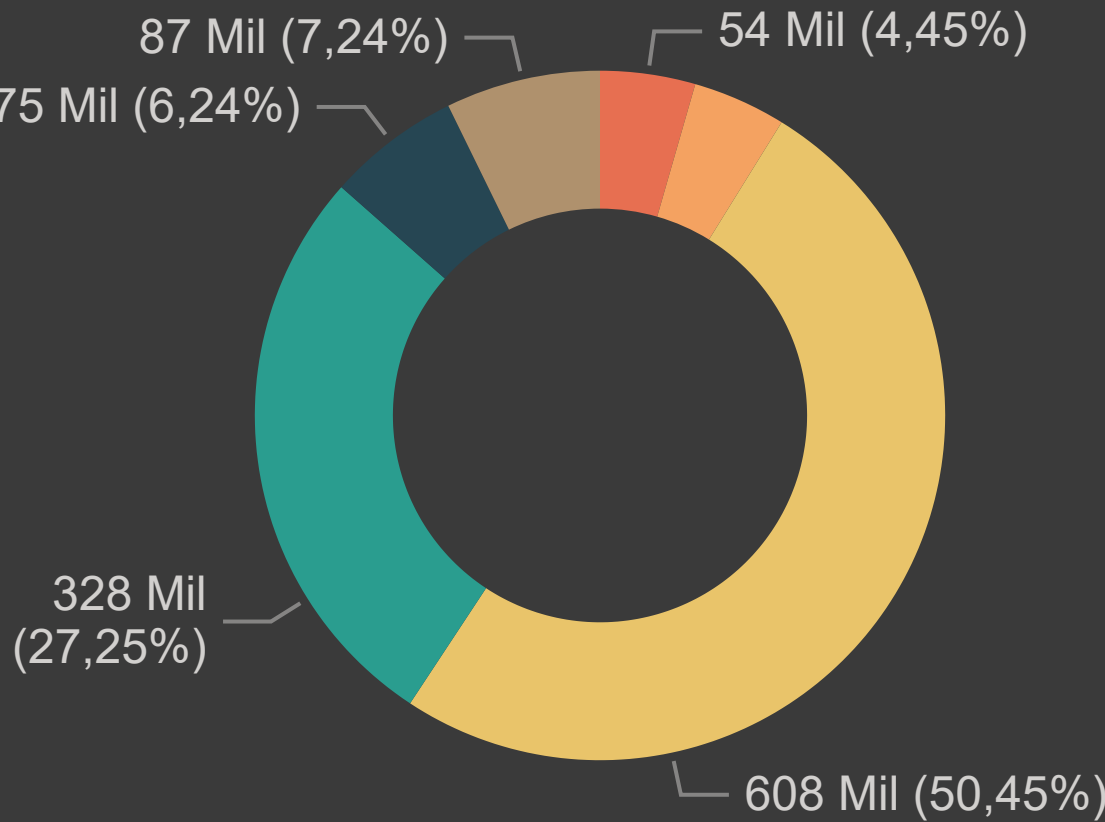
Média de Dias Desde a Última Compra

R\$ 51,98 Mil

Média de Salário Anual

