Customer Marketing Analysis

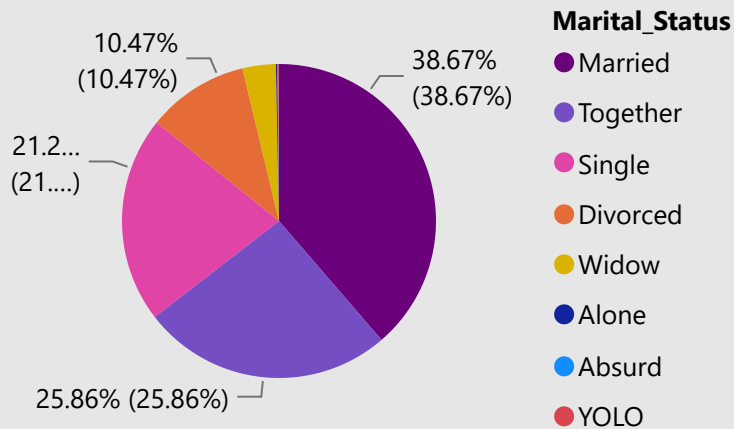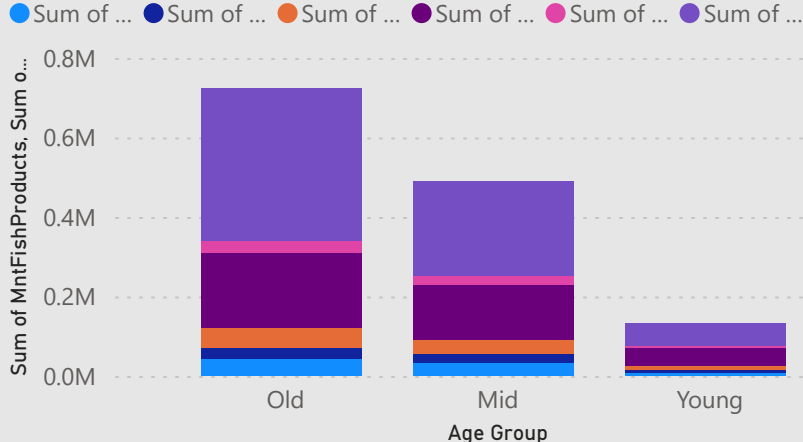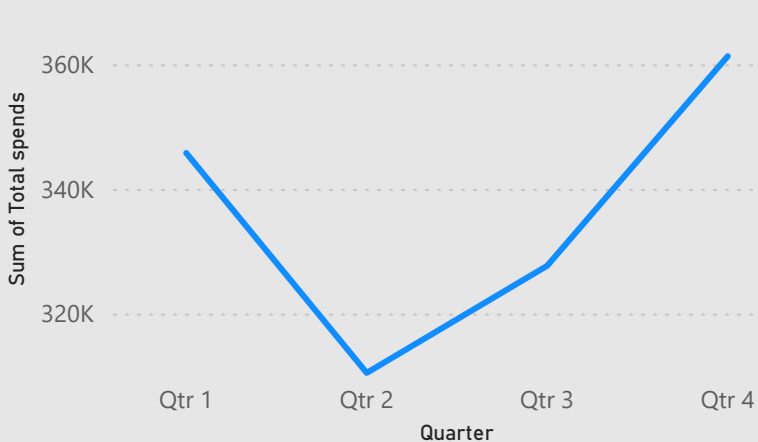| Average Total Income	Average Total Spends	Total Customers	Customer Lifetime Value
$52.25K	607.08	2216	6.66K

% of Customer by Marital Status

Marital_Status
- Married — 38.67% (38.67%)
- Together — 25.86% (25.86%)
- Single — 21.2... (21....)
- Divorced — 10.47% (10.47%)
- Widow
- Alone
- Absurd
- YOLO

Product Category Amount Spend by Age Category

Sum of ... Sum of ... Sum of ... Sum of ... Sum of ... Sum of ...

