Marketing Campaign Data Analysis →

434	13K	51.80K
Total Complain	**AcceptedCmpOverall**	**Average Income**

Total Accepted Campaign

- 3K (20.01%) Cmpaign1
- 0K (3.36%) Cmpaign2
- 3K (24.1%) Cmpaign3
- 4K (27.98%) Cmpaign4
- 3K (24.54%) Cmpaign5
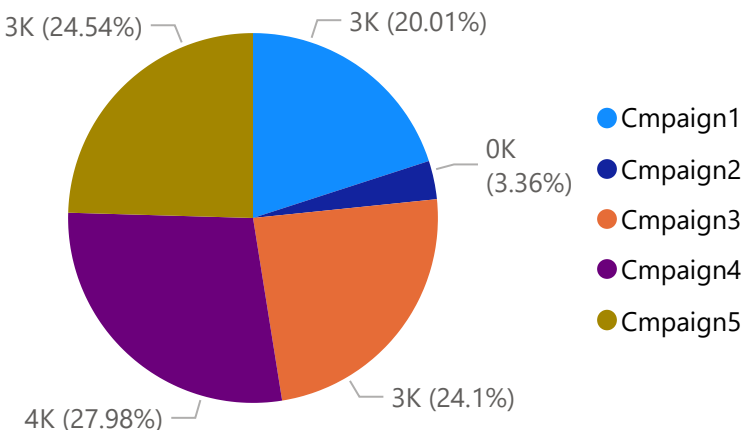
Annual Inc and Spending by Age

Age ● 25 ● 26 ● 27 ● 28 ● 29 ● 30 ● 31 ● 32 ● 33 ▶
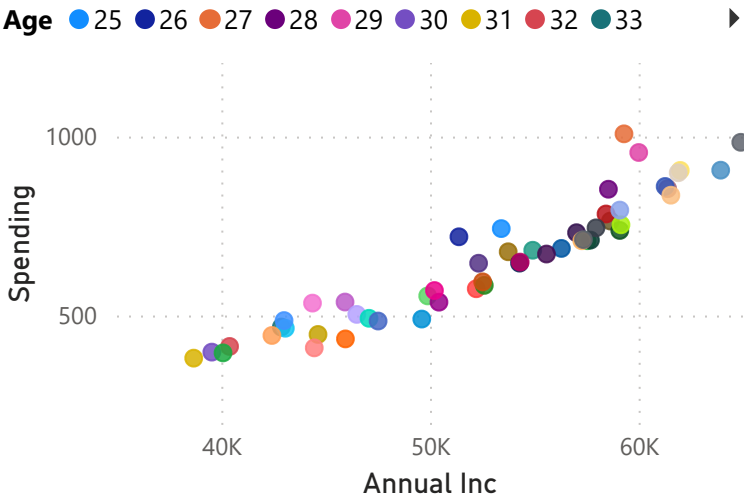
Spending On product by Age_Group

- Fruits
- GoldProducts
- FishProducts
- MeatProducts
- SweetProducts
- Wines
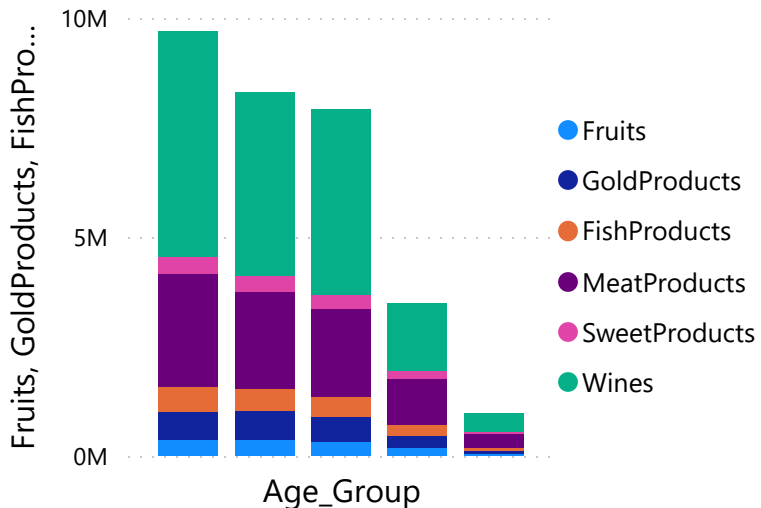
Total No. of Purchases and Web visit per month

