

51.62K

Average Customer Income

51.10

Average Customer Age

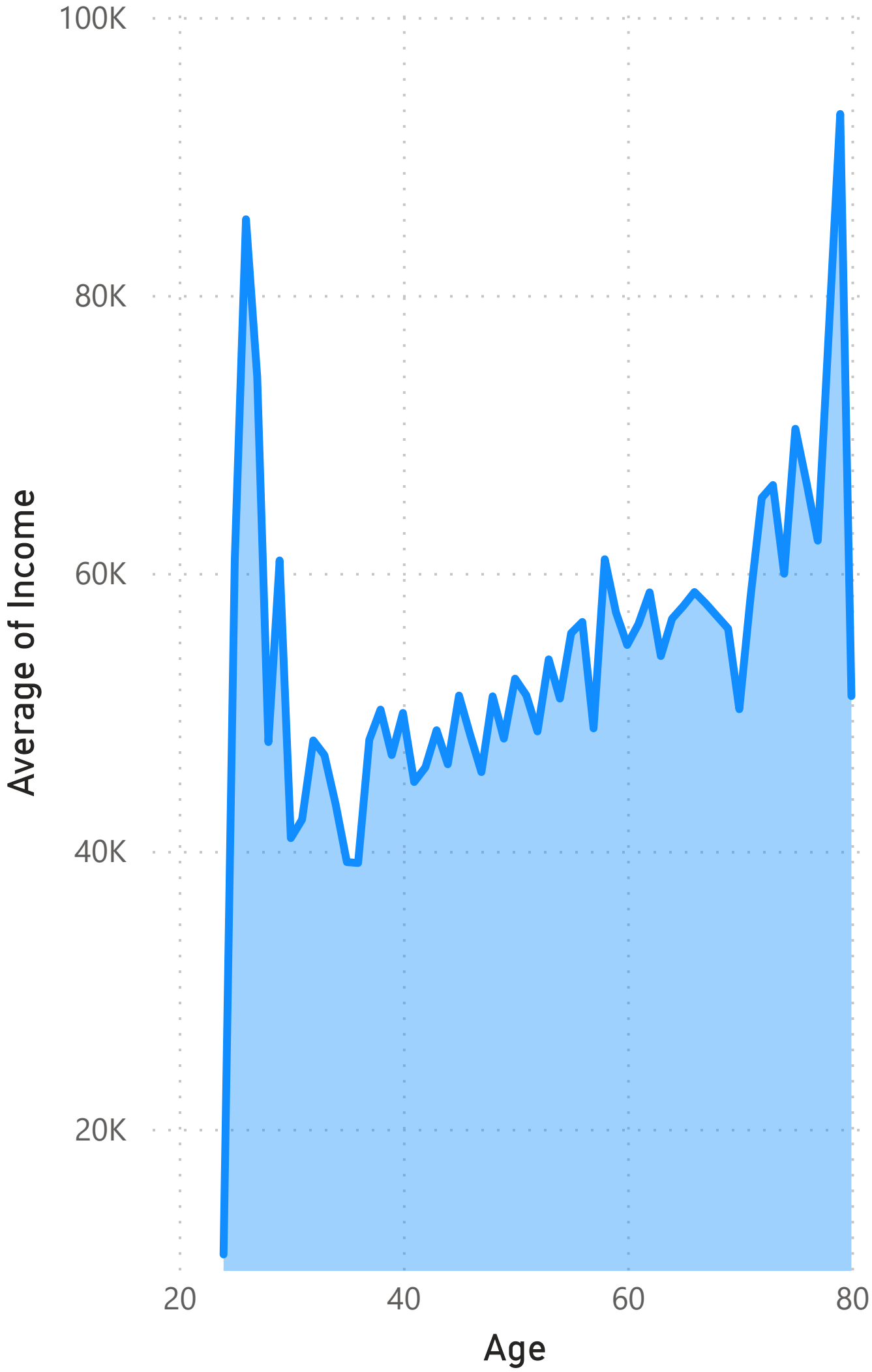
2.51K

Average of Fidelity Days

49.01

Average Days since Last Purchase

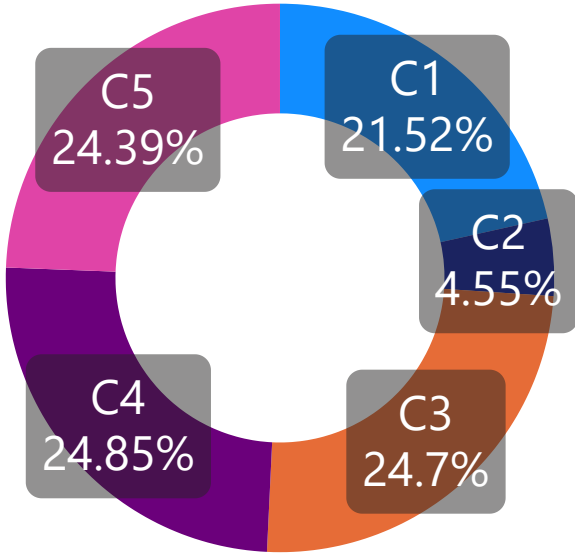
Average of Income by Age



Customers by Age



Campaigns Efficiency

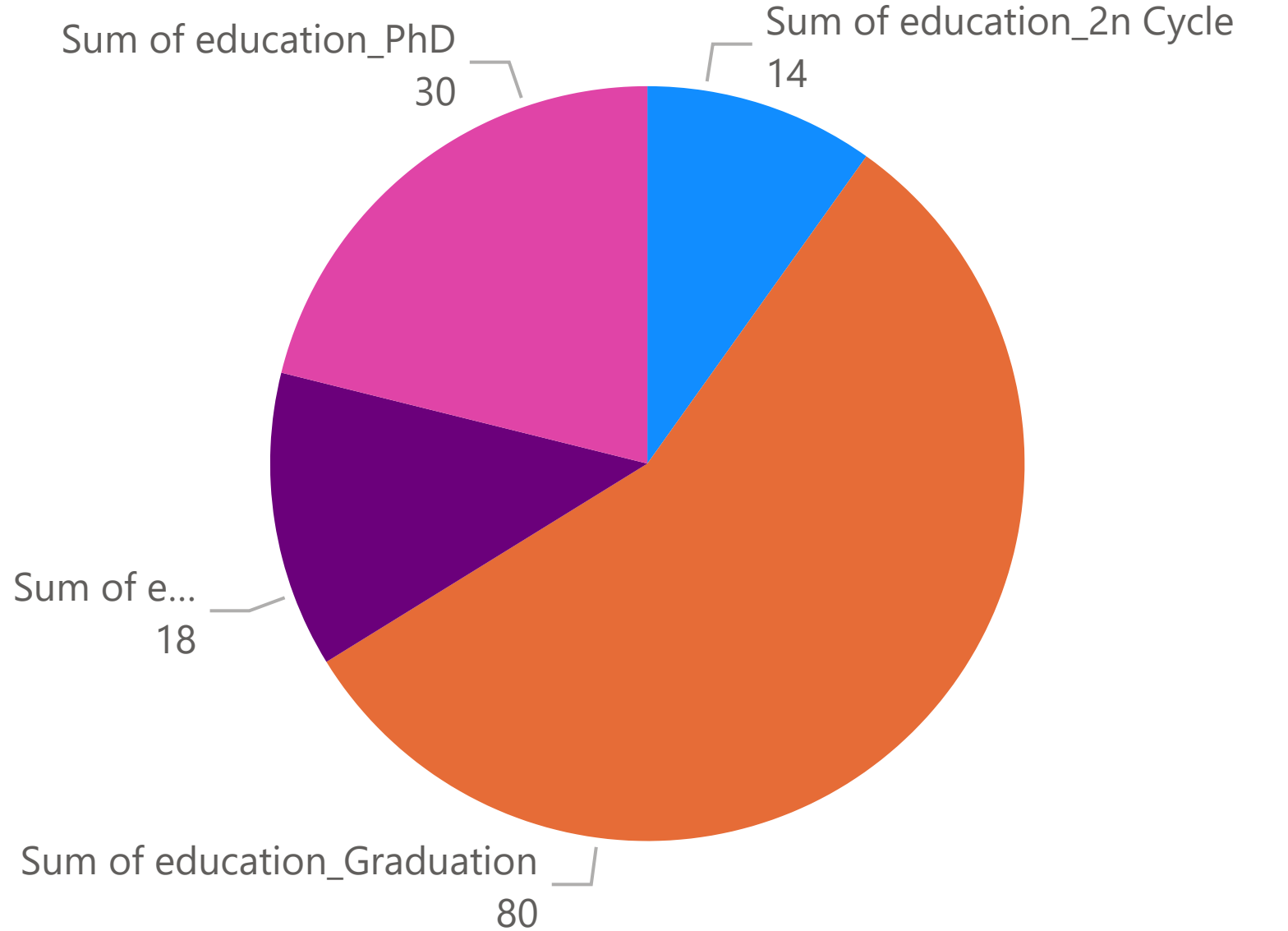


