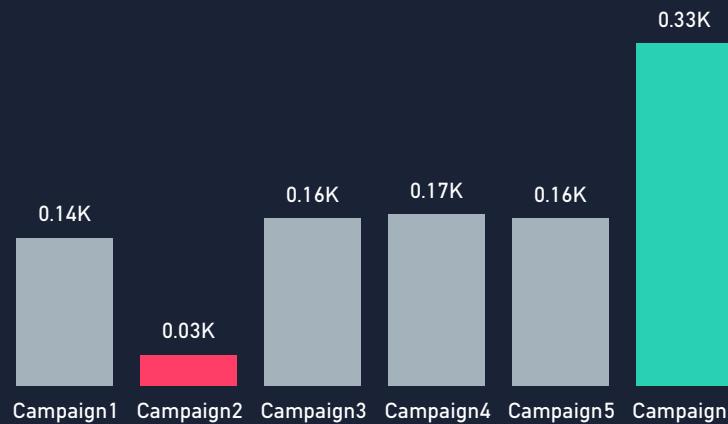


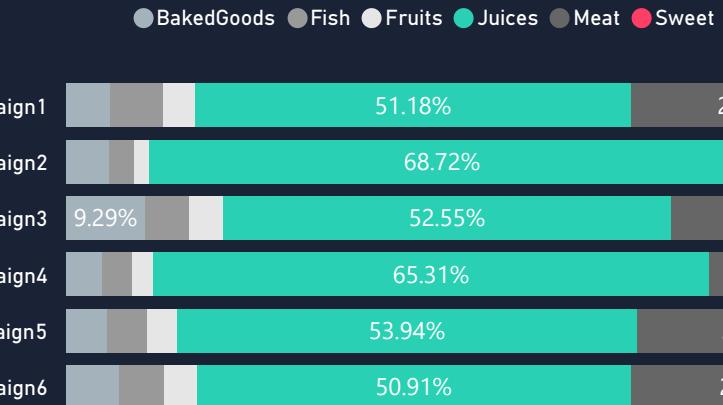
Campaign Tracking



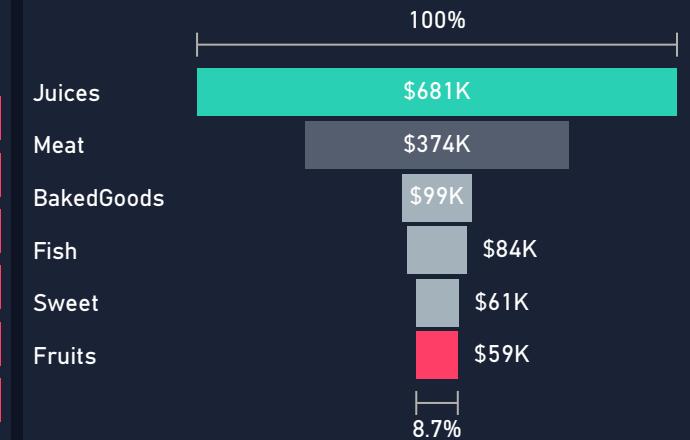
Which Campaign is resulted in most Purchases?



Which Product did Buyer Purchase via each Campaign?



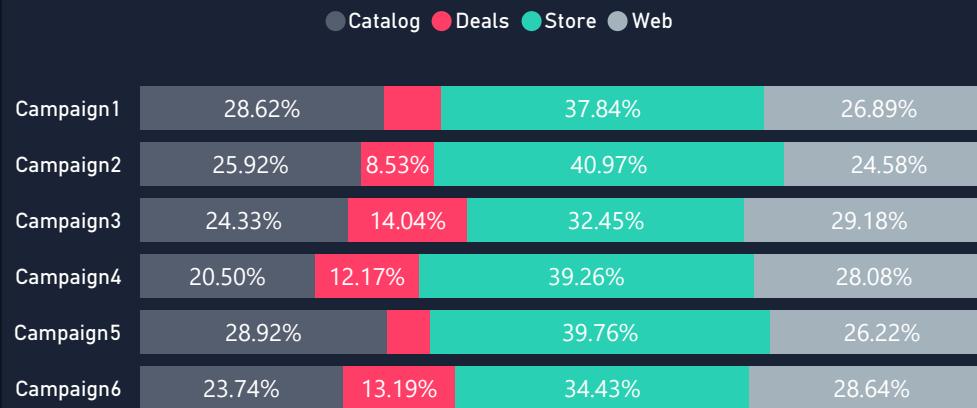
What did Buyers Spend most on?



