# Marketing Campaign

**Date**
- ☐ Select all
- ☐ 2012
- ☐ 2013
- ☐ 2014

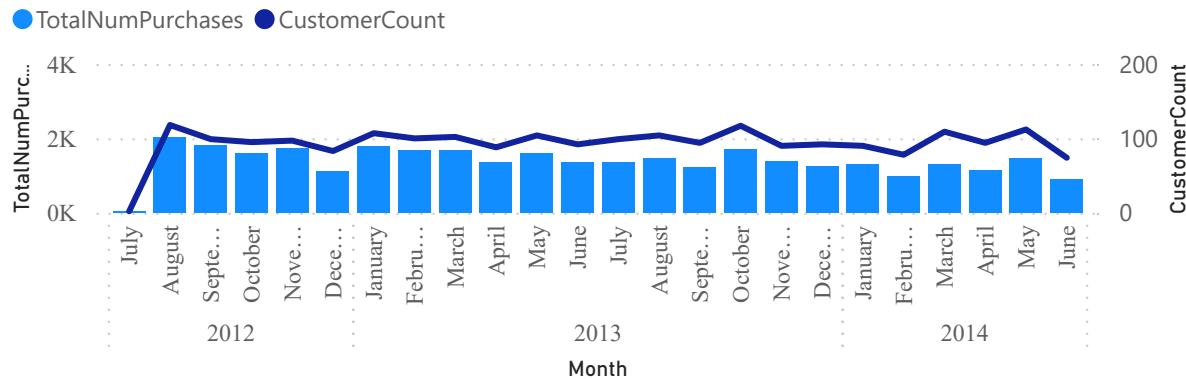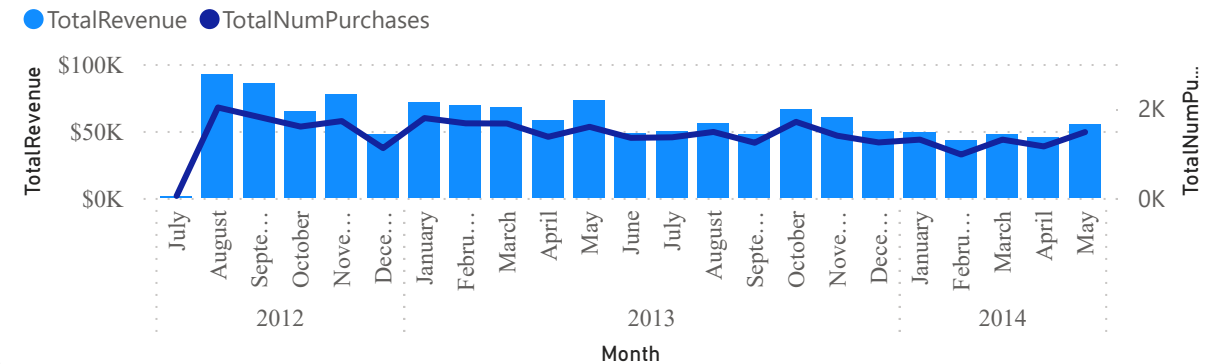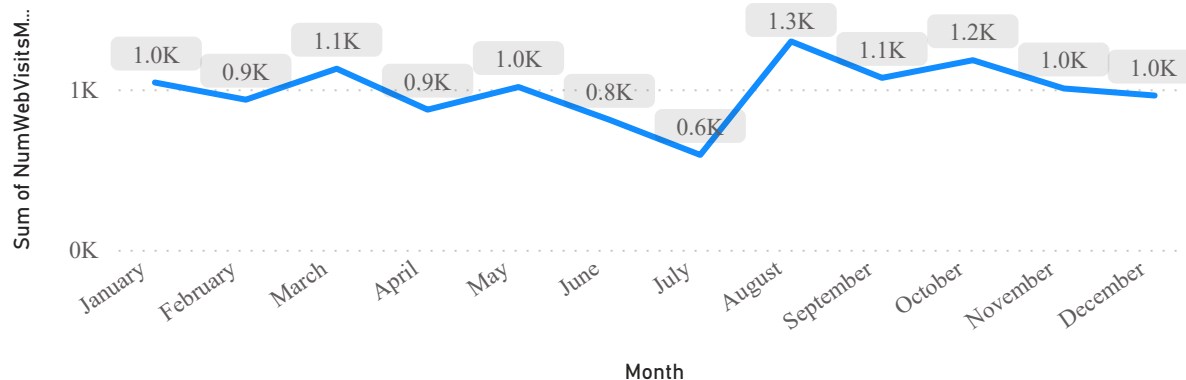| Total number of customers | Total number of orders | Total number of customers response | Total revenue |
|---|---|---|---|
| 2240 | 33K | 334 | $1M |

