

Wine

\$680.816K

Meat

\$373.968K

Baked Goods

\$98.609K

Fish

\$84.057K

Sweets

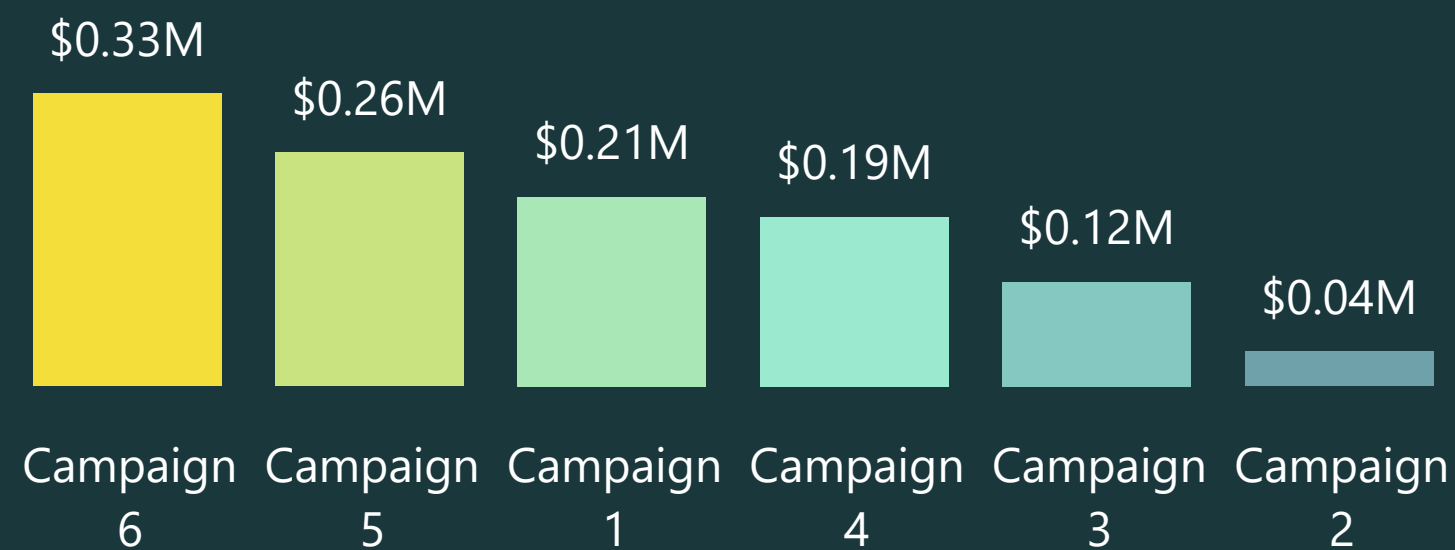
\$60.621K

Fruits

\$58.917K

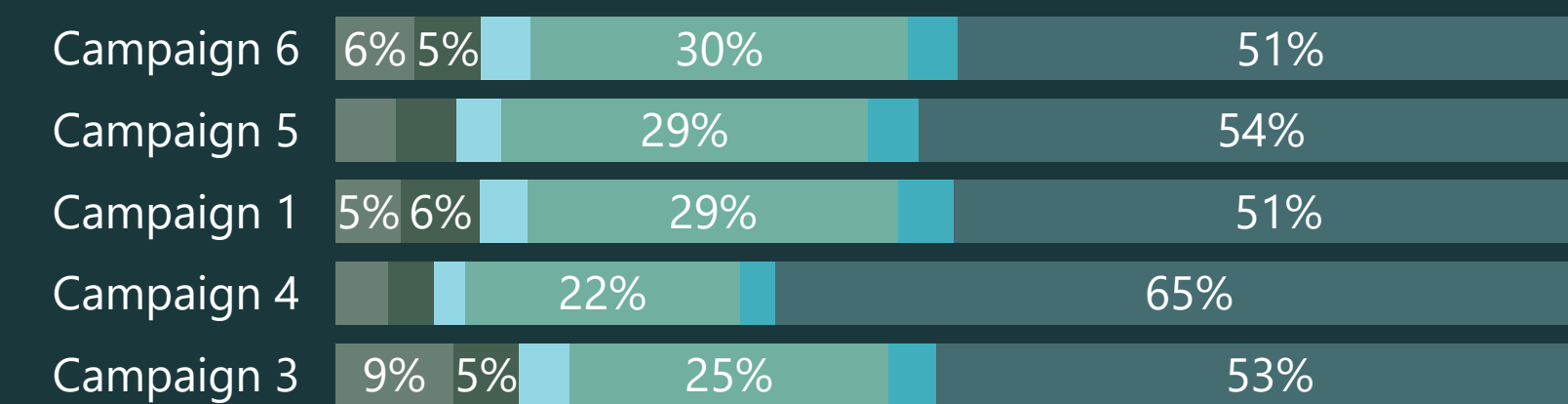
Which Campaigns Generated the most Revenue?

