Marketing Campaign Analysis

2240	33K	1357K
Total customer	Total Order Placed	Total Revenue

Country

| Australia | Canada | Germany | India | Mexico | Saudi Arabia | Spain | USA |

84K Fish   **59K** Fruits   **99K** Gold   **374K** Meat   **61K** Sweet   **681K** Wines

Customer by Marital_Status

- 864 (38.57%) Married
- 580 (25.89%) Together
- 480 (21.43%) Single
- 232 (10.36%) Divorced
- Widow
- Alone
- Absurd
- YOLO

Customer by Education

Graduation	PhD	Master	2n Cycle	Basic
1127	486	370	203	54

Web Visit 12K

Catalog Purchases 6K

Web Purchases 9K

Purchases through discount 5K
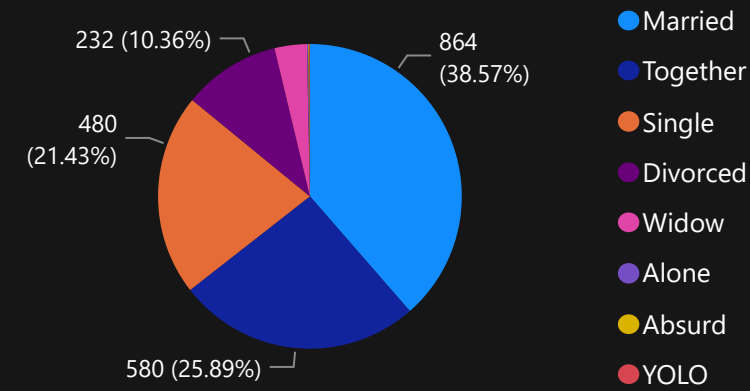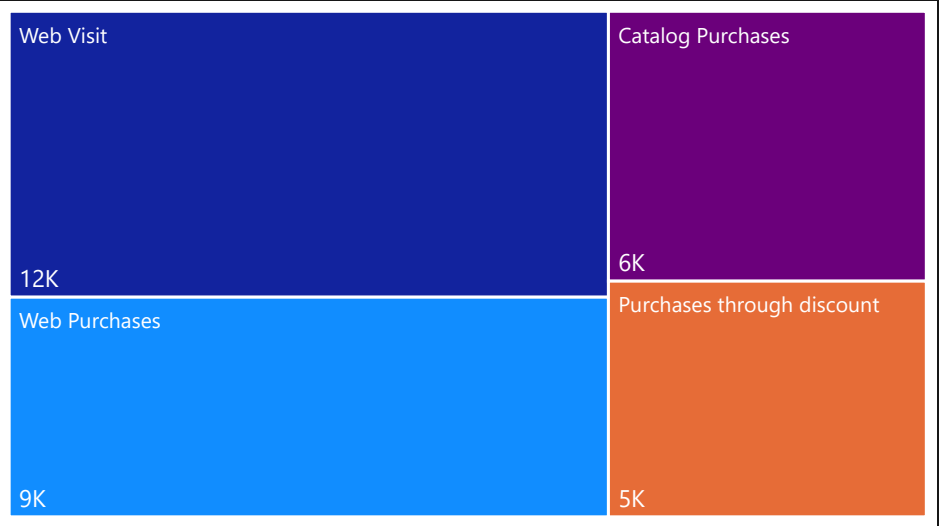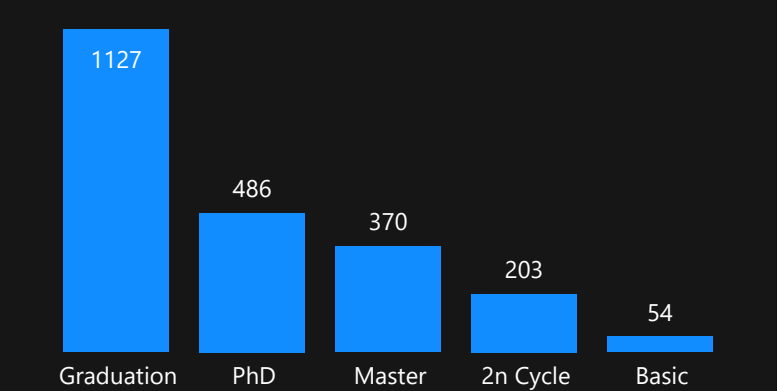
Marketing offers Campaign Performance Report

Accepted Cmp1
No / Yes — 6.43% / 93.57%
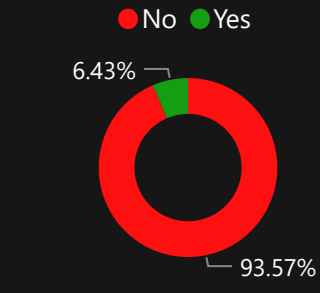
Accepted Cmp2
No / Yes — 1.34% / 98.66%

