

Demographic

AcceptCmp

No

Yes

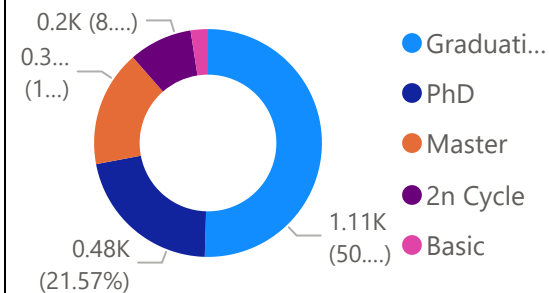
RFM_Segment

Middle

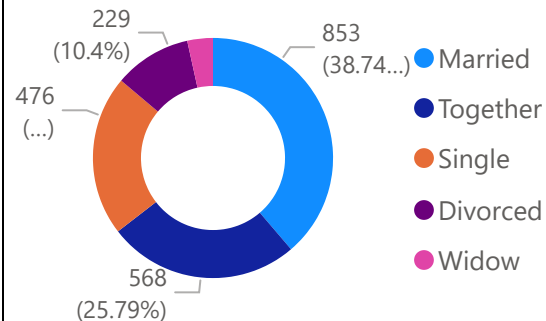
Low

High

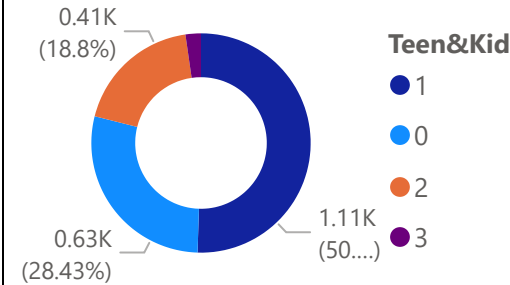
%Customer by Education



%Customer by Marital_status



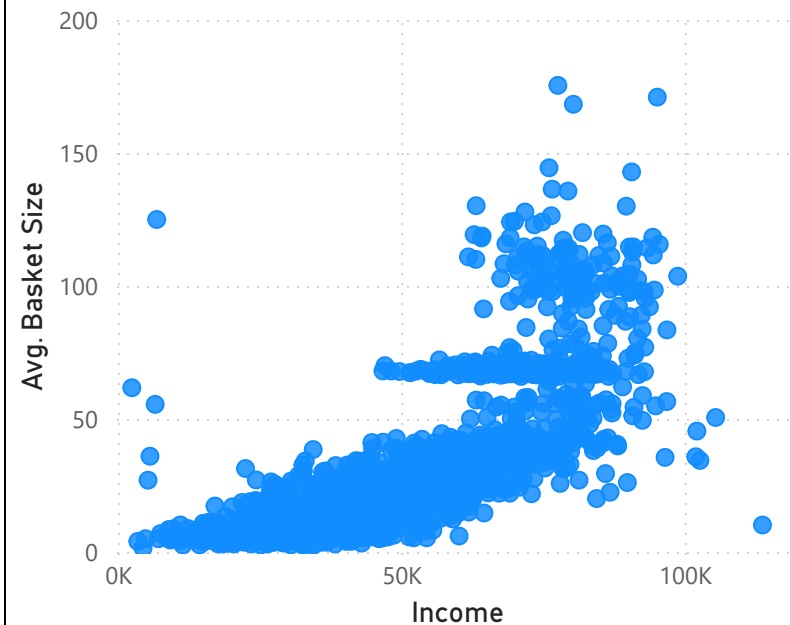
%CustomerID by Teen&Kid