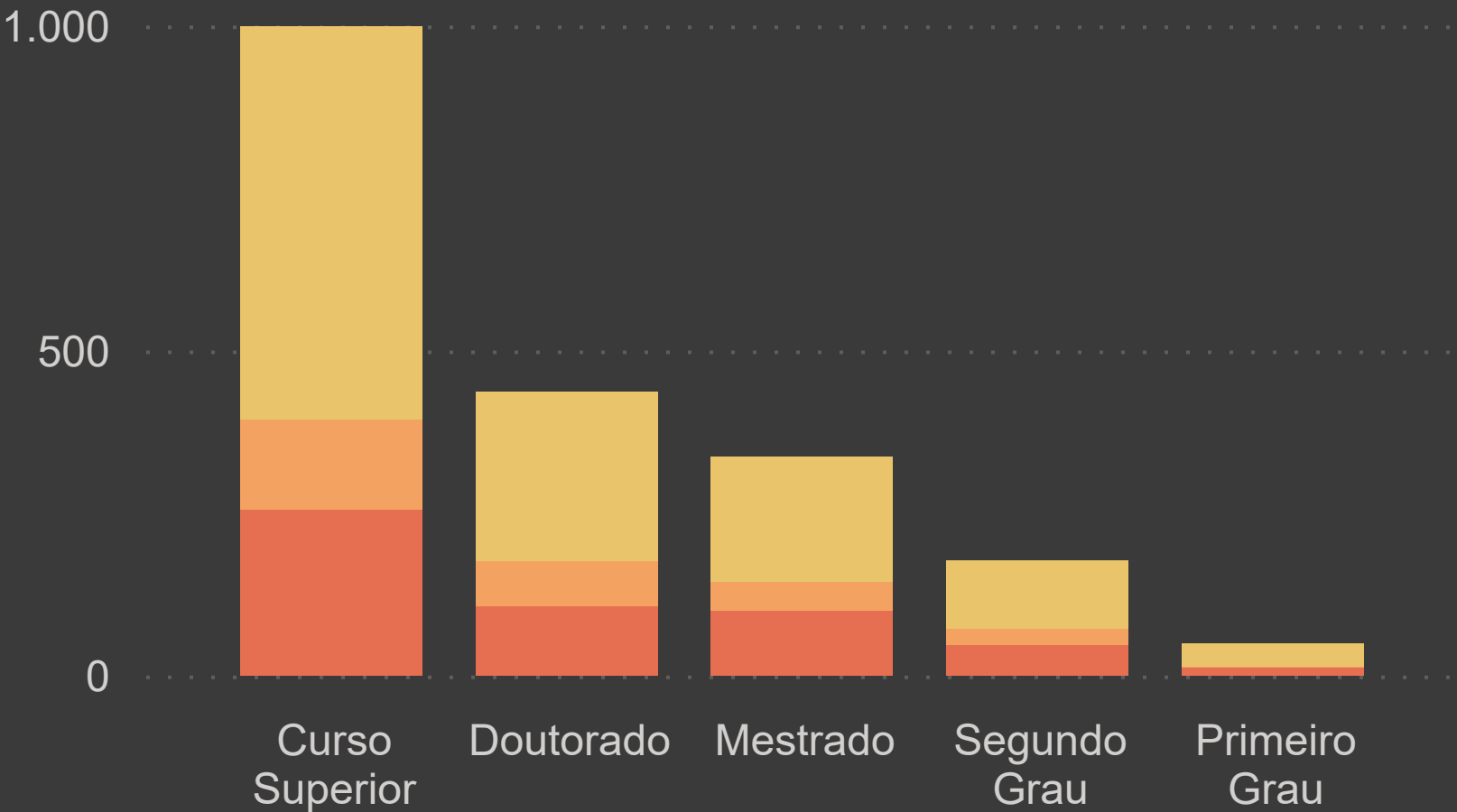
Gastos

Alimentos Brinquedos Eletrônicos Moveis Utilidades



