

Marketing Campaign Data Analysis →

\$30.42M

Total spending

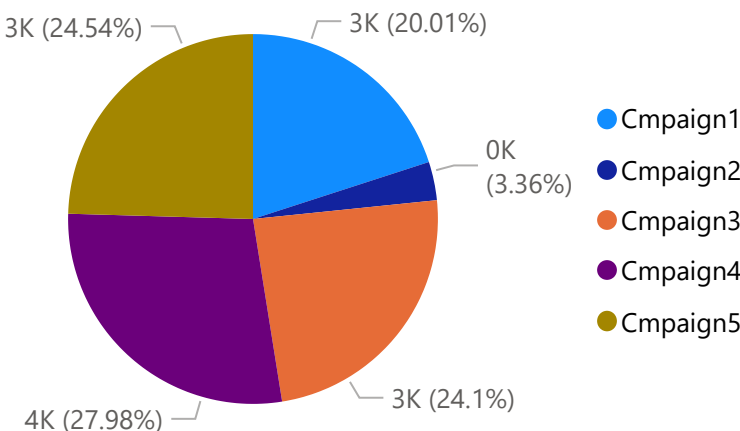
13K

AcceptedCmpOverall

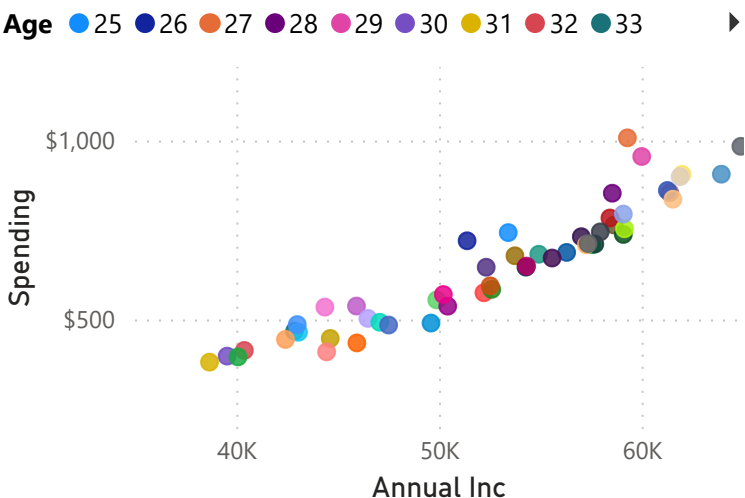
51.80K

Average Income

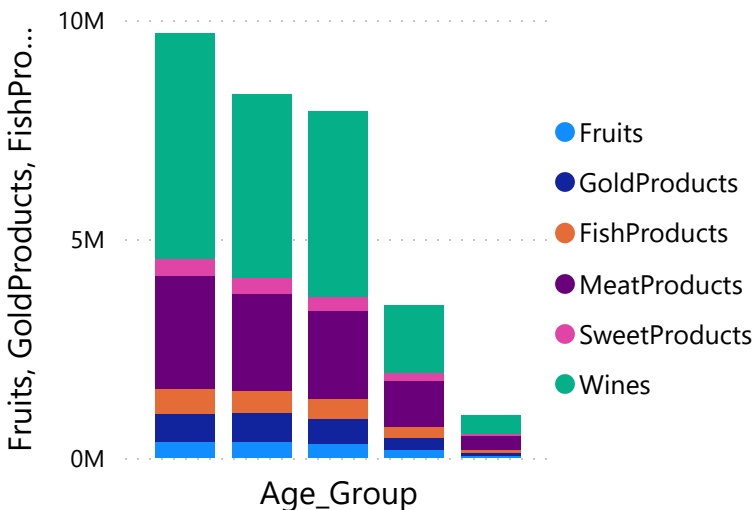
Total Accepted Campaign



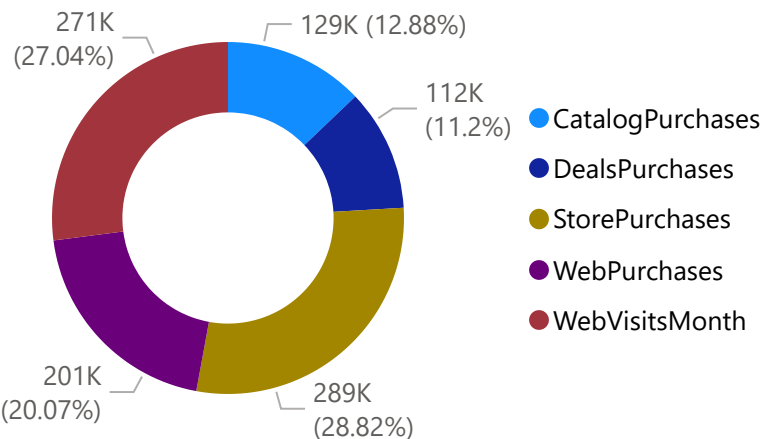
Annual Income and Spending by Age



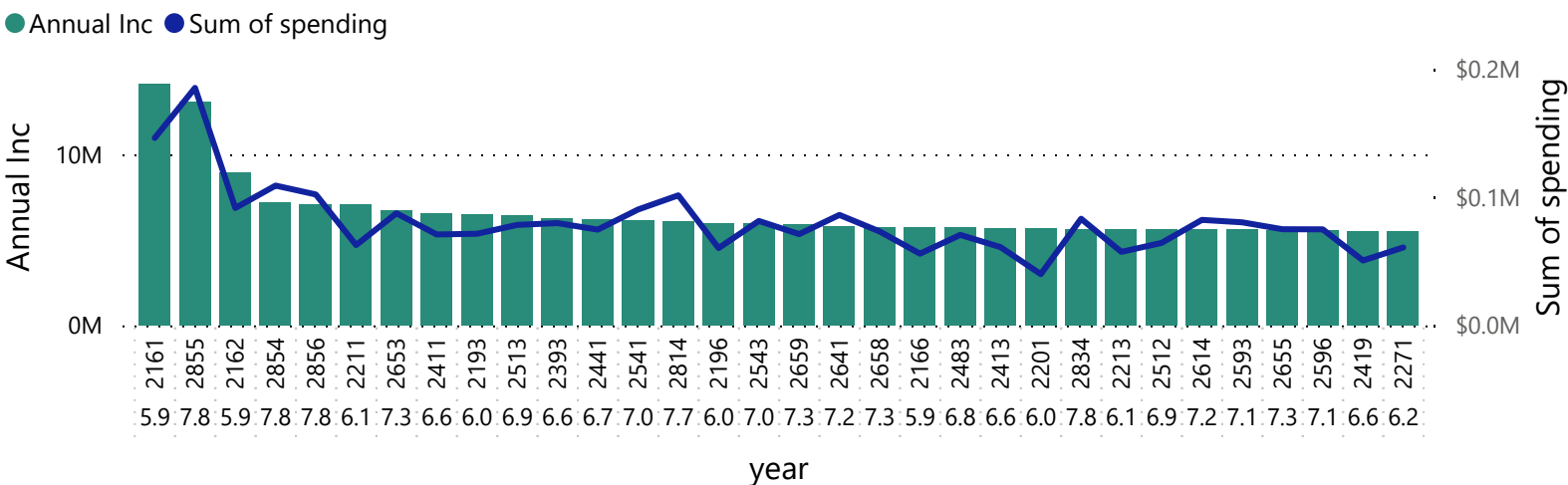
Spending On product by Age_Group



Total No. of Purchases and Web visits perMonth



Annual Income and Total spending by Years and Customer_Days





Cohort Analysis to Improve Customer Retention



91.53

Retention_Rate

Marital_status

All

Education_status

All

Age_Group

All

Child

All

ConversionStatus

All

Annual income group

All

Customer Retention On the basis of Time

Cohort Month	1	2	3	4	5	6	7	8	9	10	11	12
April 2016	2267	2267	2267	2267	2267	2267	2267	2267	2267	2267	2267	2267
April 2017	2119	2119	2119	2119	2119	2119	2119	2119	2119	2119	2119	2119
August 2015	1203	1203	1203	1203	1203	1203	1203	1203	1203	1203	1203	1203