- 129K (12.88%) CatalogPurchases
- 112K (11.2%) DealsPurchases
- 289K (28.82%) StorePurchases
- 201K (20.07%) WebPurchases
- 271K (27.04%) WebVisitsMonth
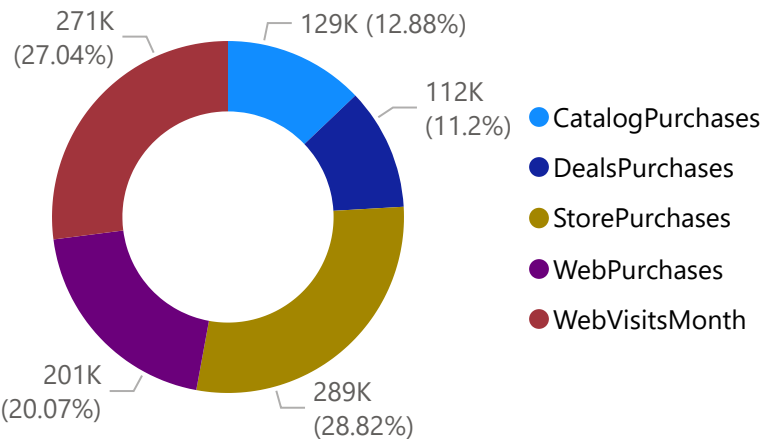
Annual Inc and Total spending by Years and Customer_Days

● Annual Inc ● Sum of spending
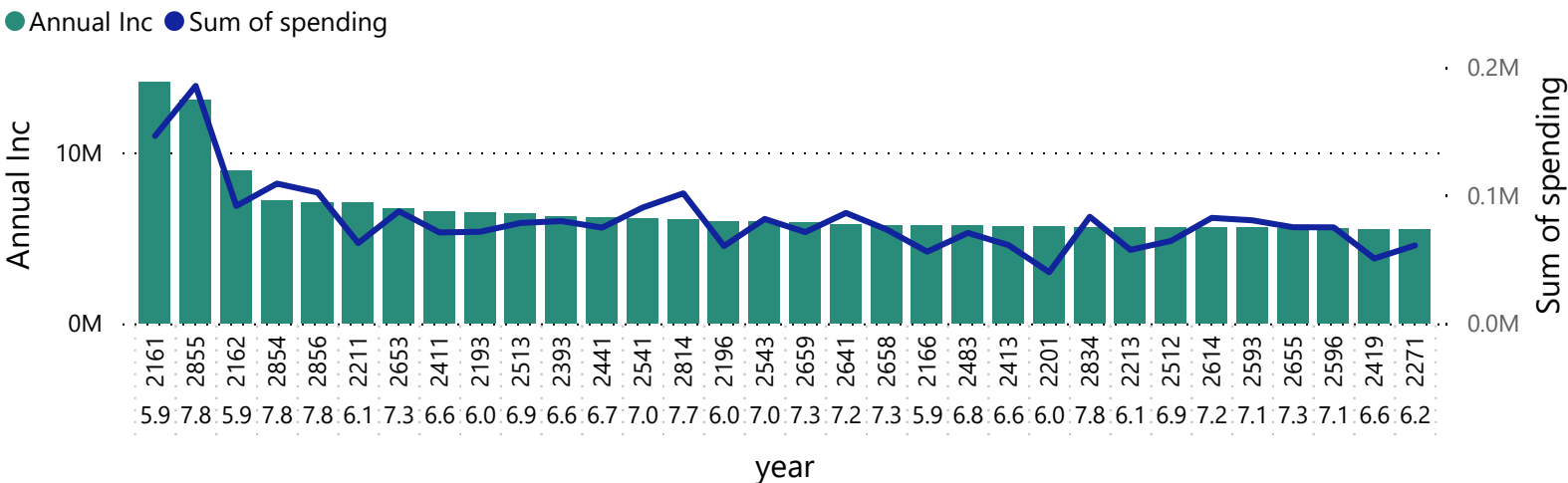
Cohort Analysis to Improve Customer Retention