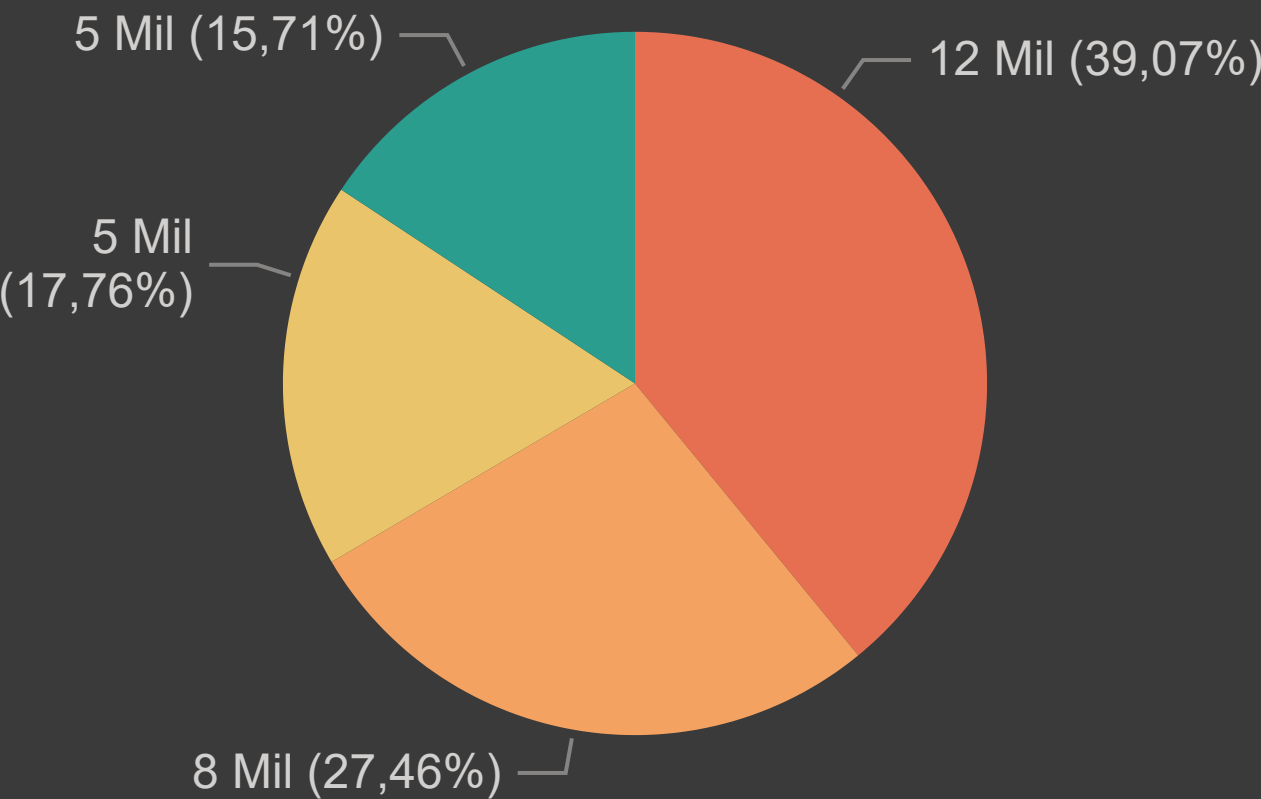
Escolaridade x Estado Civil

Casado Divorciado Solteiro



Compras por Segmento

