

# Campaign Tracking

BakedGoods

99K



Fish

84K



Fruits

59K



Juices

681K



Meat

374K

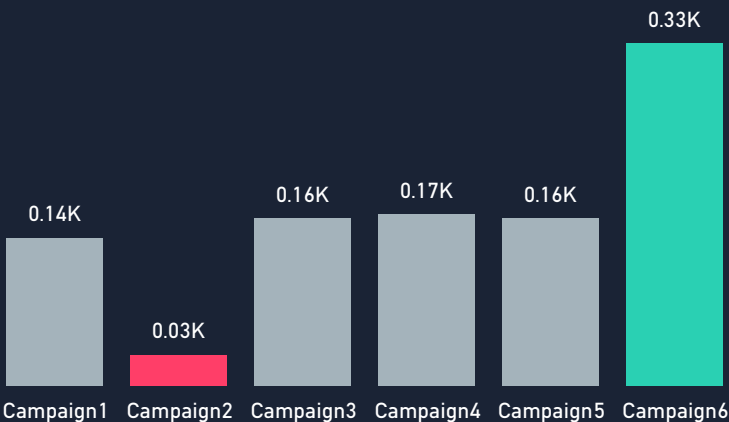


Sweet

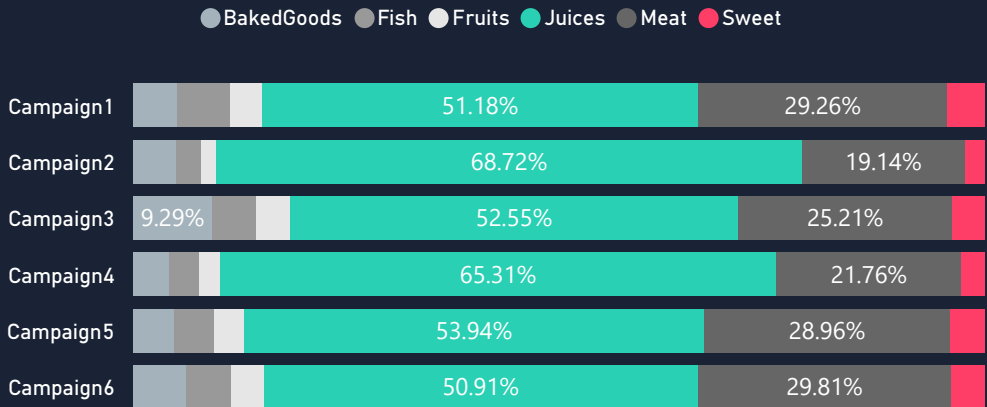
61K



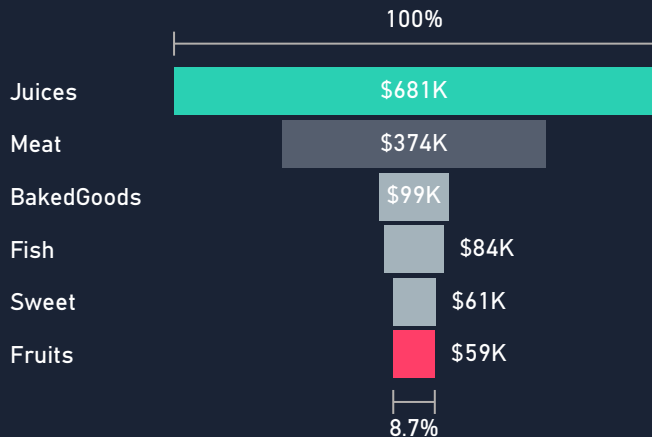
Which Campaign is resulted in most Purchases?



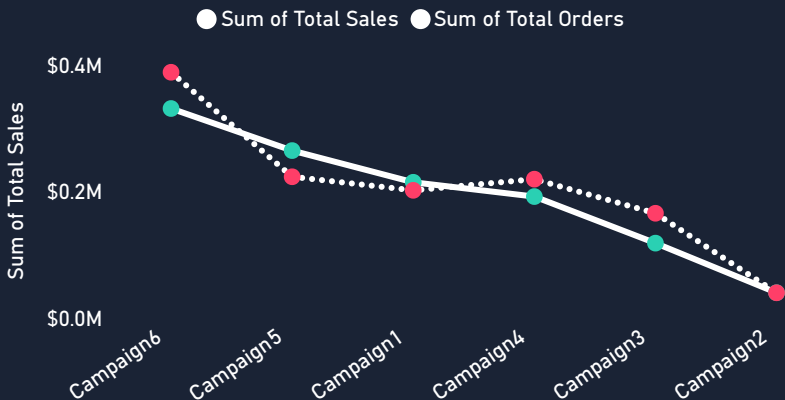
Which Product did Buyer Purchase via each Campaign?



