

Data-driven Marketing Performance Analytics: Actionable Insights for Success



Average Customer Age

54



Average Customer Duration(Years)

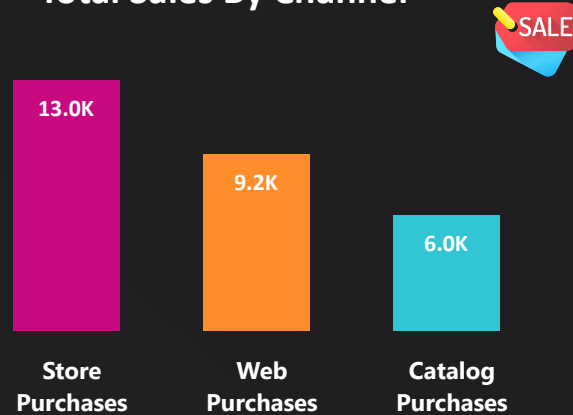
10



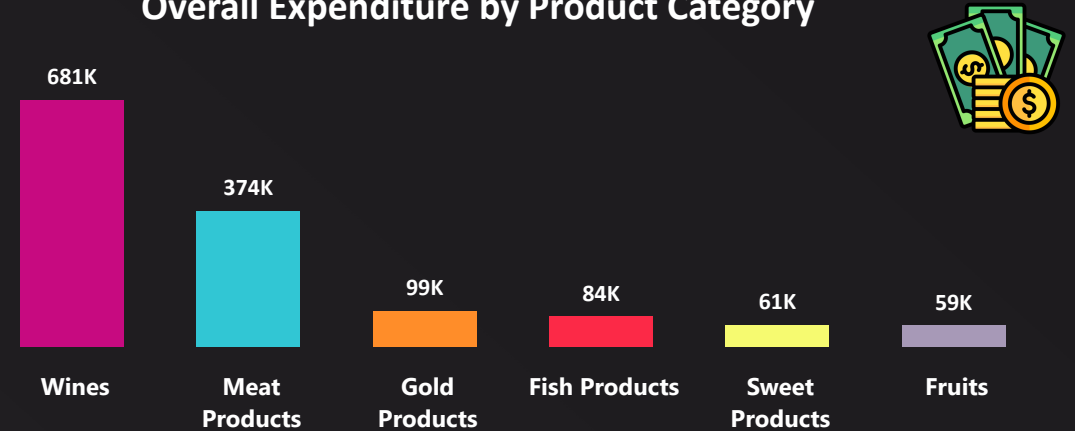
Response rate on Last Campaign

14.91%

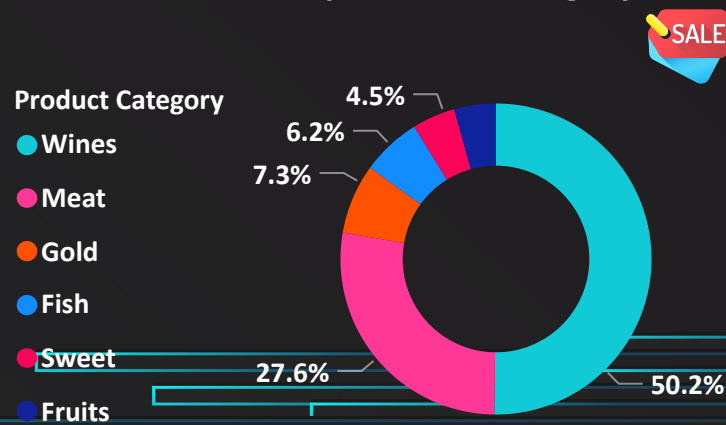
Total Sales By Channel



Overall Expenditure by Product Category



Total Sales by Product Category



Count by Education Type