Loja Web Catálogo Desconto



Alemanha

Argentina

Brasil

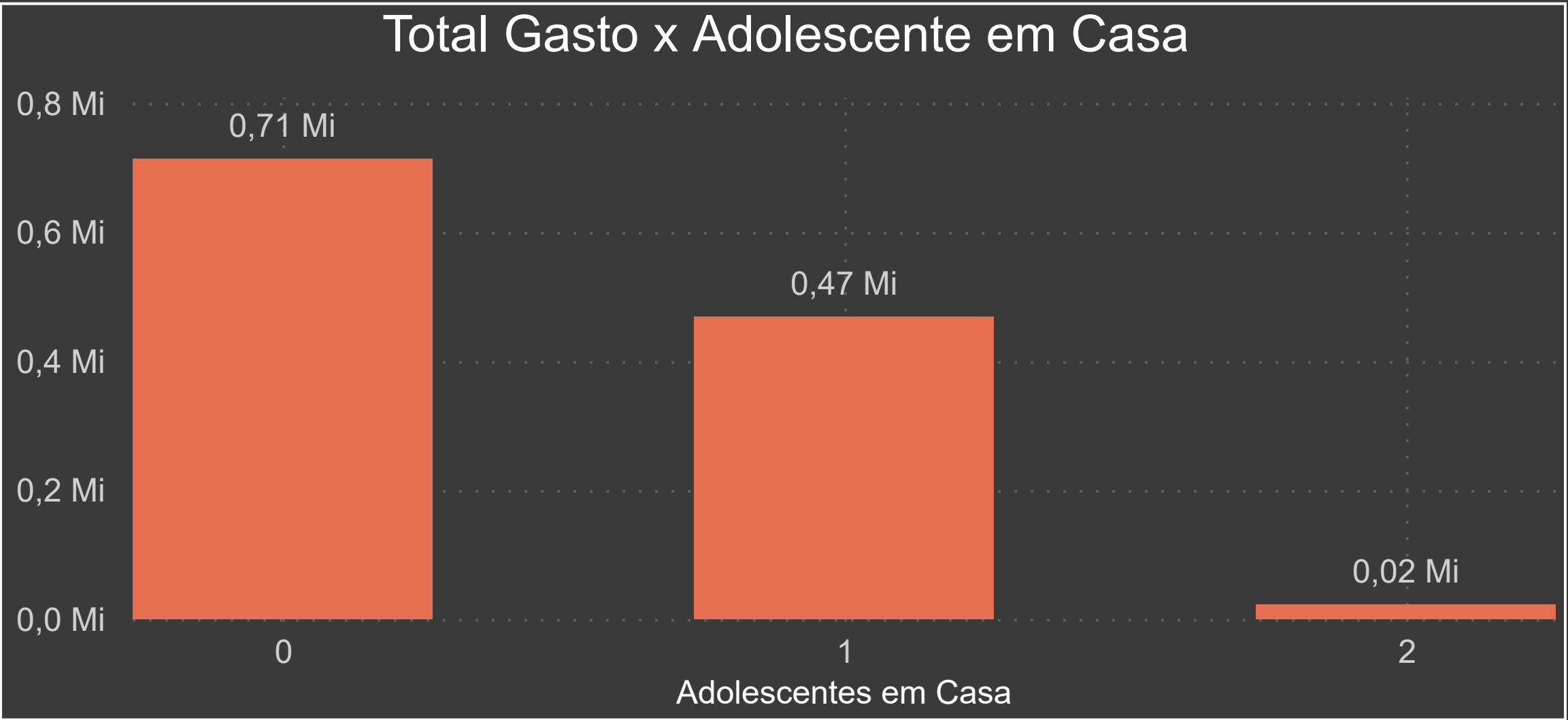