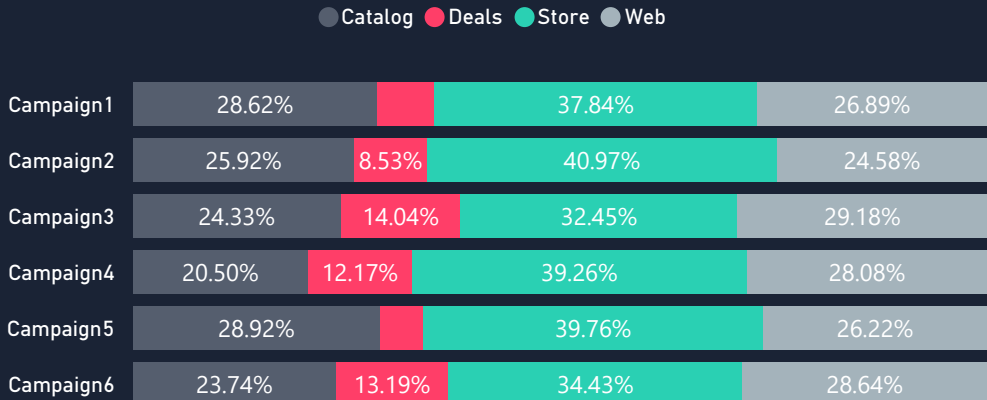
What did Buyers Spend most on?



Total Sales & Total Orders by Campaign



Through which Platform did Buyers Purchase for each Campaign?



On which Platform did Buyers make their Purchase?



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# Customer Intelligence

AVG Income  
\$51.69K

# of Customers  
2240

AVG Age  
55.19

Catalog  
5.96K

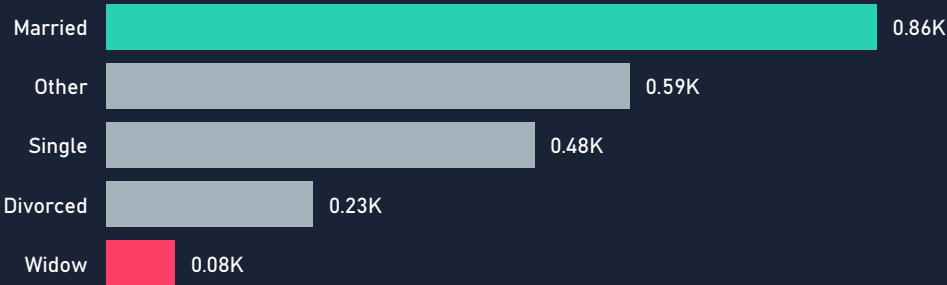
Deals  
5.21K

Store  
12.97K

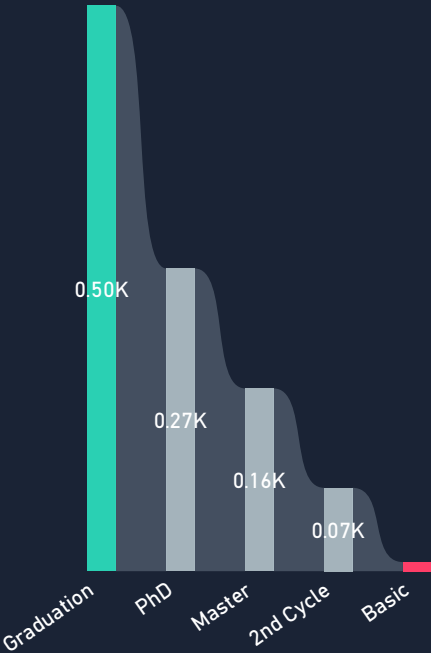
Web  
9.15K

Web Visits  
11.91K

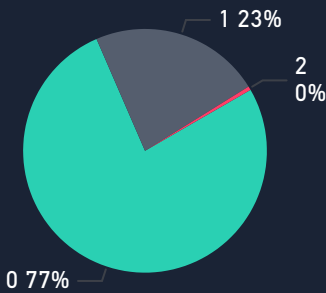
Marital\_Status of our Customers



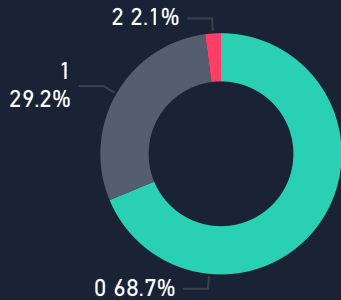
Top Education Level of our Customers.