August 2016	2274	2274	2274	2274	2274	2274	2274	2274	2274	2274	2274	2274
December 2015	2274	2274	2274	2274	2274	2274	2274	2274	2274	2274	2274	2274
December 2016	1962	1962	1962	1962	1962	1962	1962	1962	1962	1962	1962	1962
February 2016	2017	2017	2017	2017	2017	2017	2017	2017	2017	2017	2017	2017
February 2017	1969	1969	1969	1969	1969	1969	1969	1969	1969	1969	1969	1969
January 2016	2440	2440	2440	2440	2440	2440	2440	2440	2440	2440	2440	2440
January 2017	1881	1881	1881	1881	1881	1881	1881	1881	1881	1881	1881	1881
July 2016	2284	2284	2284	2284	2284	2284	2284	2284	2284	2284	2284	2284
July 2017	927	927	927	927	927	927	927	927	927	927	927	927
June 2016	2191	2191	2191	2191	2191	2191	2191	2191	2191	2191	2191	2191
June 2017	1746	1746	1746	1746	1746	1746	1746	1746	1746	1746	1746	1746
March 2016	2370	2370	2370	2370	2370	2370	2370	2370	2370	2370	2370	2370
March 2017	2050	2050	2050	2050	2050	2050	2050	2050	2050	2050	2050	2050
