

Customer Demographic Analysis Report

Key Insights:

- Analyzing total customer spend by age group revealed that middle-aged customers are the highest spenders, contributing approximately EGP 23.5 million. Notably, both the adolescent and older age groups showed comparable spending levels, highlighting potential value in segments that are often overlooked.
- The analysis of purchase frequency by location revealed that Aswan leads in customer engagement, with Cairo ranking second. Giza comes third but shows a purchase frequency very close to the lowest-performing regions, El Mansoura and Alexandria. This pattern suggests strong regional variation in customer activity and highlights opportunities to explore why certain locations underperform and how targeted strategies could improve engagement.
- The analysis of total spending across income groups shows a significant gap between segments. High-income customers contribute the vast majority of total spend, far exceeding both middle- and low-income groups. This highlights a strong positive correlation between income level and spending power, suggesting that high-income customers are the core revenue drivers.
- The analysis of preferred purchasing channels by gender reveals that females show a slight preference for the website, though usage across all channels remains relatively balanced. In contrast, males demonstrate a stronger preference for in-store shopping, while their use of other channels is also fairly evenly distributed. These patterns suggest that while digital engagement is present, channel preferences are not strongly polarized, and multi-channel strategies may be effective for both genders.
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Recommendations & Marketing Suggestions:

1. Prioritize Middle-Aged Customers in Marketing Campaigns

Insight: Middle-aged customers are the top spenders, contributing over EGP 23.5 million.

Recommendation:

Focus loyalty programs, premium offers, and product bundles toward this age group. Highlight products and services that match their lifestyle and spending behavior.

Business Benefit:

Maximizing revenue from the most valuable segment with tailored offerings can increase customer lifetime value.

2. Explore Untapped Potential in Adolescents and Older Age Groups

Insight: Spending levels in adolescent and older segments are close, indicating potential.

Recommendation:

Conduct deeper persona research or targeted surveys to understand their needs. Consider age-specific promotions, such as student deals or senior perks.

Business Benefit:

Unlocking hidden value in underutilized segments can diversify revenue streams and improve market coverage.

3. Localize Campaigns for High- and Low-Performing Locations

Insight: Aswan and Cairo lead in purchase frequency, while El Mansoura and Alexandria lag.

Recommendation:

Invest more in regional campaigns for high-performing cities (e.g., exclusive events, faster delivery). For low-performing areas, investigate causes (e.g., store presence, delivery time) and run localized awareness ads or geo-targeted promotions.

Business Benefit:

Optimizing by location helps boost engagement in weak areas and strengthens presence in already strong markets.

4. Focus on High-Income Segments for Premium Offerings

Insight: High-income customers significantly outspend all other income groups.

Recommendation:

Launch high-end product lines, VIP programs, or early-access deals tailored to this group. Use pricing and messaging that emphasizes value, quality, and exclusivity.

Business Benefit:

Maximizing revenue from your most profitable customers increases ROI and enhances brand image.

5. Use a Multi-Channel Marketing Approach with Channel Personalization

Insight: Females slightly prefer websites, and males lean toward in-store, but all channel

Recommendation:

Maintain an omnichannel strategy, but slightly tailor your approach:

- For females: highlight the ease and convenience of online shopping.
- For males: promote in-store experiences, limited-time walk-in deals, or in-store-only product previews.