## Total number of customers and total number of purchase by month

● TotalNumPurchases ● CustomerCount



## Total revenue and total number purchase by month

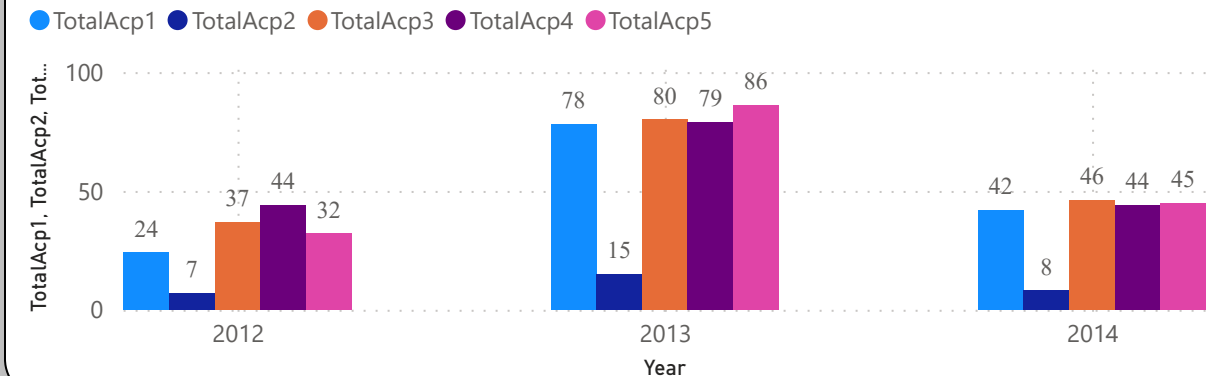● TotalRevenue ● TotalNumPurchases



## Total number of website visits by month



## Total number of customers accepting the marketing campaign

● TotalAcp1 ● TotalAcp2 ● TotalAcp3 ● TotalAcp4 ● TotalAcp5

# Revenue



## Date

- ☑ Select all
- ☐ 2012
- ☐ 2013
- ◼ 2014

## KPI

# $273,294 ✓

Goal: (Blank) (+Infinity%)
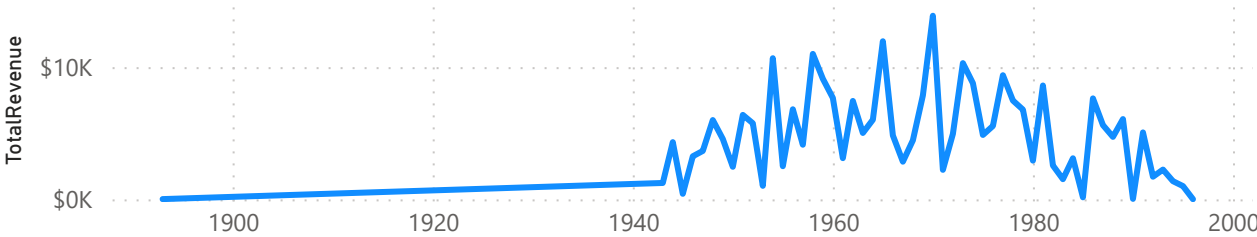
## Revenue Fish

# $19K

## Revenue Fruits

# $13K

## Revenue Meat

# $80K

## Revenue Wines

# $132K

## Revenue Gold

# $18K

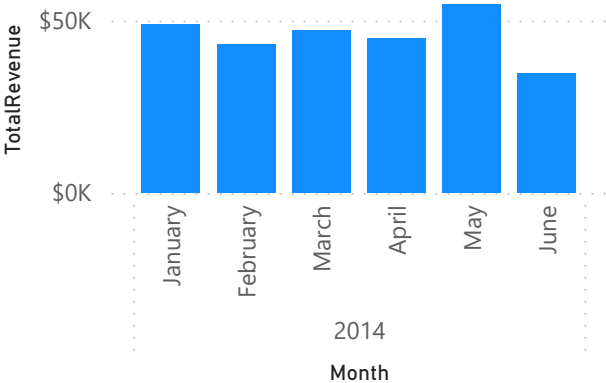## Revenue Sweet
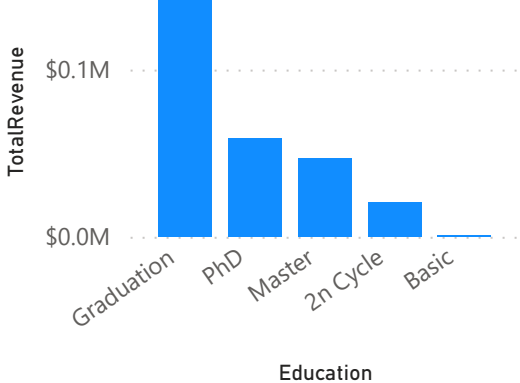
# $13K