Campaign 6 has the Highest No of Attribute Purchases.



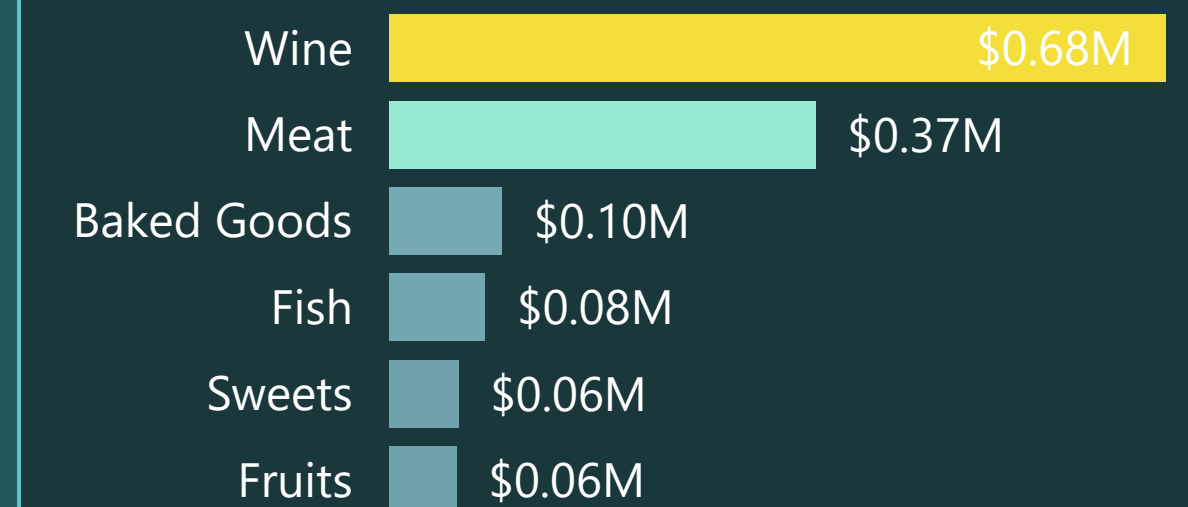
Which products did buyers purchase via each Campaign?

