

## Overview Capstone Marketing Data 2014-2016

**\$1,36 mill.**

Total Amount Sold

**2240**

Total Customers

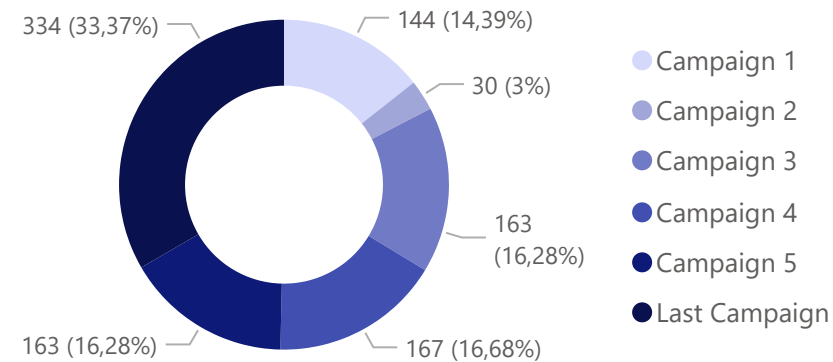
**\$52 mil**

Average Customer Income

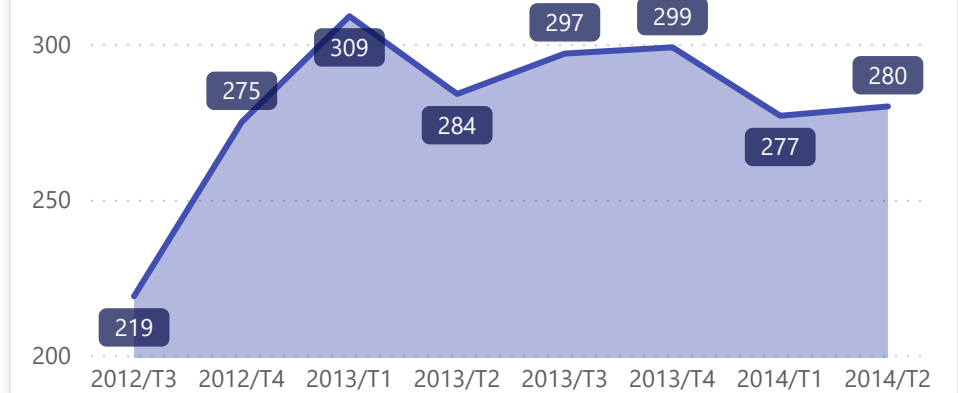
**21**

Total Complains

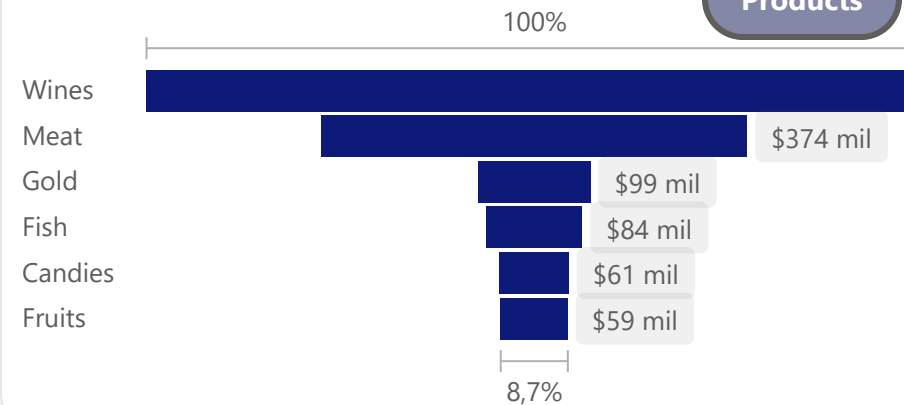
### Acceptance by Campaign



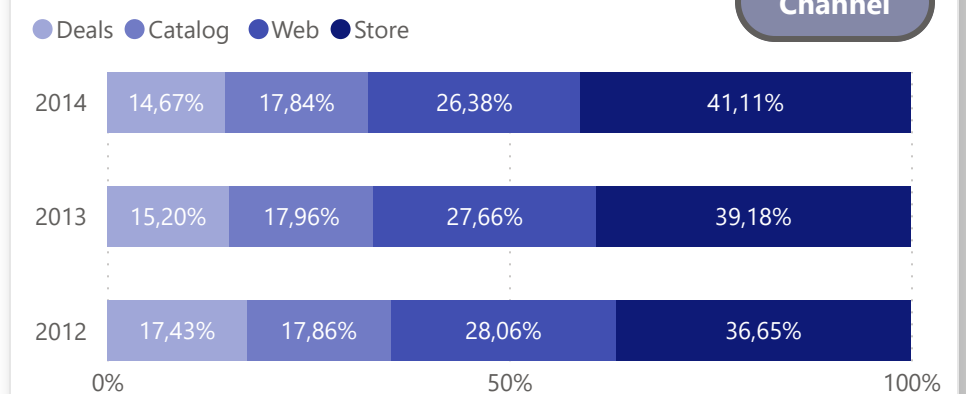
### New Customers per Year/Quarter



### Total Amount by Product



### % Orders by Sales Channel



#### Age Group

Todas

#### Education

Todas

#### Marital Status

Todas

Remove Filters



DH Marketing Consultants