Accepted Cmp3
No / Yes — 7.28% / 92.72%

Accepted Cmp4
No / Yes — 7.46% / 92.54%

Accepted Cmp5
No / Yes — 7.28% / 92.72%

Over all cmp performace
Not Accepted / Accepted — 14.91% / 85.09%

RFM ANALYSIS
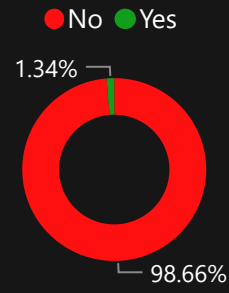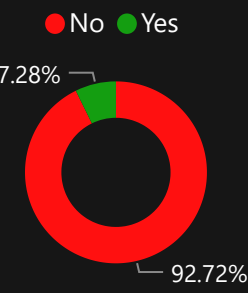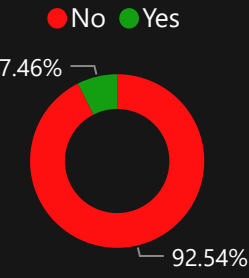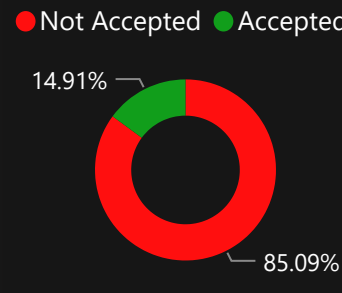
2240

Total Customer

Country
All

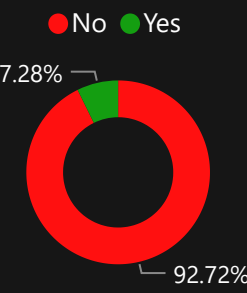| Customer_id	Total Purches	Total Order Placed	Recency(last purchased days)	Monetry	Frequency	Recency
1	1198	17	66	8	5	6
2	577	18	0	5	6	0
3	120	11	86	3	3	8
4	32	6	57	0	1	5
5	1028	28	81	7	9	8
6	183	8	91	3	2	9
7	309	14	99	4	4	9
8	47	12	96	1	4	9
9	1115	21	9	7	7	0
10	210	10	35	4	3	3
11	184	10	97	3	3	9
12	25	5	39	0	0	3
13	597	22	83	5	7	8
14	92	9	6	3	2	0
15	18	4	81	0	0	8
16	467	15	32	5	4	3
17	37	5	51	1	0	5
18	57	7	16	2	1	1
19	69	8	49	2	2	4
20	89	11	12	2	3	1
21	28	6	33	0	1	3
22	393	17	0	4	5	0
23	993	15	92	7	4	9
24	271	17	65	4	5	6

Customer Count (Recency)

- 906 — Recancy Very low
- 884 — Recancy Very High
- 450 — Recancy Medium
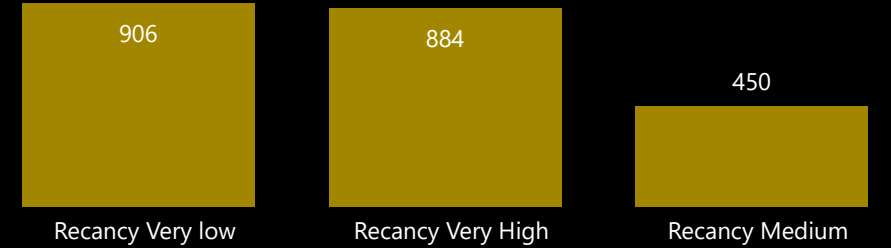
Customer Count (Frequency)

- 1.1K — Order Frequency is high
- 0.9K — Order Frequency is Medium
- 0.2K — Order Frequency is very low
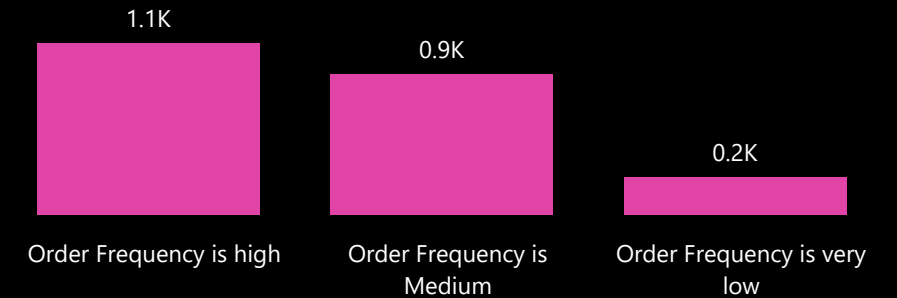
Customer Count (Monetary)

- 1.3K — Money spending is high
- 0.9K — Money spending is medium
- 0.0K — Money spending is very low