Product ● Baked Goods ● Fish ● Fruits ● Meat ● Sweets ● Wine



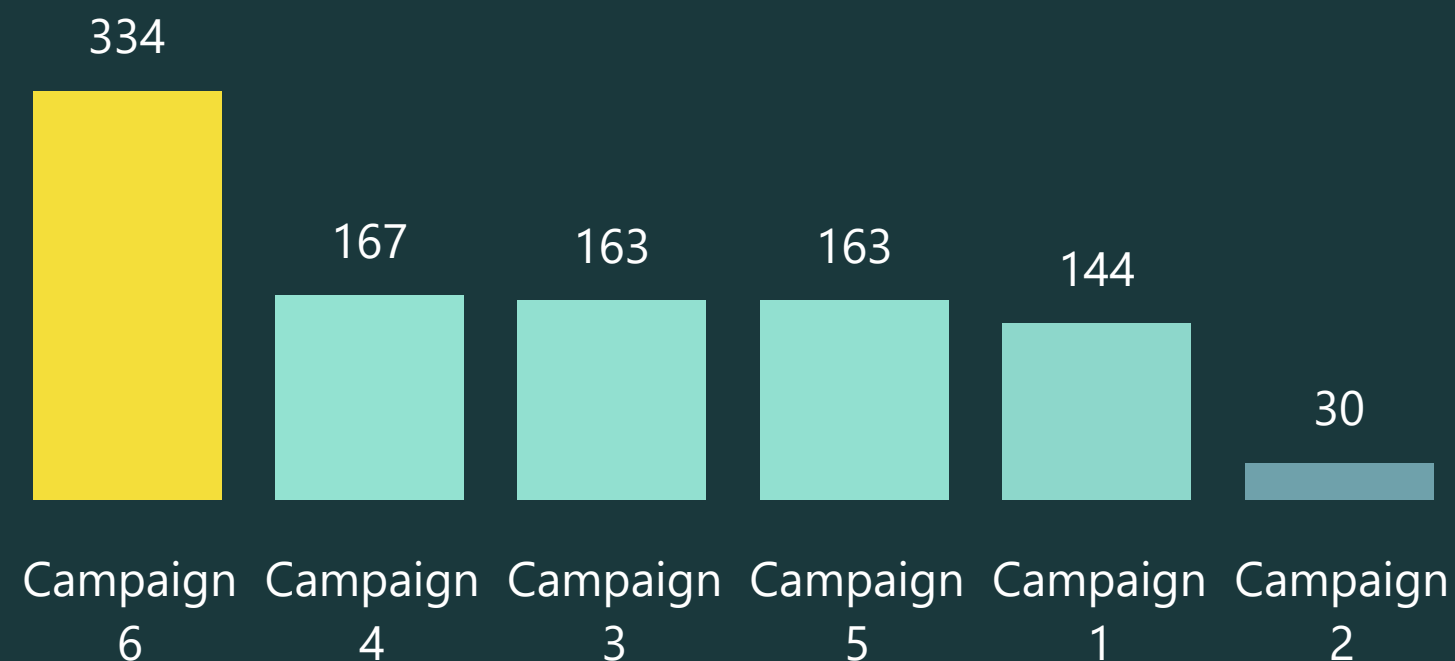
Which product sold the most?