Customers Distribution by Campaigns

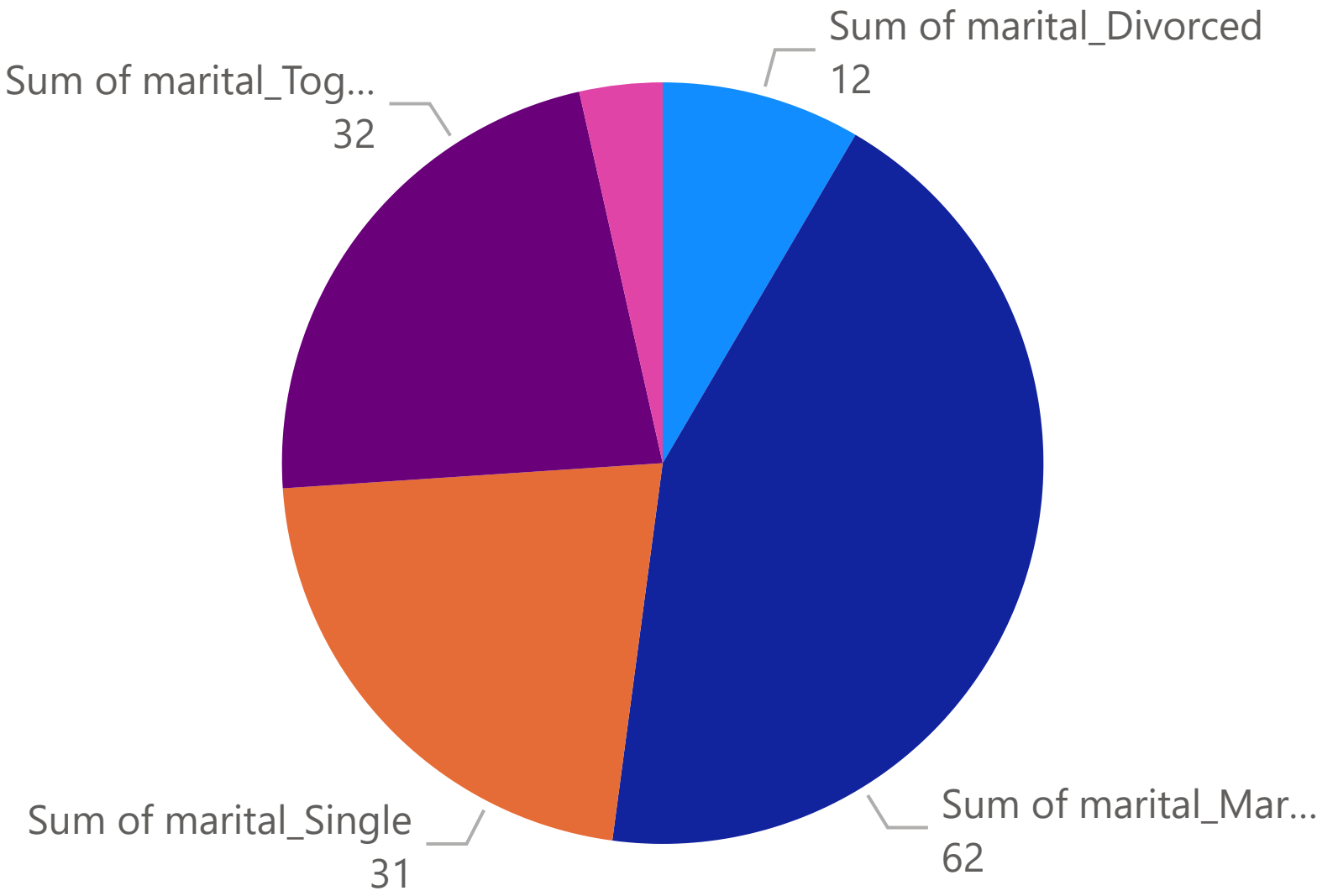
Customers	C1	C2	C3	C4	C5
1747	0	0	0	0	0
57	0	0	0	0	1
83	0	0	0	1	0
24	0	0	0	1	1
129	0	0	1	0	0
6	0	0	1	0	1
52	1	0	0	0	0
21	1	0	0	0	1
12	1	0	0	1	0
23	1	0	0	1	1
8	1	0	1	0	0
13	1	0	1	0	1
1	0	1	0	0	0
8	0	1	0	1	0
4	0	1	0	1	1
2205					

