Income and Spending by Quarter **Marketing Campaign Insights** 52.25K Income Spending Average of Income 60K Income and Spending by Day **Accepted Campaign** 800 163 (24.44%) -144 (21.59%) 40K Income Campaign 1 Campaign 2 20K (4.5%)Campaign 3 Campaign 4 Campaign 5 0K 167 (25.04%) ·— 163 (24.44%) 2012 2014 60K 45K 40K 55K Income Quarter **Purchases** Spending Based On Education Complaints per Education ● Fish ● Fruits ● Sweets ● Meats ● Jewlery ● Alcohol 300 1,000 6K (17.91%) (27.48%) 200 Catalog Purchases Deals Purchases 500 Store Purchases (15...) • Web Purchases 100 13K (38.96%) PhD Basic Graduation Master Education Education