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

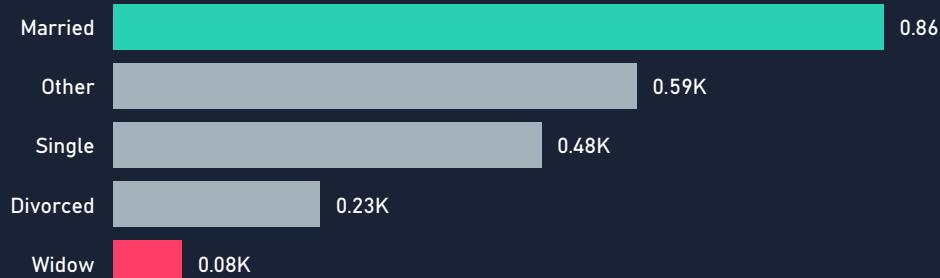
Web

9.15K

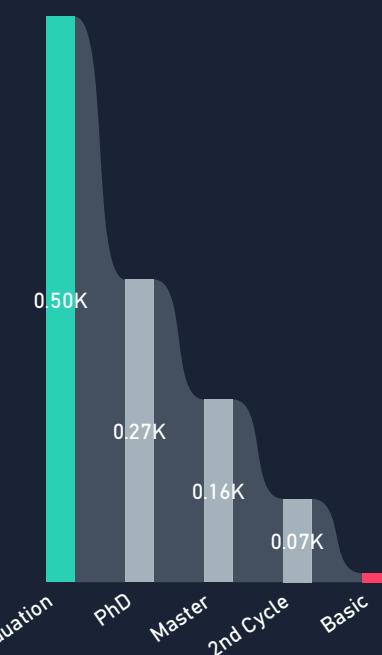
Web Visits

11.91K

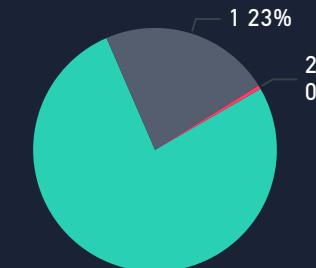
Marital_Status of our Customers



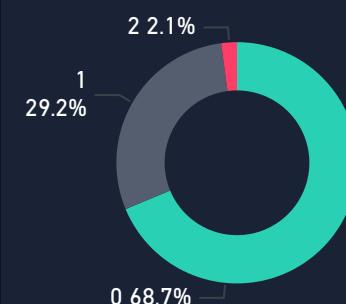
Top Education Level of our Customers.