## TotalRevenue by Year_Birth



## Revenue proportion among different product types
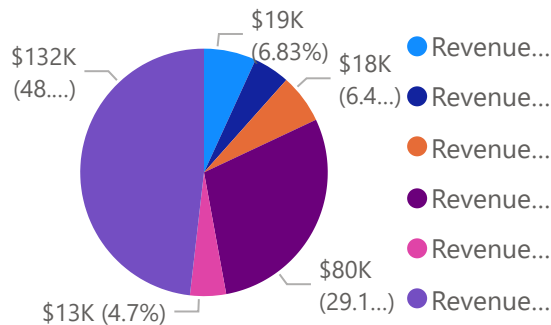


## TotalRevenue by Year and Month



## TotalRevenue by Education



## TotalRevenue by Marital_Status
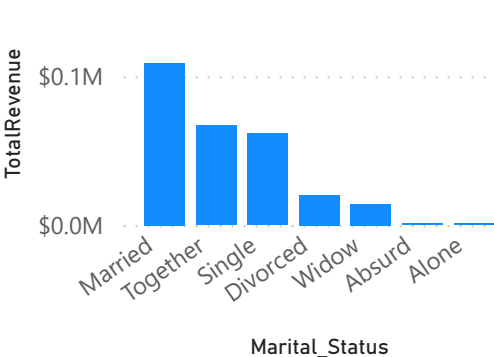
# Purchase

| ID | TotalComplain |
|---|---|
| 255 | 1 |
| 359 | 1 |
| 2875 | 1 |
| 3120 | 1 |
| 3710 | 1 |
| 4427 | 1 |
| 5726 | 1 |
| 6142 | 1 |
| 6201 | 1 |
| 6730 | 1 |
| 6742 | 1 |
| 7192 | 1 |
| 7829 | 1 |
| 7966 | 1 |
| 9483 | 1 |
| 9500 | 1 |
| 9916 | 1 |
| 10401 | 1 |
| **Total** | **21** |

**Number catalog purchases**

# 5963

**Number deals purchases**

# 5208

**Number store purchases**

# 13K

**Number web purchases**

# 9150

## Number of website visits

● Sum of NumWebVisitsMonth  ● Sum of NumStorePurchases  ● Sum of NumWebPurchases
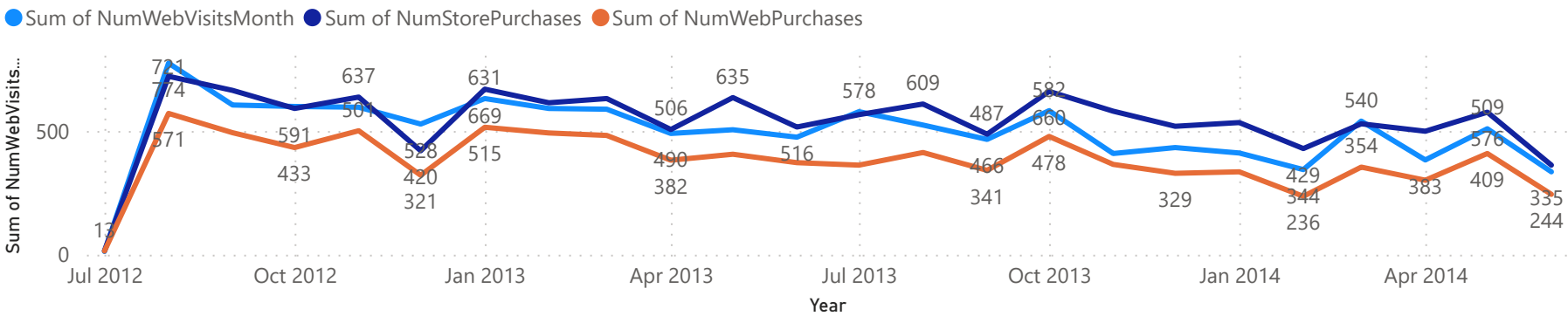


