

Customer Segmentation for Campaign Targeting

Business Context

OJAR is a premium perfume brand expanding its global online presence. With an increasing number of customers across digital platforms, they want to **target their marketing campaigns more effectively** based on customer behavior and value.

Business Problem

OJAR currently sends promotional emails to all customers equally. As a result, they are wasting marketing spend and missing opportunities for personalization. They need to segment their customers to:

- Identify high-value vs. low-value groups
 - Personalize campaign strategies
 - Increase retention and revenue
-

Objective

Use **RFM analysis** (Recency, Frequency, Monetary) to segment customers based on their purchase behavior and provide **targeted marketing recommendations** for each segment.

Tools

- **SQL** → Prepare and analyze transactional data
 - **Tableau** → Create an interactive dashboard for stakeholders
 - *(You can also build a summary presentation in PowerPoint/Slides for PDF export)*
-

Dataset Structure

I will provide a simulated dataset with the following tables:

customers

customer_id	name	gender	birth_date	country	signup_date
C001	Alice Smith	F	1985-04-22	UK	2021-03-12

transactions

transaction_id	customer_id	transaction_date	amount
T001	C001	2024-03-21	85.50

You'll need to:

1. Calculate **RFM scores**
2. Segment customers (e.g., "Champions", "At Risk", "Loyal", etc.)
3. Visualize segment distribution and key insights in Tableau
4. Recommend campaign strategies for each segment