

DH Marketing Consultants

Descripción General de los Datos

- **ID:** Identificador único de cada cliente.
- **Year_Birth:** Año de nacimiento del cliente.
- **Education:** Nivel educativo del cliente.
- **Marital Status:** Estado civil del cliente.
- **Income:** Ingresos anuales del cliente.
- **Kidhome:** Número de niños en casa.
- **Teenhome:** Número de adolescentes en casa.
- **Dt_Customer:** Fecha de inscripción como cliente.
- **Recency:** Días desde la última compra.
- **MntWines, MntFruits, MntMeatProducts, MntFishProducts, MntSweetProducts, MntGoldProds:** Monto gastado en diferentes categorías de productos.
- **NumDealsPurchases, NumWebPurchases, NumCatalogPurchases, NumStorePurchases:** Número de compras en diferentes canales.
- **NumWebVisitsMonth:** Número de visitas al mes a la web.
- **AcceptedCmp1, AcceptedCmp2, AcceptedCmp3, AcceptedCmp4, AcceptedCmp5:** Si aceptó una campaña específica (1=Sí, 0=No).
- **Complain:** Si el cliente presentó una queja (1=Sí, 0=No).
- **Z_CostContact:** Coste fijo de 3 por contactar a cada cliente.
- **Z_Revenue:** Ingreso fijo de 11 por cada contacto.
- **Response:** Si el cliente respondió a la campaña más reciente (1=Sí, 0=No).