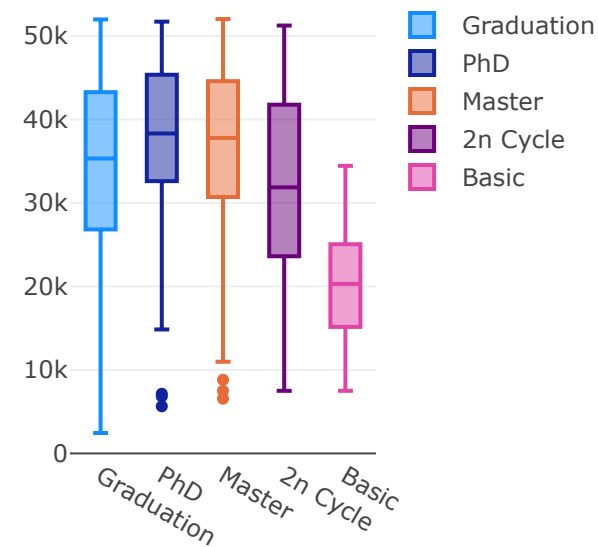
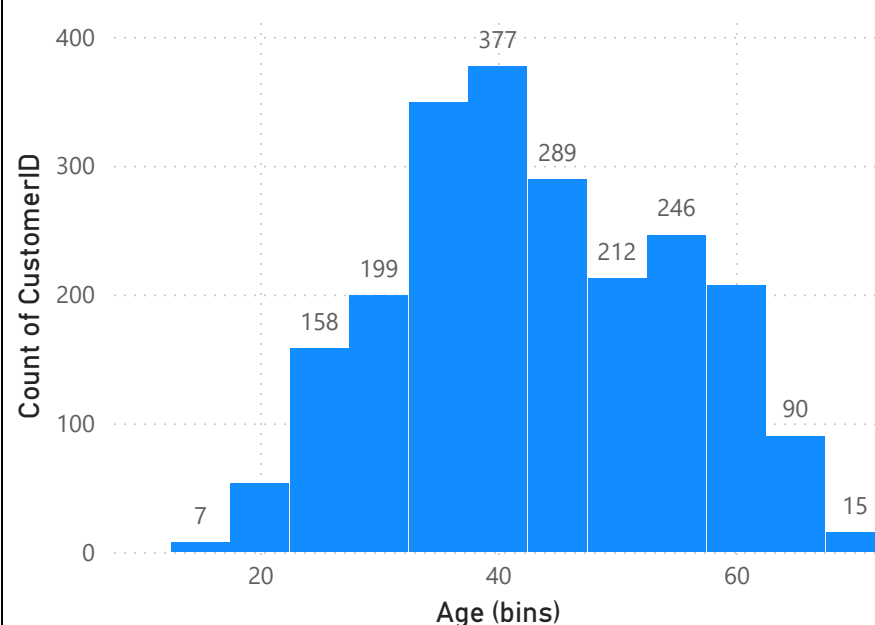
Education	Avg Income	Avg Age	Avg Kid	Avg Teen
2n Cycle	47625.33	41.21	0.47	0.41
Basic	20306.26	36.54	0.63	0.09
Graduation	52068.81	44.40	0.44	0.49
Master	52629.58	47.06	0.46	0.54
PhD	55328.37	47.84	0.40	0.60
Total	51686.17	45.10	0.44	0.51