May 2016	2327	2327	2327	2327	2327	2327	2327	2327	2327	2327	2327	2327
May 2017	2512	2512	2512	2512	2512	2512	2512	2512	2512	2512	2512	2512
November 2015	2192	2192	2192	2192	2192	2192	2192	2192	2192	2192	2192	2192
November 2016	2264	2264	2264	2264	2264	2264	2264	2264	2264	2264	2264	2264
October 2015	2131	2131	2131	2131	2131	2131	2131	2131	2131	2131	2131	2131
October 2016	2367	2367	2367	2367	2367	2367	2367	2367	2367	2367	2367	2367
September 2015	1911	1911	1911	1911	1911	1911	1911	1911	1911	1911	1911	1911
September 2016	2318	2318	2318	2318	2318	2318	2318	2318	2318	2318	2318	2318
Total	49996	49996	49996	49996	49996	49996	49996	49996	49996	49996	49996	49996

FirstPurchaseDate

All

18.21

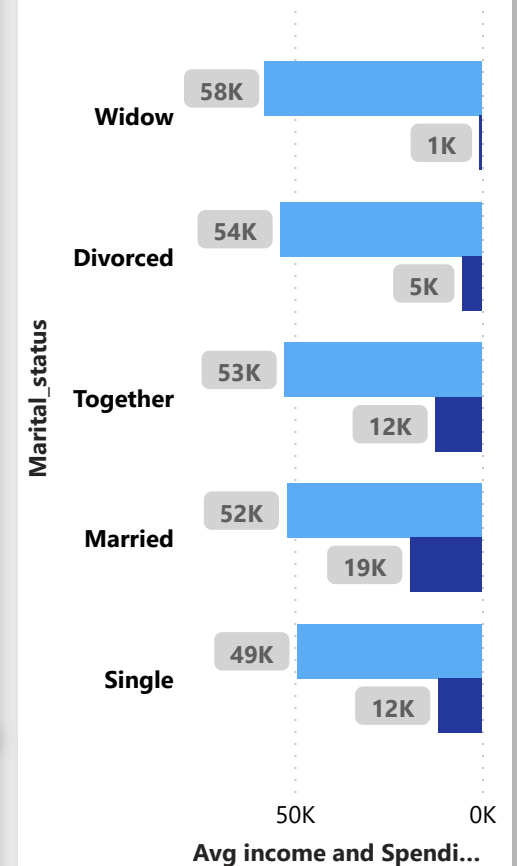
Conversion Rate

50K

Active customers

Spending and avg Income by MaritalStatus

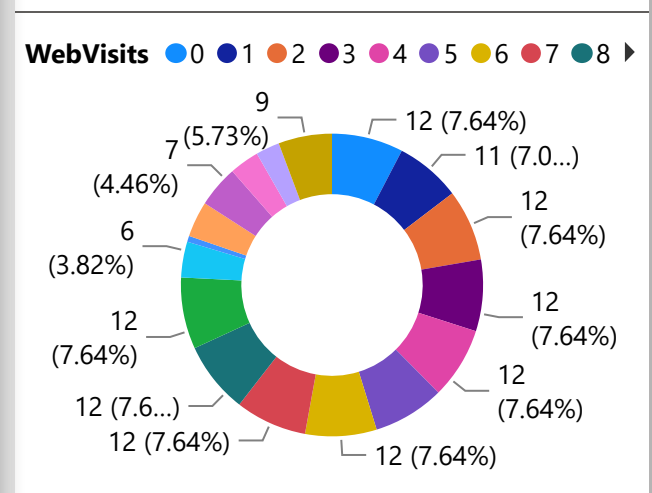
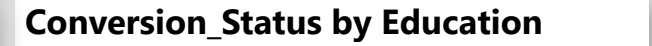
● Avg_Annual Inc ● Count of spending





Total Customers participated in different Campaigns over the Time(year,month).

