Marketing Campaign Analysis Report

All ▾

374K	84K	681K	59K	61K	99K	6K	5K	13K	9K	12K
Meat	Fise	Wines	Fruits	Sweet	Gold	Catlog	Deals	Store	Web	Website Visited

Customers Response
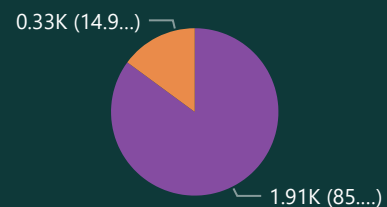
Resp... ● 0 ● 1

0.33K (14.9...)
1.91K (85....)

Customer by Marital_status

● Married ● Together ● Single ● Divorced ● Widow ▶

232 (10.36%)
480 (21.43%)
864 (38.57%)
580 (25.89%)
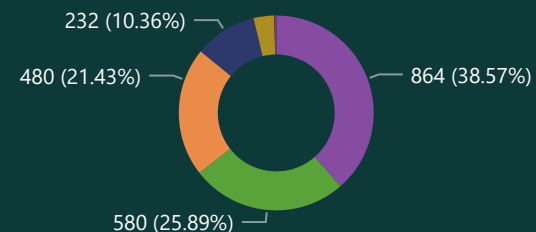
Customers purchase by product country wise

● Spain ● Saudi Arabia ● Canada ● Australia ● India ● Germany ● USA ● Mexico
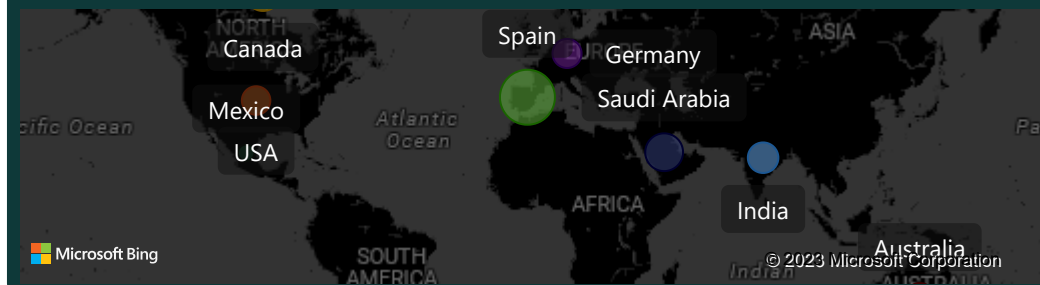
Canada
Spain
Germany
Mexico
Saudi Arabia
USA
India
Australia

Microsoft Bing
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Customers by Education and age groups

● 2n Cycle ● Basic ● Graduation ● Master ● PhD

500

0

25-44   44-60   18-24
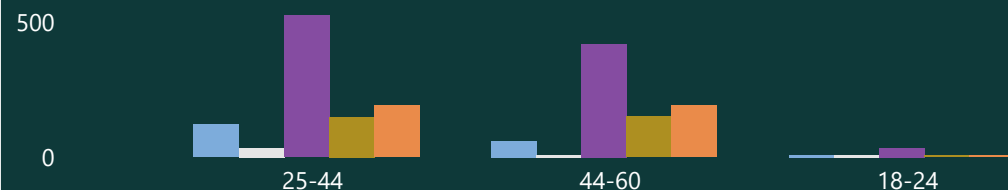
Customers Purchase by Products

● Wines ● Meat ● Fish ● Fruits ● Sweet ● Gold
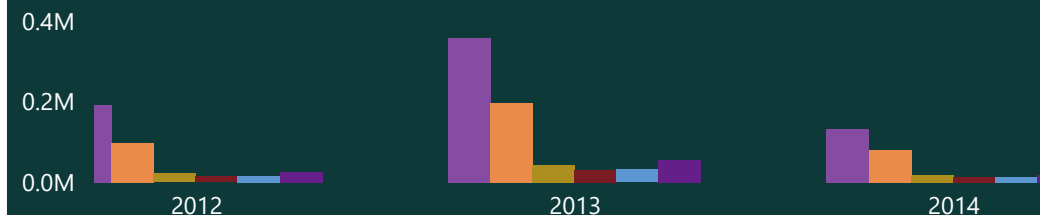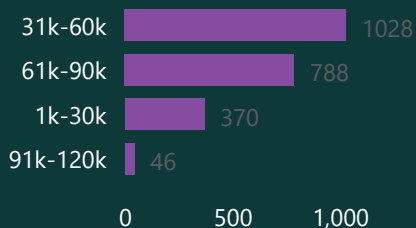
0.4M