Wine was a Big Hit this Season



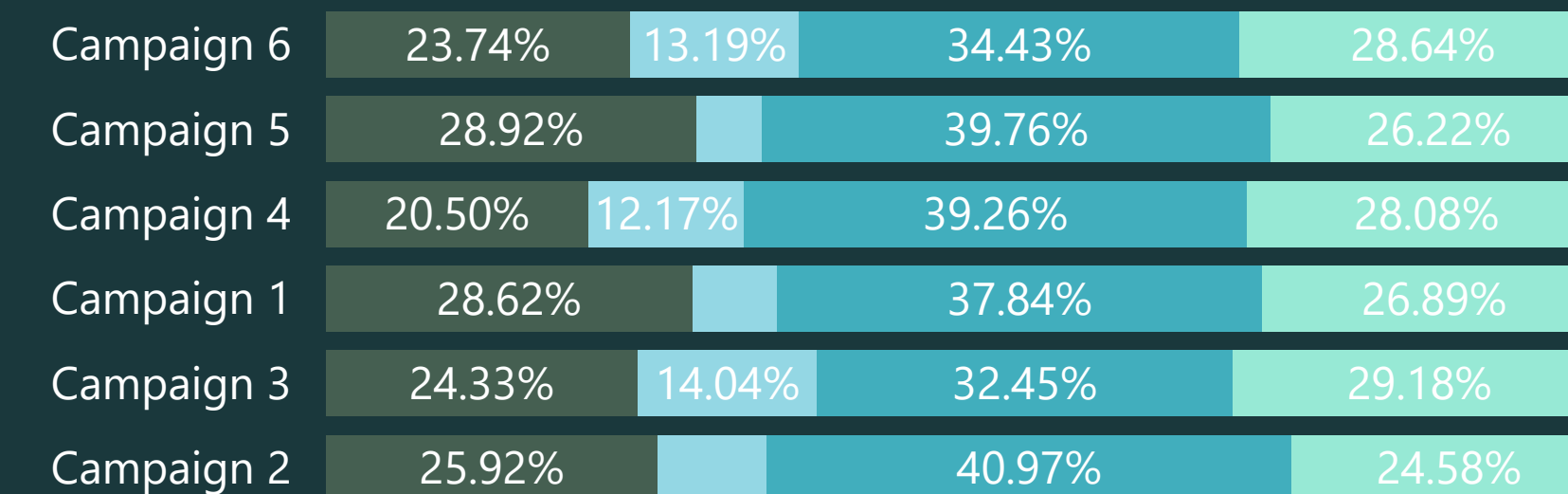
Campaign Acceptance

Campaign 6 has the Highest Acceptance



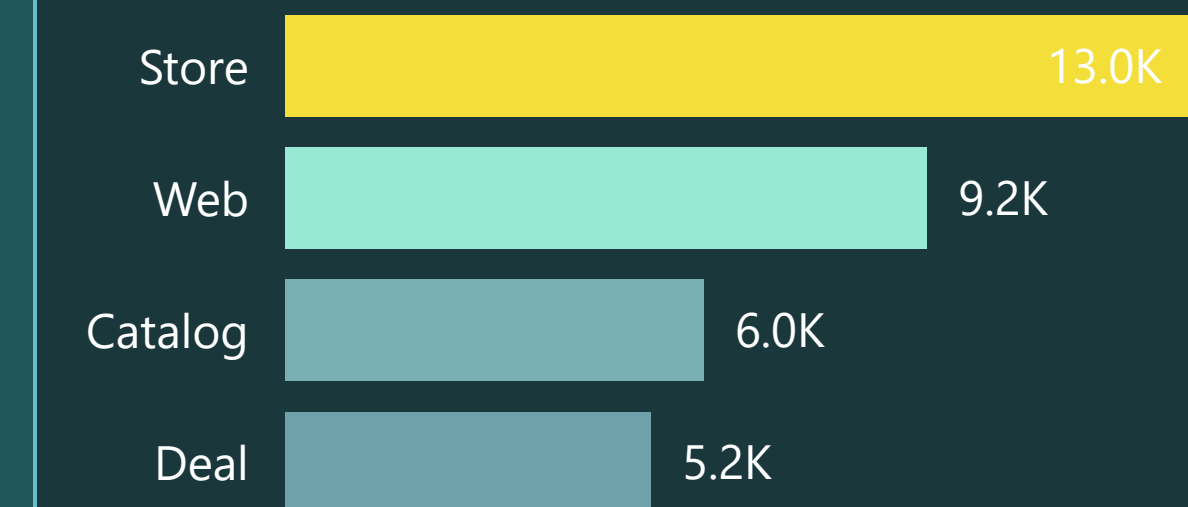
Amount of quantity purchased through which platforms?

Platform ● Catalog ● Deal ● Store ● Web



On Which Platform did Buyers make their Purchases?

In-Store Purchases were the Highest.



