

# Marketing Campaign Performance Analysis

2224

Count of ID

331

Sum of Response

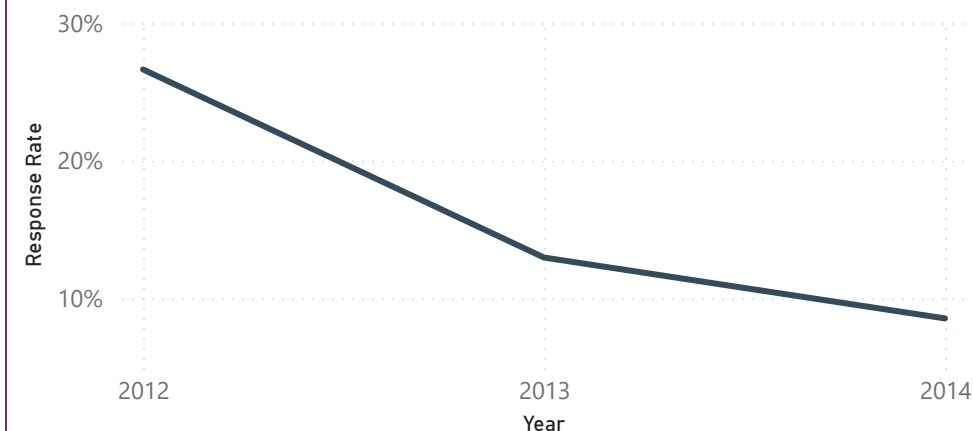
15%

Response Rate

1M

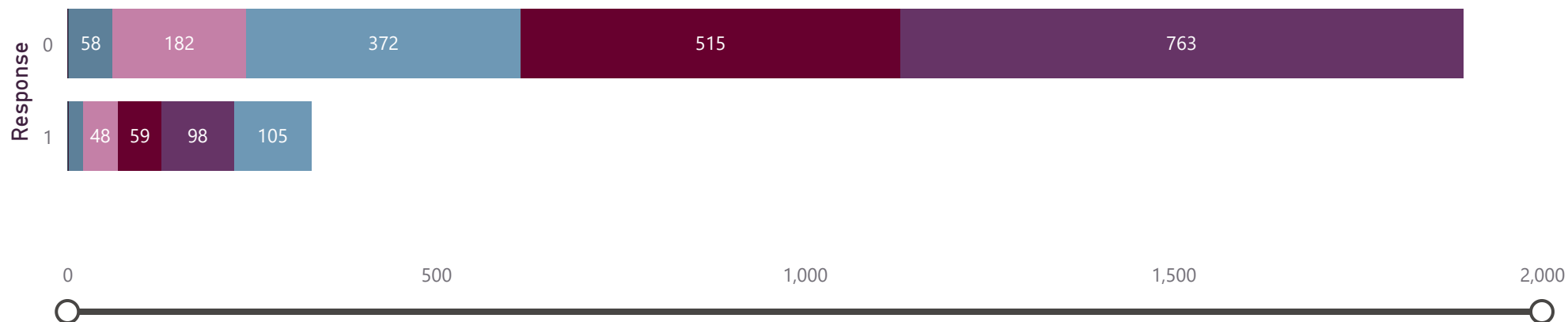
Sum of Total\_Spent

Response Rate by Year



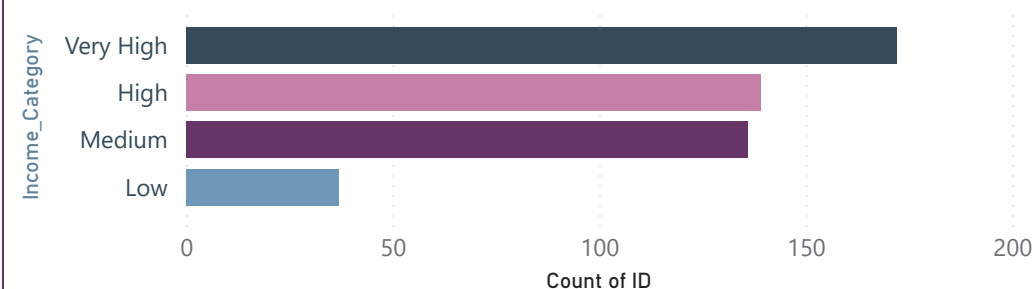
Response by Marital Status

- Marital\_Status\_Alone
- Marital\_Status\_Divorced
- Marital\_Status\_Married
- Marital\_Status\_Single
- Marital\_Status\_Together
- Marital\_Status\_Widow
- Marital\_Status\_YOLO