## Top 10 customers with the most number of purchases
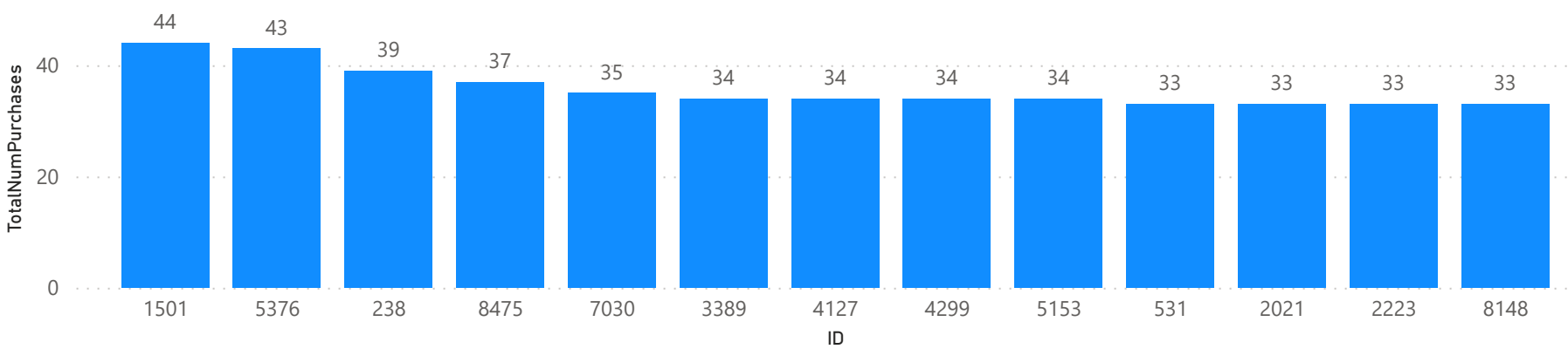
# Customers

## ID
- [ ] Select all
- [ ] 8148

## Sum of Income
# $51K

## Sum of Income by Year



## Academic level
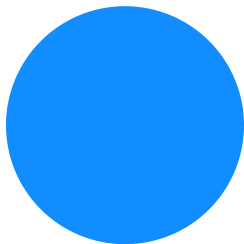
Education
- ● Master

1 (100%)