Buyer Composition

No. of Customers
2240

Avg Income
\$52,247.3

Catalog Purchases
5,963

Avg Age
56.19

Deals Purchased
5,208

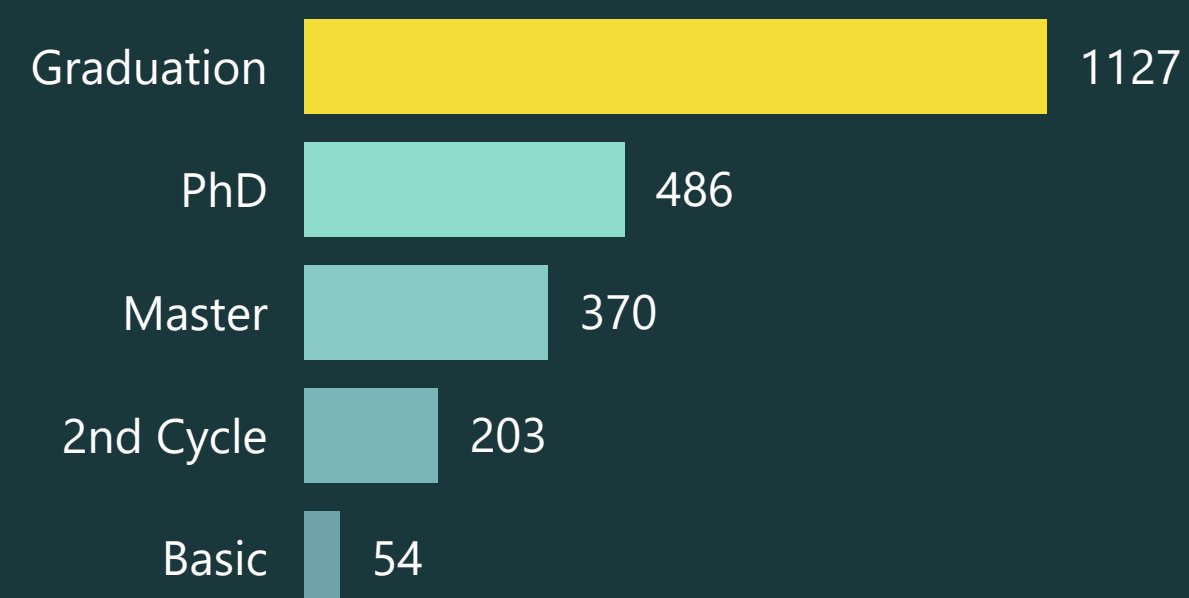
Web Sites visits/Month
11,909

Web Purchases
9,150

Store Purchases
12,970

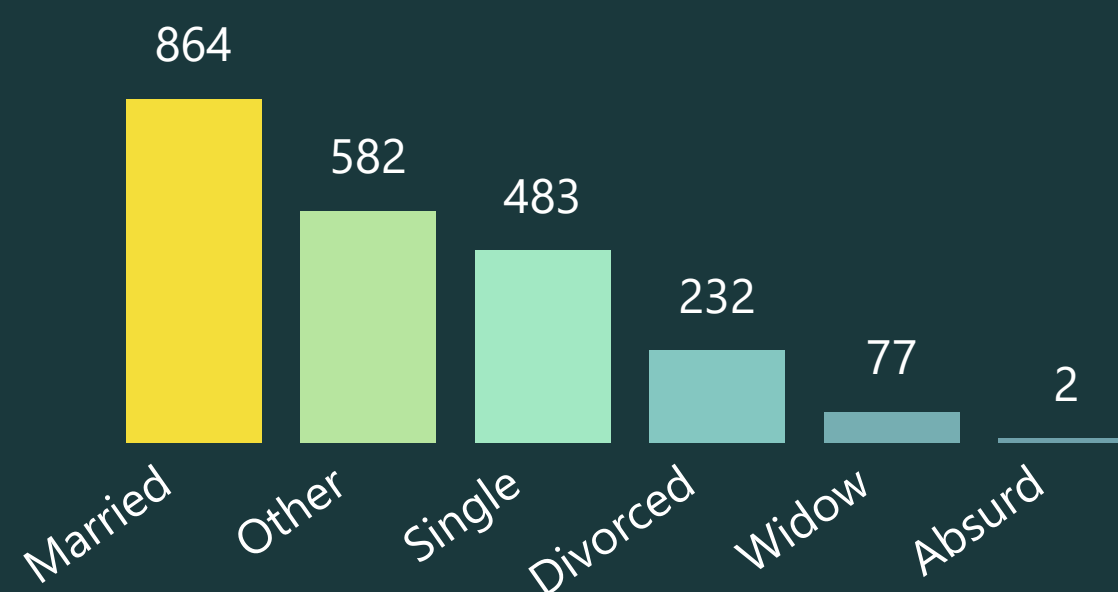
Education Level Attained by Our Customers