Age Group: Old, Mid, Young

Sum of Total spends by Quarter

Sum of Total spends by NumWebPurchases
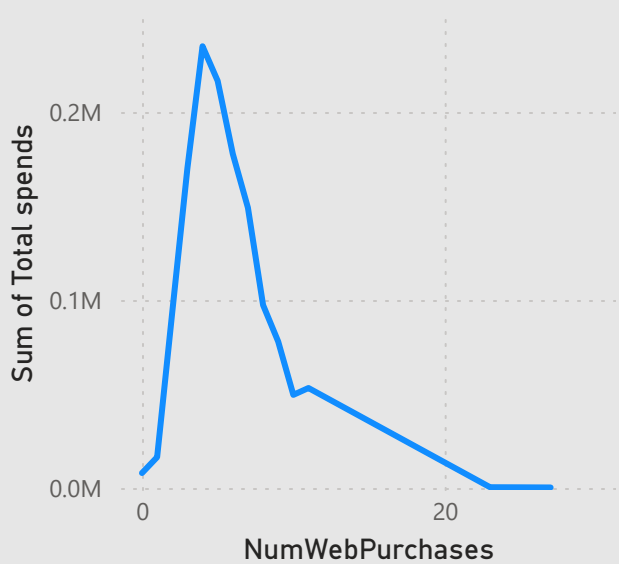
Count of Customer ID by Education

- Graduation: 1116
- PhD: 481
- Master: 365
- 2n Cycle: 200
- Basic: 54
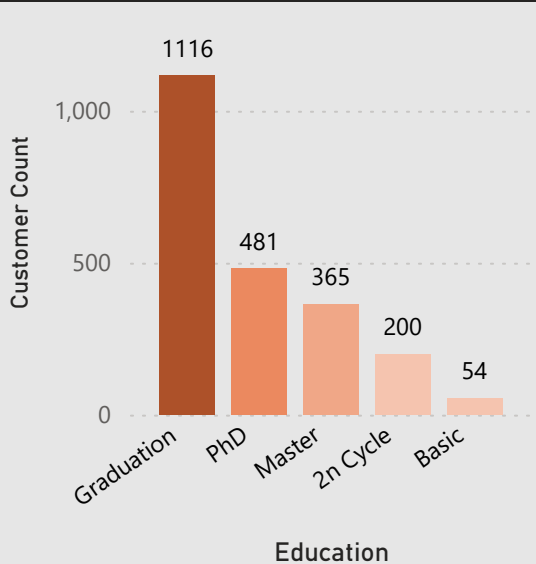
Customer Count Over Time
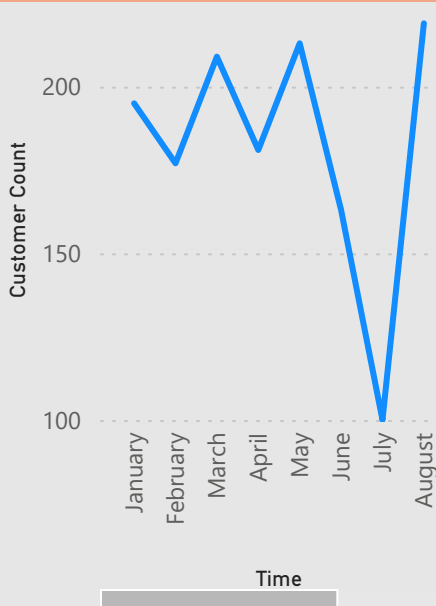
Count of Customer ID by Country and Age Group

Mid

Australia	Canada	Germany	India	Mexico	Saudi Arabia
61	118	55	66	1	135

Old

Australia	Canada	Germany	India	Mexico	Saudi Arabia
72	130	52	58	1	163

Young

Australia	Canada	Germany	India	Mexico	Saudi Arabia
14	18	9	23	1	39
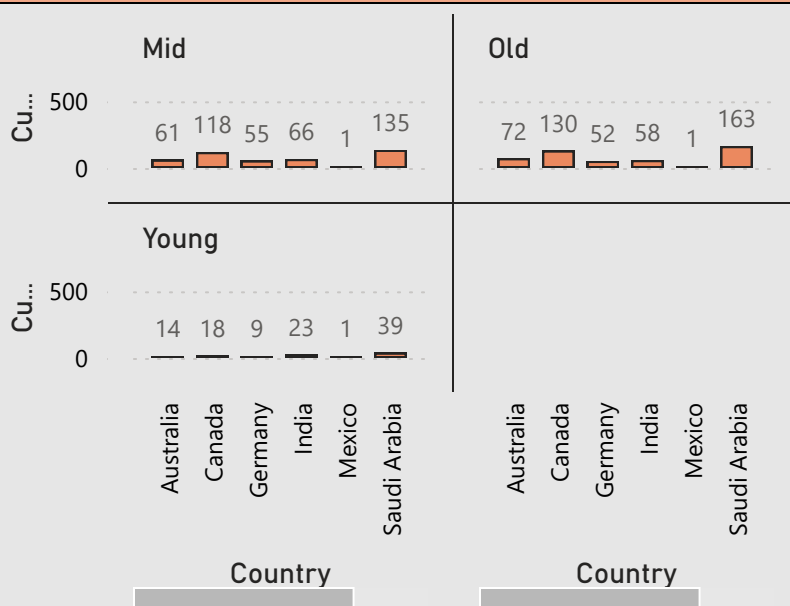
Customer Demographics Reports