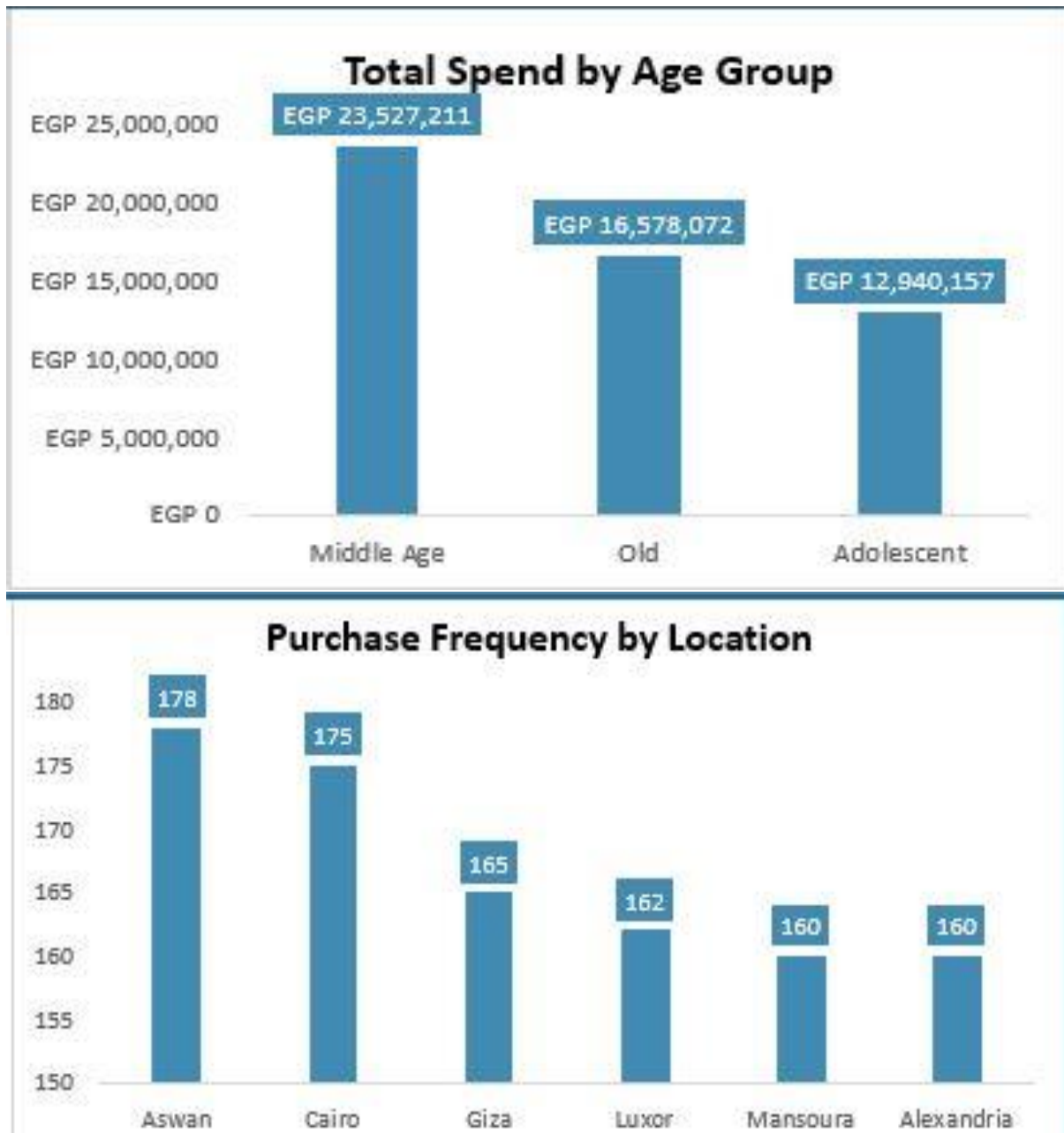
Business Benefit:

Increases engagement across customer segments while optimizing each channel's effectiveness.

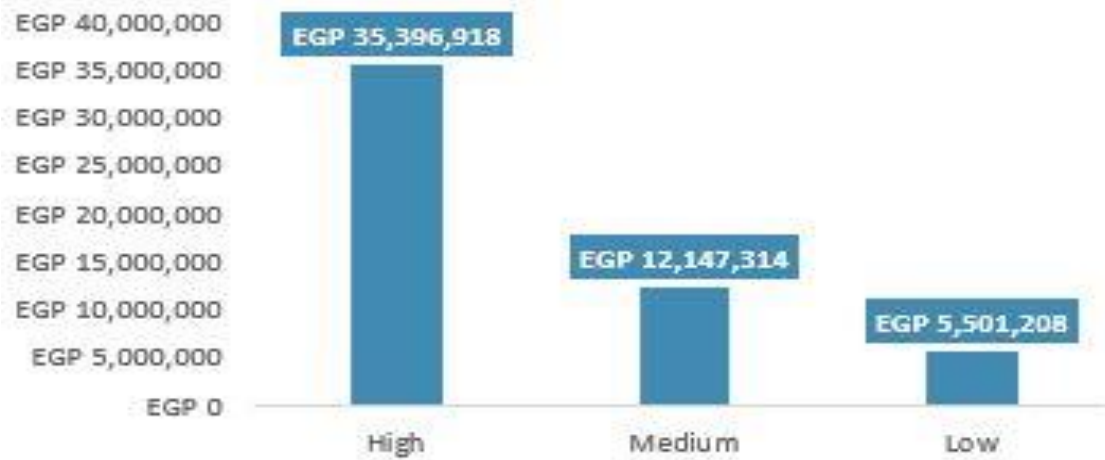
Final Thought :

By leveraging demographic and behavioral data, we can target the right customers, in the right places, through the right channels. These recommendations are designed to align marketing investments with the highest-return segments, while identifying opportunities to unlock additional value, turning data into real business growth.

Screenshots of viz:



Total Spent by Income Group



Preferred Channel by Gender