CustomID	MntTotal	Catalogue Purchases	Deals Purchases	Web Visits per Month	Web Purchases	Store Purchases
15	1270	6	1	3	7	12
18	1606	4	2	5	11	9
50	1376	9	1	1	4	7
63	1236	10	1	5	11	10
82	338	1	4	7	6	6
90	755	7	1	2	5	12
108	1691	6	0	1	4	5
116	967	8	0	2	6	13
165	1207	10	1	4	9	5
168	755	7	1	2	5	12
191	1182	9	0	4	7	10
230	1446	9	1	2	3	9
233	1610	3	2	6	5	6
239	964	9	1	2	6	13
265	871	5	1	1	3	8
292	1150	7	1	2	6	9
321	1412	4	1	4	11	6
396	1471	9	3	6	11	12
401	1352	7	1	5	2	11
402	1360	9	1	3	7	9
410	1762	7	1	1	6	13
411	1131	5	2	6	2	10
Total		870	197	499	817	1139

Education Achievements

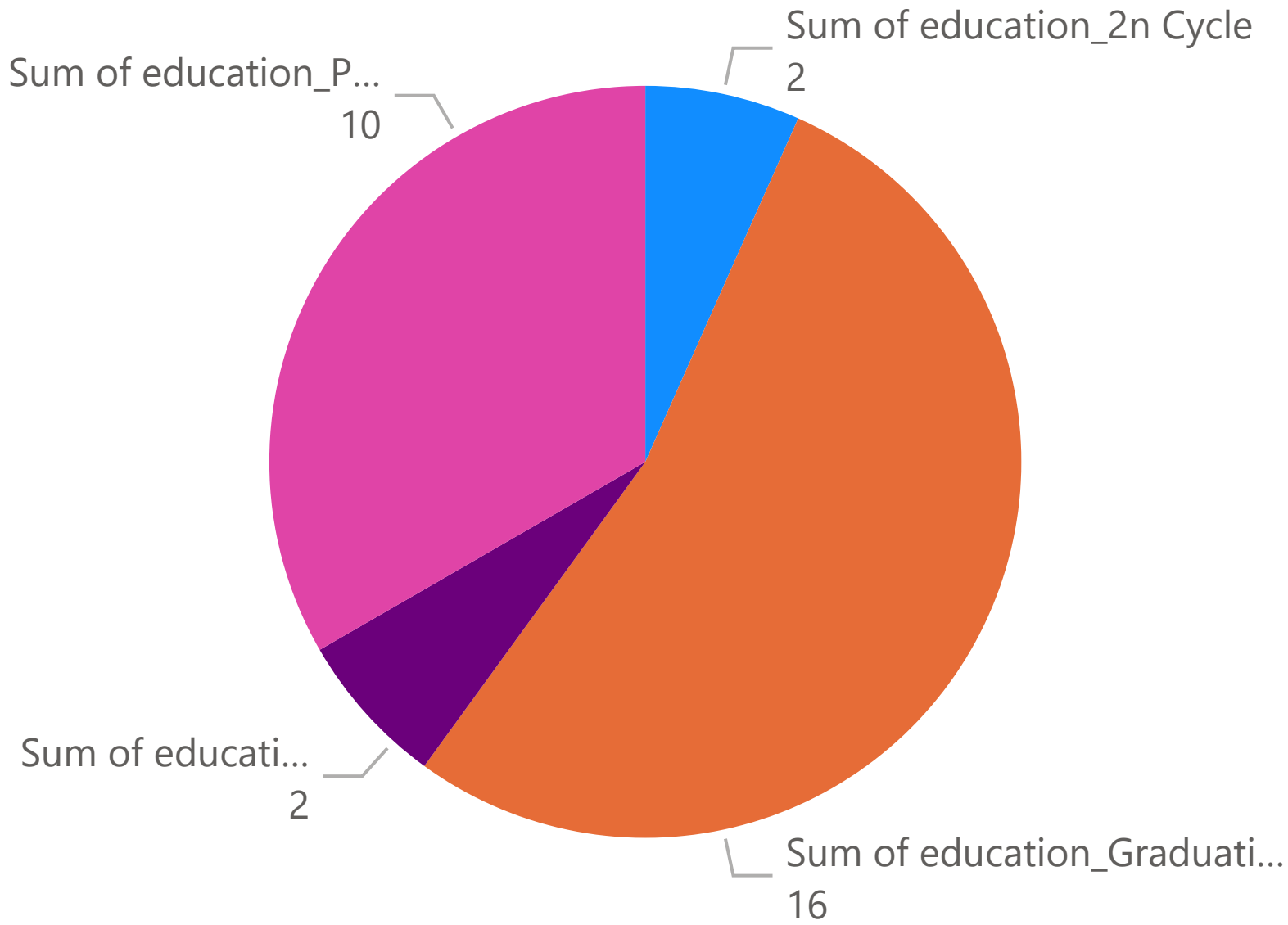


Marital Status

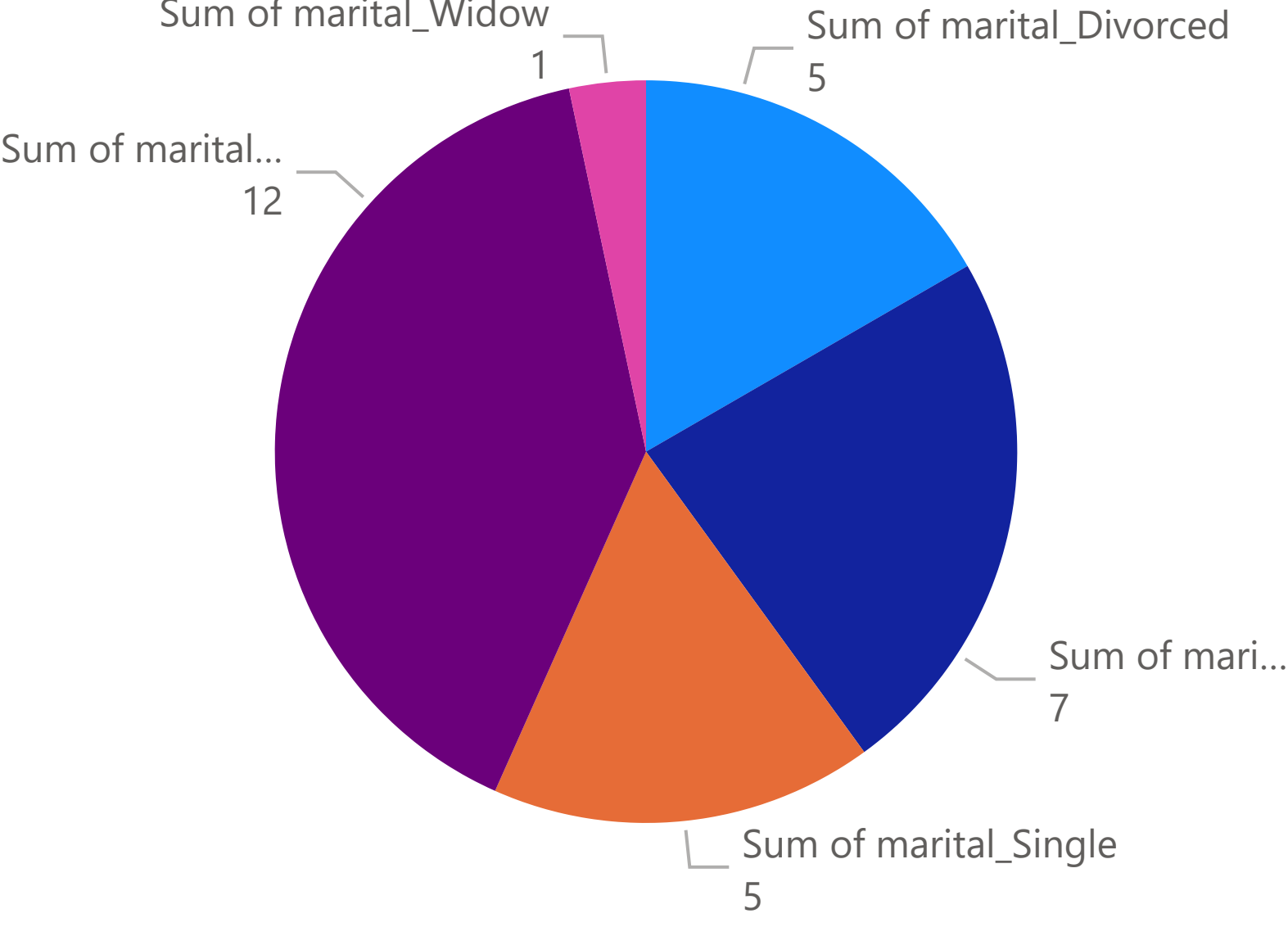


CustomID	MntTotal	Catalogue Purchases	Deals Purchases	Web Visits per Month	Web Purchases	Store Purchases
239	964	9	1	2	6	13
401	1352	7	1	5	2	11
414	1672	4	1	4	2	9
543	1924	10	1	6	5	4
559	1206	4	3	5	6	8
785	1497	8	3	8	2	12
805	1924	10	1	6	5	4
971	1738	4	1	1	2	10
1068	442	9	0	5	9	4
1288	1143	4	1	6	10	13
1685	2056	7	1	1	4	10
1897	1649	9	0	4	7	6
2135	1036	3	0	3	4	7
Total		88	14	56	64	111