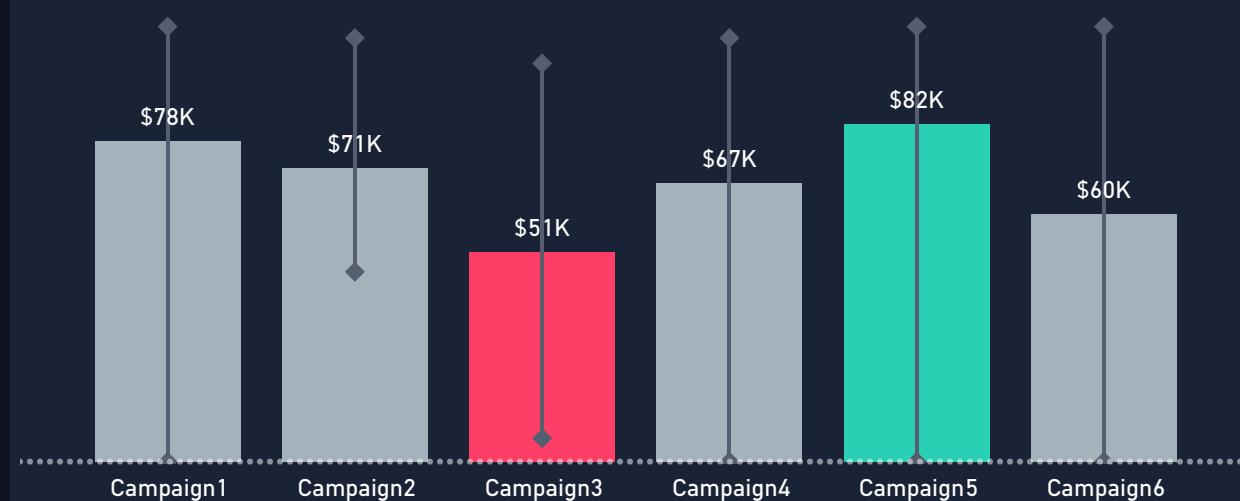
Values by Kidhome



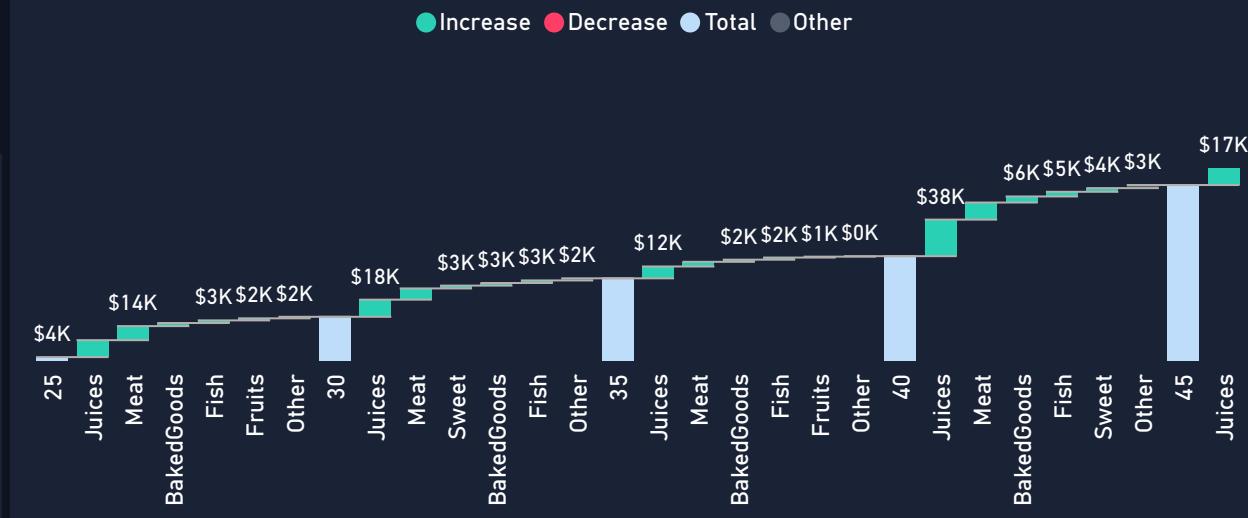
Values by Teenhome



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 ?



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

Sum of Income is more than \$60,585

→ **7.82x**

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

Recency is 84

→ **3.15x**

Recency is 85

→ **3.02x**

Recency is 91

→ **3.02x**

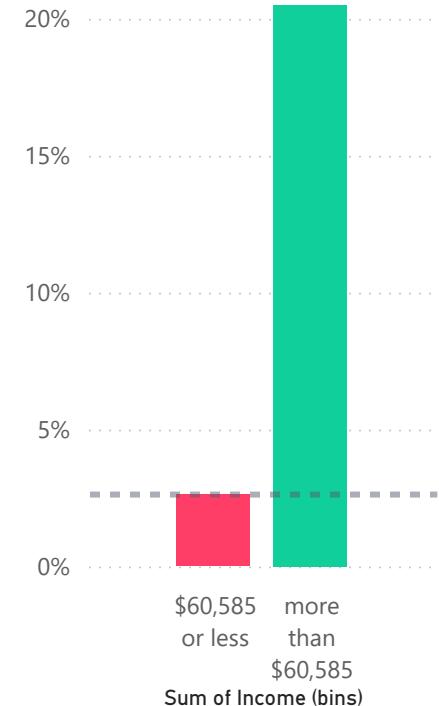
Recency is 44

→ **2.83x**

Income Level is High Level

→ **2.61x**

→ **2.51x**



Key influencers

What influences Total Sales to ?



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

Sum of Income is \$66,653 - \$113,734

→ **\$165.9**

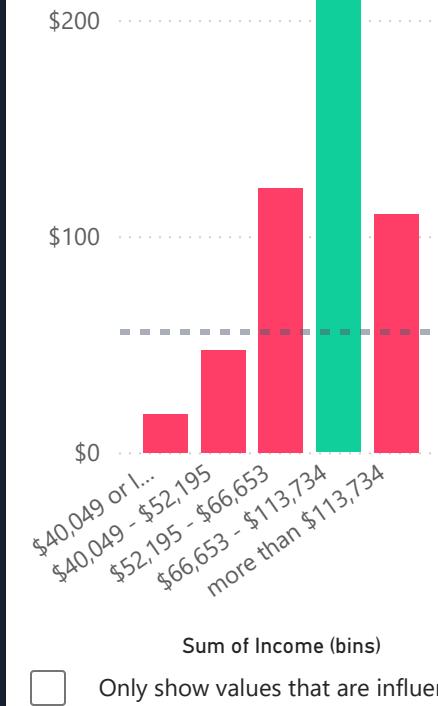
Kidhome is 0

→ **\$115**

Teenhome is 0

→ **\$29.04**

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



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