### Age Group

Todas

### Education

Todas

### Marital Status

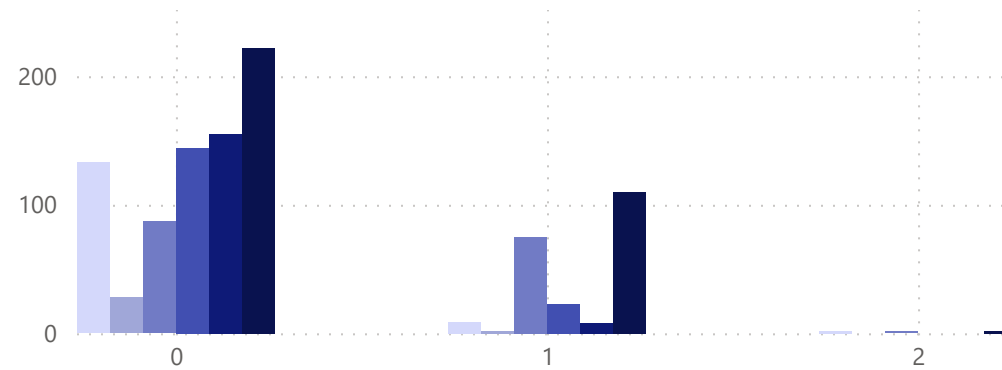
Todas

Remove Filters

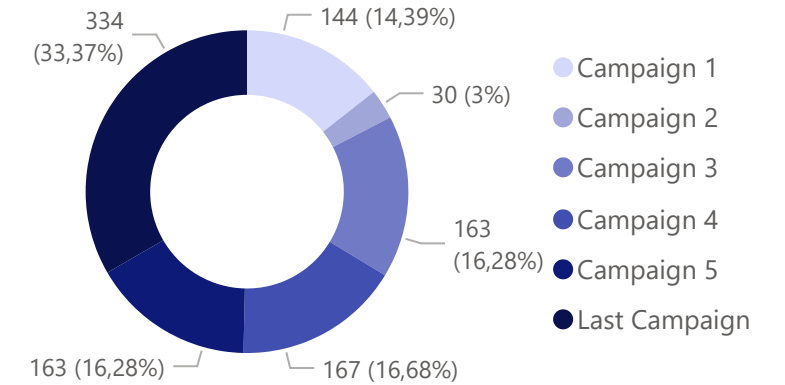
## Marketing Campaigns 2014-2016

### Acceptance by Customer/N° Kids

Campaign 1 Campaign 2 Campaign 3 Campaign 4 Campaign 5 Last Campaign

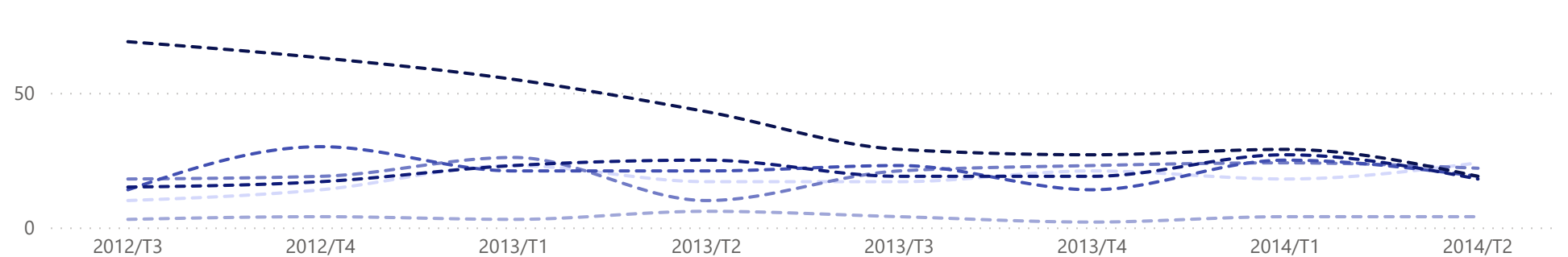


### Total Acceptance by Campaign



### Acceptance Campaign per Year/Quarter

Campaign 1 Campaign 2 Campaign 3 Campaign 4 Campaign 5 Last Campaign



General View



DH Marketing Consultants

### Age Group

Todas

### Education

Todas