Customer Retention On the basis of Time

RetentionRate
100.00

Marital_status
All

Education_status
All

Age_Group
All

Child
All

ConversionStatus
All

income group
All

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
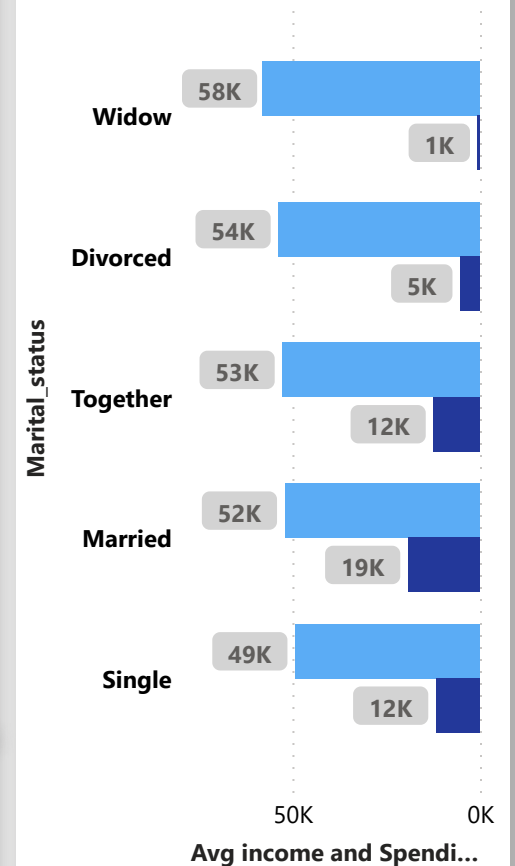Conversion Rate

50K
Active customers

**Spending and avg Income by MaritalStatus**

● Avg_Annual Inc ● Count of spending

Marital_status

Widow — 58K / 1K
Divorced — 54K / 5K
Together — 53K / 12K
Married — 52K / 19K
Single — 49K / 12K

Avg income and Spendi...
50K — 0K

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

| Year	Month	Total customers	Cmpaign1	Cmpaign2	Cmpaign3	Cmpaign4	Cmpaign5 ▼	TotalAcceptedCmpaign
2016	May	2327	94	15	115	199	182	670
2016	January	2440	117	24	151	200	177	683
2016	August	2274	89	12	177	201	170	690
2017	March	2050	137	20	131	207	169	682
2016	September	2318	133	13	164	169	161	656
2015	October	2131	103	30	156	191	140	639
2016	October	2367	116	24	191	174	139	663
2015	November	2192	113	27	106	191	138	587
2017	April	2119	104	26	127	179	138	578
2016	February	2017	124	16	137	132	137	546
2016	April	2267	155	24	173	139	136	635
2015	September	1911	94	20	177	107	132	546
Total		**49996**	**2554**	**429**	**3076**	**3570**	**3132**	**13177**