Major Customer In-Take is Graduated



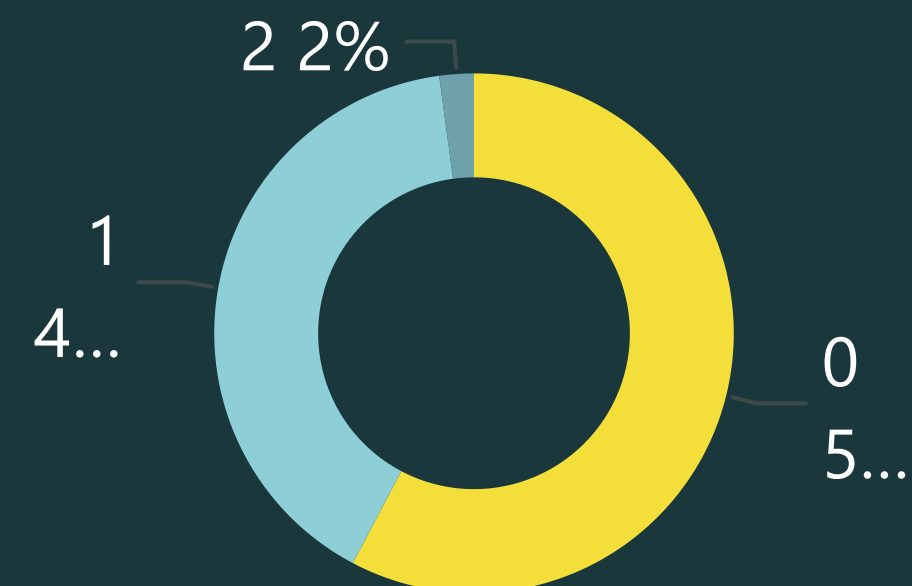
Relationship - Status of Our Customers

Most of our Customers are Married



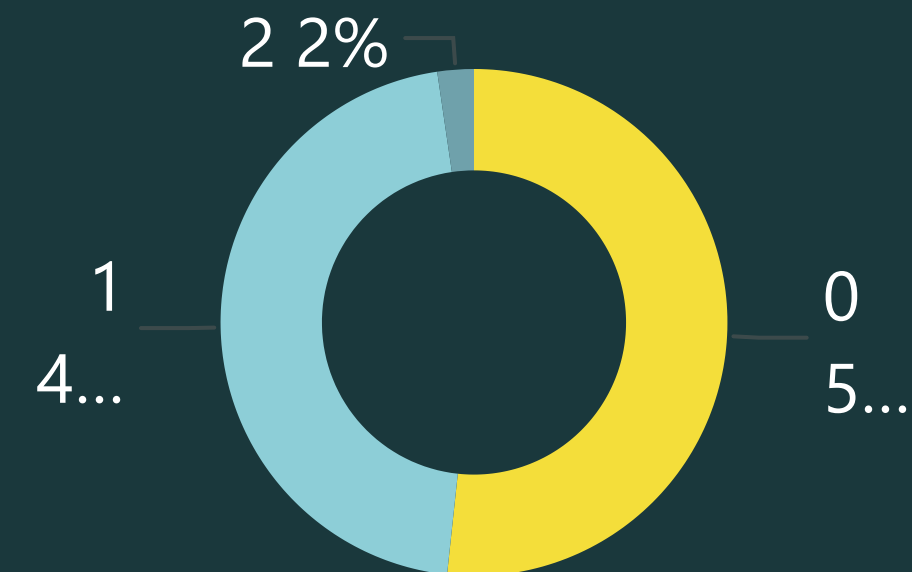
No. of Kids our Customers have at Home.