Education and Income

Avg. Amount spend per order by Income



No. Customer by Age



RFM Model - User Histogram

No

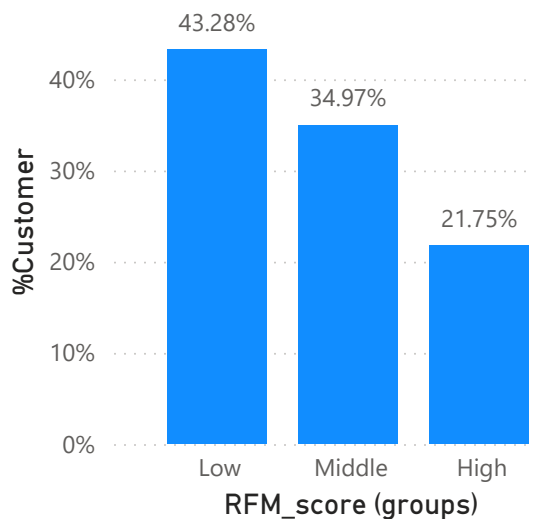
Yes

High

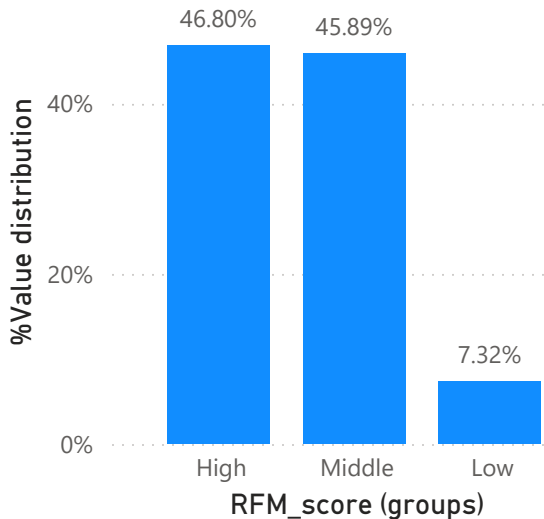
Low

Middle

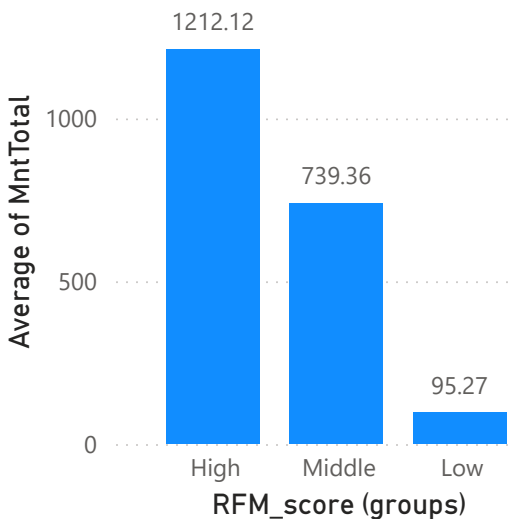
%Customer by RFM_score (groups)



%Revenue by RFM Score (Group)

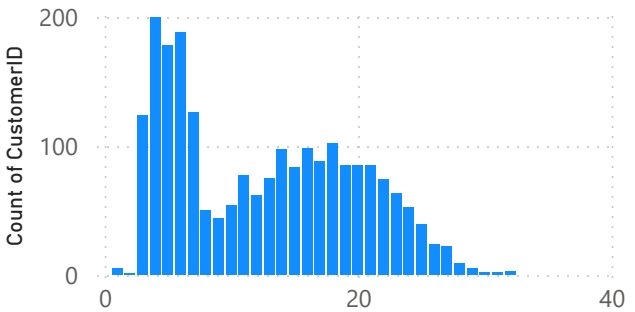


Avg. Spending by RFM_score



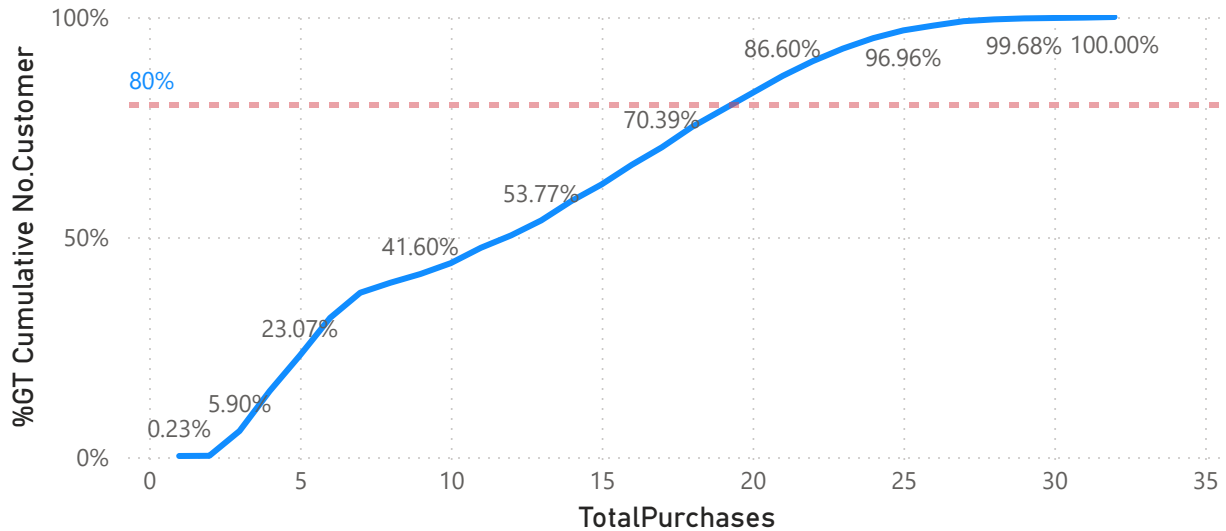
RFM_Group	%Customer	%MntTotal	Avg.Orders
High	21.75%	46.80%	20.73
Low	43.28%	7.32%	6.13
Middle	34.97%	45.89%	15.52

