

Customer Overview

Average Age

56

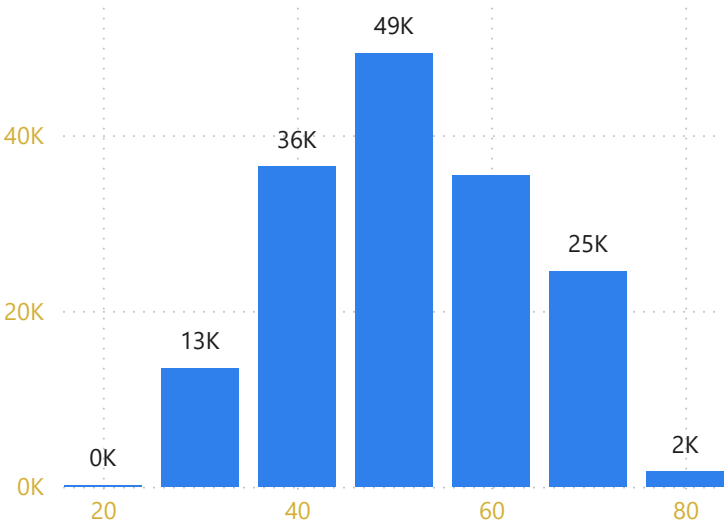
Average Income

52.24K

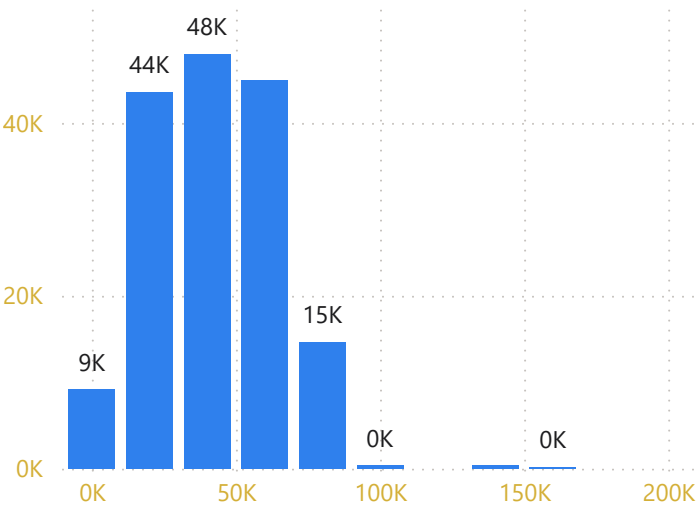
Total Customers

2240

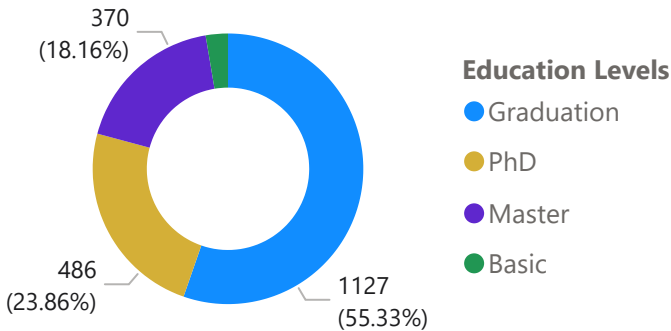
Customer Age Distribution



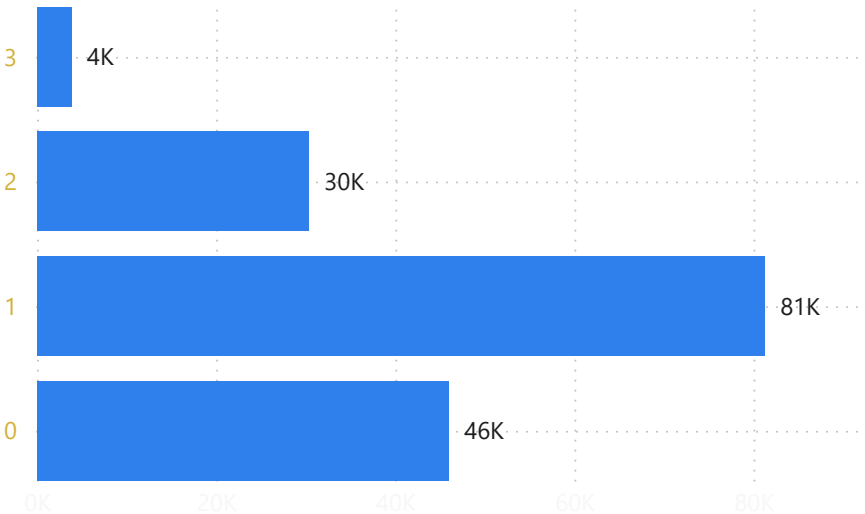
Income Distribution



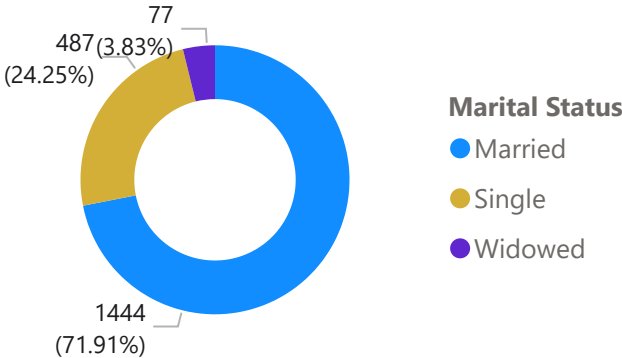
Education Levels



Household Children Count



Marital Status



