Customer Personality Analysis
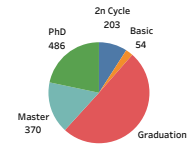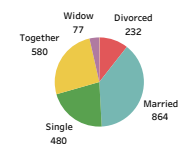
Total Number of Customers

2,240

Pattern of Amount purchases in different income distribution and educational backround
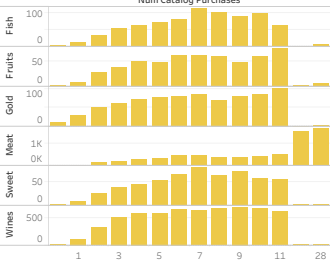
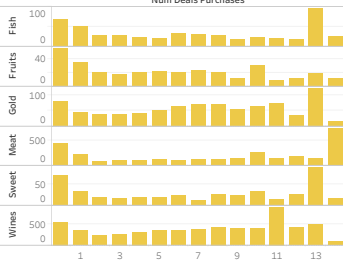

Number of Customers in different educational backround

2n Cycle 203
Basic 54
PhD 486
Master 370
Graduation 1,127

Number of Customers in different Marital Status

Widow 77
Divorced 232
Together 580
Married 864
Single 480

Different types of products vs Number of catalogue purchase distribution

Num Catalog Purchases

Different types of products vs Number of deals purchase distribution

Num Deals Purchases

Regency days in different income distribution

Incomes

Education
- 2n Cycle
- Basic
- Graduation
- Master
- PhD

Kidhome
- 0
- 1
- 2
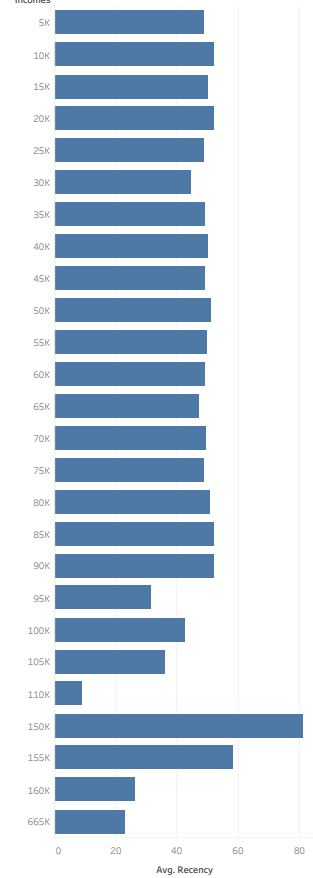
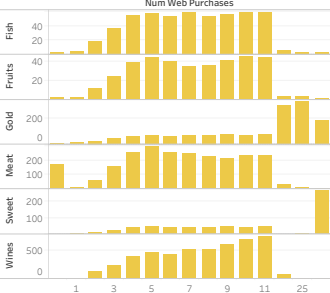## Revenue in different income distribution

Incomes

Pattern of medium of purchases in different income distribution and educational backround

Incomes
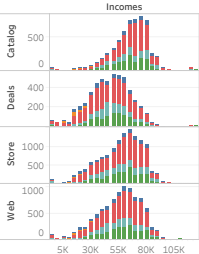
Average Purchase medium distribution among different marital status and kids in home

Marital Status

Different types of products vs Number of Web purchase distribution

Num Web Purchases

Different types of products vs Number of Store purchase distribution

Num Store Purchases