Customer Average Age

55.18

Customer Max Income

$666.67K

Customer Min Income

$1.73K

Average of Income by Age Group

Age Group	Average of Income
Old	$56K
Mid	$49K
Young	$46K

Average of Total spends by Age Group
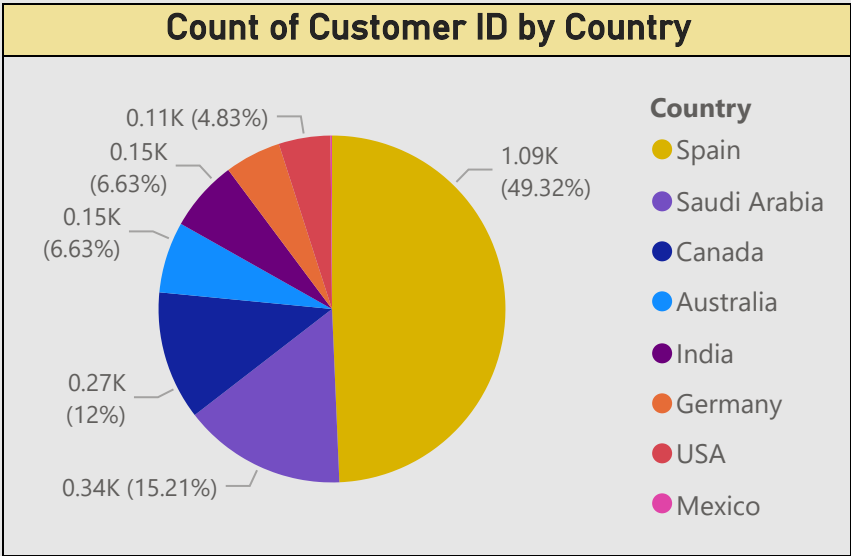
Age Group	Average of Total spends
Old	678.65
Young	604.45
Mid	526.07

% of Customer by Marital Status

Marital_Status
- Married — 38.67% (38.67%)
- Together — 25.86% (25.86%)
- Single — 21.... (2...)
- Divorced — 10.47% (10.47%)
- Widow
- Alone
- Absurd
- YOLO

Count of Customer ID by Country

Country
- Spain — 1.09K (49.32%)
- Saudi Arabia — 0.34K (15.21%)
- Canada — 0.27K (12%)
- Australia — 0.15K (6.63%)
- India — 0.15K (6.63%)
- Germany — 0.11K (4.83%)
- USA
- Mexico