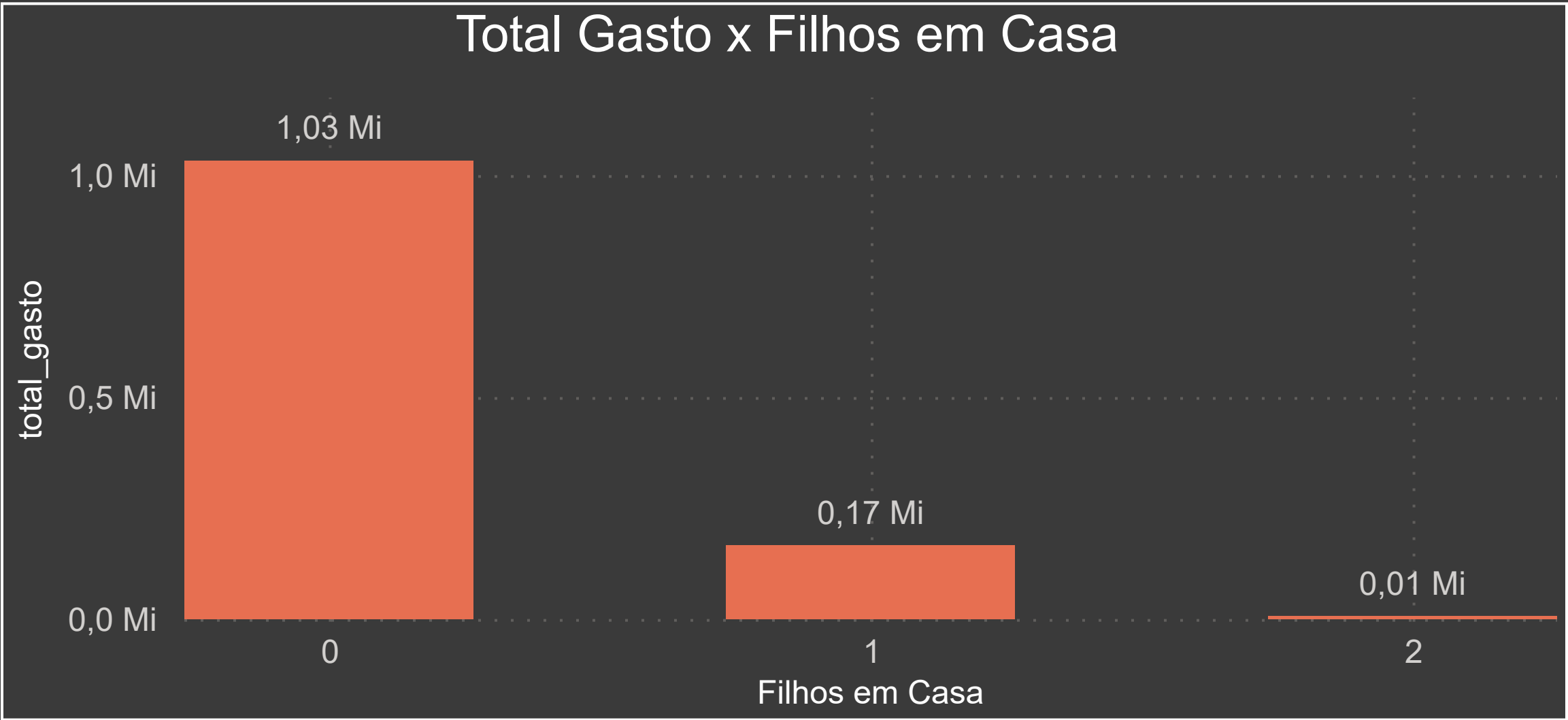
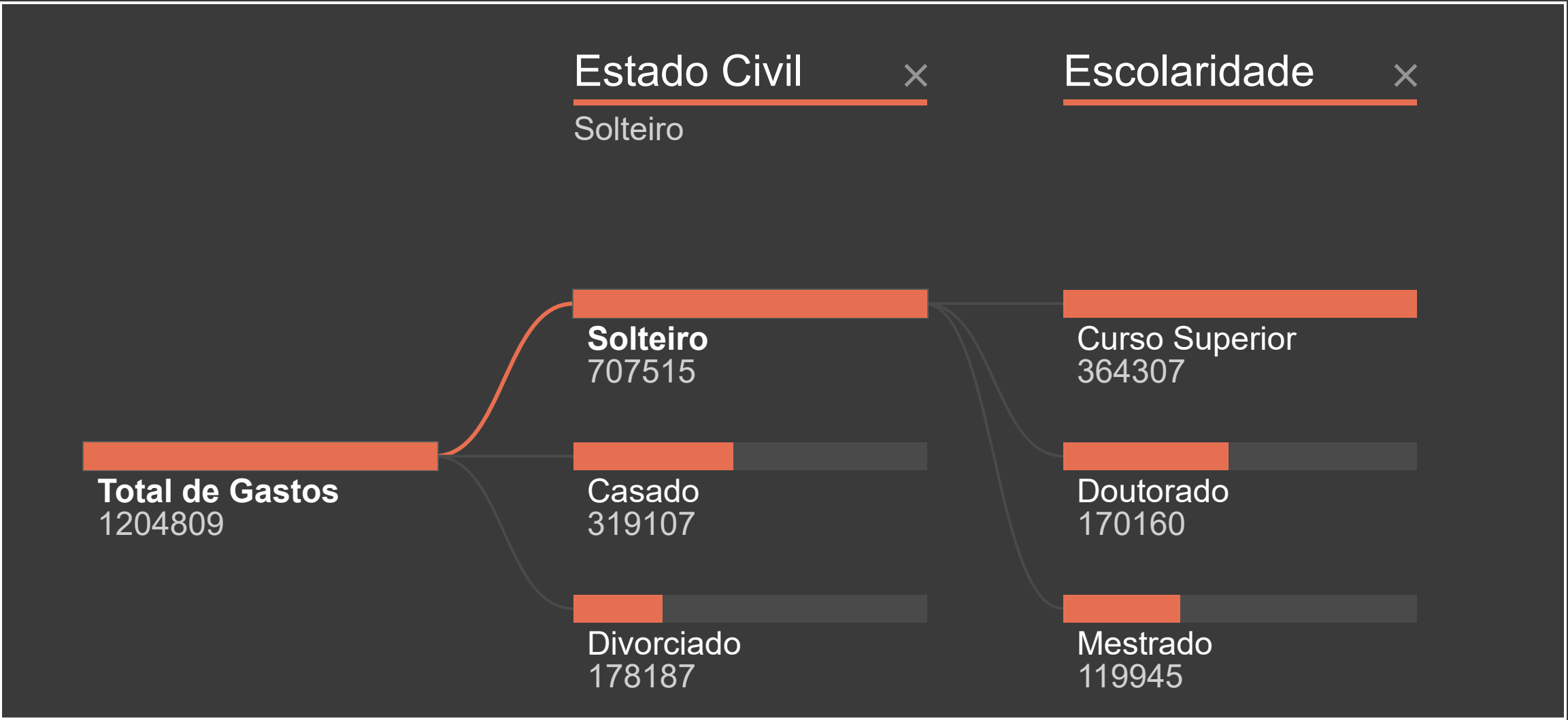
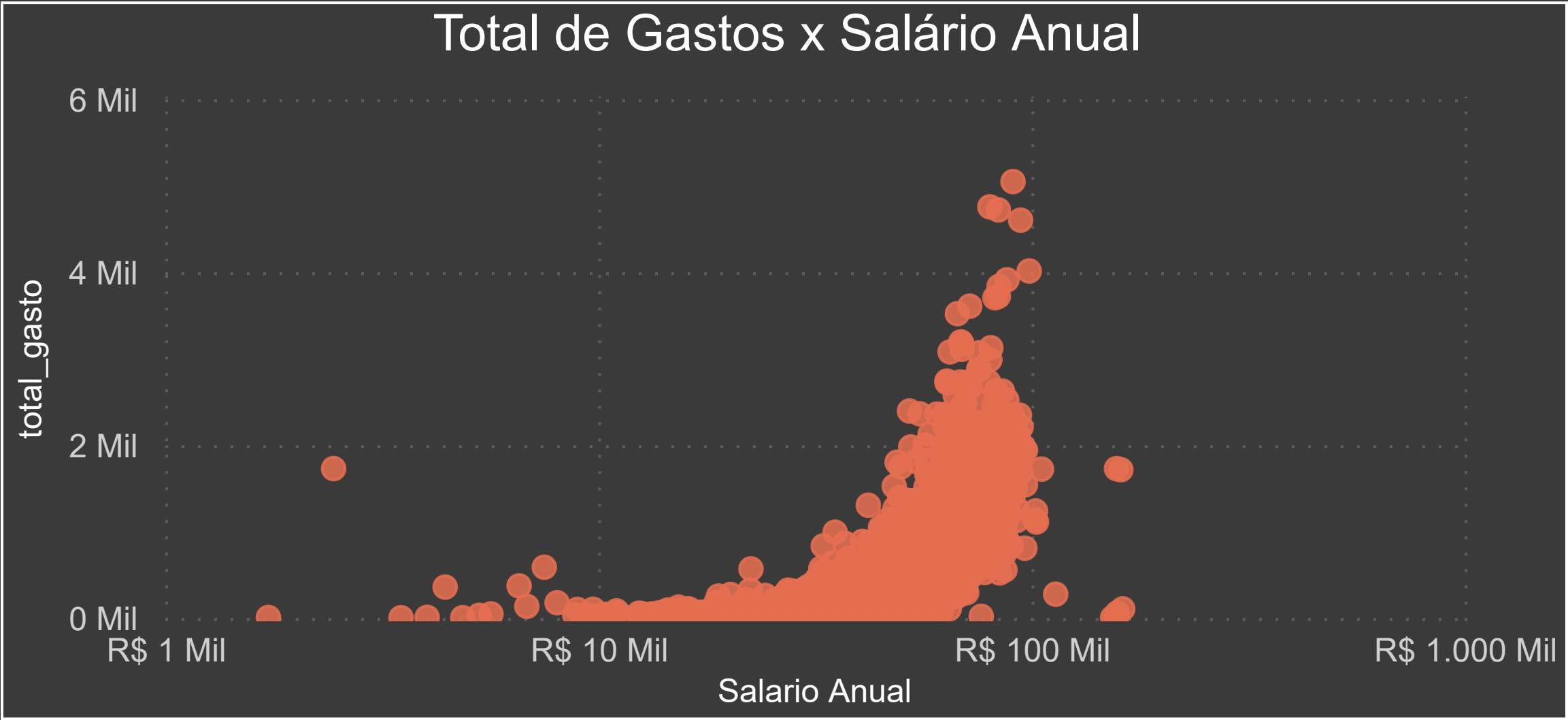
Chile