Total Accepted Cmpaigns and Conversion_Rate by Marital_status



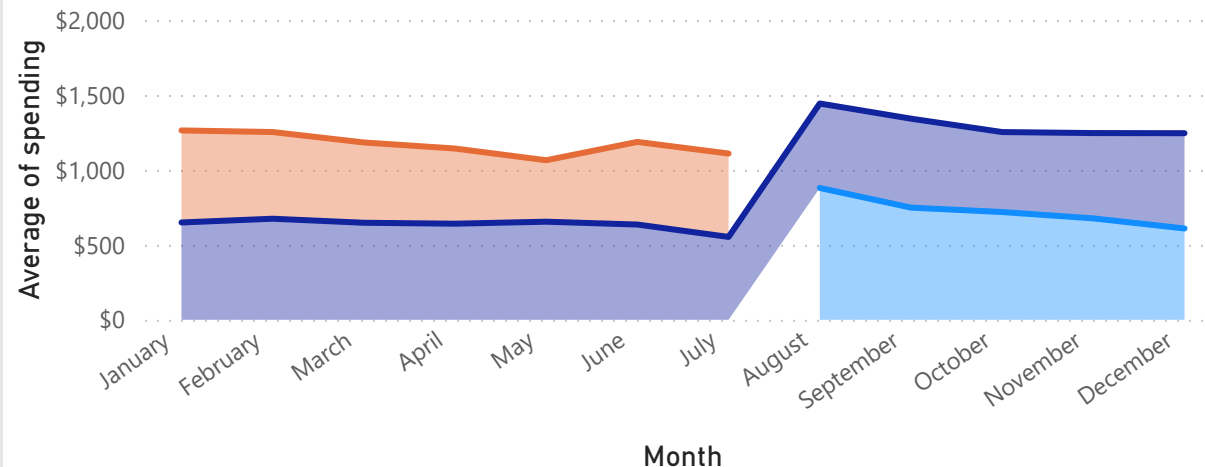


Customer behaviour, Conversion rate and Cmpaigns Trends

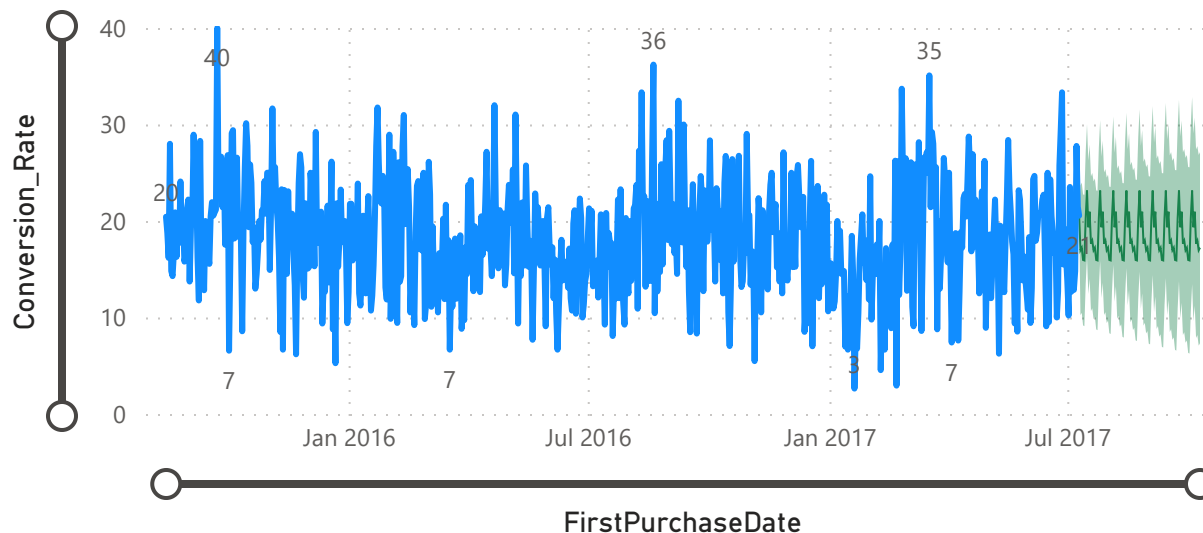


Average of spending on Products by Month and Year