Count of Customer ID by Age Group

Age Group	Customer Count
Old	1064
Mid	933
Young	219

Average of Income by Education

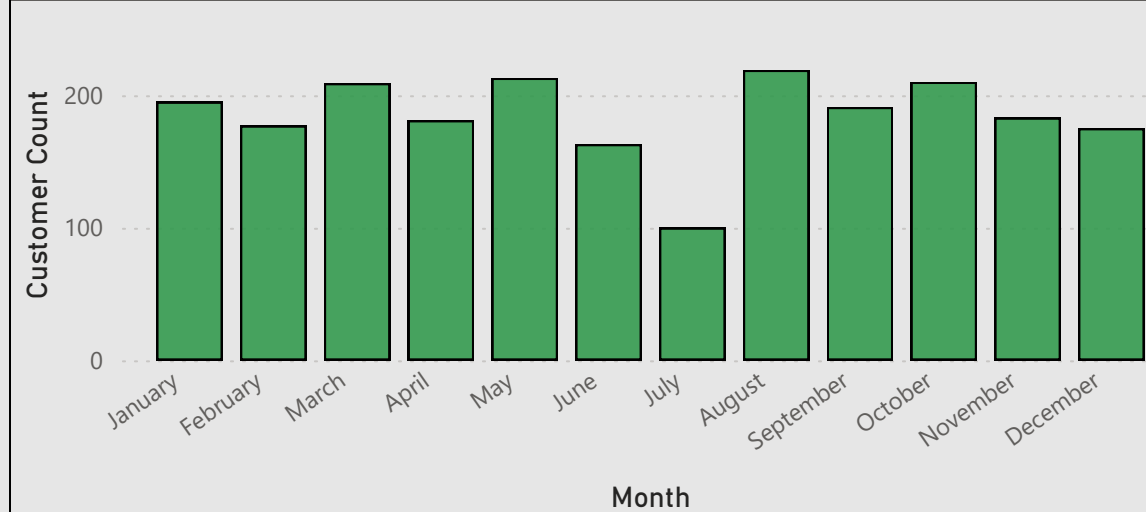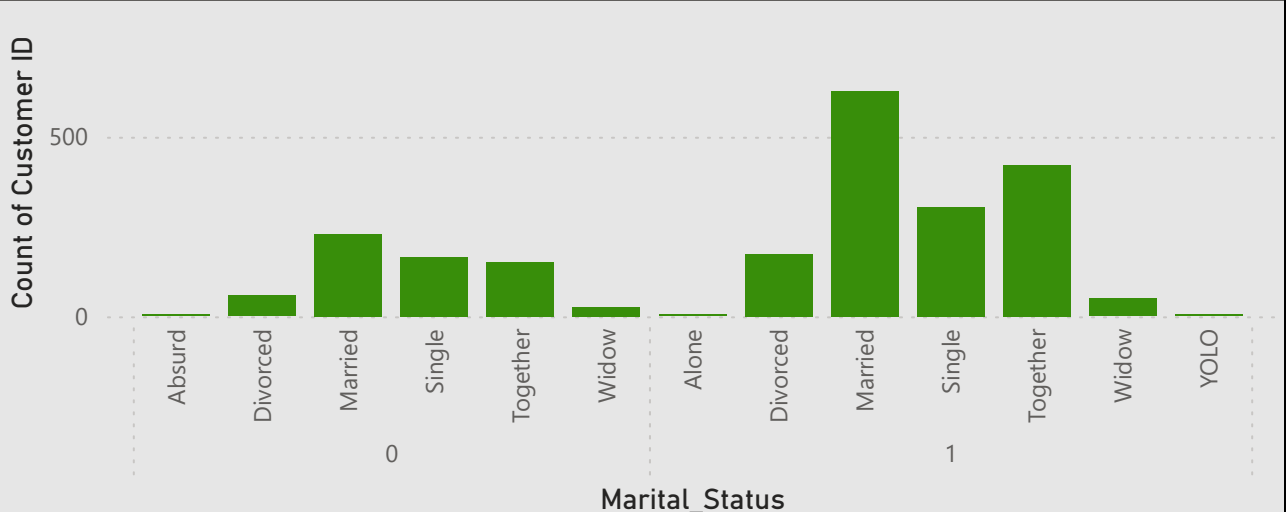| Education	Average of Income
PhD	$56K
Master	$53K
Graduation	$53K
2n Cycle	$48K
Basic	$20K