Espanha

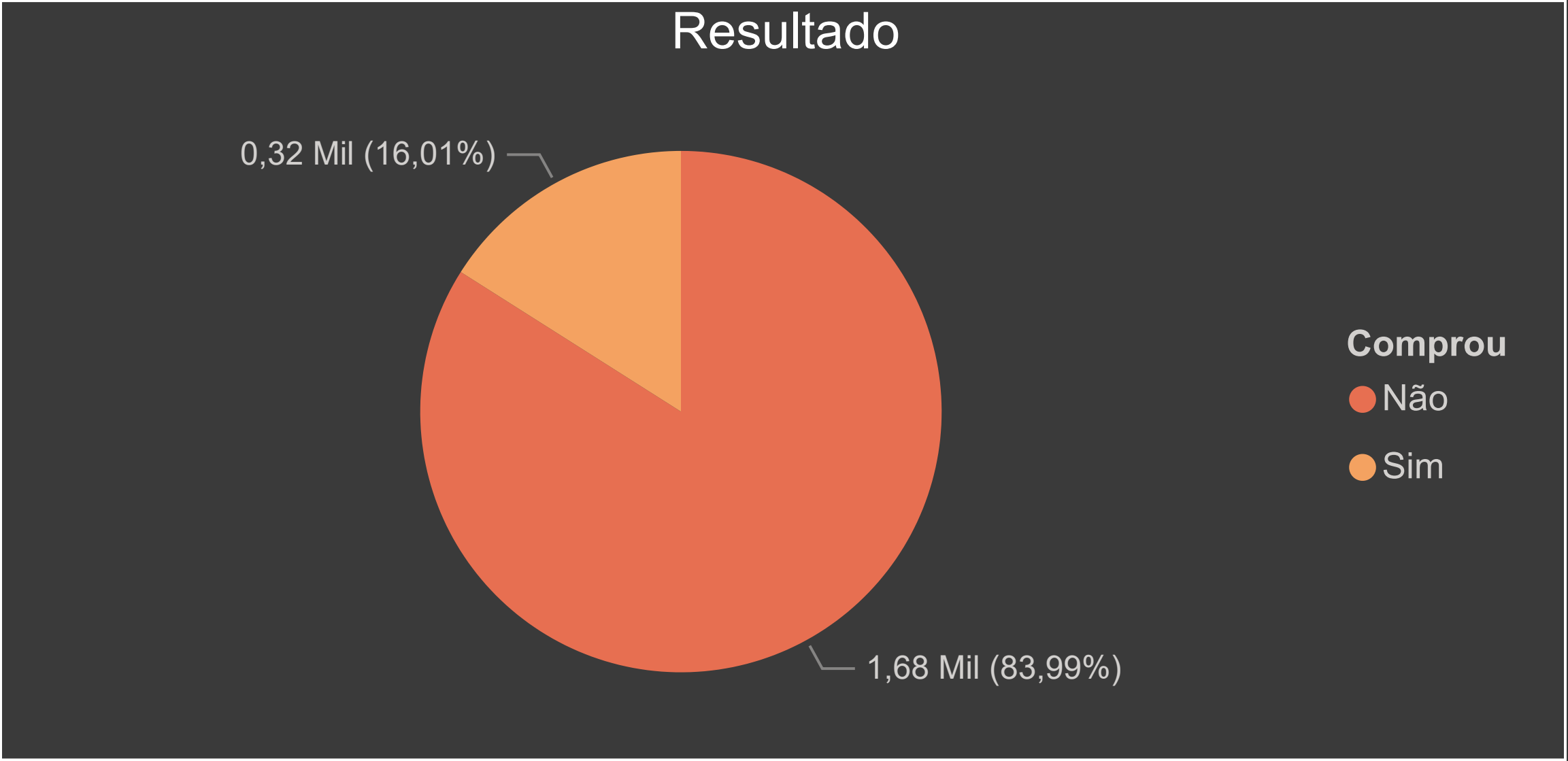
