**Analyst View – Marketing Analysis Food Company**

1. Campaign 2 needs to be reformulated or deleted, needs to check why the last campaign performs twice better than other.
2. Basic demographics: The average customer is...
   1. Born in 1969
   2. Became a customer in 2013.
   3. Has an income of roughly $52,000 per year.
   4. Has 1 dependent (roughly equally split between kids or teens)
   5. Made a purchase from our company in the last 49 days.
3. Also, more than half of the customers are married or living together (could be a target for campaigns).
4. Wines and Meats are our top-tier products. US only spent more with Meat products them Spain which is our high customer base (could target campaigns), fruits and sweets needs attention (they don’t really sell or its low advertisement?)
5. Store and Web Channels look solid, how could we improve the performance of deals and catalog? (maybe discuss with product/marketing team)
6. Are we using same marketing engagement that we use in Spain in other countries? (could be not effective due the culture).