Education Achievements

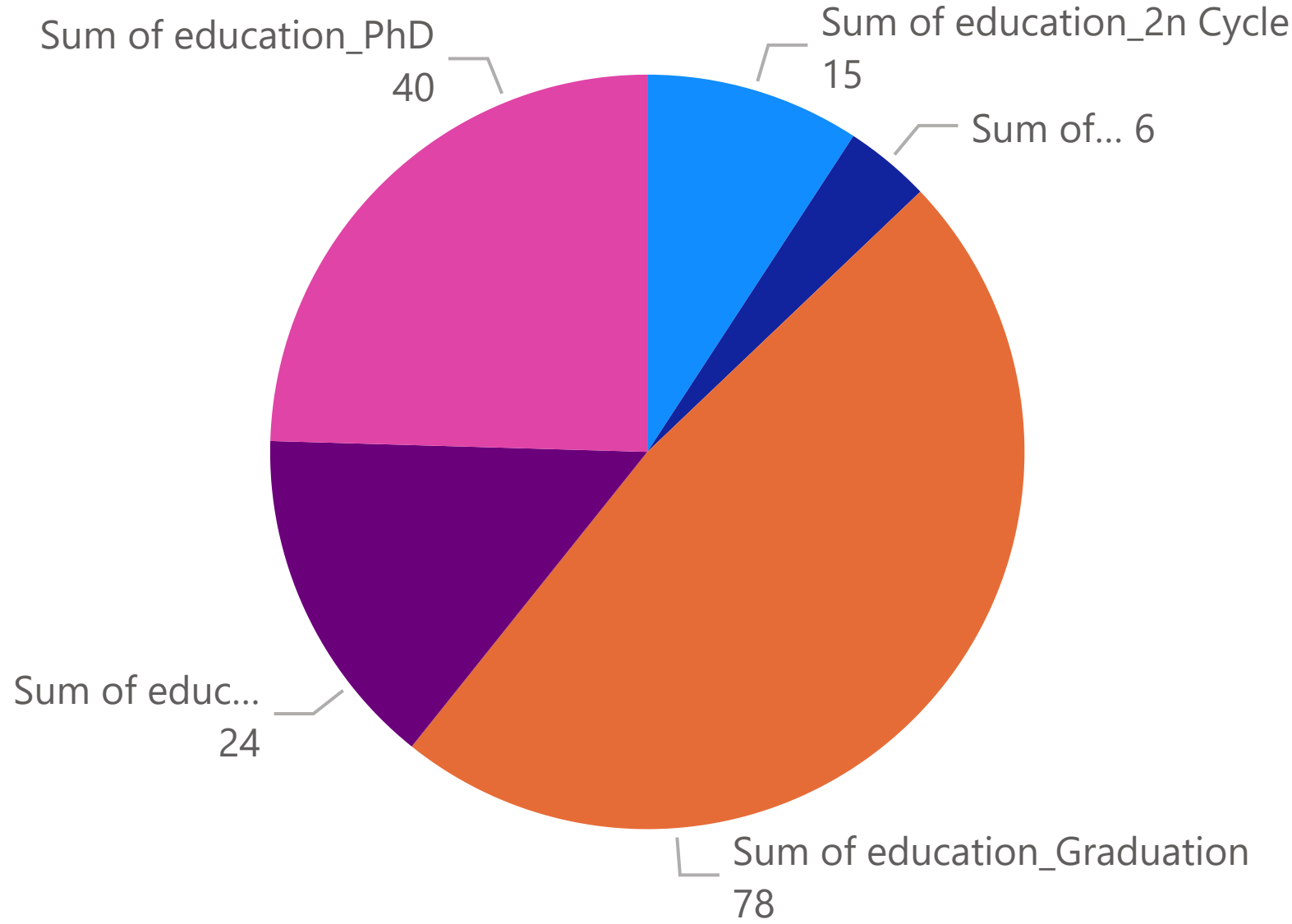


Marital Status

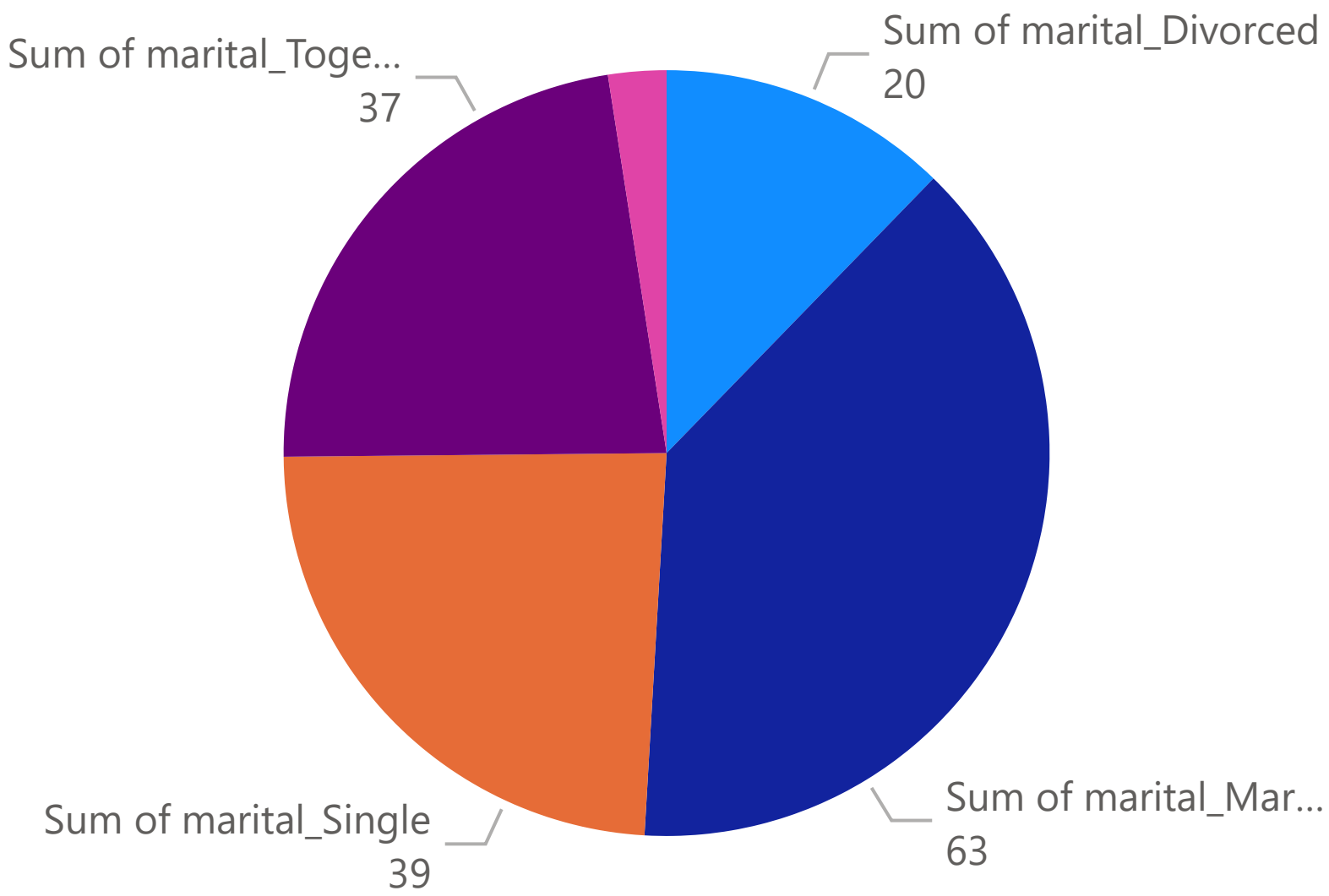


CustomID	MntTotal	Catalogue Purchases	Deals Purchases	Web Visits per Month	Web Purchases	Store Purchases
50	1376	9	1	1	4	7
63	1236	10	1	5	11	10
431	1342	5	1	1	4	7
570	1643	11	1	3	5	5
833	1790	7	1	3	7	10
856	1644	8	1	2	4	5
968	2304	7	1	5	9	9
983	542	5	5	8	8	4
1047	1503	10	1	1	4	8
1081	1835	7	0	1	4	6
1243	1767	8	1	3	7	11
1246	1835	7	0	1	4	6
1269	2136	7	1	2	5	10
1288	1143	4	1	6	10	13
1468	2491	11	1	4	7	10
1685	2056	7	1	1	4	10
1686	1468	7	1	4	8	7
1820	494	10	1	5	6	6
1866	1916	7	1	1	4	8
1915	1400	11	1	2	5	5
1970	747	6	0	2	7	8
2135	1036	3	0	3	4	7
Total		182	24	68	142	187