Count of CustomerID by TotalPurchases



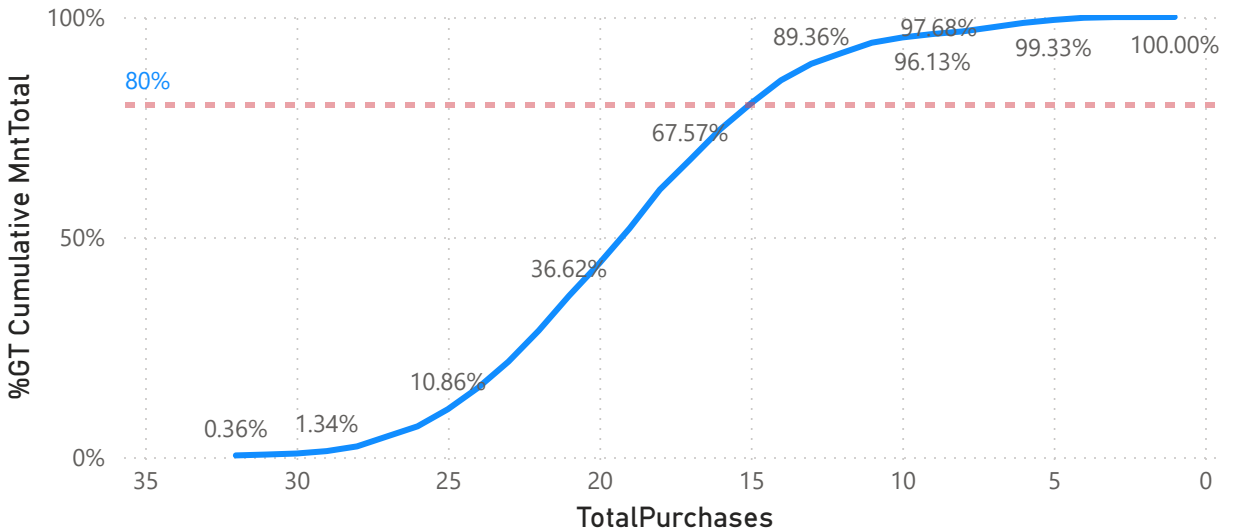
Top percentile

%GT Cumulative No.Customer by TotalPurchases



Top contributor

%GT Cumulative MntTotal by TotalPurchases



User Behavior

AcceptCmp

No Yes

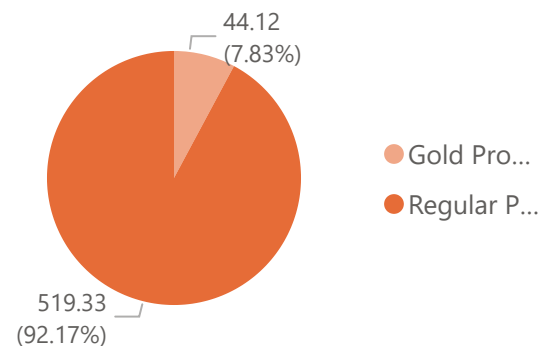
AcceptedCmp

All

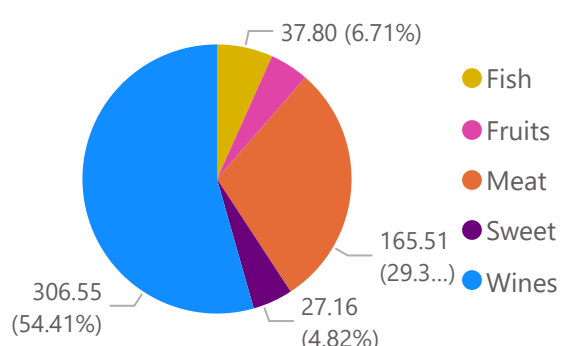
RFM_Segment

High Low Middle