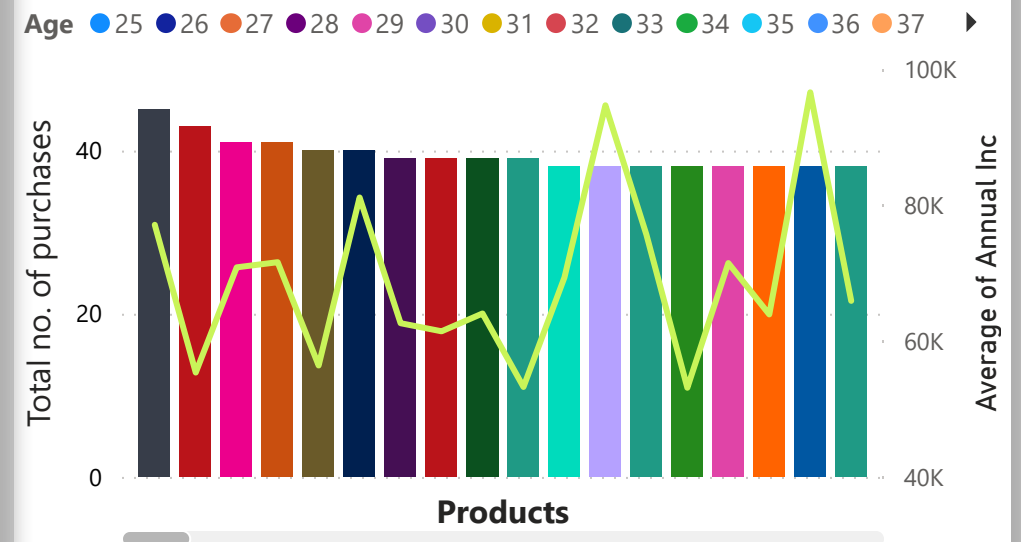## Conversion_Status by Education
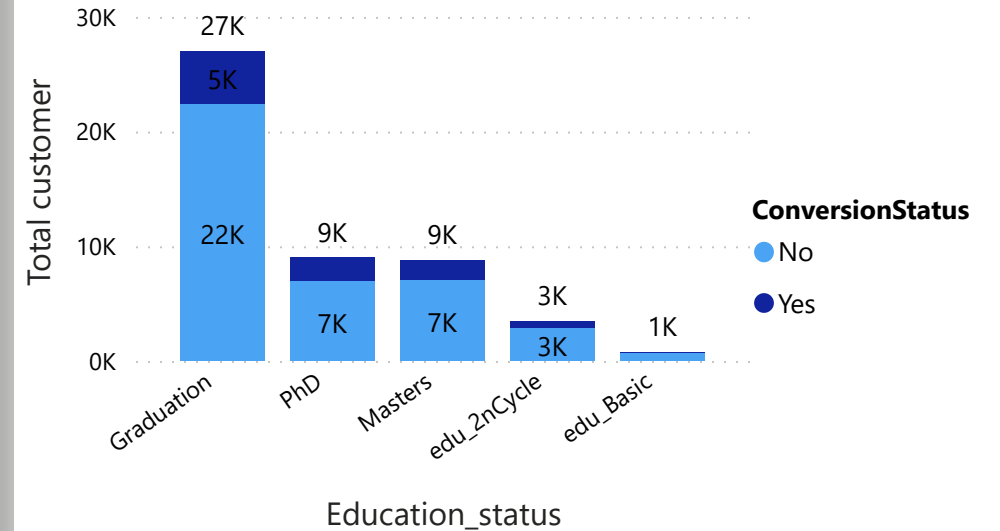
Total Accepted Cmpaigns and Conversion_Rate by Marital_status
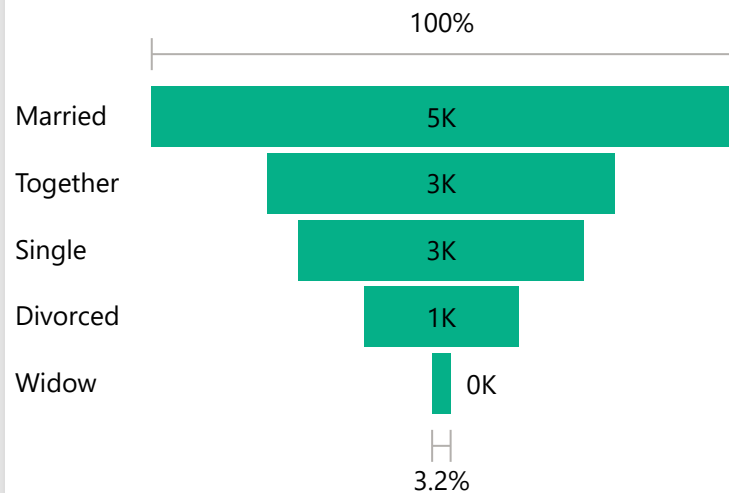