Year ● 2015 ● 2016 ● 2017

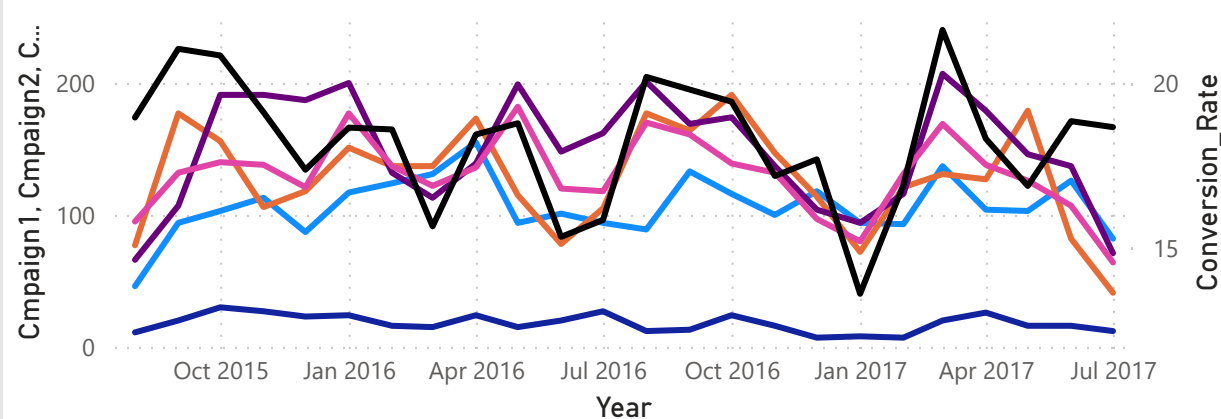


Forecasting Conversion_Rate for 3 month by FirstPurchaseDate



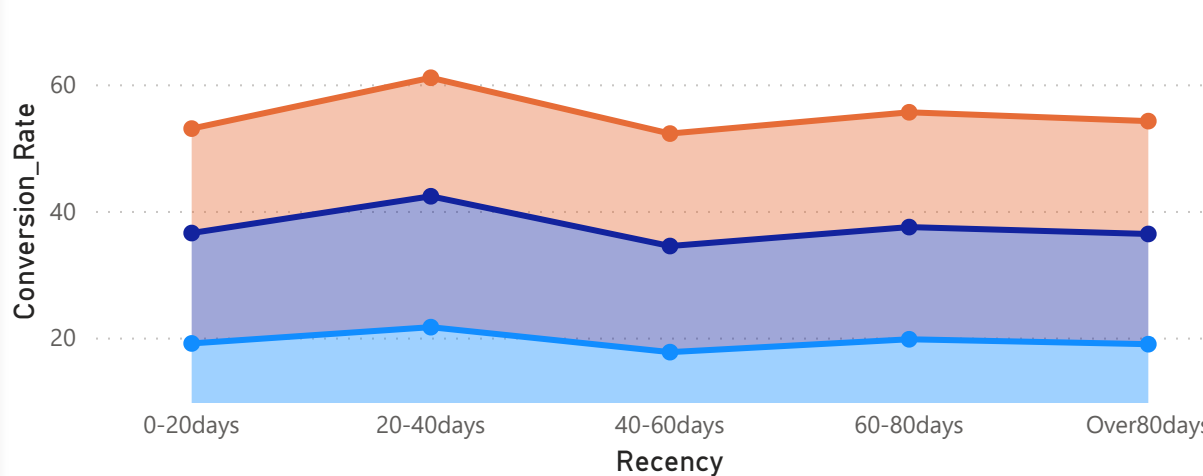
Trends of Cmpaign1, Cmpaign2, Cmpaign3, Cmpaign4 and Cmpaign5 by Year, Quarter and Month and Conversion Rate

