Marketing Campaign Insight Analysis
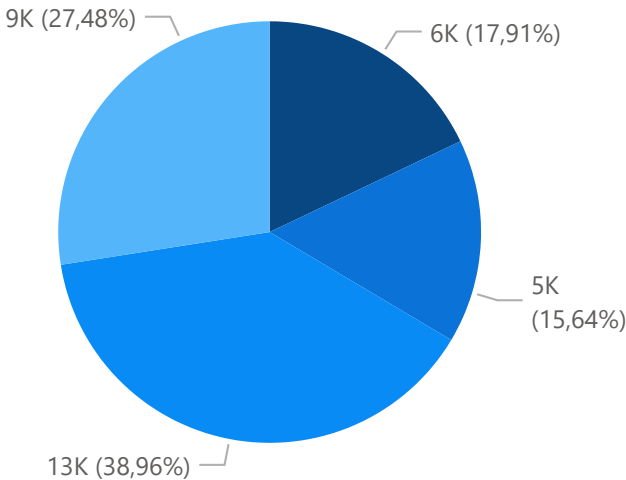
Accepted Campaign

● Campaign 1 ● Campaign 2 ● Campaign 3 ● Campaign 4 ● Campaign 5
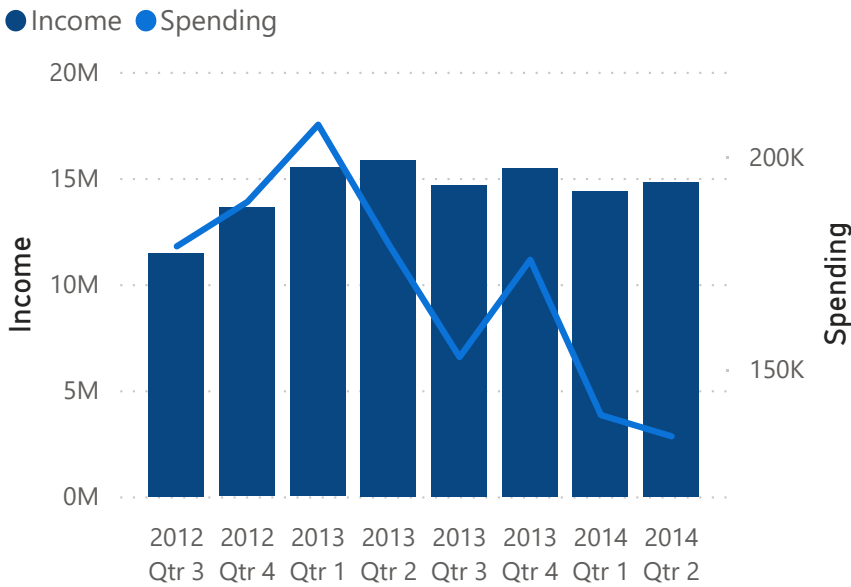

- 144 (21,59%)
- 30 (4,5%)
- 163 (24,44%)
- 167 (25,04%)
- 163 (24,44%)

Income and Spending by Day

Income and Spending by Year and Quarter

● Income ● Spending

2012 Qtr 3 | 2012 Qtr 4 | 2013 Qtr 1 | 2013 Qtr 2 | 2013 Qtr 3 | 2013 Qtr 4 | 2014 Qtr 1 | 2014 Qtr 2
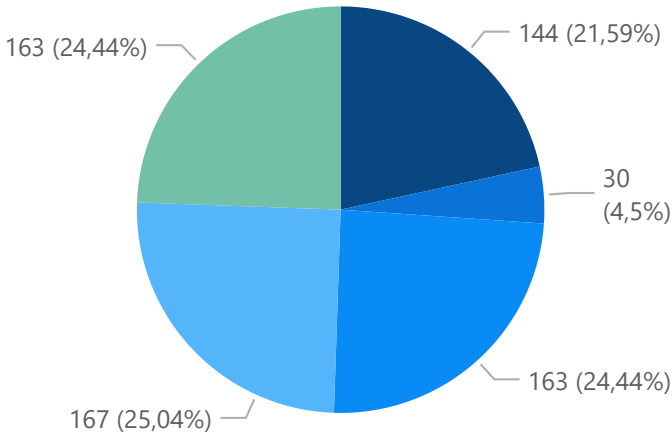
Purchases

● Catalog ● Deals ● Store ● Web

- 9K (27,48%)
- 6K (17,91%)
- 5K (15,64%)
- 13K (38,96%)

Spending by Education

● Fish Products ● Fruits ● Gold ● Meat ● Sweets ● Wines

Graduation | PhD | Master | 2n Cycle | Basic
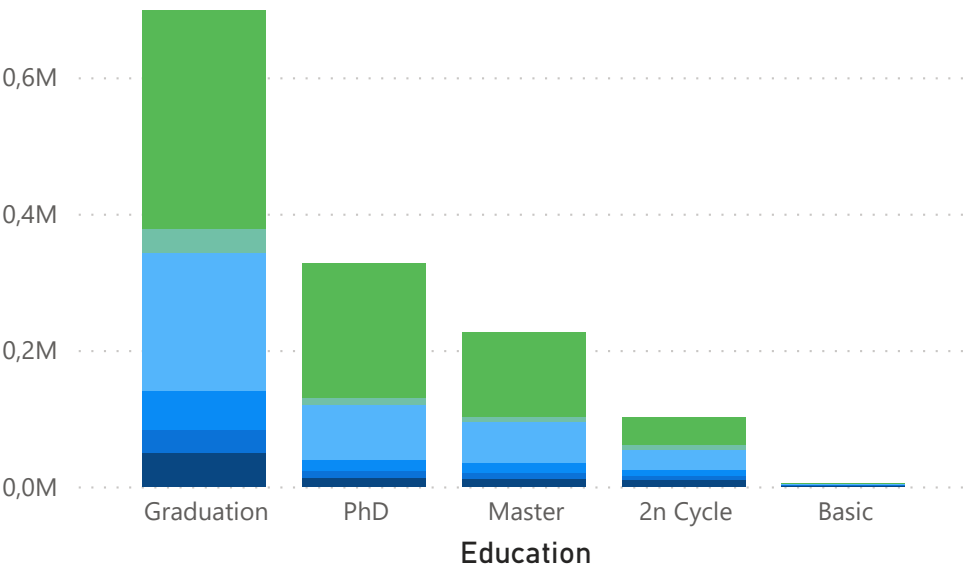
Complain by Year and Quarter

2012 Qtr 3 | 2012 Qtr 4 | 2013 Qtr 1 | 2013 Qtr 2 | 2013 Qtr 3 | 2013 Qtr 4 | 2014 Qtr 1 | 2014 Qtr 2