Num of WebPurchases Versus Num of Web Visits per Month
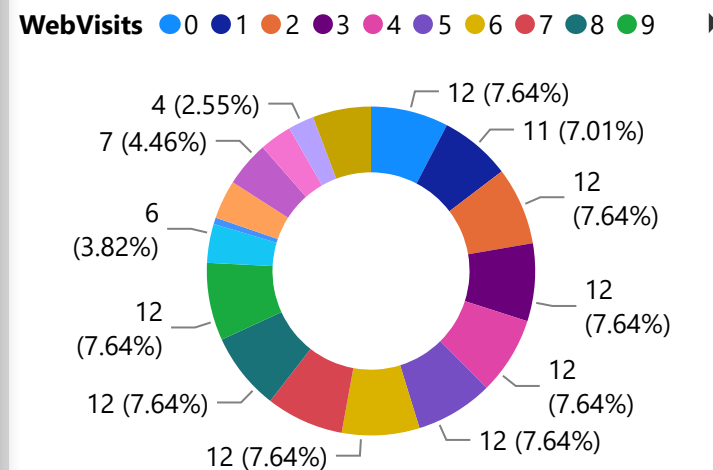
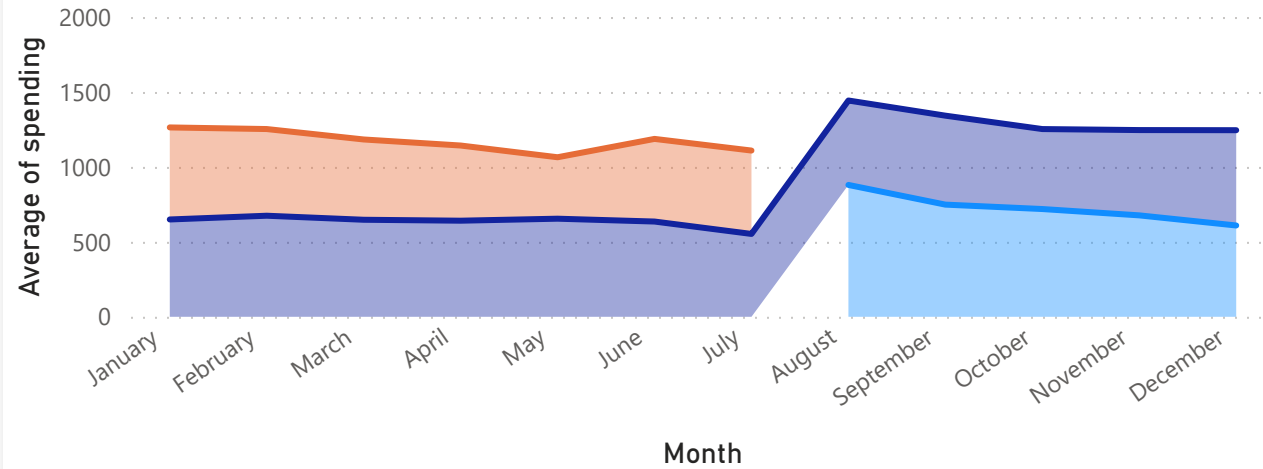## Total Purchases per unit Product by avg of Income & Age_Group