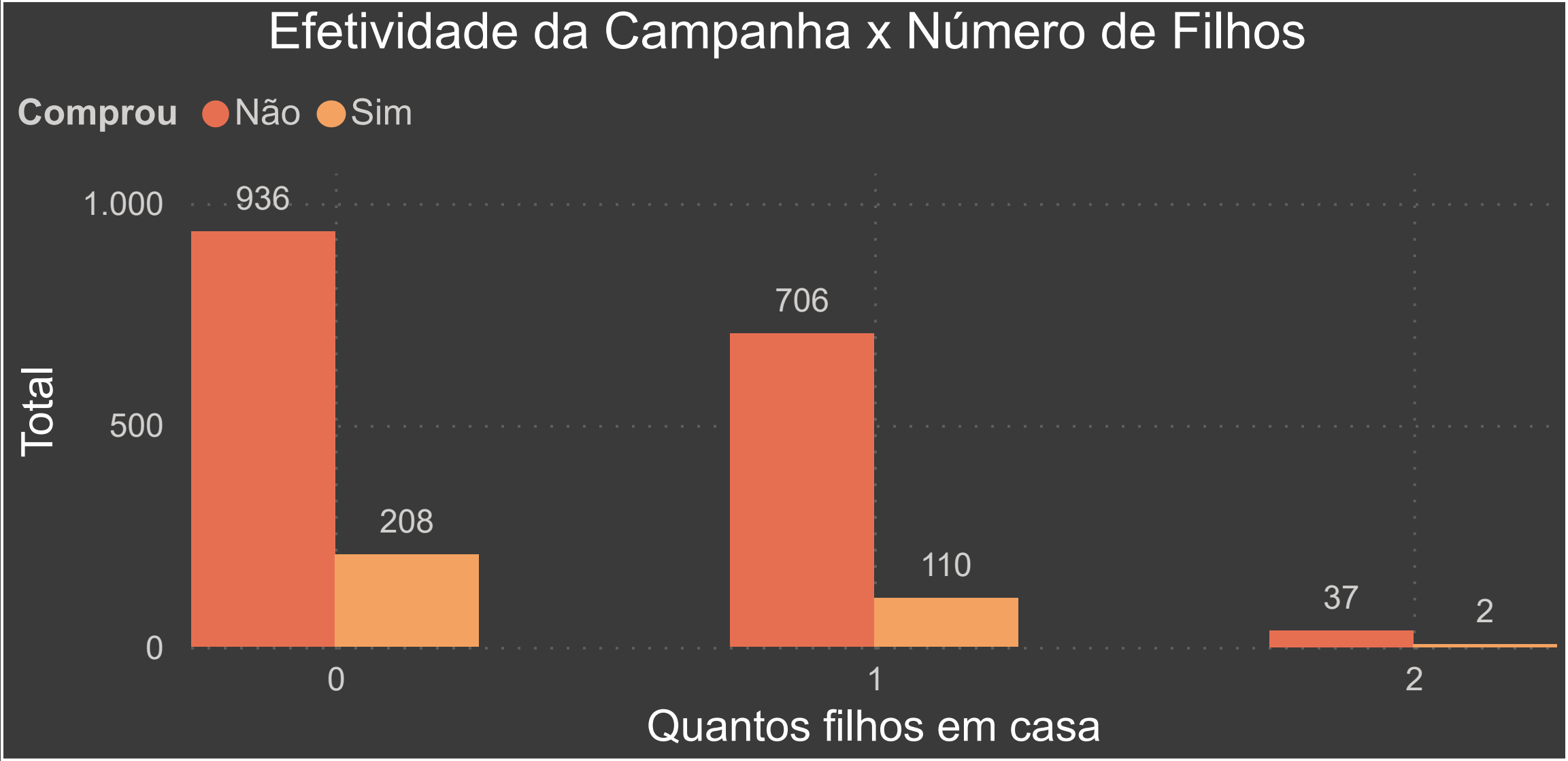
Estados Unidos