DH Marketing Consultants - General description

Number of Clients

2 mil

Total Purchases

33 mil

Marital Status

☐ Cohabiting

☐ Divorced

☐ Married

Age Group

☐ 30-39

☐ 40-49

☐ 50-59

Education

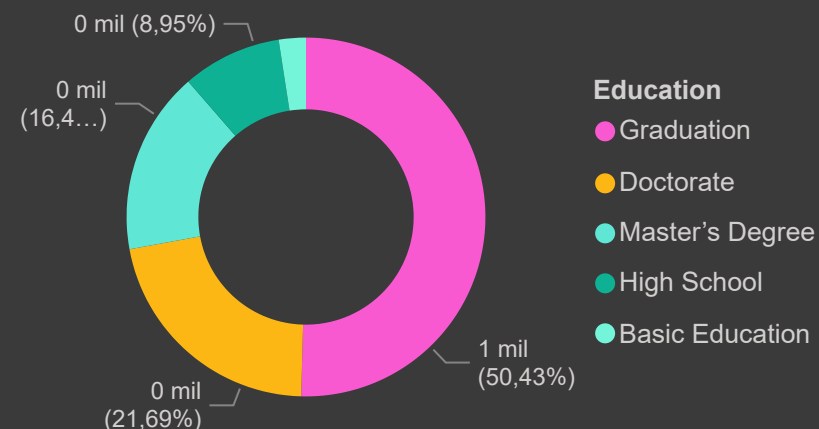
☐ Basic Education

☐ Doctorate

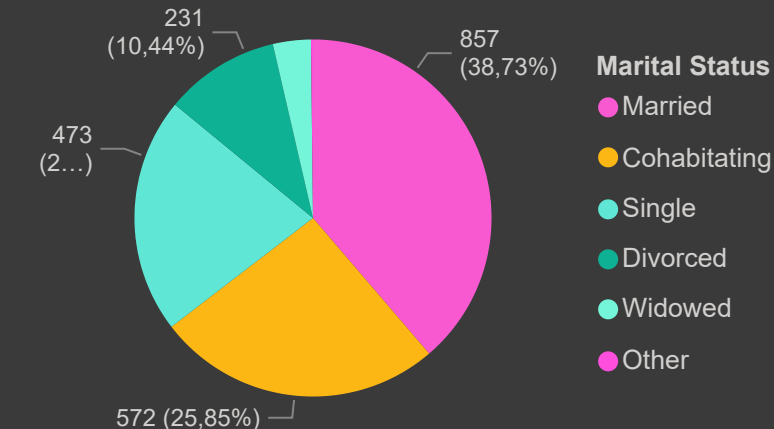
☐ Graduation

☐ High School

Customer Analysis by Education

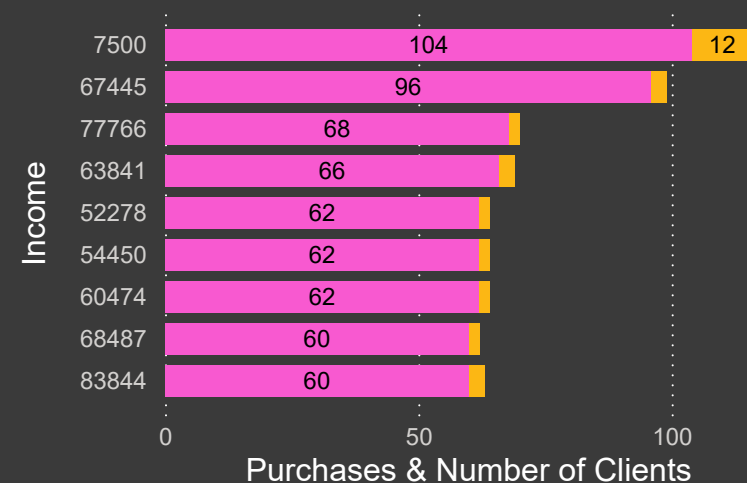


Proportion of Clients by Marital Status