Education Achievements

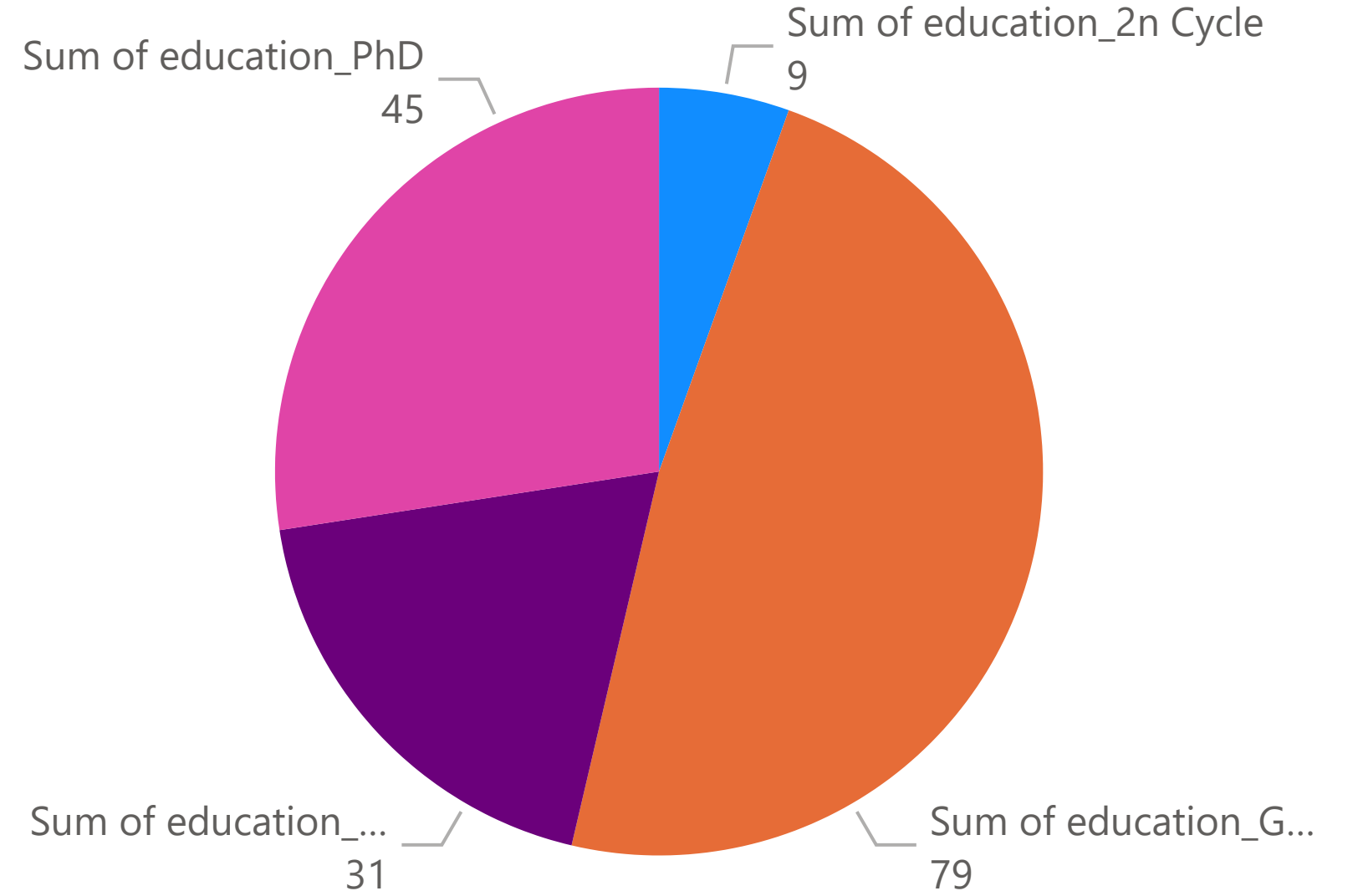


Marital Status

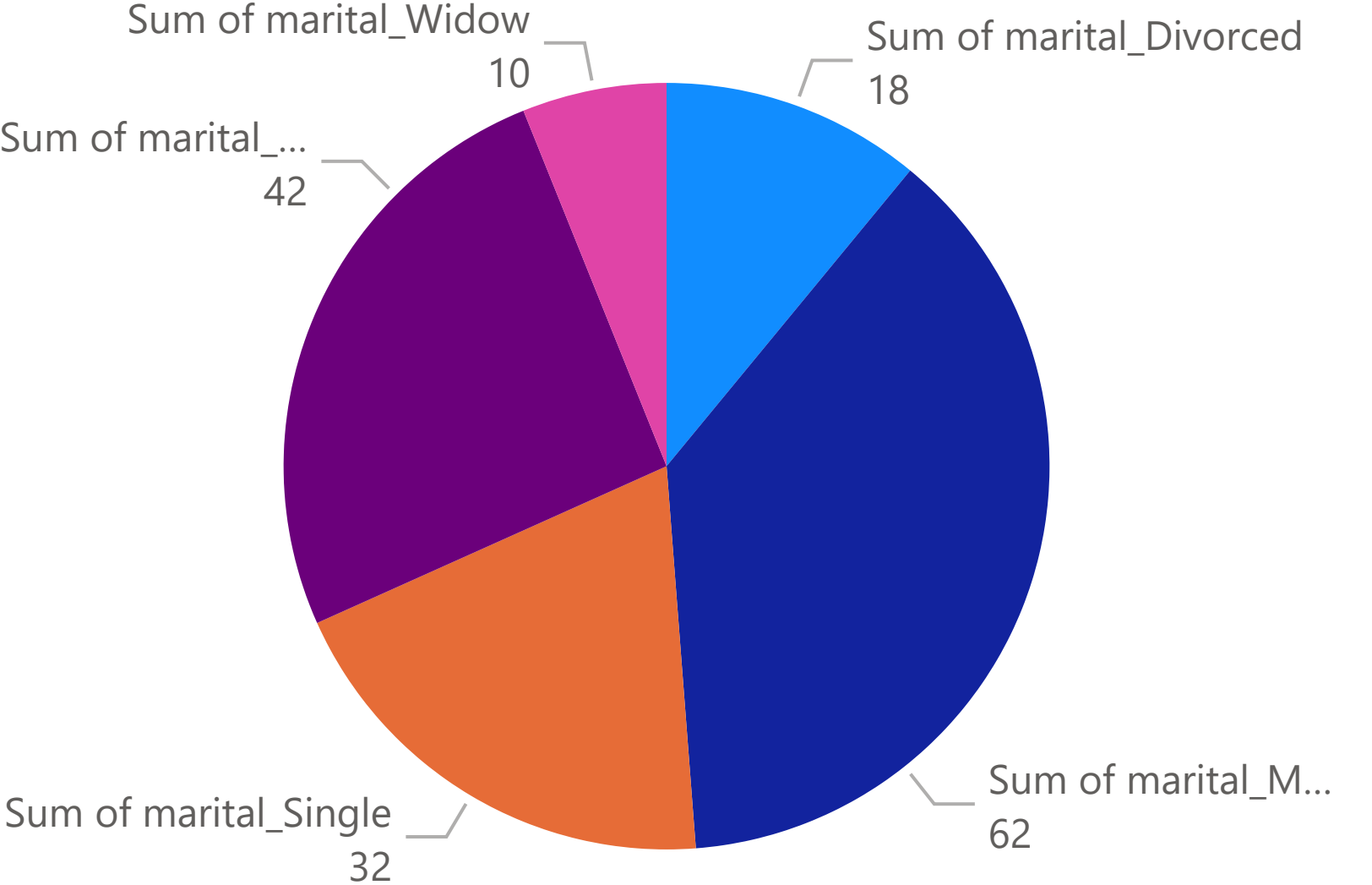


CustomID	MntTotal	Catalogue Purchases	Deals Purchases	Web Visits per Month	Web Purchases	Store Purchases
82	338	1	4	7	6	6
116	967	8	0	2	6	13
165	1207	10	1	4	9	5
191	1182	9	0	4	7	10
233	1610	3	2	6	5	6
239	964	9	1	2	6	13
321	1412	4	1	4	11	6
401	1352	7	1	5	2	11
410	1762	7	1	1	6	13
411	1131	5	2	6	2	10
414	1672	4	1	4	2	9
440	1995	7	1	4	7	9
543	1924	10	1	6	5	4
559	1206	4	3	5	6	8
684	1605	4	1	1	3	7
715	1430	3	3	5	4	4
716	1677	8	1	2	4	13
734	1713	5	1	8	8	11
772	706	4	1	2	5	7
785	1497	8	3	8	2	12
805	1924	10	1	6	5	4
835	429	1	3	8	7	7
Total		264	69	196	263	354