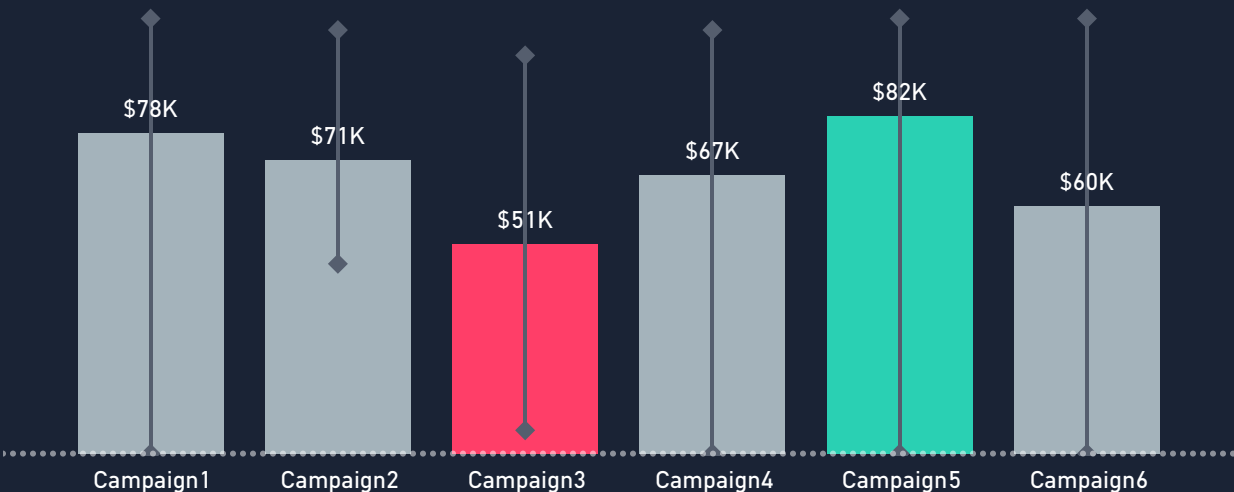
Values by Kidhome



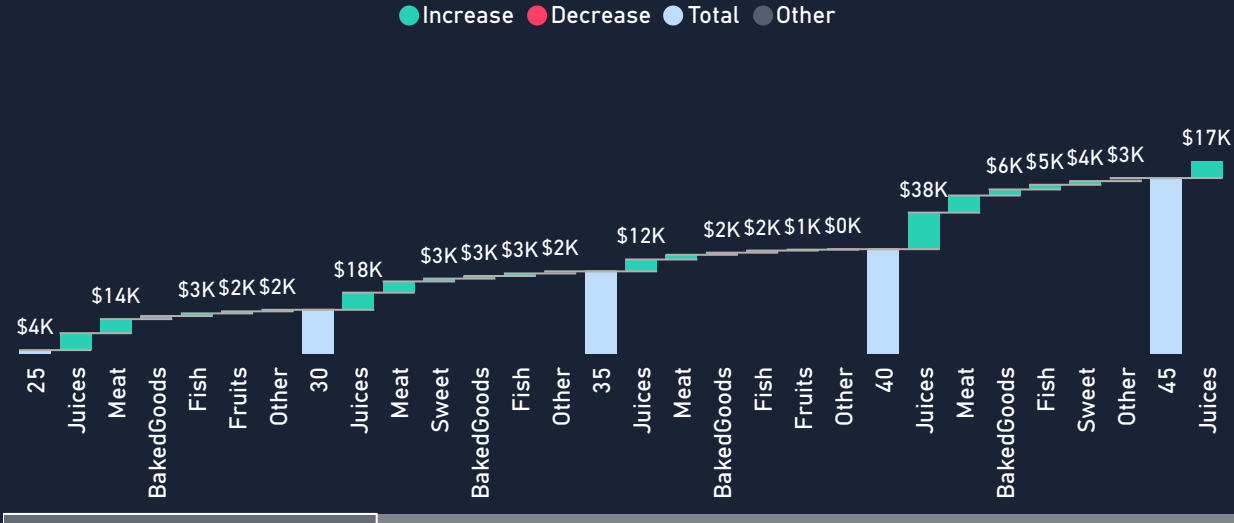
Values by Teenhome



Average of Income by Campaign



Purchase Preference of our Customers Time with Age



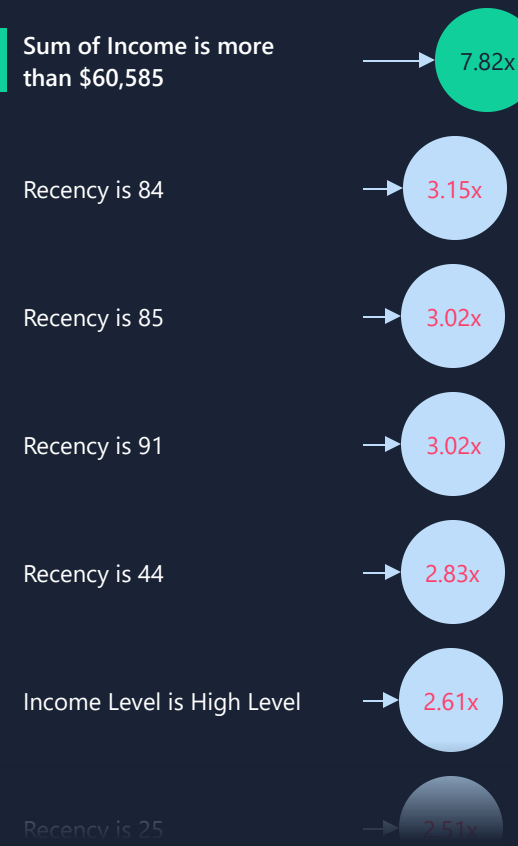
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# Tactical Insights

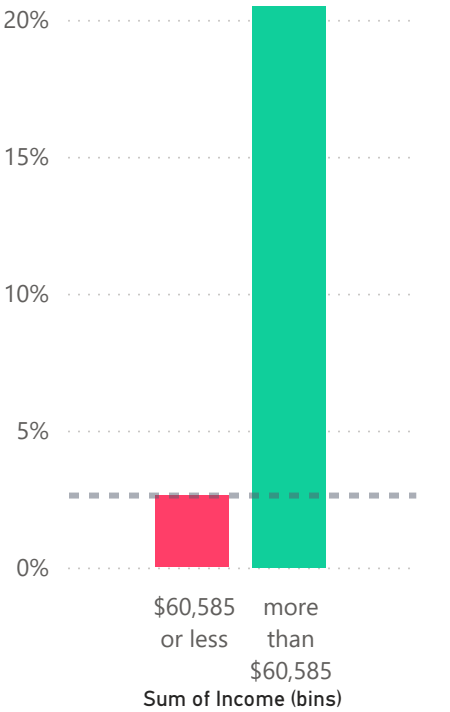
## Key influencers

What influences Campaign to be Campaign1 ?

When...  
....the likelihood of  
Campaign being  
Campaign1 increases by



