




# CUSTOMER DEMOGRAPHICS

 CUSTOMER

 SPENDING

 PURCHASE

 CAMPAIGN

YEAR  
2013

AGE GROUP  
All

INCOME  
All

EDUCATION  
All

MARRITAL STATUS  
All

DESIGNED BY  
ROHINI TEMBHURNIKAR

CUSTOMERS

1,189

MEDIAN AGE

44

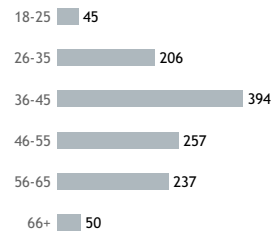
AVERAGE INCOME

51,925

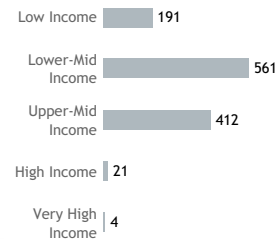
COMPLAINS

12

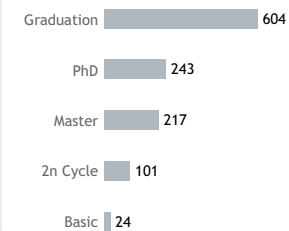
CUSTOMERS | BY AGE GROUP



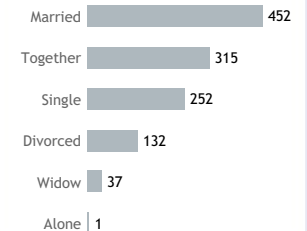
CUSTOMERS | BY INCOME



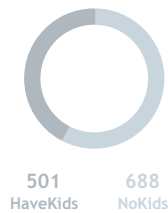
CUSTOMERS | BY EDUCATION



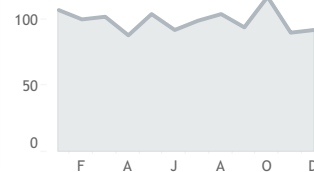
CUSTOMERS | BY MARRITAL STATUS



HAVE KIDS?



CUSTOMERS OVER MONTHS



RFM ANALYSIS

Id	Recency	Frequency	Monetary	Sort by Monetary
1763	62	29	2,524	
4580	46	26	2,486	
4475	82	25	2,440	
9010	80	23	2,346	
5386	62	18	2,302	
6024	62	18	2,302	
1553	71	23	2,283	
2147	91	23	2,279	
1173	73	13	2,252	
737	56	15	2,231	
6748				


CUSTOMER SEGMENT | BY REGENCY





# SPENDING PATTERNS

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Sales

715K

Average Order Value

40.08

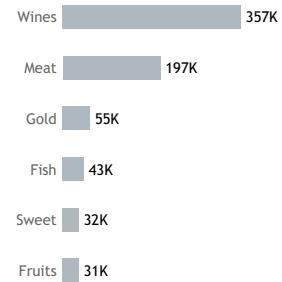
Average Revenue Per  
Customer

100

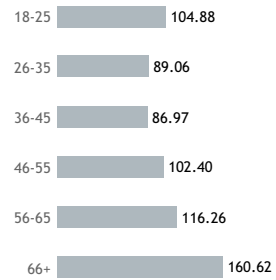
Revenue Per Product  
Type

119K

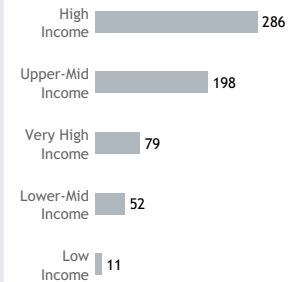
TOTAL SPENDING | BY PRODUCT



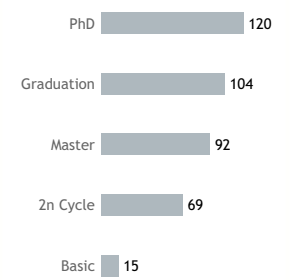
AVG. SPENDING | BY AGE GROUP



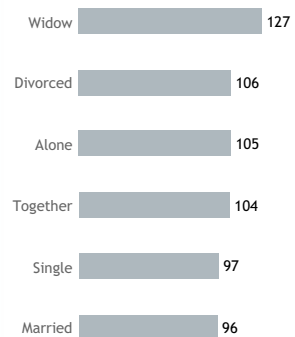
AVG. SPENDING | BY INCOME



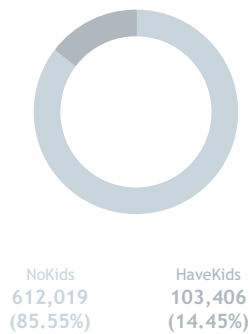
AVG. SPENDING | BY EDUCATION



AVG. SPENDING | BY MARRITAL STATUS



AVG. SPENDING | BY KIDHOME



AVG. SPENDINGS | BY PRODUCTS AND EDUCATION

Product	Demographics				
	2n Cycle	Basic	Graduation	Master	PhD
Fish	37.50	18.50	43.67	25.61	29.83
Fruits	23.74	12.92	31.35	18.16	23.37
Gold	44.12	19.13	53.23	41.94	35.77
Meat	110.67	12.71	181.59	144.61	182.23
Sweet	27.38	12.25	32.78	18.49	21.07
Wines	169.88	12.04	281.47	301.35	428.93