Customer Segmentation Reports

Total Households with Kids
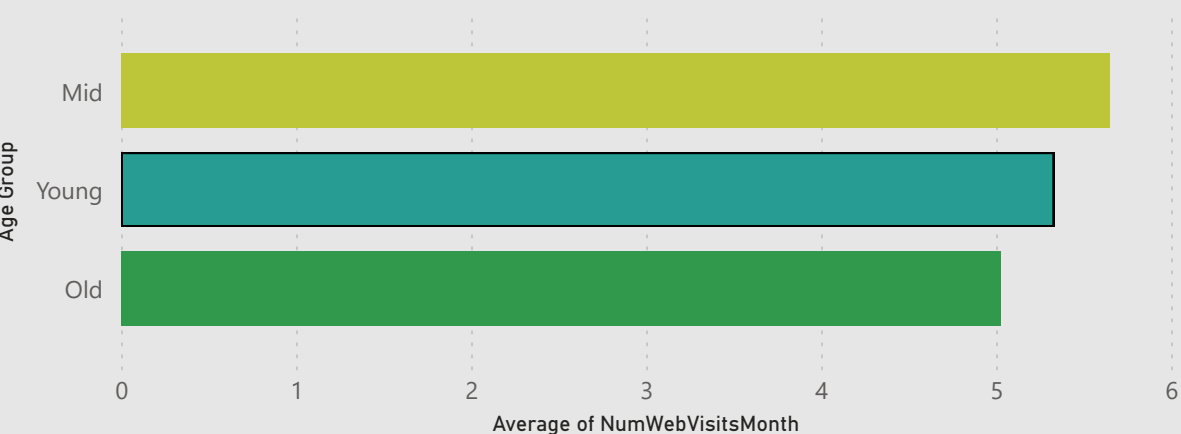
2216

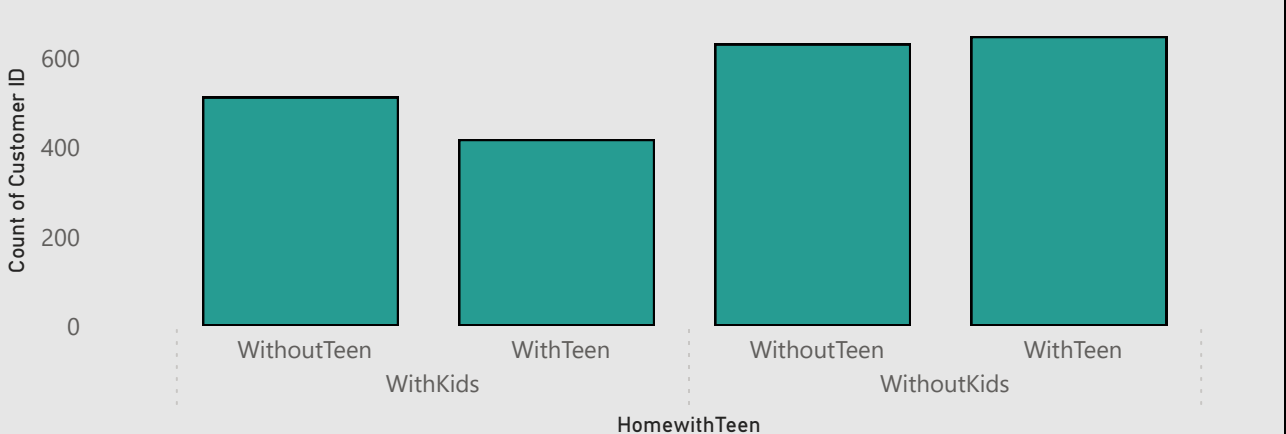## Customer Enrollment

Count of Customer ID by FamilyHome and Marital_Status

Average of NumWebVisitsMonth by Age Group

Count of Customer ID by HomewithKids and HomewithTeen

Purchase Behavior Reports
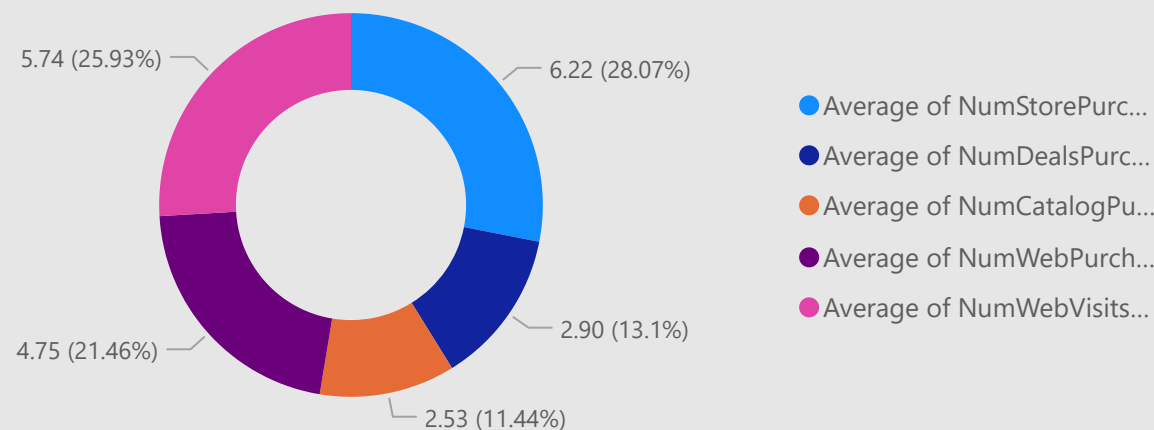
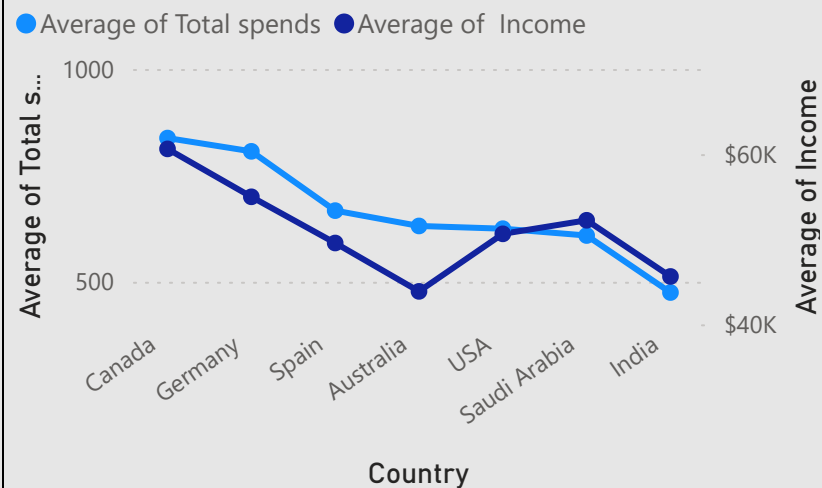| Average Recency	Avg Web Purchase	Avg Catalog Purchases	Avg Store Purchase
48.43	4.75	2.53	6.22