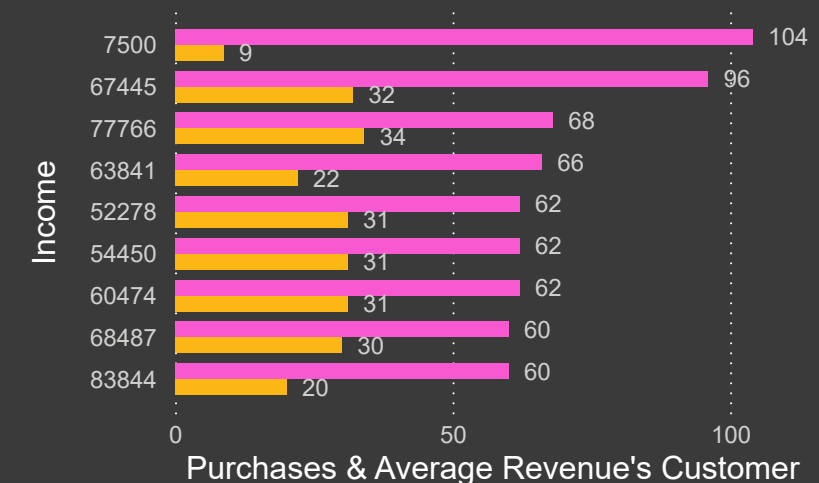
Revenue, Purchases & Customers

● Total Purchases ● Number of Clients

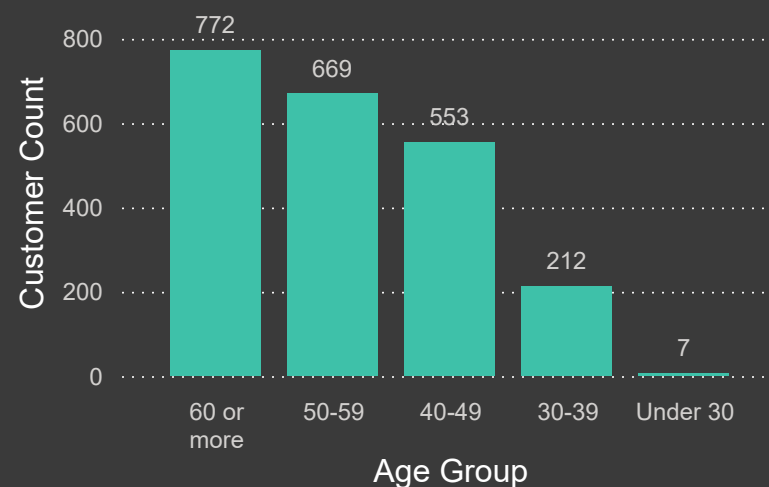


Income & Purchases Comparison

● Total Purchases ● Average Revenue per Customer



Distribution of the Number of Clients by Age



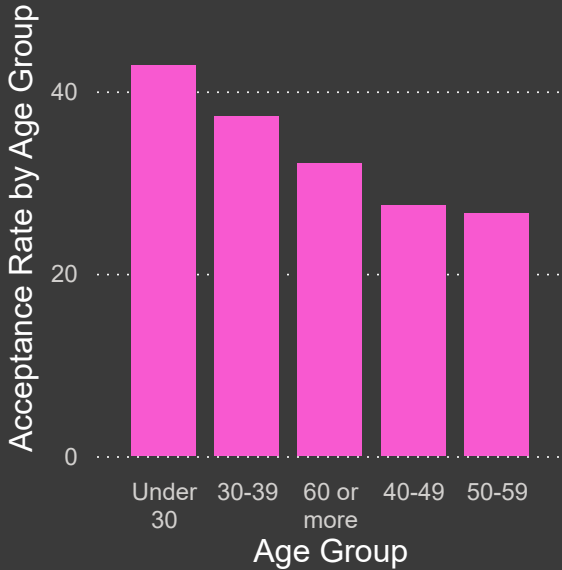


DH Marketing Consultants - Campaign Analysis

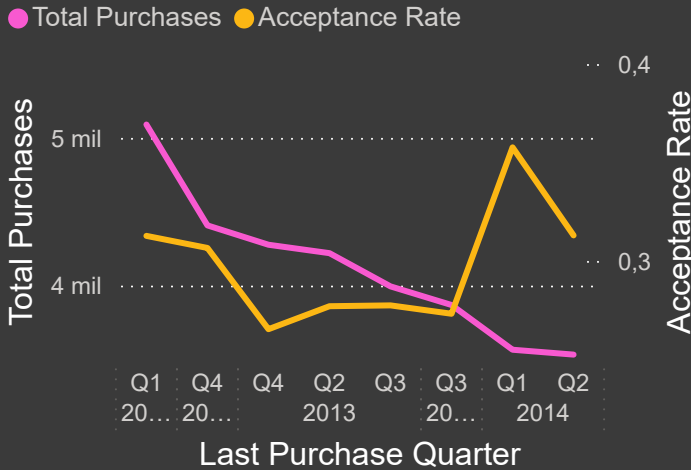