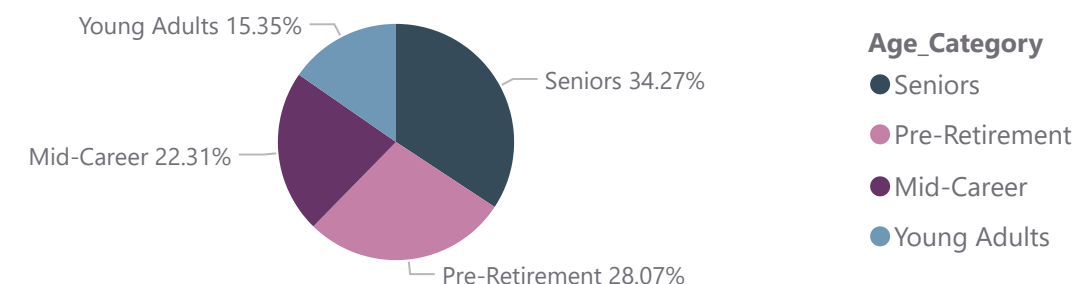


# Analysis of Customer Attributes

Count of ID by Income\_Category and Income\_Category

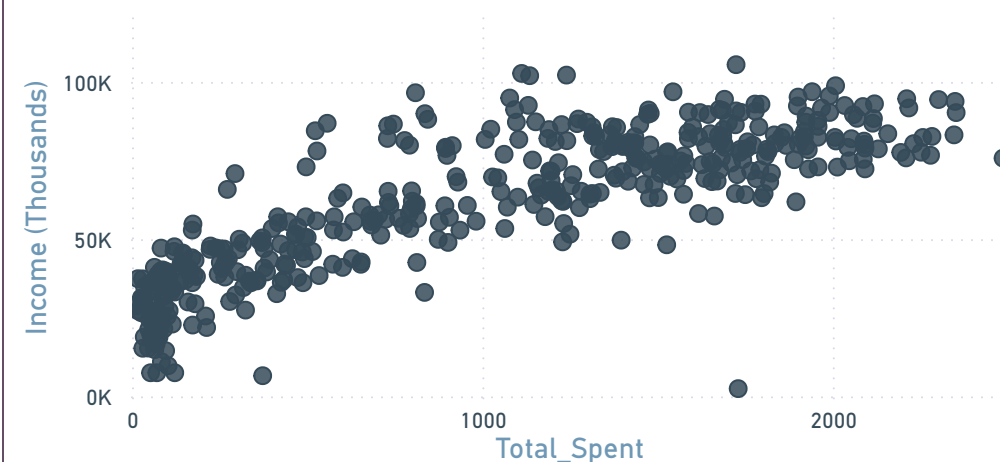


Average of Age by Age\_Category



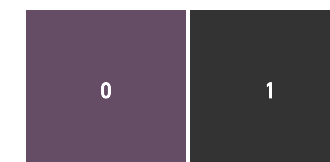
Prediction, Total\_Spent and Income

Prediction ● 1



ID	Marital_Status	Age	Sum of Income
4611	Marital_Status_Together	55	105,471.00
10089	Marital_Status_Divorced	51	102,692.00
2798	Marital_Status_Together	48	102,160.00
7215	Marital_Status_Single	42	101,970.00
4248	Marital_Status_Single	65	98,777.00
7451	Marital_Status_Single	65	98,777.00
500	Marital_Status_Together	48	96,876.00
2109	Marital_Status_Single	35	96,843.00
6815	Marital_Status_Married	45	96,547.00
10619	Marital_Status_Single	31	95,529.00
7962	Marital_Status_Single	38	95,169.00
4070	Marital_Status_Married	56	94,871.00
Total			29,335,076.25

Response



478K

Sum of Total\_Spent

# Model Evaluation

## LightGBM Model

Accuracy: 88%  
F1-Score: 64%  
Recall: 68%  
Precision: 61%

Confusion Matrix

Response	0	1	Total
0	1717	176	1893
1	23	308	331
Total	1740	484	2224

Count of ID by Prediction and Response