## Marital status

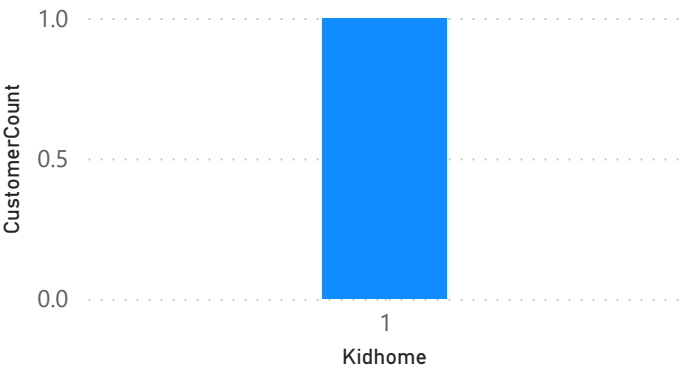Marital_Status
- ● Together
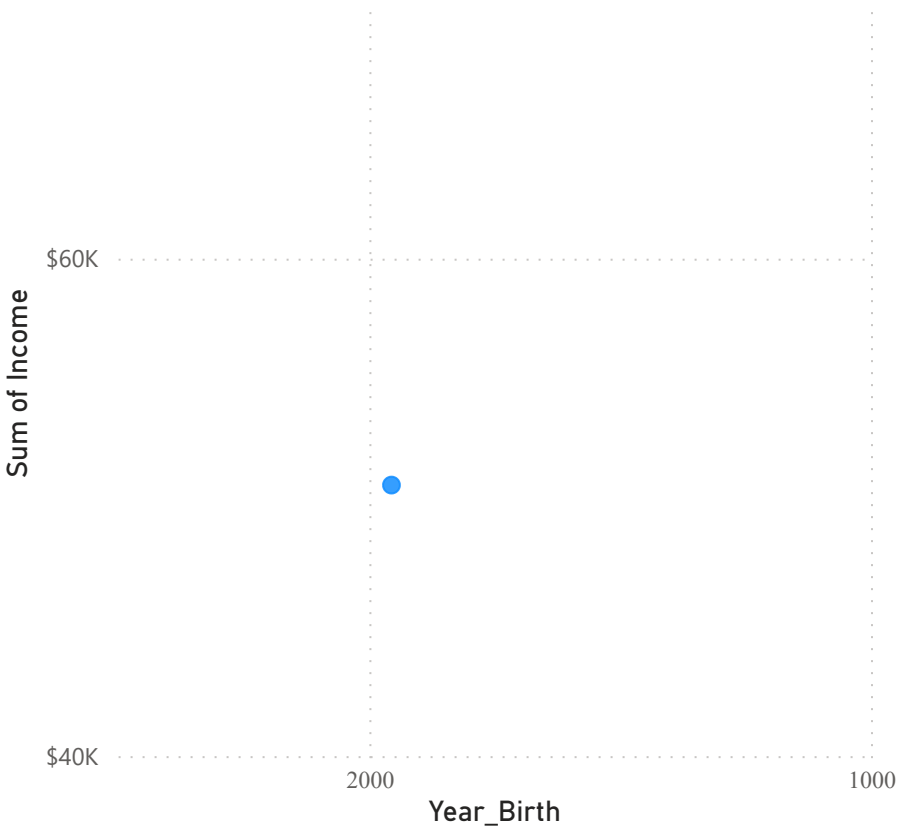
1 (100%)
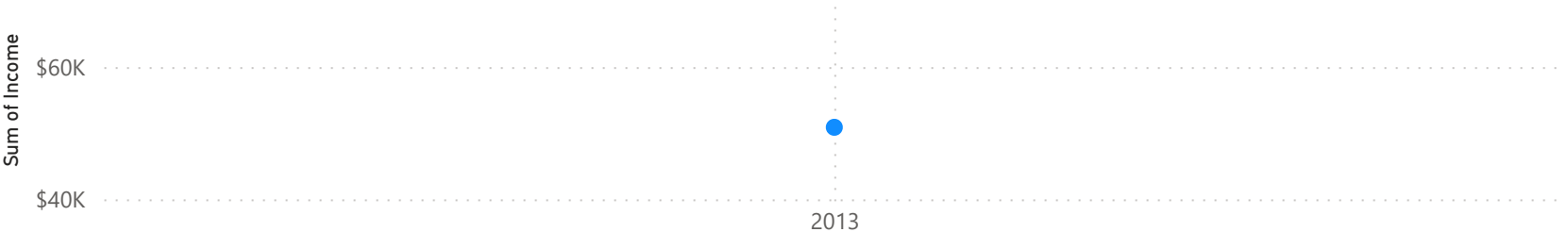
## Kidhome



## Teenhome
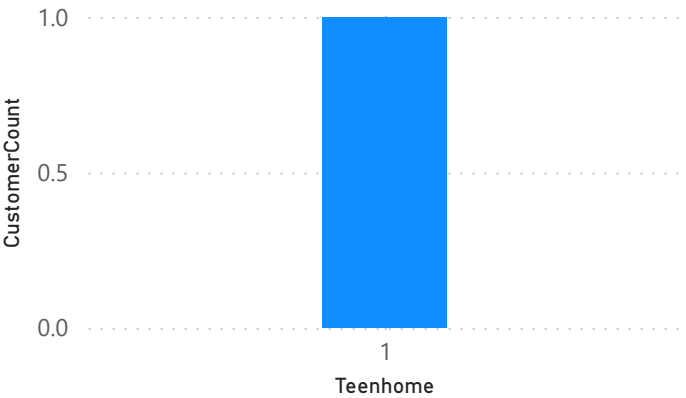


## Sum of Income by Year and Year_Birth

Year ● 2013

# Segmen



## Date

- [ ] Select all
- [ ] 2012
- [ ] 2013
- [ ] 2014

## Segmentation by RFM

0K (2.1%)

2K (96.65%)
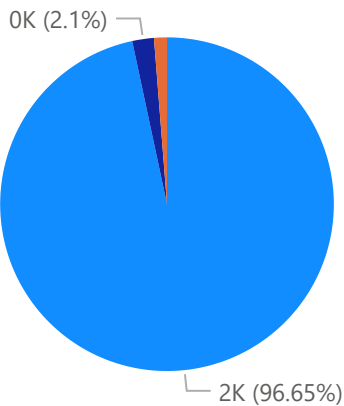
**RFM**
- Existing
- Loyal
- Potential