Campaign Acceptance by Last Purchase



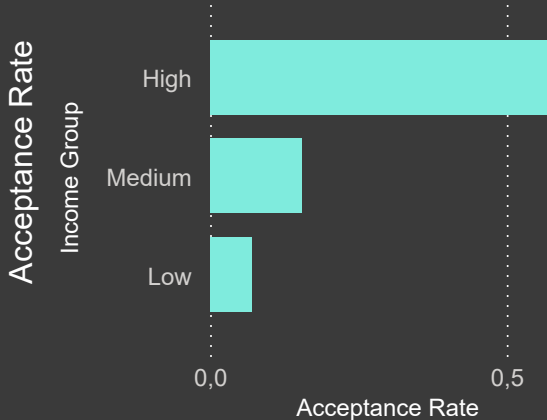
Campaign Acceptance by Age



Segmentation by Year and Quarter



Segmentation by Annual Income



Age Group

- ☐ 30-39
- ☐ 40-49
- ☐ 50-59
- ☐ 60 or more

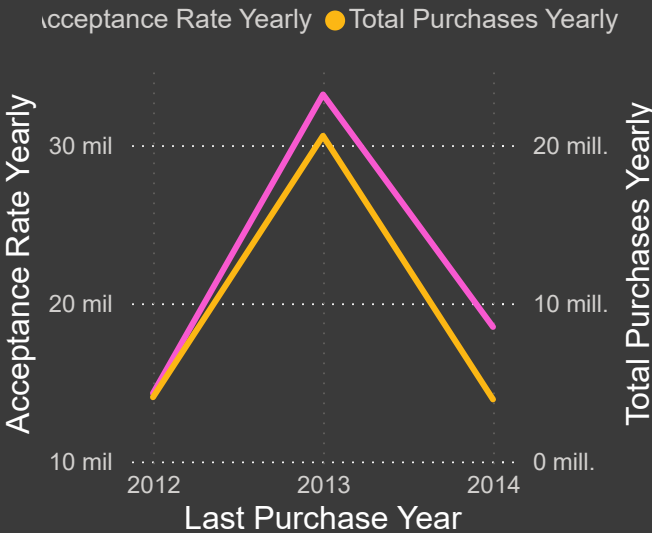
Income Group

- ☐ High
- ☐ Low
- ☐ Medium

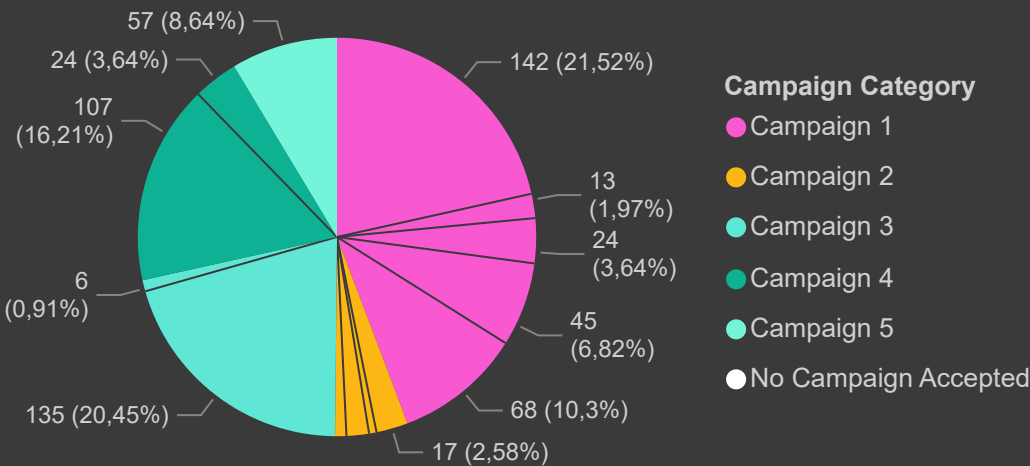
Education

- ☐ Basic Education
- ☐ Doctorate
- ☐ Graduation
- ☐ High School
- ☐ Master's Degree