● Cmpaign1 ● Cmpaign2 ● Cmpaign3 ● Cmpaign4 ● Cmpaign5 ● Conversion_Rate



Conversion_Rate by Recency_group and Year

Year ● 2015 ● 2016 ● 2017





434

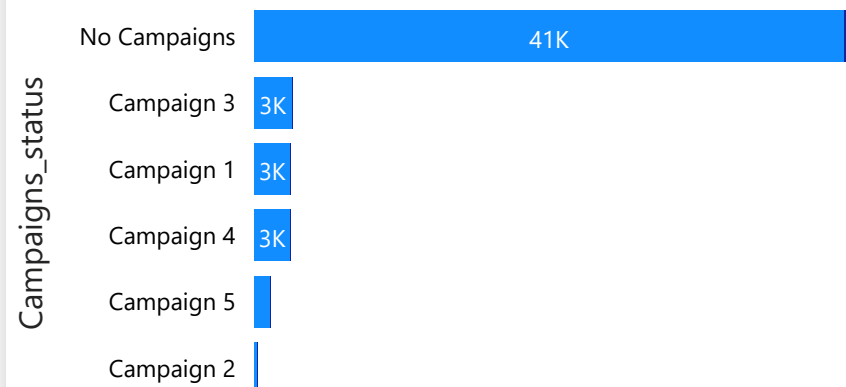
Total Complain

Complain Analysis and Correlation Analysis



Active customers, Sum of Complain by Campaigns_status

● Active customers ● Sum of Complain



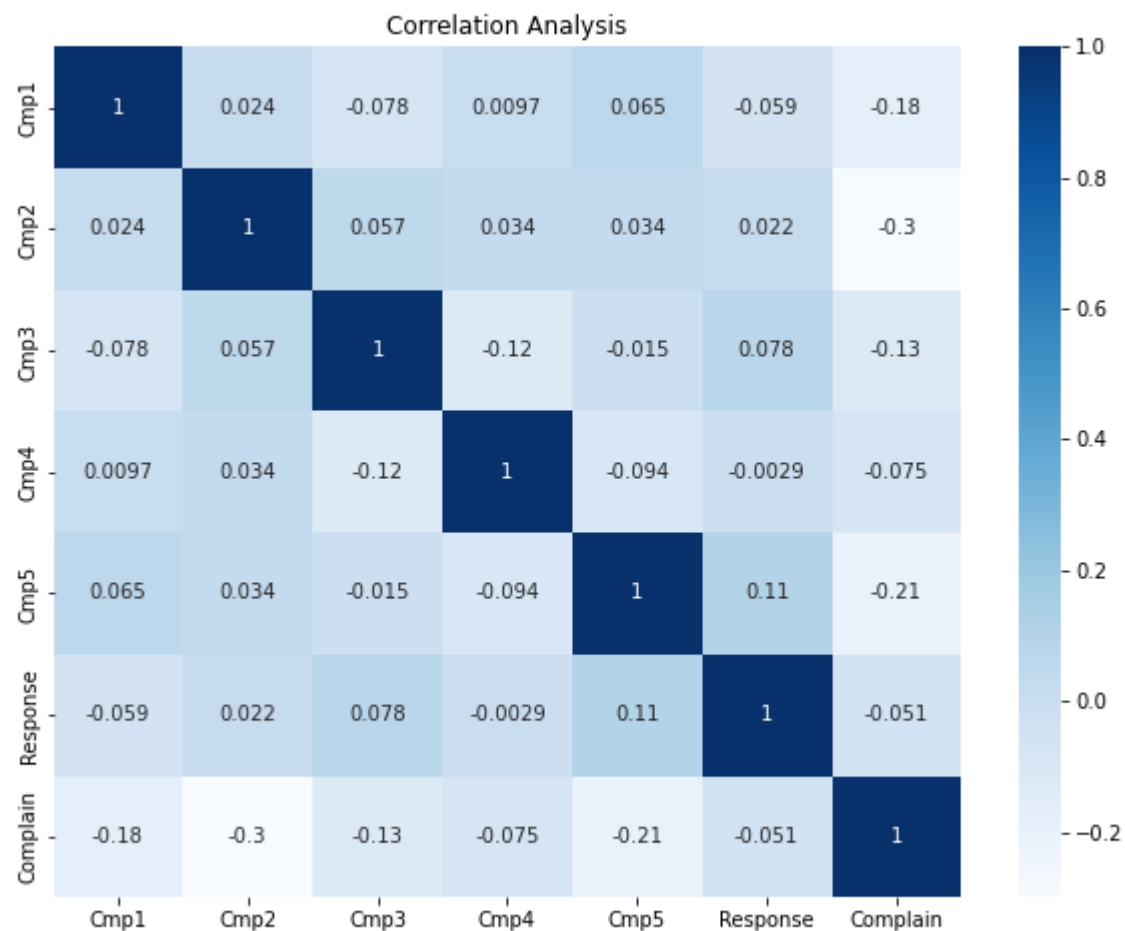
Active customers and Sum of Complain

Total AcceptedCampaigns, Response of perviousCampaign, Complain and Conversion_Rate by Education_status and Marital_status

Marital_status ● Divorced ● Married ● Single ● Together ● Widow



Correlation between Campaign1, Campaign2, Campaign3, Campaign4, Campaign5, Response of pervious Campaign and Complain





Heatmap to create interactive report

Correlation diagram