0.2M

0.0M

2012   2013   2014

Customers Income

31k-60k	1028
61k-90k	788
1k-30k	370
91k-120k	46

0   500   1,000

Accepted Comp

4   0.0K
     0.0K
2   0.1K
     0.3K
0   1.8K

0K   1K   2K

Customer are purchase product by Platform

● Catalog ● Deals ● Store ● Web ● WebVisits

5K

0K

2012   2013   2014
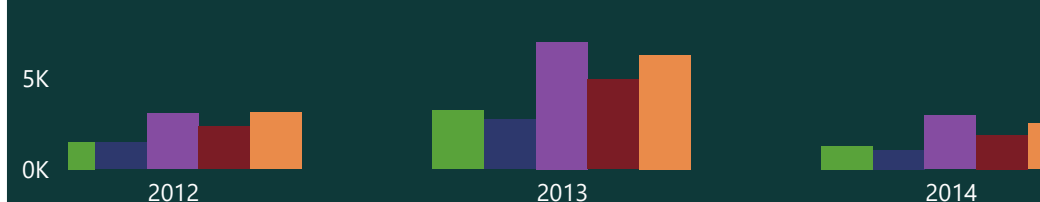
Over the last three years, the annual report observations insights into the dashboard:

Customers by marital status: Most of the people are married, accounting for around 38% of the total, while single individuals make up about 21%, and those in relationships account for roughly 25%.

Customers' age and educational background: Among the age group of 25-44, approximately 527 individuals have graduated, and 193 have completed their Ph.D. In the 44-60 age range, 420 people have graduated, and 193 hold Ph.D. degrees.

Customer income distribution: Most customers fall into the income range of 31k to 60k, with around 1028 people, and the 61k to 90k income range is represented by 788 customers.

Product purchases in the last three years: Most product purchases have been in the categories of wines and meat.
Preferred purchasing platforms: Customers predominantly make their product purchases through stores and websites.
Country-wise product purchases: Spain and Saudi Arabia are the leading countries in product purchases.

Final conclusion:

The annual report data over the last three years highlights notable trends: the prevalence of married customers, varied educational backgrounds, income distribution, popular product purchases in wines and meat, and the preference for purchasing through stores and websites.

Marketing Campaign Analysis Monthly AVG Report

Select all	Apr	Feb	Jan	Jun	Mar	May

143	34	236	23	23	32	2	2	5	3	5
Meat	Fish	Wines	Fruits	Sweet	Gold	Catalog	Deals	Store	Web	WebVisits

Customers Response
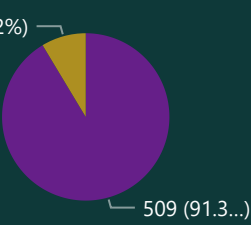
Resp... ● 0 ● 1

48 (8.62%)

509 (91.3...)

Customer by Marital_status

● Married ● Together ● Single ● Divorced ● Widow

52 (9.34%)

223 (40.04%)

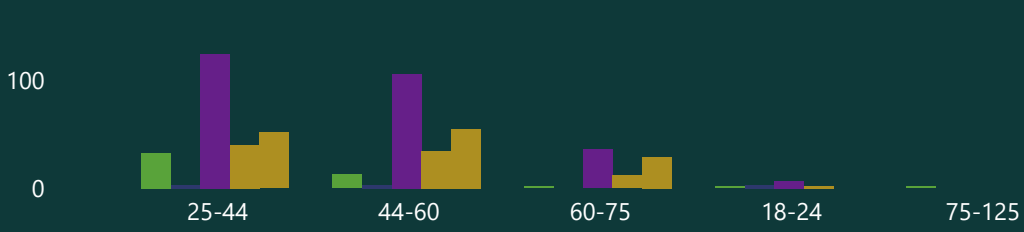122 (21.9%)

138 (24.78%)
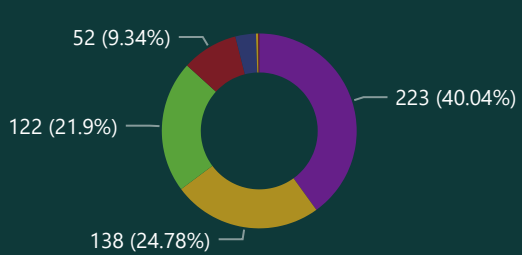
Customers purchase by product country wise