Campaign Acceptance by Year



Campaign Acceptance Percentage



DH Marketing Consultants - Product Analysis

Purchase Type

- ☐ Catalog
- ☐ Other
- ☐ Store
- ☐ Web

Marital Status

- ☐ Cohabiting
- ☐ Divorced
- ☐ Married
- ☐ Other
- ☐ Single

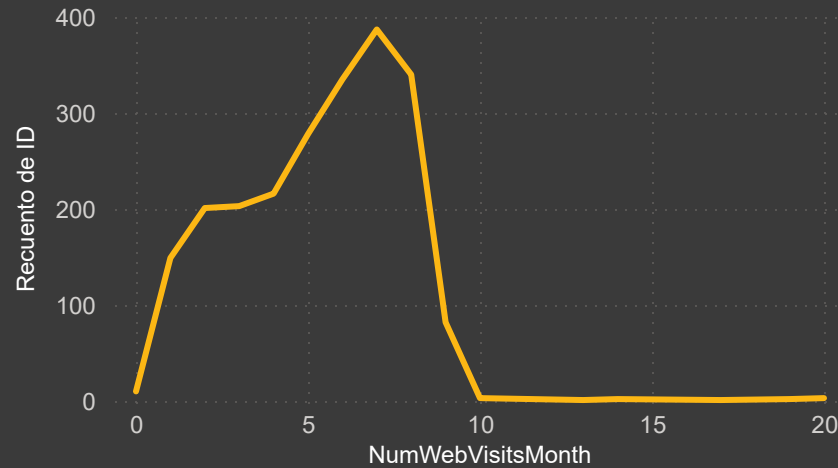
Income Group

- ☐ High
- ☐ Low
- ☐ Medium

Age Group

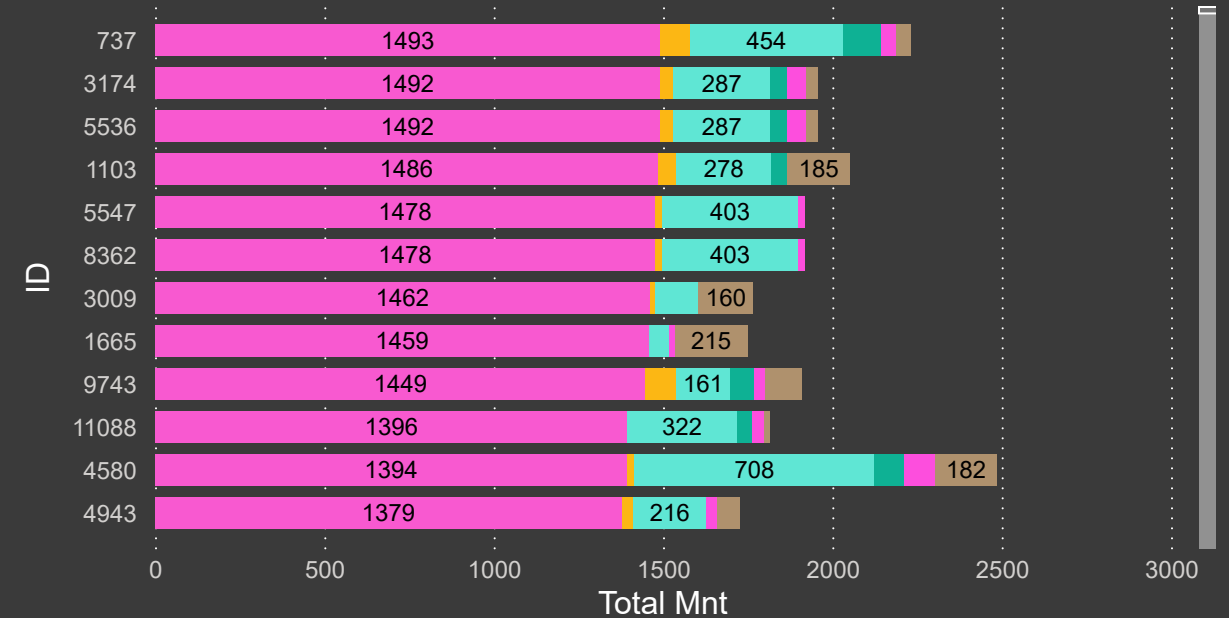
- ☐ 30-39
- ☐ 40-49
- ☐ 50-59
- ☐ 60 or more
- ☐ Under 30

Frequency of Visits to the Website

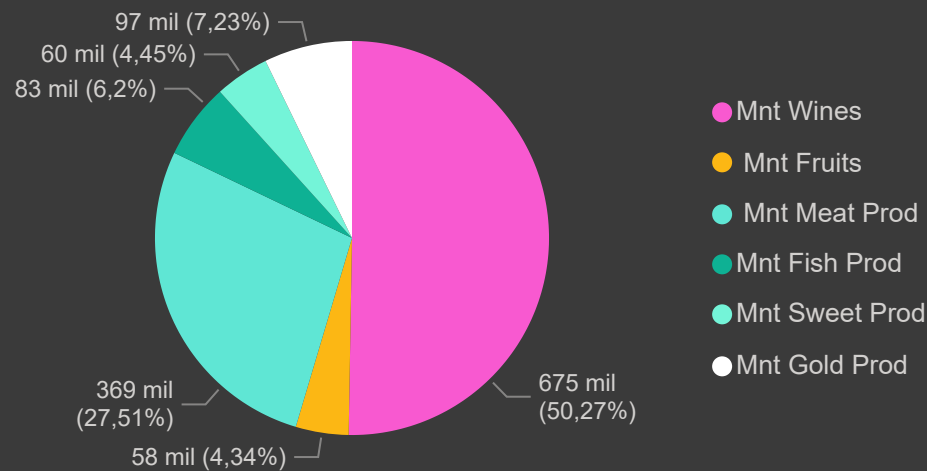


Total Expense by Product Type

MntWines MntFruits MntMeatProd MntFishProd MntSweetProd MntGoldProd



Spending Distribution by Product Type



Number of Purchases per Platform