Proportion of Purchase by Channel

6.22 (28.07%)
5.74 (25.93%)
4.75 (21.46%)
2.53 (11.44%)
2.90 (13.1%)

- ● Average of NumStorePurc...
- ● Average of NumDealsPurc...
- ● Average of NumCatalogPu...
- ● Average of NumWebPurch...
- ● Average of NumWebVisits...

Average Recency Over Time

Recency Average (vertical axis: 0, 50, 100)
Year (horizontal axis: Mar 03, Mar 10, Mar 17, Mar 24, Mar 31)

Average Spends Vs Income By Country

- ● Average of Total spends
- ● Average of Income

Average of Total s... (vertical axis: 500, 1000)
Average of Income (vertical axis: $40K, $60K)
Country (horizontal axis: Canada, Germany, Spain, Australia, USA, Saudi Arabia, India)

Proportion of Spending by Category

18K (26.68%)
4K (5.39%)
5K (7....%)
3K (3.85%)
35K (52.56%)

- ● TotalFishSpent
- ● TotalFruitSpent
- ● TotalGoldSpent
- ● TotalSweetSpent
- ● TotalWineSpent
- ● TotalMeatSpent
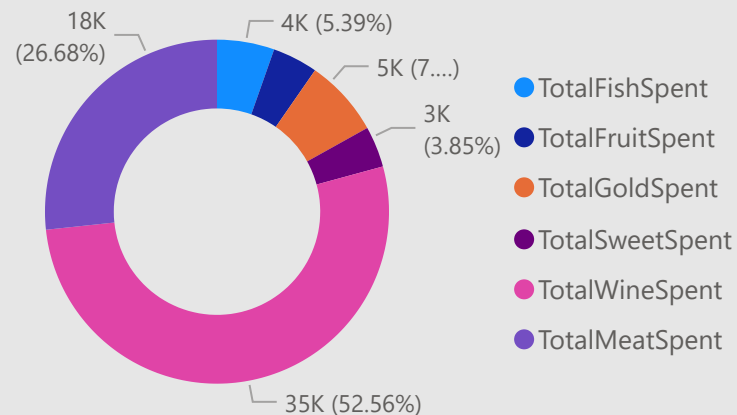
Total Amount Spend by Category

- ● Average ...
- ● Average ...
- ● Average ...
- ● Average ...

Average of MntFishProducts... (vertical axis: 0, 200, 400, 600)