Spending Behavior

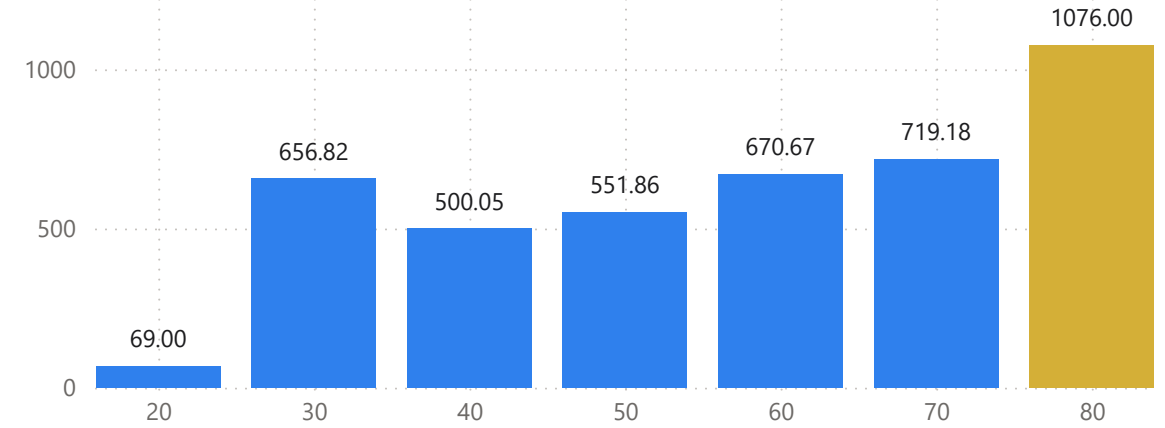
Avg. Total Spending per Customer

605.80

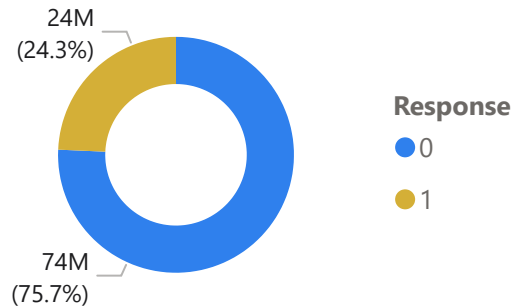
Total Spending by Responders

24M

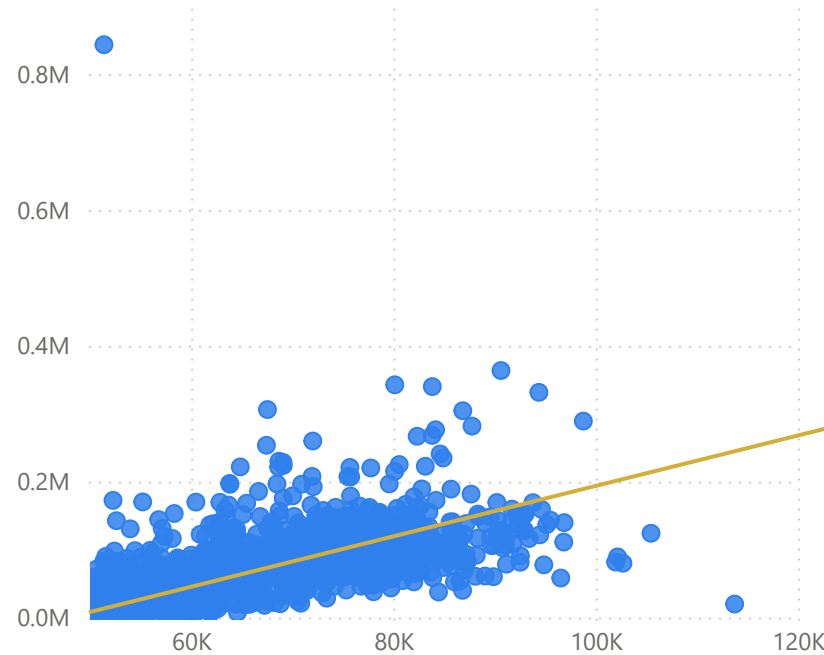
Average Spending by Age Group



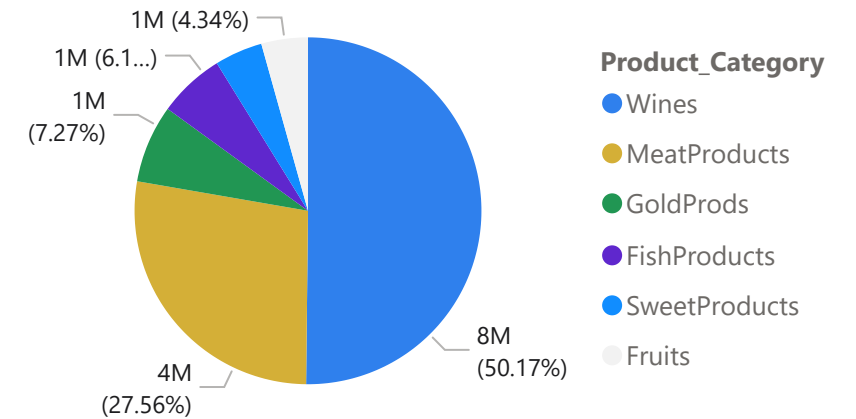
Did Campaign Responders Spend More?



Sum of Total_Spending by Income



Sum of Spend by Product_Category



Marketing Impact