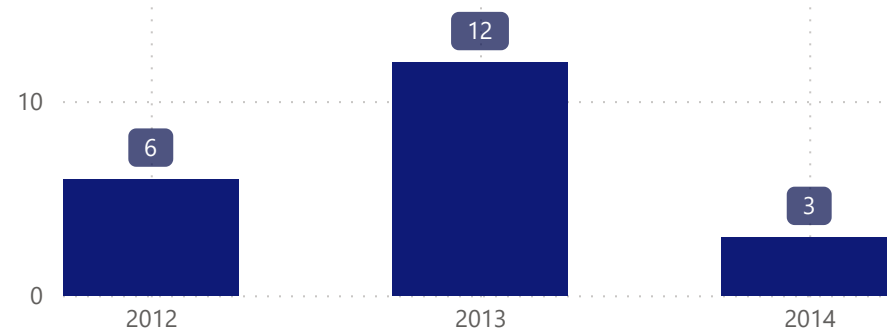
### Marital Status

Todas

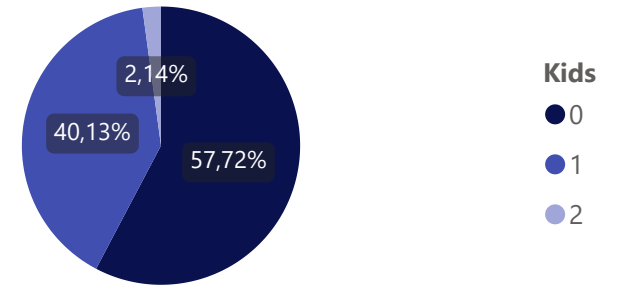
Remove Filters

## Customers Acceptance 2012-2014

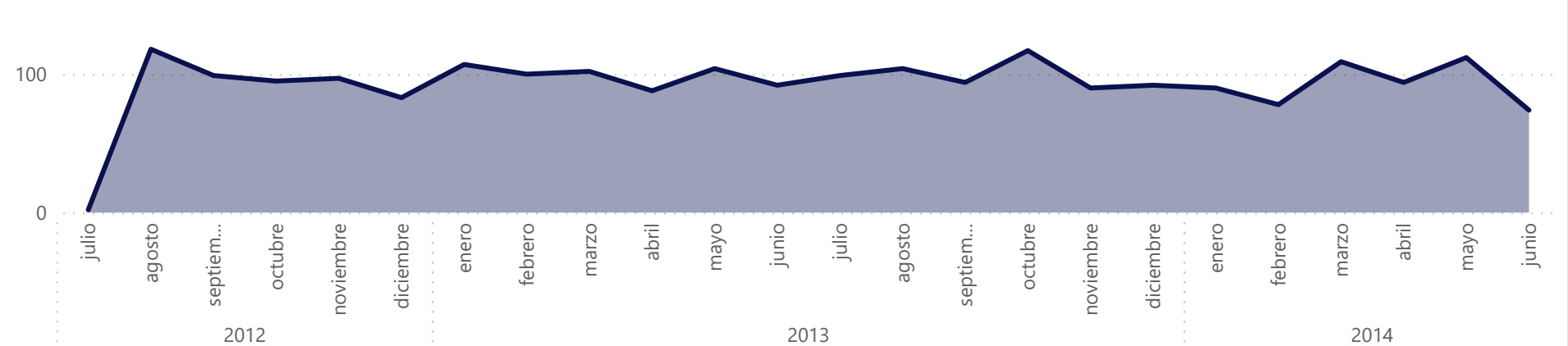
Total Complains per Year



% N° Kids by Customer



New Customers per Year/Month



General View



DH Marketing Consultants

### Age Group

Todas

### Education

Todas

### Marital Status

Todas

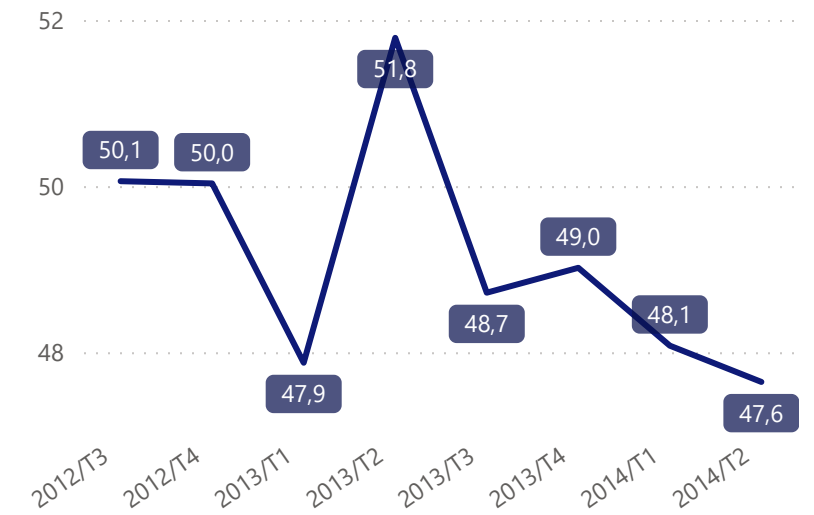
Remove Filters

## Sales Product 2012-2014

Total Amount by Product /YearQuarter

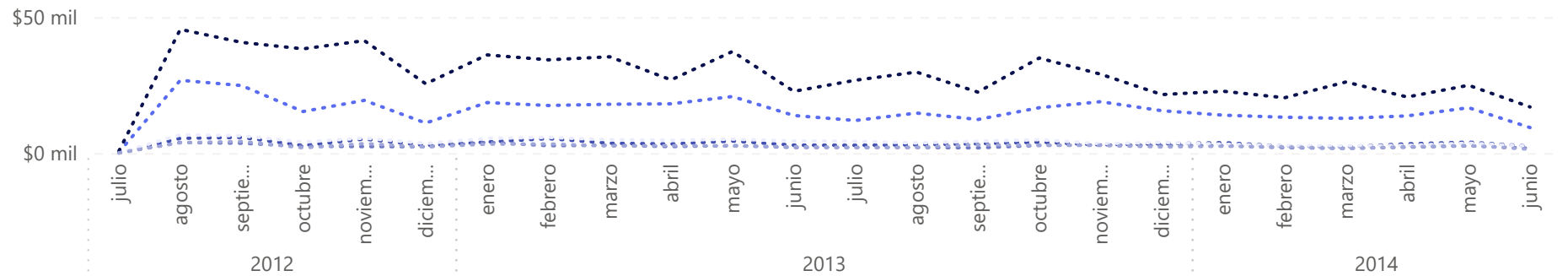
Year/Quarter	Wines	Meat	Gold	Fish	Candies	Fruits
2012/T3	\$86.958	\$51.900	\$13.106	\$11.238	\$8.175	\$7.518
2012/T4	\$105.111	\$45.677	\$13.082	\$10.732	\$7.609	\$7.163
2013/T1	\$105.765	\$53.995	\$16.071	\$13.000	\$9.212	\$9.509
2013/T2	\$86.929	\$52.708	\$14.221	\$10.639	\$7.648	\$7.177
2013/T3	\$78.943	\$38.997	\$12.306	\$9.313	\$7.211	\$6.041
2013/T4	\$85.440	\$51.128	\$12.258	\$10.462	\$7.919	\$8.533
2014/T1	\$69.188	\$39.844	\$8.575	\$8.749	\$6.380	\$6.413
2014/T2	\$62.482	\$39.719	\$8.990	\$9.924	\$6.467	\$6.563
<b>Total</b>	<b>\$680.816</b>	<b>\$373.968</b>	<b>\$98.609</b>	<b>\$84.057</b>	<b>\$60.621</b>	<b>\$58.917</b>