Education Achievements

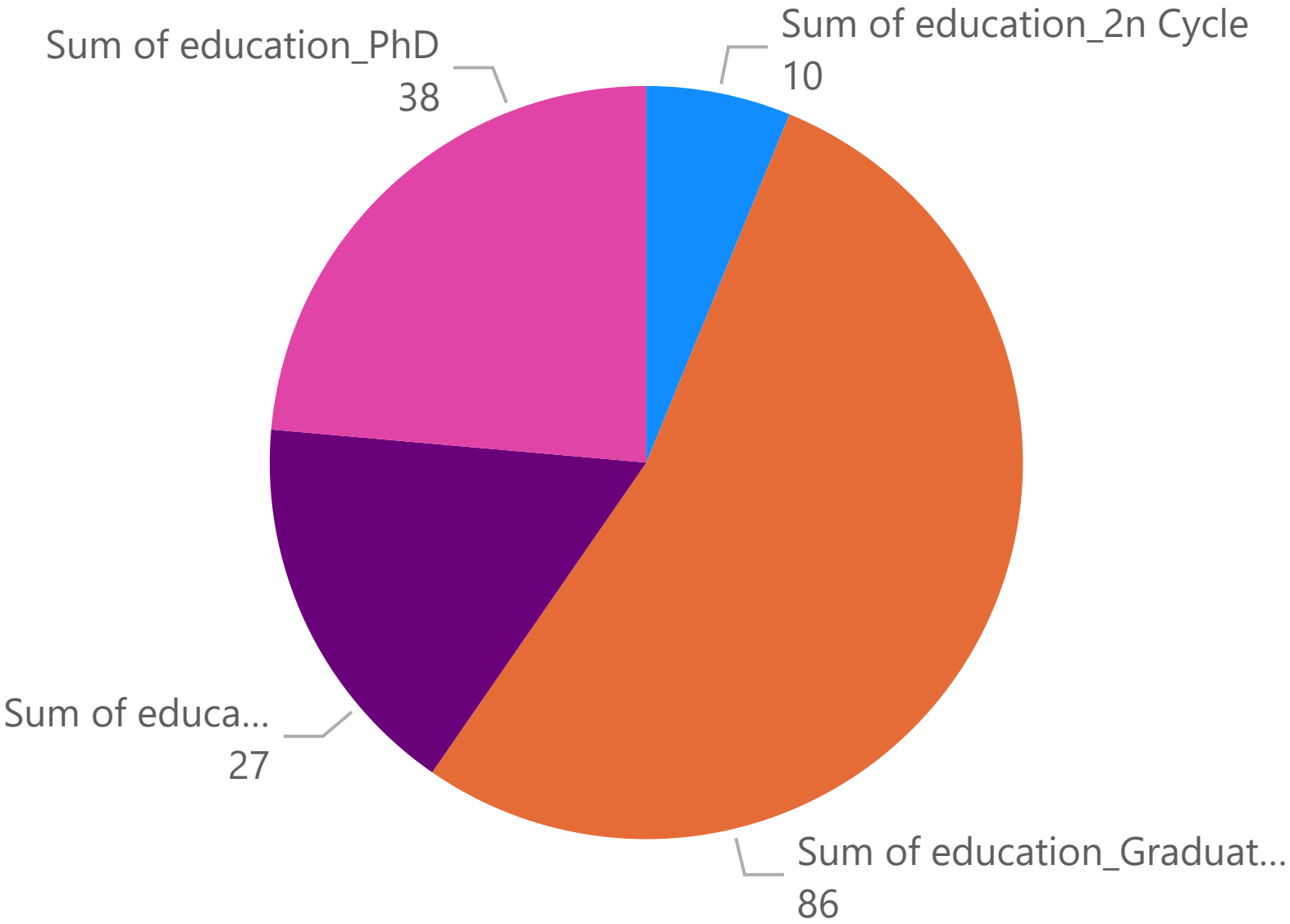


Marital Status



CustomID	MntTotal	Catalogue Purchases	Deals Purchases	Web Visits per Month	Web Purchases	Store Purchases
321	1412	4	1	4	11	6
991	2036	2	1	5	10	8
1288	1143	4	1	6	10	13
629	1517	8	0	3	9	13
968	2304	7	1	5	9	9
1068	442	9	0	5	9	4
734	1713	5	1	8	8	11
1686	1468	7	1	4	8	7
15	1270	6	1	3	7	12
191	1182	9	0	4	7	10
402	1360	9	1	3	7	9
1115	1974	5	1	4	7	8
1468	2491	11	1	4	7	10
1546	1270	6	1	3	7	12
1696	2012	5	1	3	7	12
1897	1649	9	0	4	7	6
1970	747	6	0	2	7	8
1987	1920	7	1	2	7	9
2022	1177	8	1	4	7	12
116	967	8	0	2	6	13
239	964	9	1	2	6	13
410	1762	7	1	1	6	13
Total		454	58	202	373	544

Education Achievements



Marital Status