● Spain ● Saudi Arabia ● Canada ● India ● Australia ● Germany ● USA
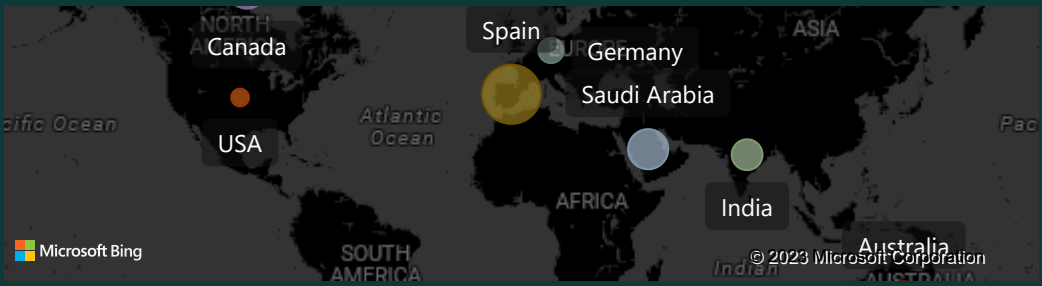
Customers by Education and age groups
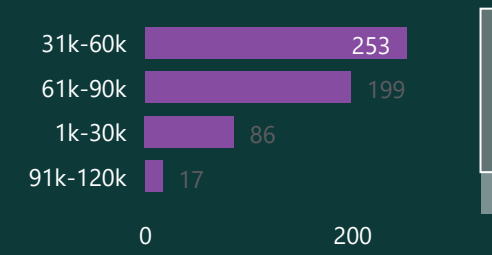
● 2n Cycle ● Basic ● Graduation ● Master ● PhD

| | 25-44 | 44-60 | 60-75 | 18-24 | 75-125 |

100

0

Customers Purchase by Products

● Fish ● Fruits ● Gold ● Meat ● Sweet ● Wines
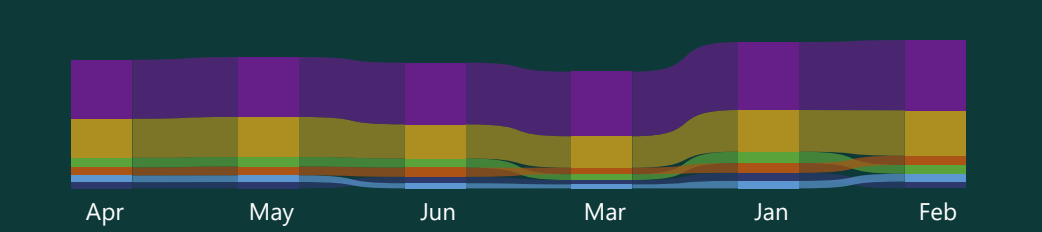
Apr May Jun Mar Jan Feb

Customers Income

31k-60k	253
61k-90k	199
1k-30k	86
91k-120k	17

0   200

Accepted Comp

4	16
3	27
2	48
1	94
0	0

0   50   100
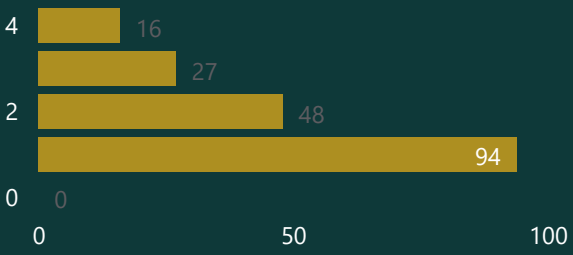
Customer are purchase product by Platform

● Catalog ● Deals ● Store ● Web ● Visits

Jan Feb Apr May Jun Mar
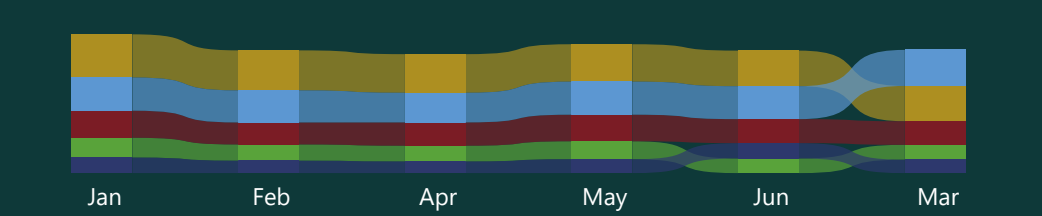
The marketing campaign's current-year report provides valuable insights into the dashboard:

- Customers by marital status: The majority of customers are married, accounting for approximately 40% of the total, while single individuals constitute about 21%, and those in relationships make up around 24%.

- Customers' age and educational background: In the 25-44 age group, roughly 125 individuals have graduated, with 52 holding Ph.D. degrees. Within the 44-60 age range, 106 people have graduated, and 55 have Ph.D. qualifications.

- Customer income distribution: The most common income range is 31k to 60k, encompassing approximately 553 people, with 199 customers falling in the 61k to 90k range.

- Product purchases: Wines are the most popular category, with an average of 252 product purchases in January and 260 in February. Meat purchases average around 154 in January and 168 in February.

- Preferred purchasing platforms: Most customers buy products through both stores and websites, and the highest product purchase months are January and February.

- Country-wise product purchases: Spain and Saudi Arabia are the leading countries in product purchases.

Final conclusion:

The current-year marketing report sheds light on customer demographics, income distribution, popular product preferences, and favored purchasing platforms. Notably, Spain and Saudi Arabia emerge as key markets for the company's products, with January and February being peak purchase months.