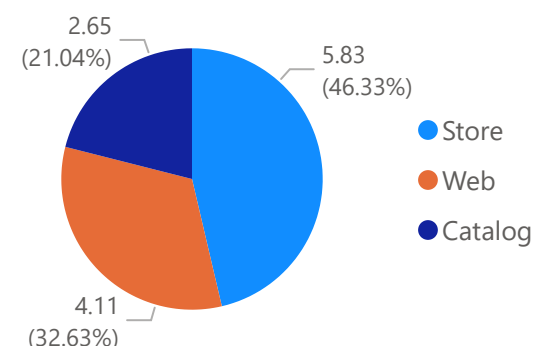
Avg. Spending by Category



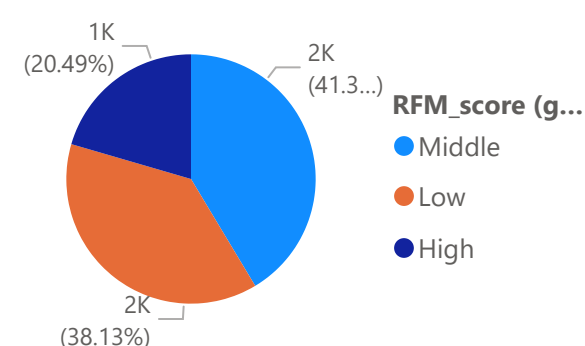
Avg. Spending by Sub-Category



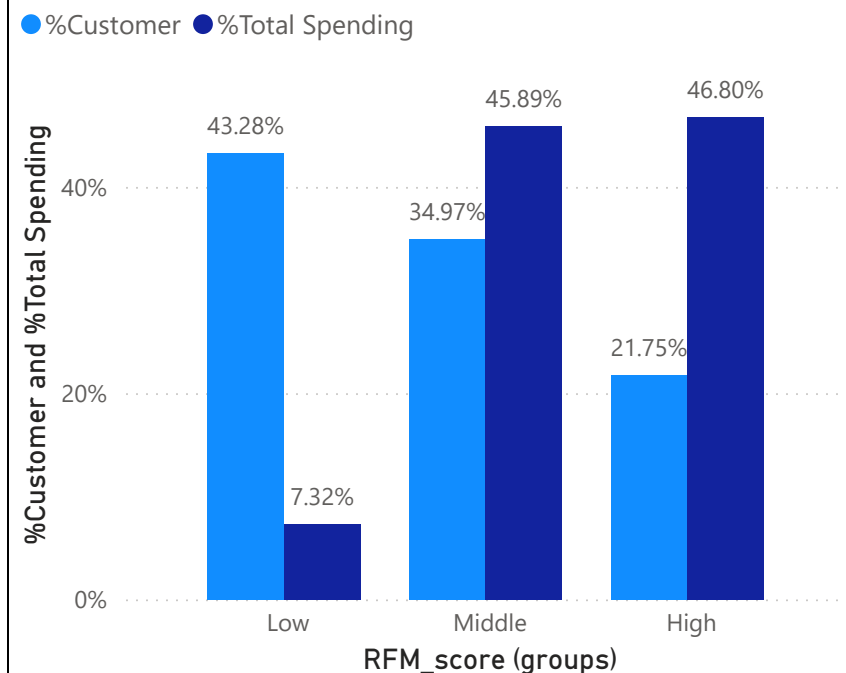
Avg. Spending by Channel



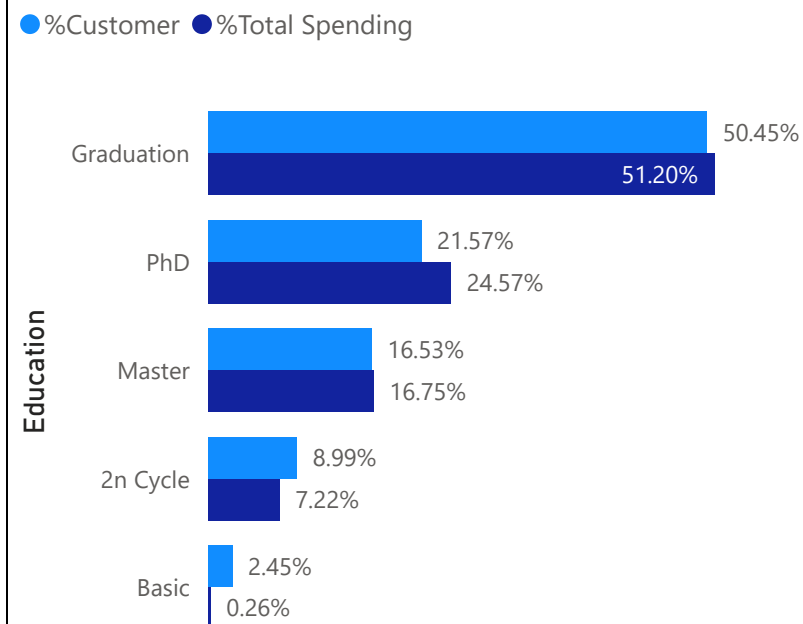
Num of Purchases with Deals



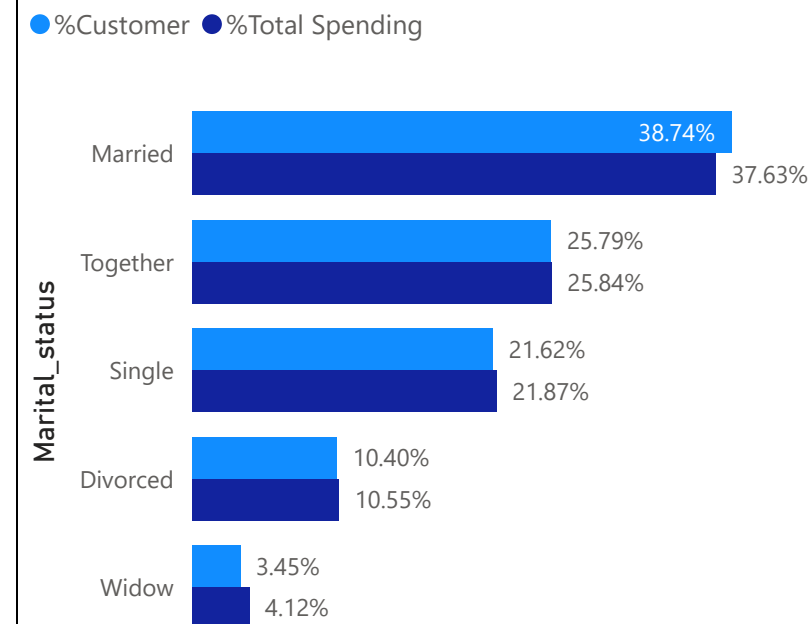
%Customer and %Total Spending by RFM_score