# PURCHASING BEHAVIOR

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All

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PURCHASES

17,848

AVERAGE PURCHASES

3.8

AVG WEB VISITS

5.3

PURCHASE PER  
CHANNEL

4,462

TOTAL PURCHASE | BY CHANNEL

Store 6,992

Web 4,937

Catalog 3,206

Deals 2,713

AVG. PURCHASES | BY CHANNEL

Alone 5.8

Widow 4.3

Divorced 3.9

Together 3.7

Married 3.7

Single 3.6

AVG. PURCHASES | BY AGE GROUP

18-25 3.4

26-35 3.2

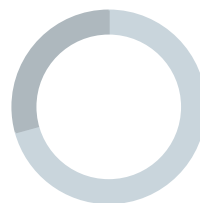
36-45 3.5

46-55 4.0

56-65 4.3

66+ 4.6

TOTAL PURCHASES | BY KIDHOME



NoKids  
12,626.0  
(70.74%)

HaveKids  
5,222.0  
(29.26%)

AVG. PURCHASE | BY INCOME

High Income 5.6

Upper-Mid  
Income 5.3

Lower-Mid  
Income 3.3

Very High  
Income 1.9

Low Income 1.8

AVG. PURCHASE | BY EDUCATION

Graduation 3.8

PhD 4.1

Master 3.7

2n Cycle 3.3

Basic 1.8

AVG. PURCHASE | BY CHANNEL AND EDUCATION

Channel	2n Cycle	Basic	Demographics		
			Graduation	Master	PhD
Catalog	2.020	0.542	2.831	2.438	3.086
Deals	2.257	1.917	2.291	2.419	2.181
Store	5.297	2.917	5.912	5.788	6.420
Web	3.594	1.875	4.184	4.037	4.634



# CAMPAIGN SUCCESS

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All

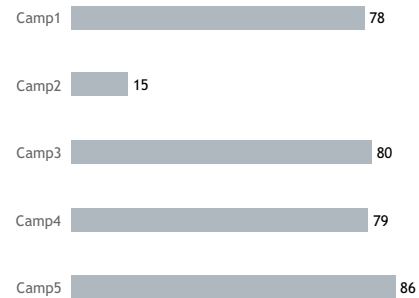
INCOME  
All

EDUCATION  
All

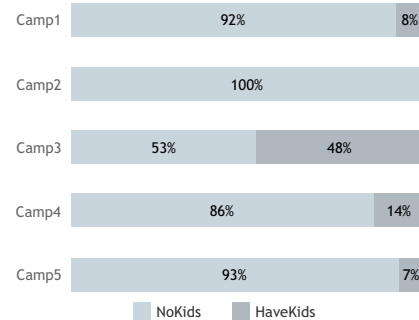
MARRITAL STATUS  
All

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TOTAL ACCEPTED CAMPS | BY TYPE



ACCEPTED CAMPS | BY KIDHOME



ACCEPTED CAMPS | BY AGE GROUP

	18-25	26-35	36-45	46-55	56-65	66+
Camp1	5	15	24	12	21	1
Camp2	1	1	5	6	2	
Camp3	4	24	26	11	10	5
Camp4	3	11	24	18	19	4
Camp5	6	22	22	13	16	7

ACCEPTED CAMPS | BY MARRITAL STATUS

	Divorced	Married	Single	Together	Widow
Camp1	7	31	20	17	3
Camp2	3	2	2	7	1
Camp3	11	33	15	18	3
Camp4	9	28	14	24	4
Camp5	9	34	15	25	3

ACCEPTED CAMPS | BY INCOME

	High Income	Low Income	Lower-Mid Income	Upper-Mid Income
Camp1	13		6	59
Camp2	2		2	11
Camp3	1	10	43	26
Camp4	8		26	45
Camp5	18		1	67

ACCEPTED CAMPS | BY EDUCATION

	2n Cycle	Basic	Graduati..	Master	PhD
Camp1	8		43	10	17
Camp2	1		7	1	6
Camp3	6	2	43	13	16
Camp4	5		38	16	20
Camp5	4		48	13	21