



Campaign Performance

MARKET MINDZ

84K

Fish

99K

Baked

681K

Wines

374K

Meat

59K

Fruits

61K

Sweet

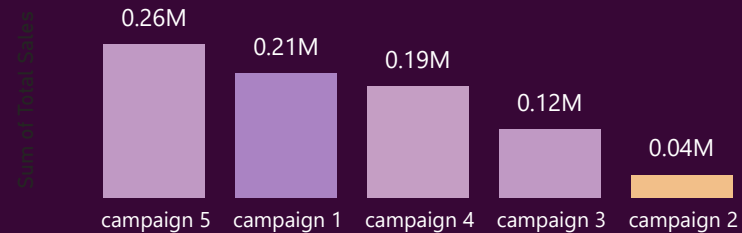
which campaign resulted in the most purchases?

Count of campaign 2.24K 2.24K



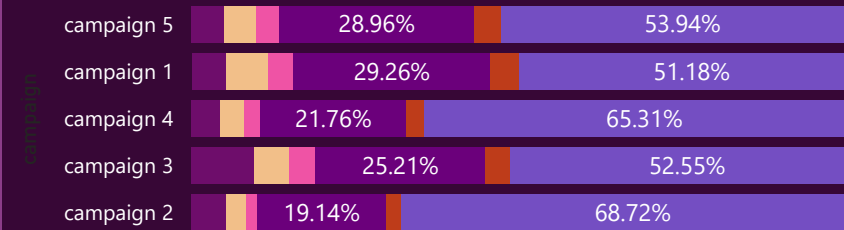
Sum of Total Sales by campaign

Sum of Value 30 99 167



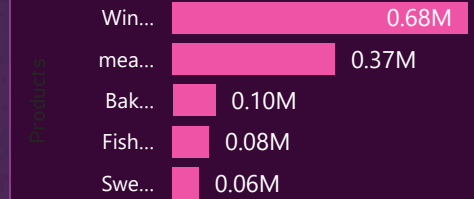
Sum of Total Sales by campaign and Products

Products Baked Prod... Fish Products Fruits meat Prod...



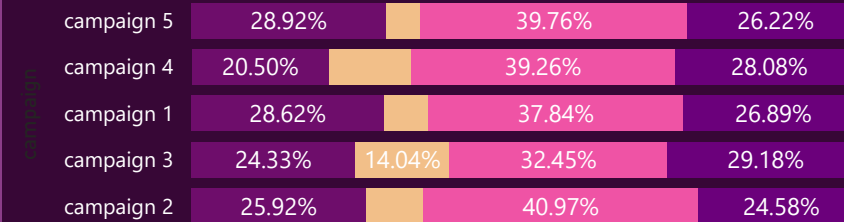
Sum of Total Sales by Products

Sum of Value 667 667



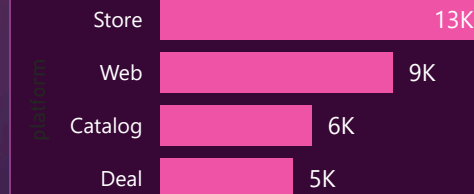
Sum of Qty by campaign and platform

platform Catalog Deal Store Web



Sum of Qty by platform

Sum of Value 667 667



Developed by Yukti

Buyer Composition

5963

13K

9150

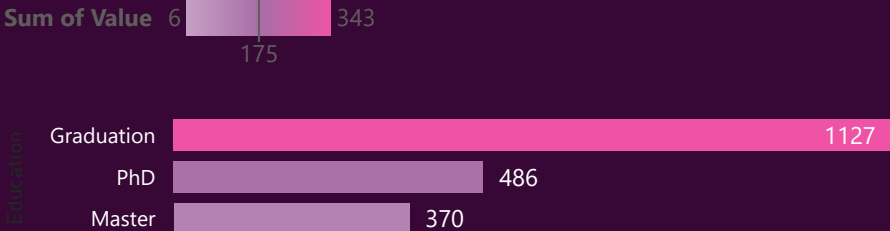
2240

\$52....