%Customer and %Total Spending by Education



%Customer and %Total Spending by Marital_status



Customer Profile by Campaign

AcceptCmp

NoYes

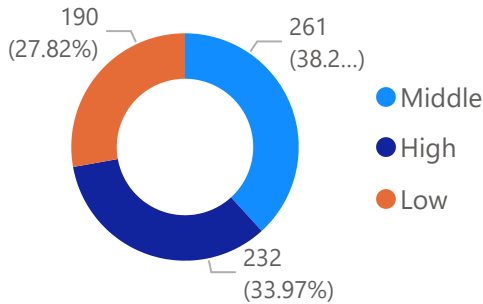
AcceptedCmp

All

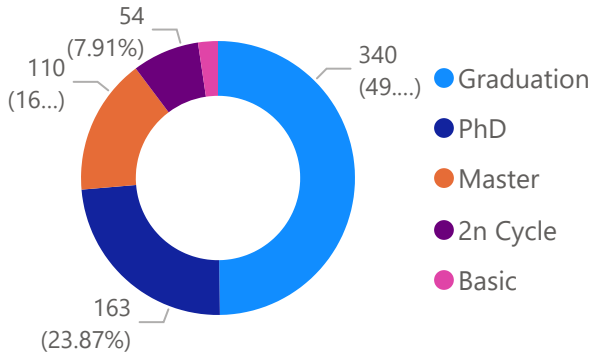
RFM_Segment

All

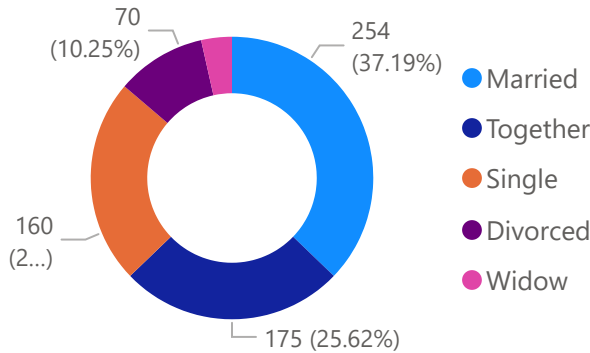
%Customer by RFM_score



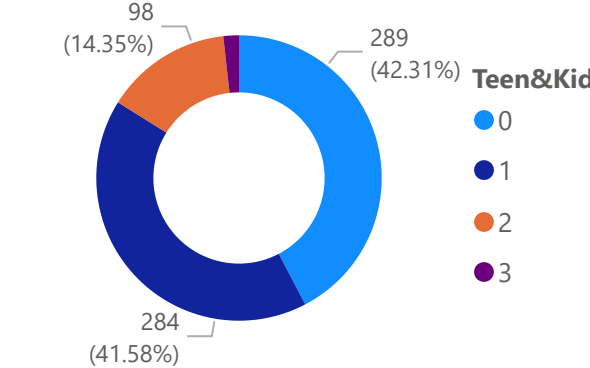