665.59
349.82
177.56
35.89
25.6...
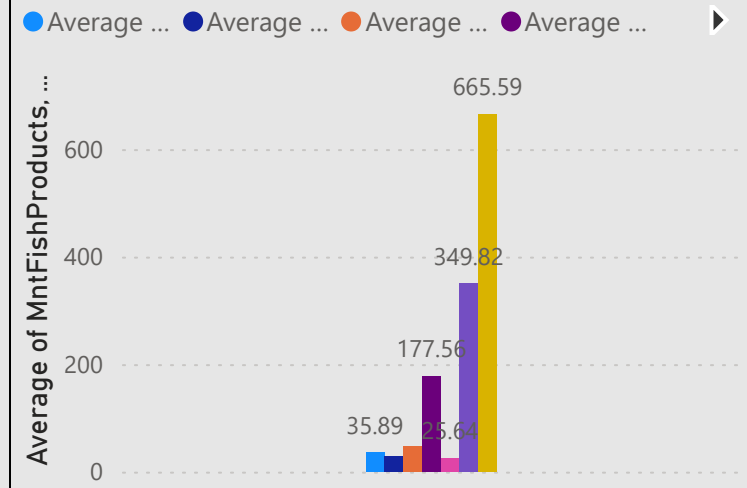
Campaign Performance Reports

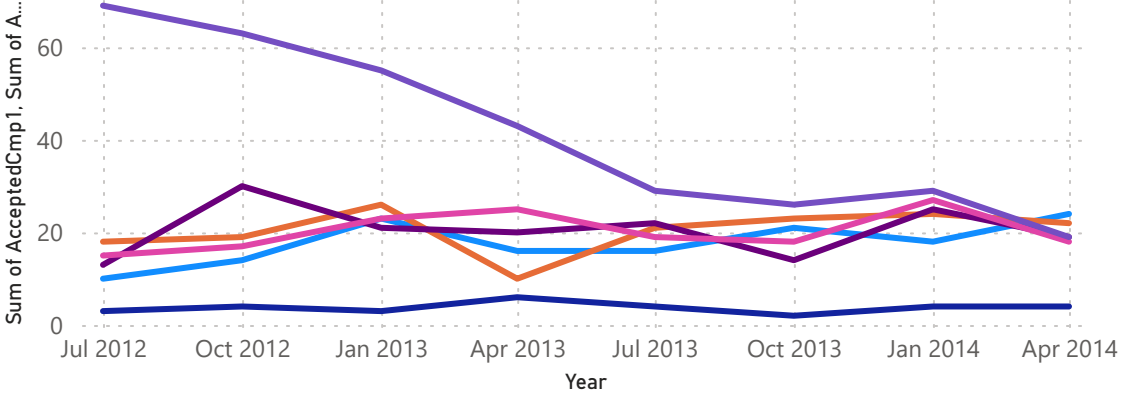| Total Campaign Response	No of Complaints	Average Discount Purchase
994	21	2.32

Number of Accepted Offers by Campaign

Legend: ● Sum of Accept... ● Sum of Acce... ● Sum of Acc... ● Sum of Acc... ● Sum of Acc... ● Sum of Re...
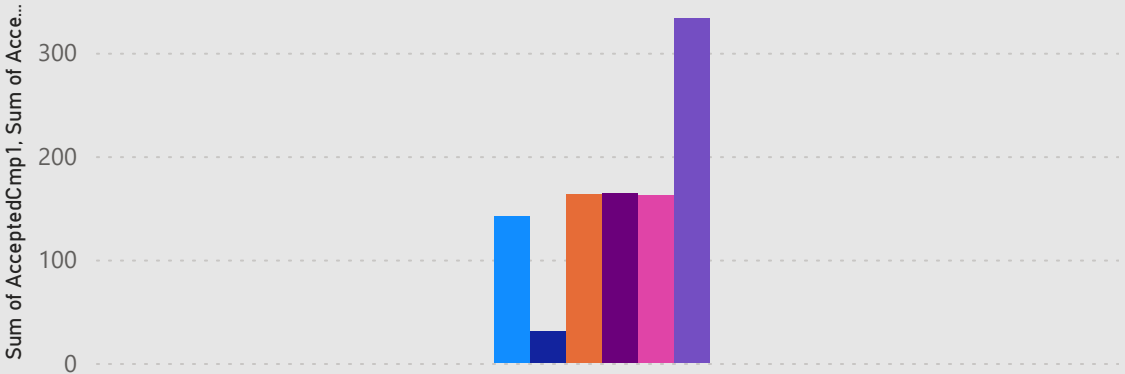
Campaign Accepted Rate over Time

Legend: ● Sum of Accept... ● Sum of Acce... ● Sum of Acc... ● Sum of Acc... ● Sum of Acc... ● Sum of Re...

Campaign Acceptance Rate by Customer Segment

Legend: ● AcceptedCmp1 ● AcceptedCmp2 ● AcceptedCmp3 ● AcceptedCmp5 ● AcceptedCmp4 ● LastCmp