Most of our Customers have 0 Kids



No. of Teens our Customers have at Home

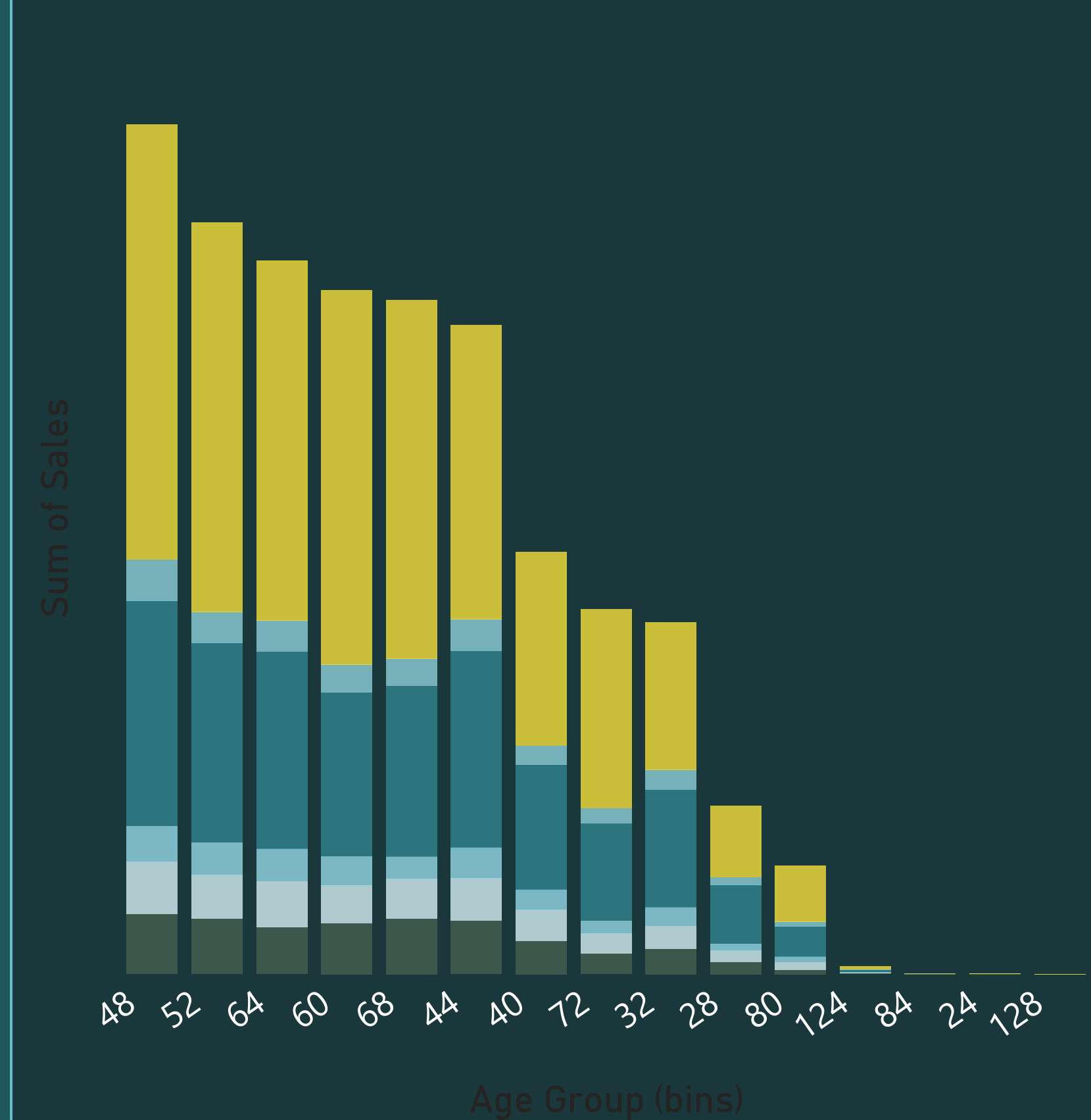
Most of our Customers have 0 Teens at ...



Sales Occurring in Different Age Groups (4 Year Gap)

Most of Our Sales are occurred in the Age Groups of 48 to 52.