%Customer by Education



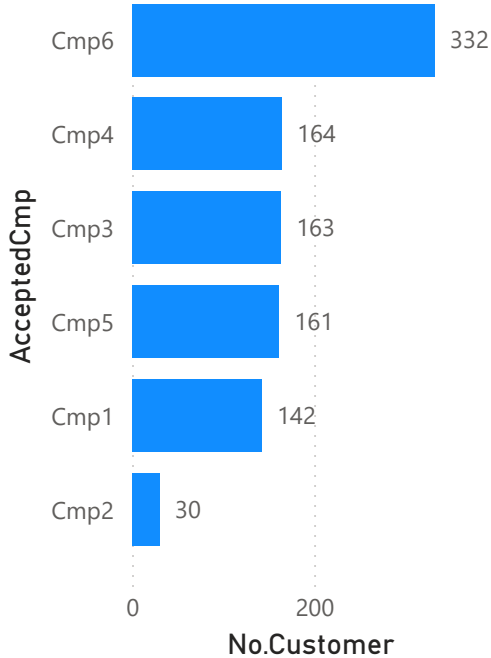
%Customer by Marital_status



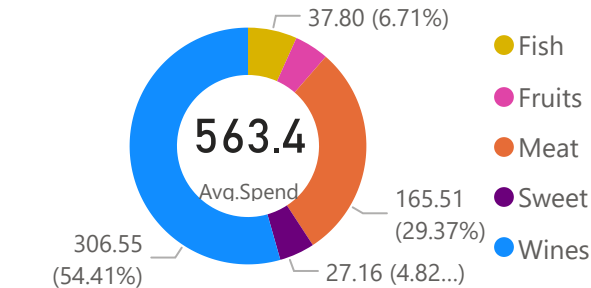
%CustomerID by Teen&Kid



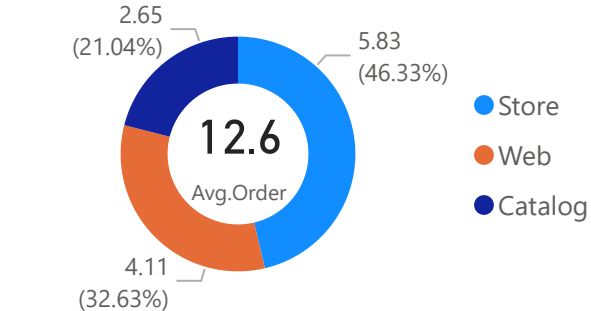
No.Customer by AcceptedCmp



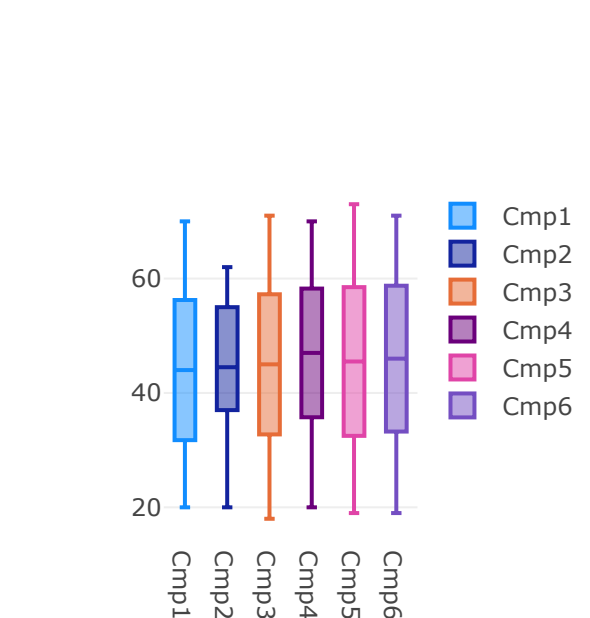
Avg. Spending by Sub-Category



Avg. Spending by Channel



AcceptedCmp and Age



AcceptedCmp and Income