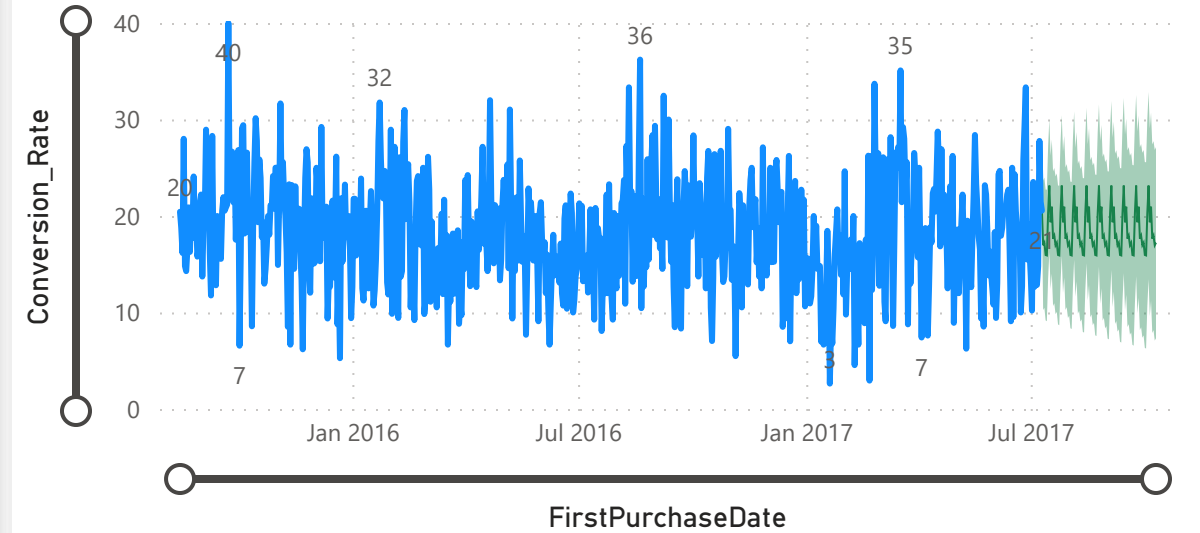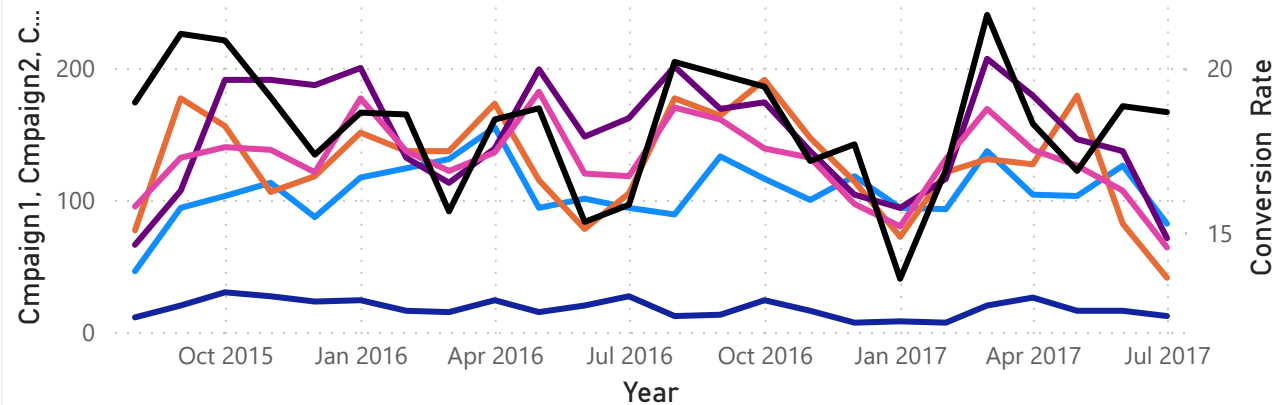## Average of spending on Products by Month and Year

Forecasting Conversion_Rate for 3 month by FirstPurchaseDate

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

Conversion_Rate by Recency_group and Year