

Marketing Campaign Analysis

Total Customers

2240

Customers Accepted Offer

667 29.78%

Marital Status

All

Education

All

34.05K

NO. Purchases

\$1.36M

Total Spent on Products

45

Avg Customer Age

\$51.41K

Avg Customer Income

12K

Web Visits Last Month

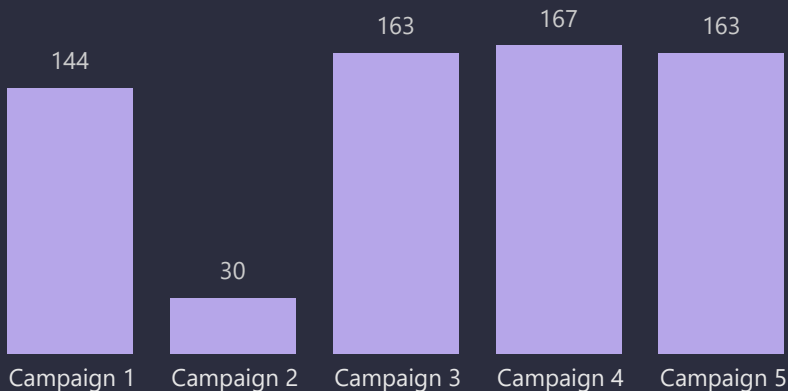
49

Avg Recency

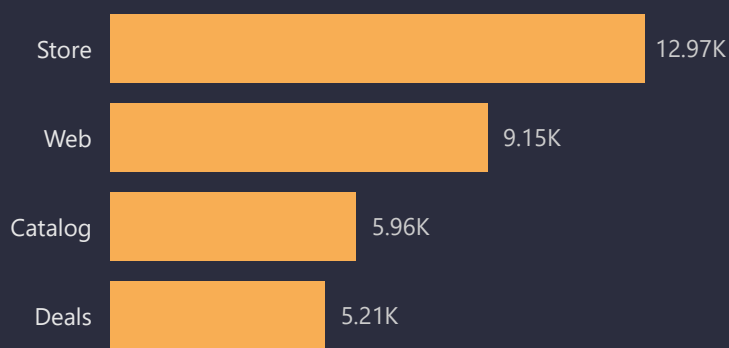
21

Complains

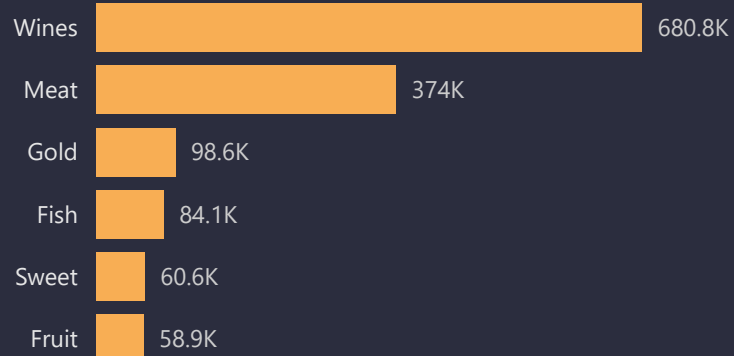
NO. Customers Accepted Offer in every Campaign



NO. Purchases made using every type

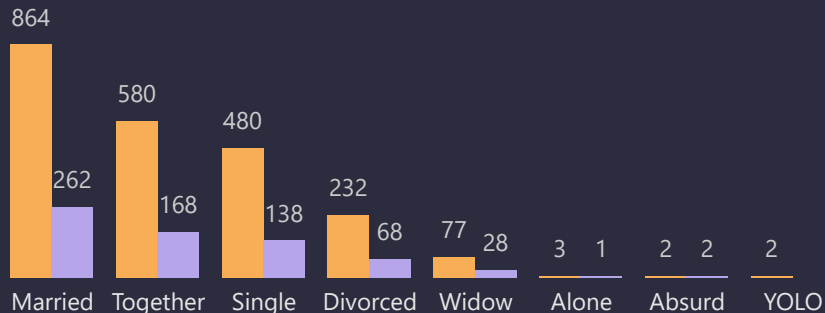


Total Amount spent on every Product



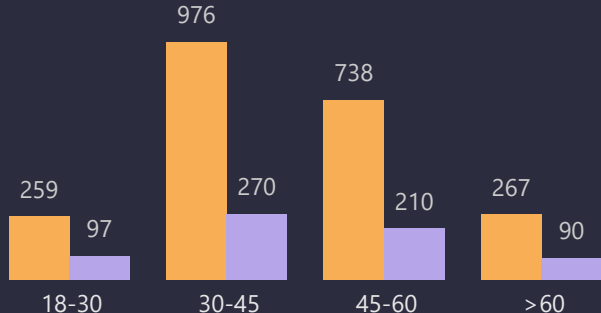
Customers by Marital Status

● Total Customers ● Customer Accepted Offer



Customers by Age

● Total Customers ● Customer Accepted Offer



Customers enrolment by Year & Month

Drill up for Year - Drill down for Month

● Total Customers ● Customer Accepted Offer