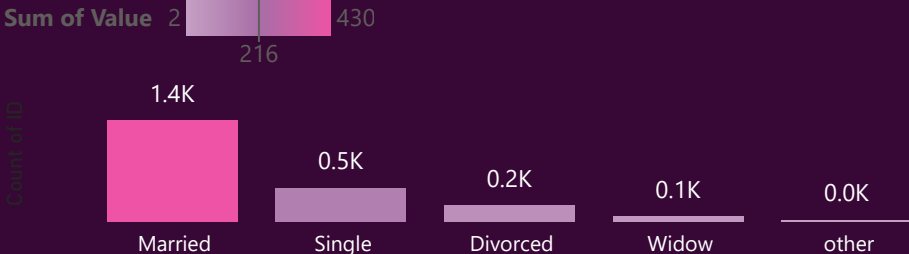
55.62

5208

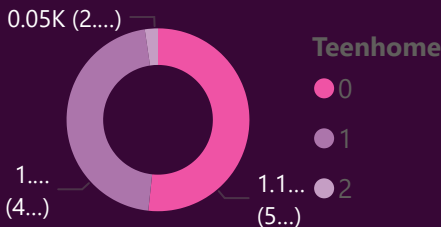
Count of ID by Education



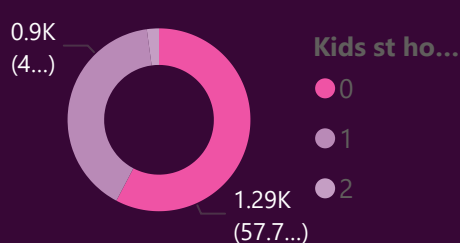
Count of ID by Marital_Status



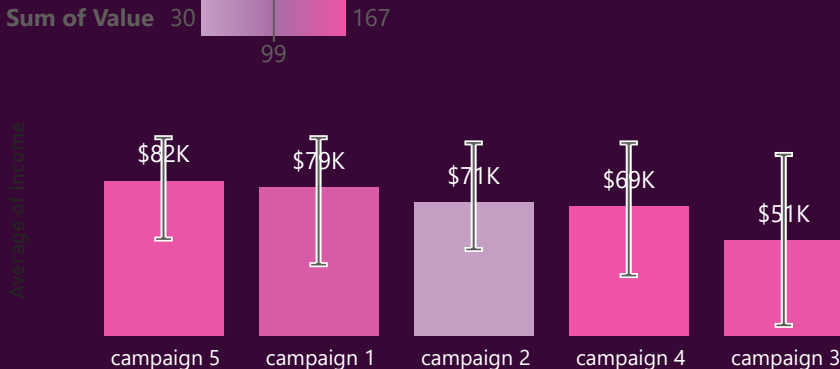
Count of ID by Teenhome



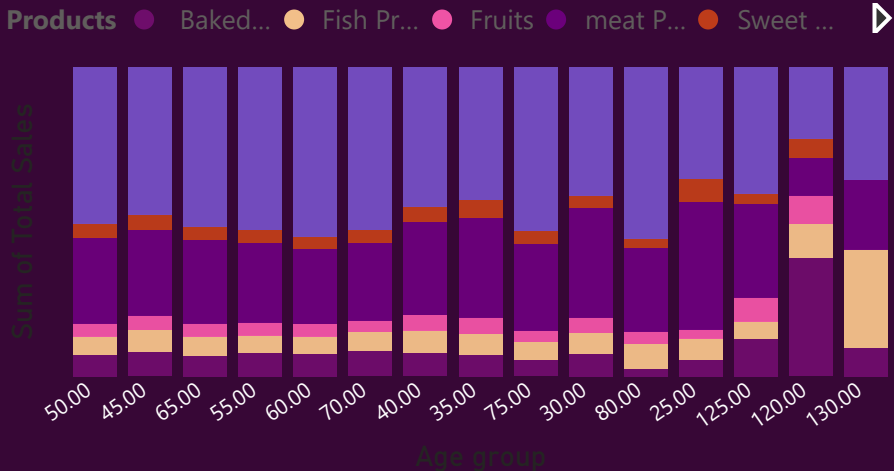
Count of ID by Kids st home



Average of Income by campaign



Sum of Total Sales by Age group and Products



Purchase Drivers



Key influencers Top segments

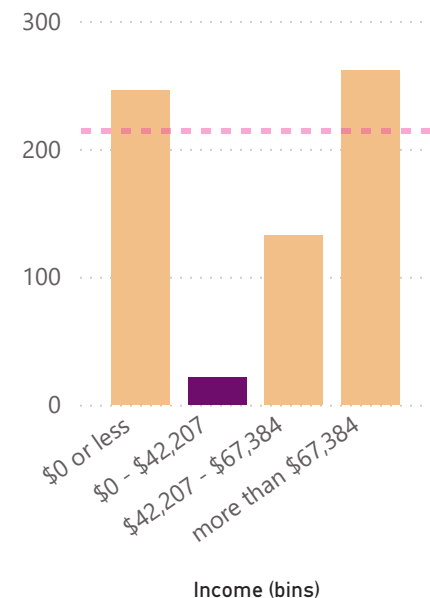
What influences Total Sales to Decrease ?

When...

...the average of Total Sales decreases by



← Total Sales is more likely to decrease when Income is \$0 - \$42,207 than otherwise (on average).



☐ Only show values that are influencers

choose the product/products to evaluate in the key influencers below

Baked Products

Fish Products

Fruits

meat Products

Sweet Products

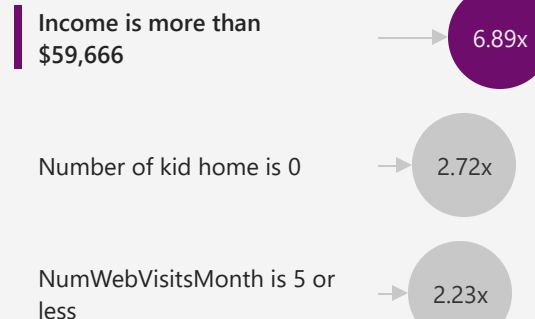
Wines

Key influencers Top segments

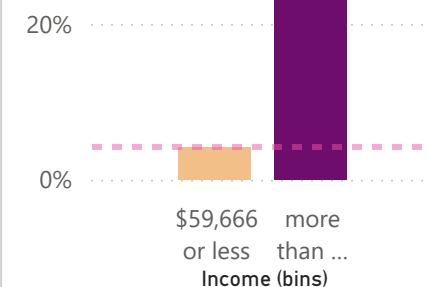
What influences campaign to be campaign 1 ?

When...

...the likelihood of campaign being campaign 1 increases by



← campaign is more likely to be campaign 1 when Income is more than \$59,666 than otherwise (on average).



☐ Only show values that are influencers

Developed by Yukti