Average Recency por Year/Quarter



Amount Products ordered per Month/Year

Fish Fruits Gold Meat Wines Candies



General View



DH Marketing Consultants

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Todas

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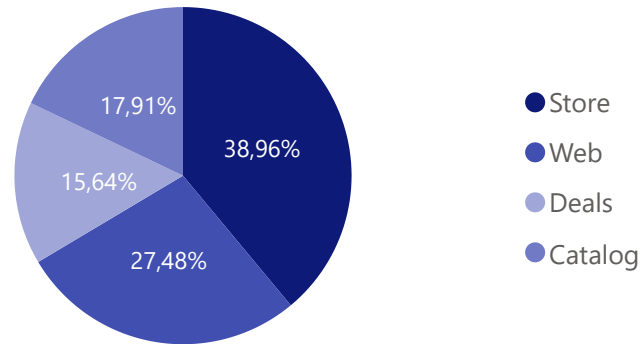
### Marital Status

Todas

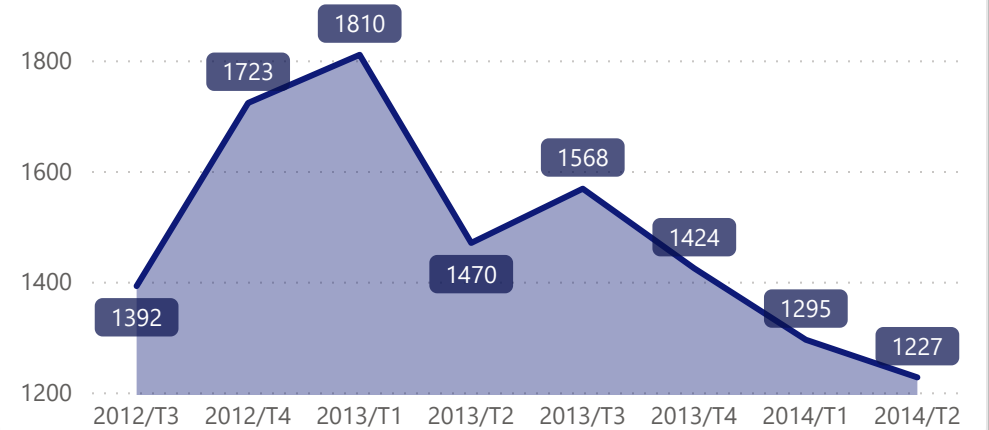
Remove Filters

## Sales Channel Data 2012-2014

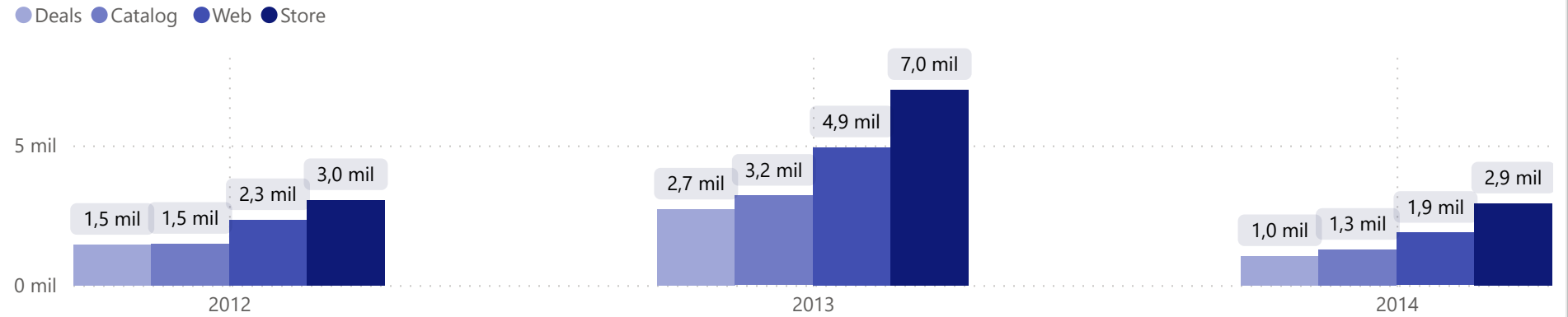
% Total Sales by Channel



Web Visits per Year/Quarter



Orders by Sales Channel per Year



General View