## Segmentation by Education-Marital

18 (0.8%)
37 (1.65%)
75 (3.35%)
98 (4.38%)
106 (4.73%)
117 (5....)
119 (5.3...)
138 (6.16%)
433 (19.33%)
286 (12.77%)
252 (11.25%)
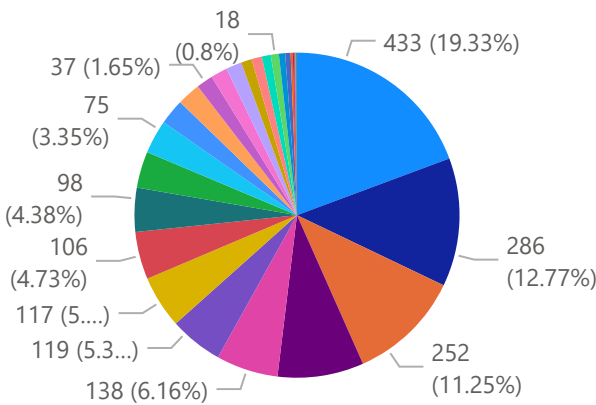
**Education_Marital**
- Graduation - Mar...
- Graduation - Tog...
- Graduation - Single
- PhD - Married
- Master - Married
- Graduation - Div...
- PhD - Together

## The impact of educational level and marital status on income and expenditure

**Education_Marital** ● 2n Cycle ... ● 2n Cycle... ● 2n Cycle... ● 2n Cycle... ● 2n Cycle... ● Basic - ...

TotalRevenue vs Sum of Income
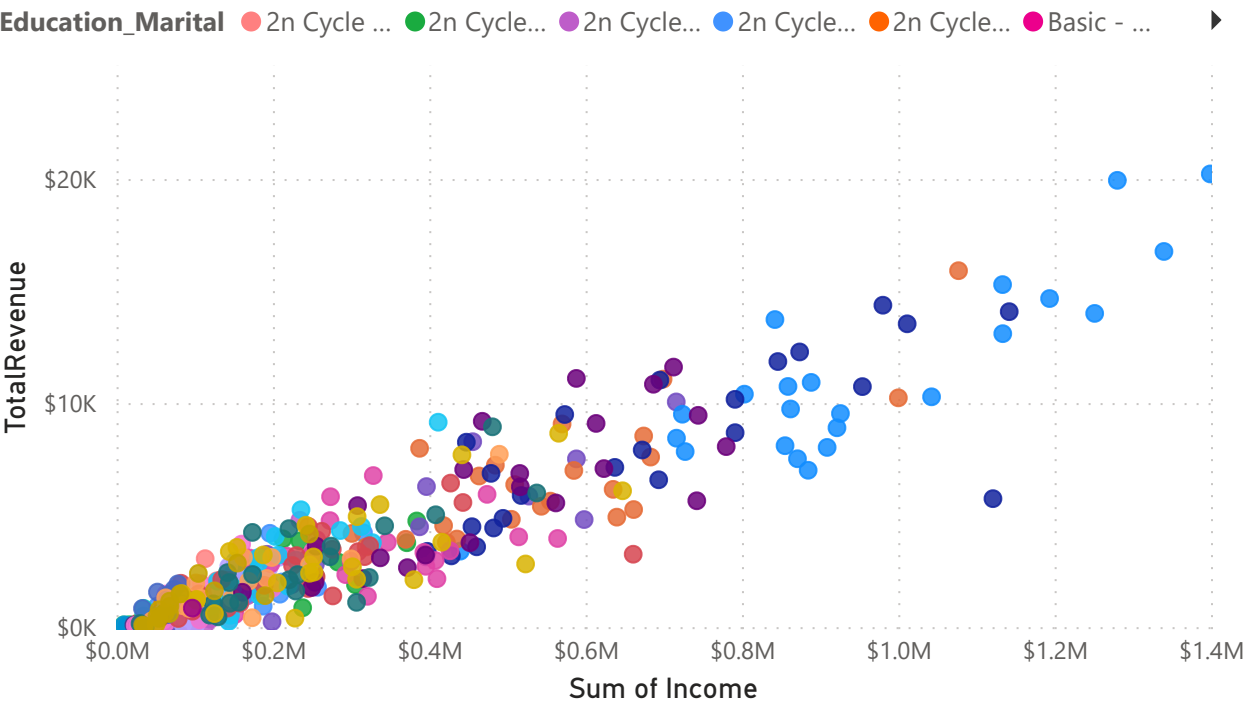
## The influence of the number of total children on the shopping decision

TotalRevenue vs TotalChildren