Product ● Baked Goods ● Fish ● Fruits ● Meat ● Sweets ● Wine



Key influencers Top segments



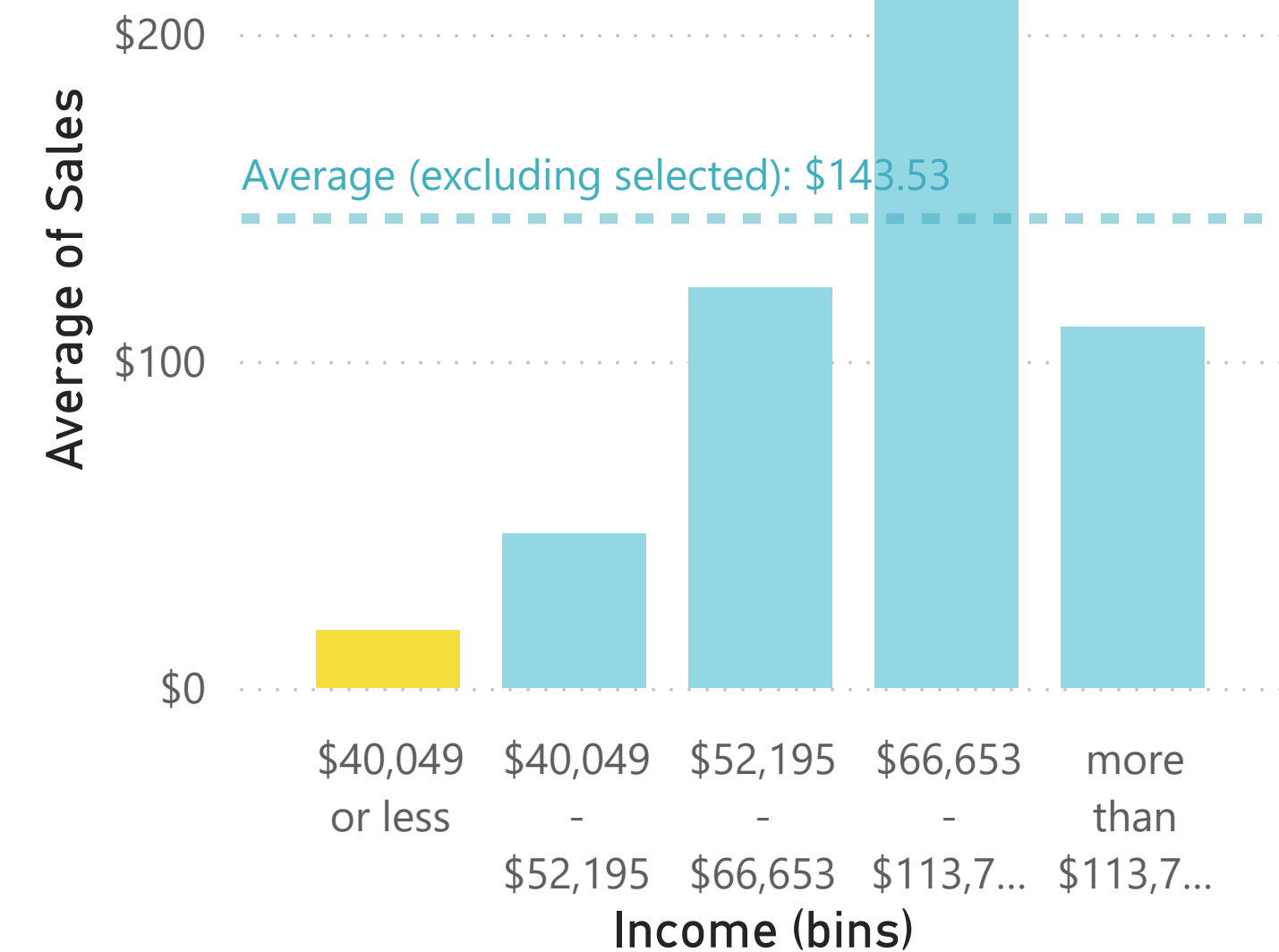
What influences Sales to Decrease ?

When...

...the average of Sales decreases by



← Sales is more likely to decrease when Income is \$40,049 or less than otherwise (on average).



☐ Only show values that are influencers

Kindly Choose the Products that Require Evaluation

Select all

Baked Goods

Fish

Fruits

Meat

Sweets

Wine