

CUSTOMER PERSONALITY ANALYSIS

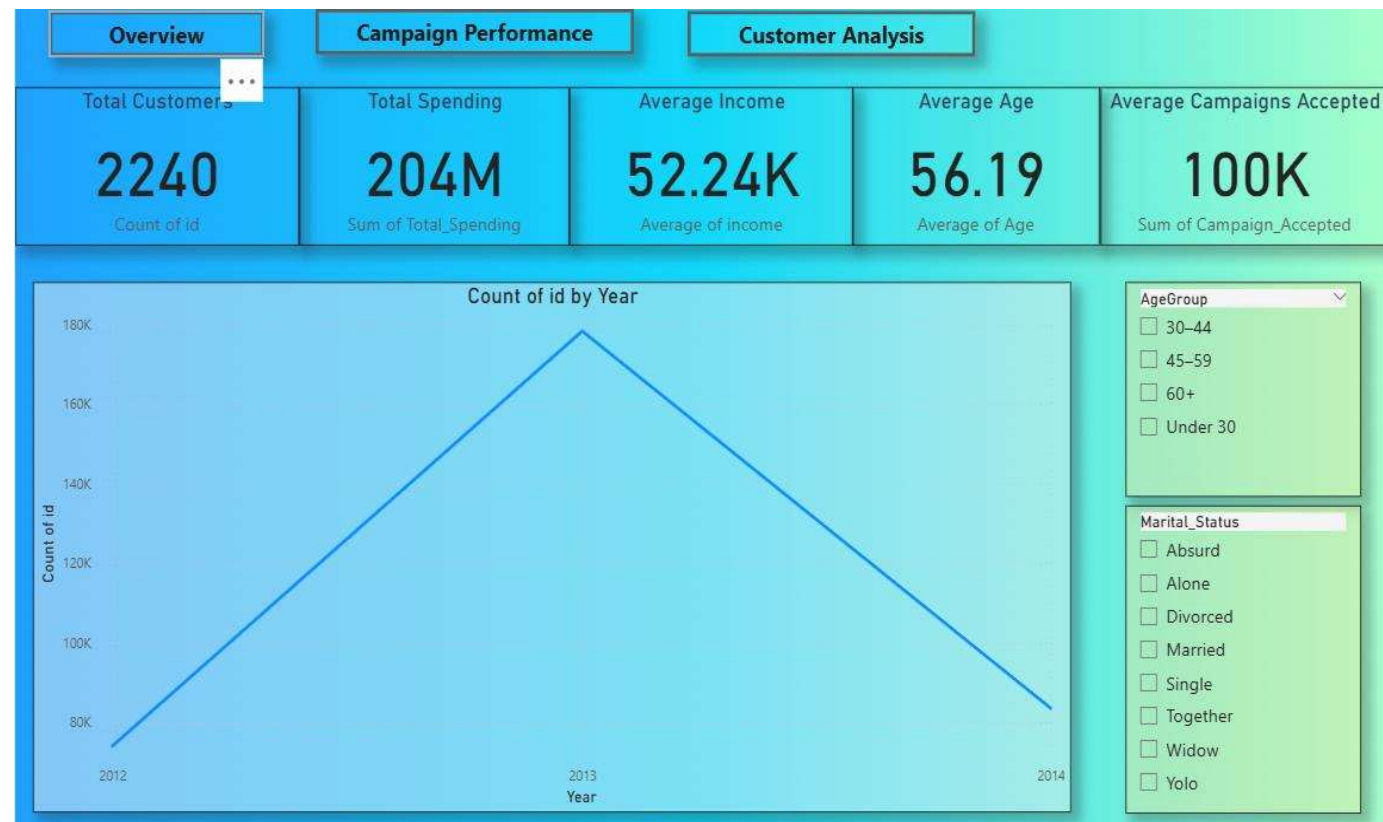
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Overview:

Insights:

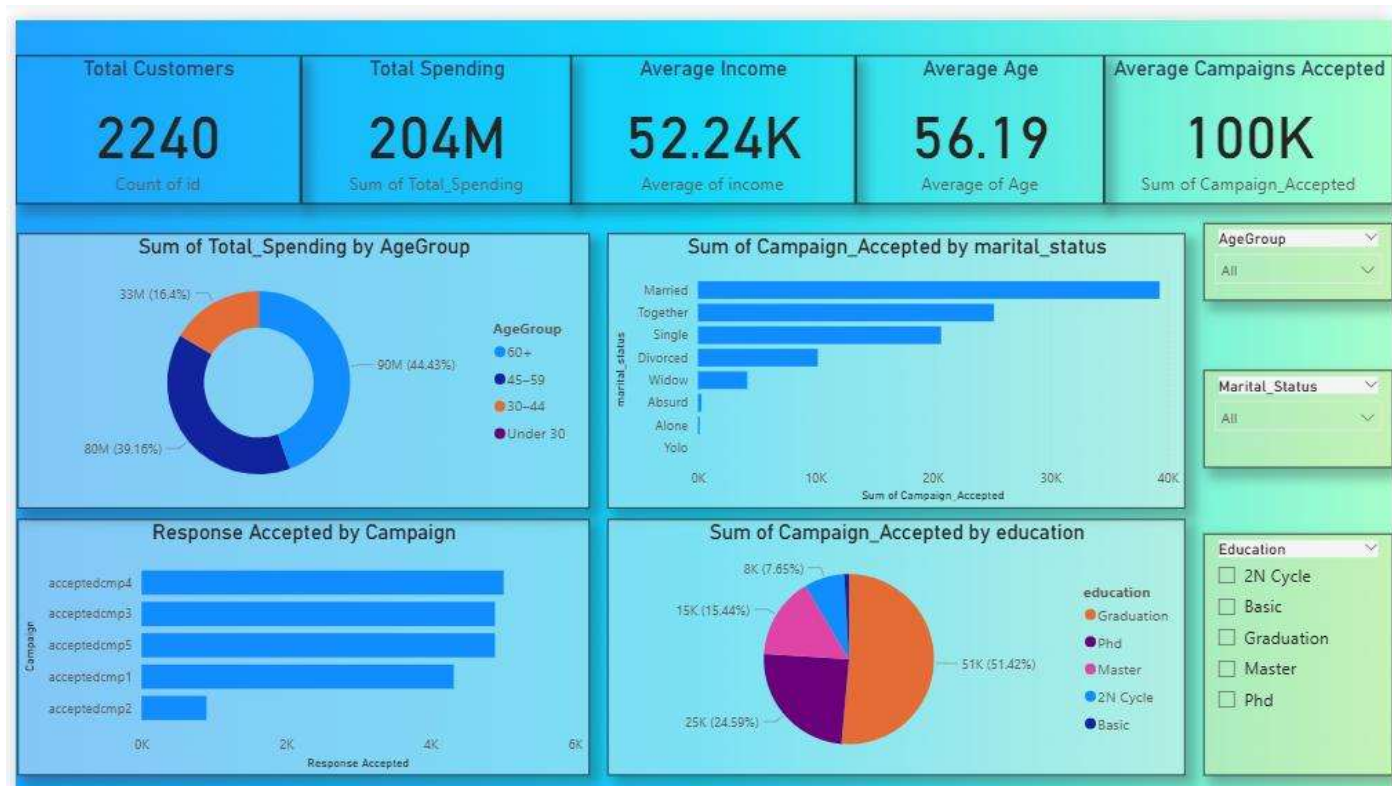
- The business serves **2,240 customers**, with **204M** in total spending.
- Customers are on average **56 years old**, with good income levels (~52K).
- Most customer sign-ups occurred around **2013**.
- Targeting middle-aged segments (45–59) can help scale.



Campaign Performance :

💡 Insights:

- **Campaign 4** had the **highest acceptance rates** followed by Campaign 3 and Campaign 5 .
- 60+ aged and married customers accepted the most campaigns.
- Customers with higher education levels engaged more in campaigns.
- Campaign 2 had **lowest engagement**, indicating the need for redesign.



Customer Analysis :

💡 Insights:

- **Age group 60 +** spends the most followed by 45-49 — this is your **core target market**.
- Spending is highest on **Wines and Meat Products** — key product focus.
- Married customers are the largest group — ideal for **family-targeted** marketing.
- Spending rises with age until ~60, then declines.



Key Business Takeaways:

Insights:

- Focus campaigns on 60+ and **middle-aged, married customers** with higher income.
- Improve or replace underperforming campaigns (like Campaign 2).
- Prioritize **product categories** that drive high revenue.
- Use dashboards interactively to **filter by age/marital status** for better targeting.