Portugal

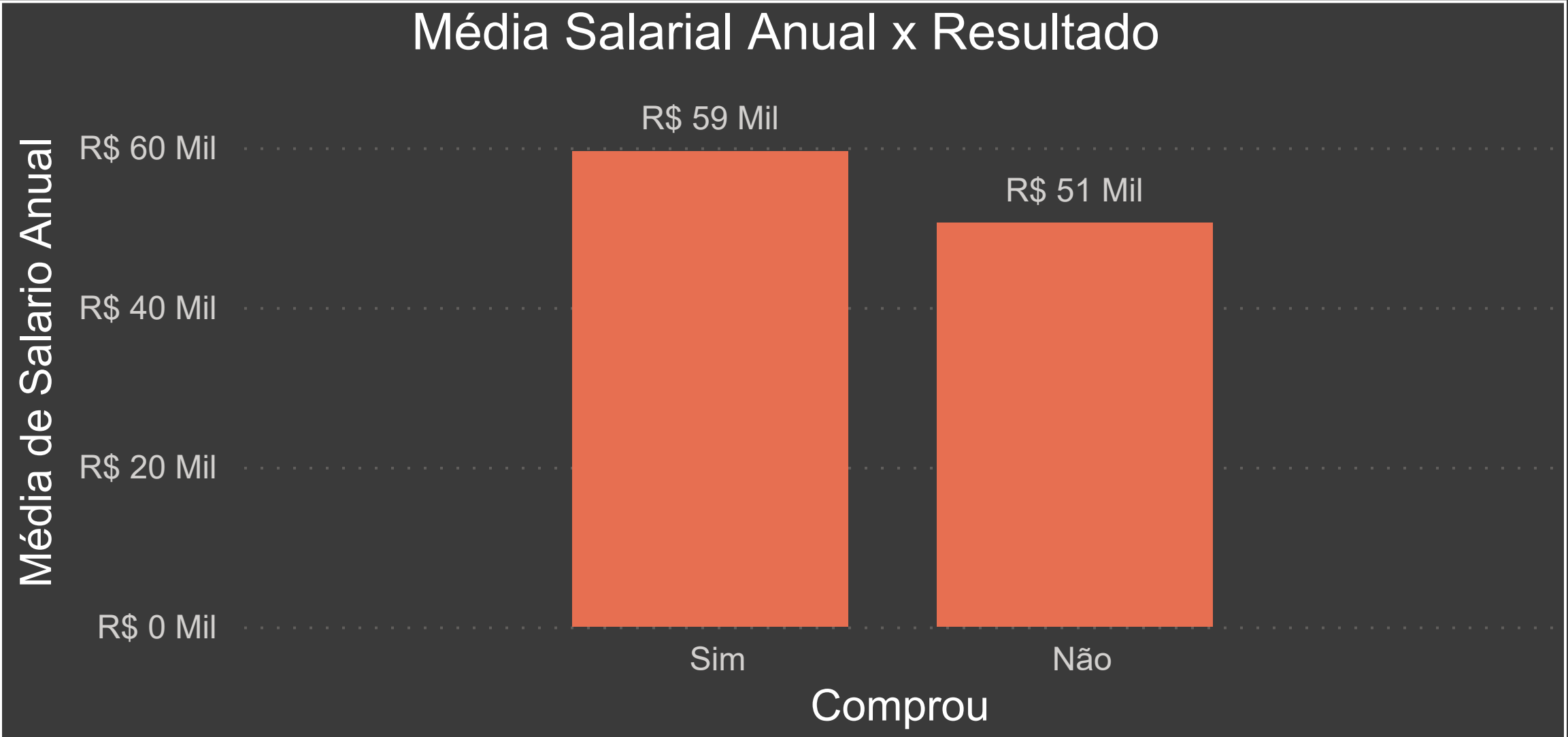
Visão Comportamento de Gasto do Cliente



Visão de Performance das Campanhas de Marketing

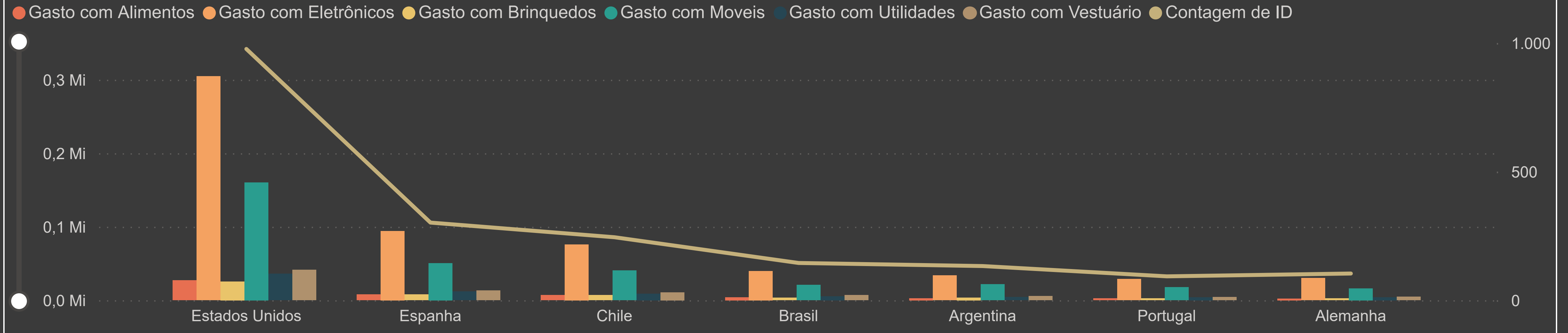


Comprou		Curso Superior	Doutorado	Mestrado	Primeiro Grau	Segundo Grau	Total
<input checked="" type="checkbox"/> Não		4539	1820	1453	320	814	8946
<input type="checkbox"/> Casado		1172	502	427	71	234	2406
<input type="checkbox"/> Divorciado		618	244	174	13	129	1178
<input type="checkbox"/> Solteiro		2749	1074	852	236	451	5362
<input checked="" type="checkbox"/> Sim		760	513	291	16	123	1703
<input type="checkbox"/> Casado		161	80	78	16	17	352
<input type="checkbox"/> Divorciado		104	129	60		19	312
<input type="checkbox"/> Solteiro		495	304	153		87	1039
Total		5299	2333	1744	336	937	10649



Visão dos Padrões de Compra por Ponto de Venda

Total Gasto em Diferentes Categorias x País



Total Gasto x Ano e País