← Campaign is more likely to be Campaign1 when Sum of Income is more than \$60,585 than otherwise (on average).

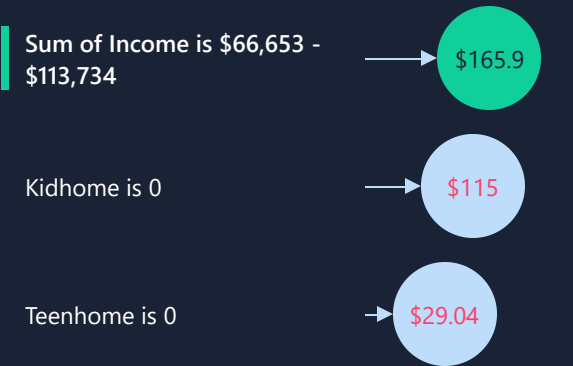


☐ Only show values that are influencers

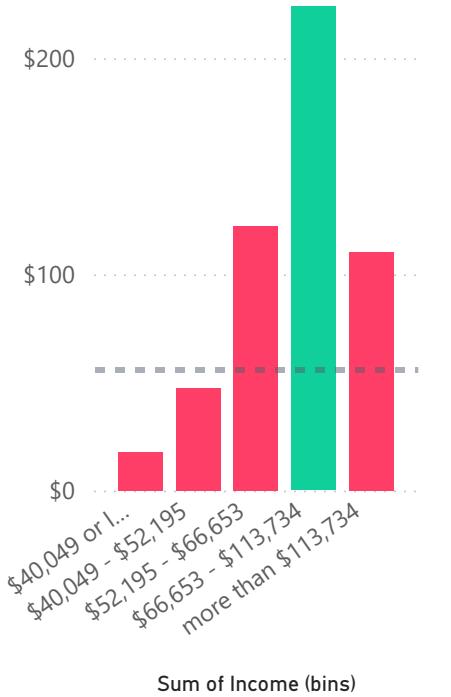
## Key influencers

What influences Total Sales to Increase ?

When...  
....the average of Total Sales  
increases by



← Total Sales is more likely to increase when Sum of Income is \$66,653 - \$113,734 than otherwise (on average).



☐ Only show values that are influencers

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