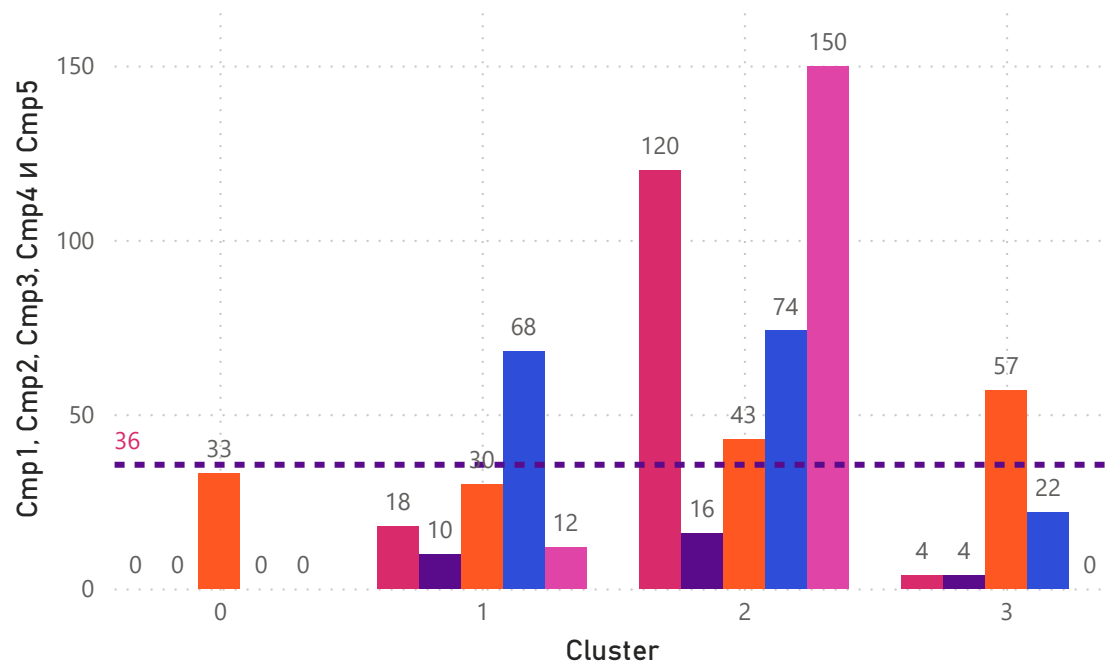


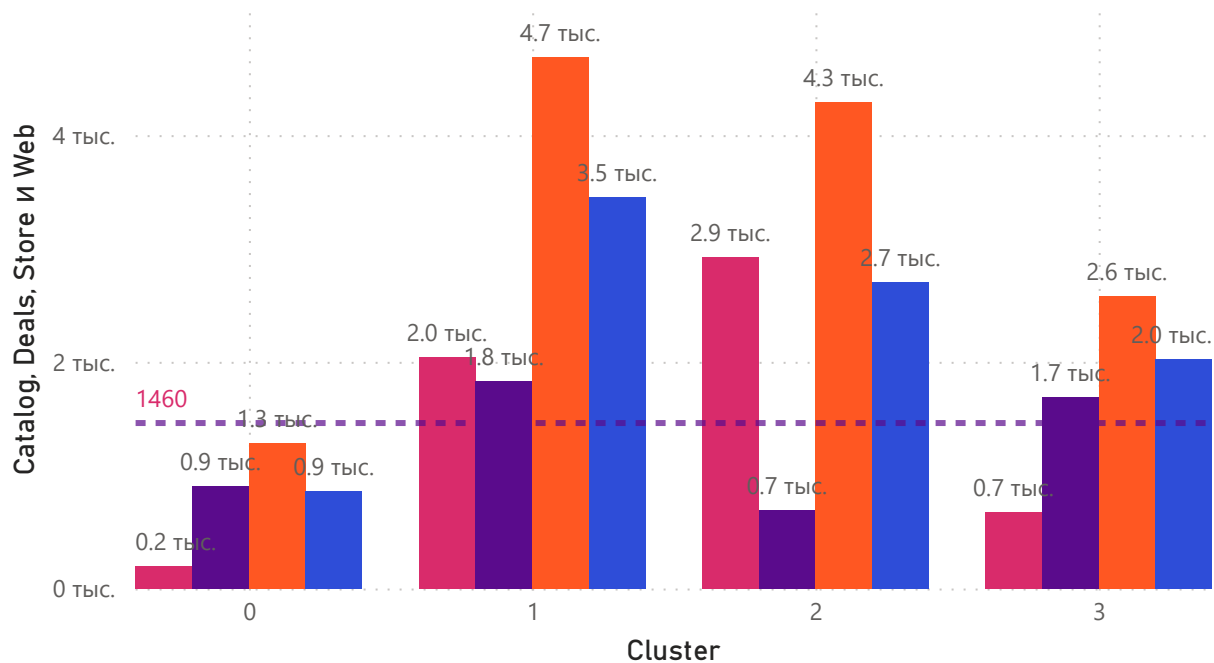
Promo results in clusters

● Cmp1 ● Cmp2 ● Cmp3 ● Cmp4 ● Cmp5



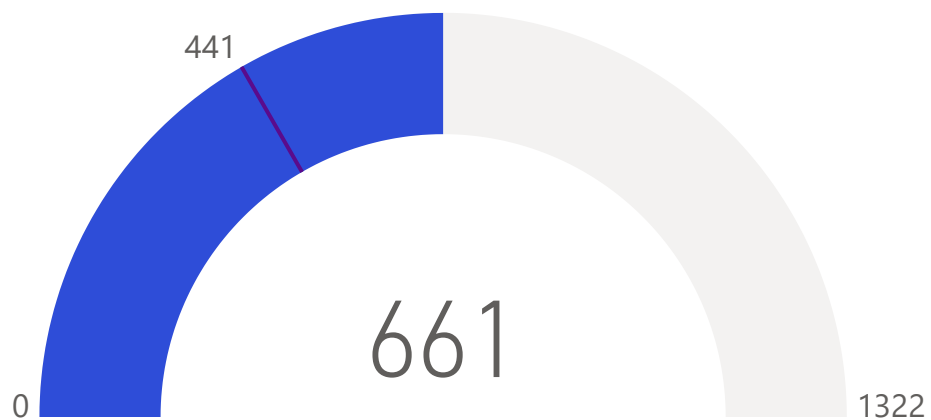
Purchases in clusters

● Catalog ● Deals ● Store ● Web



Promo Sum

441 means 20% of all customers



Response by Cluster

