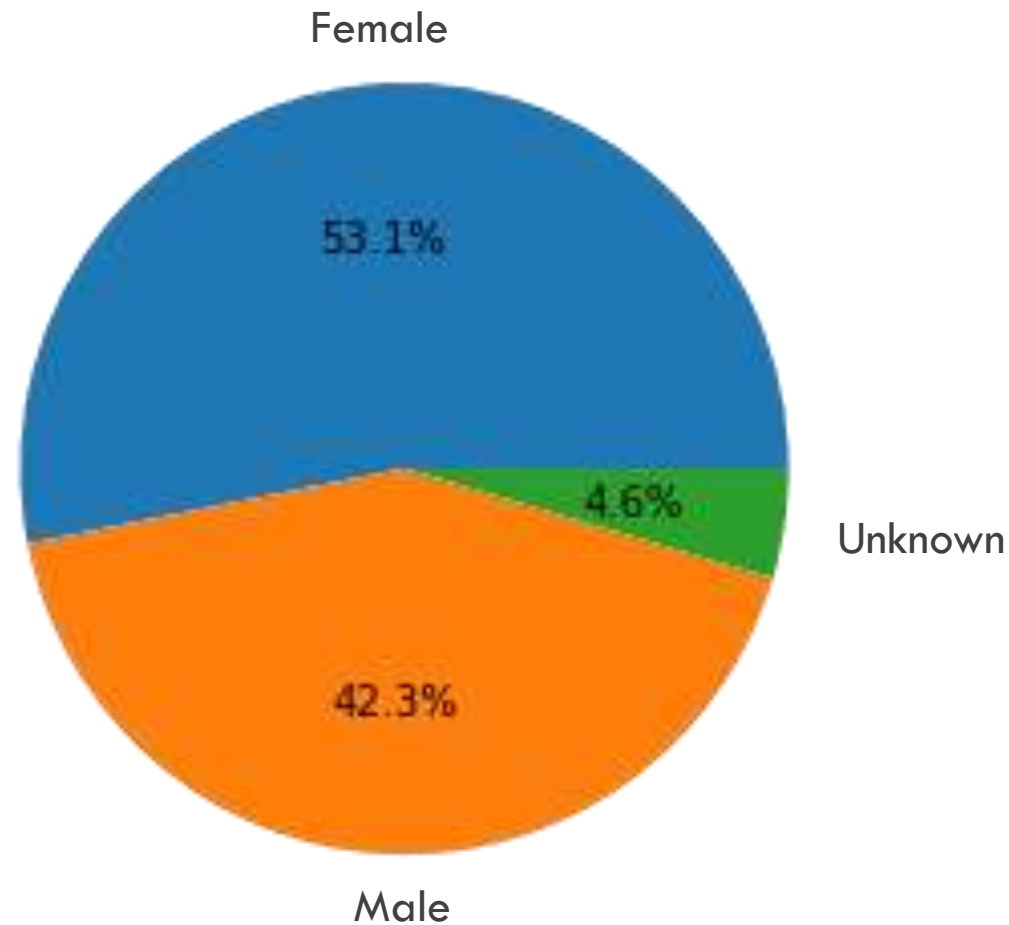# CUSTOMER BEHAVIOUR ANALYSIS | Group 1 DA
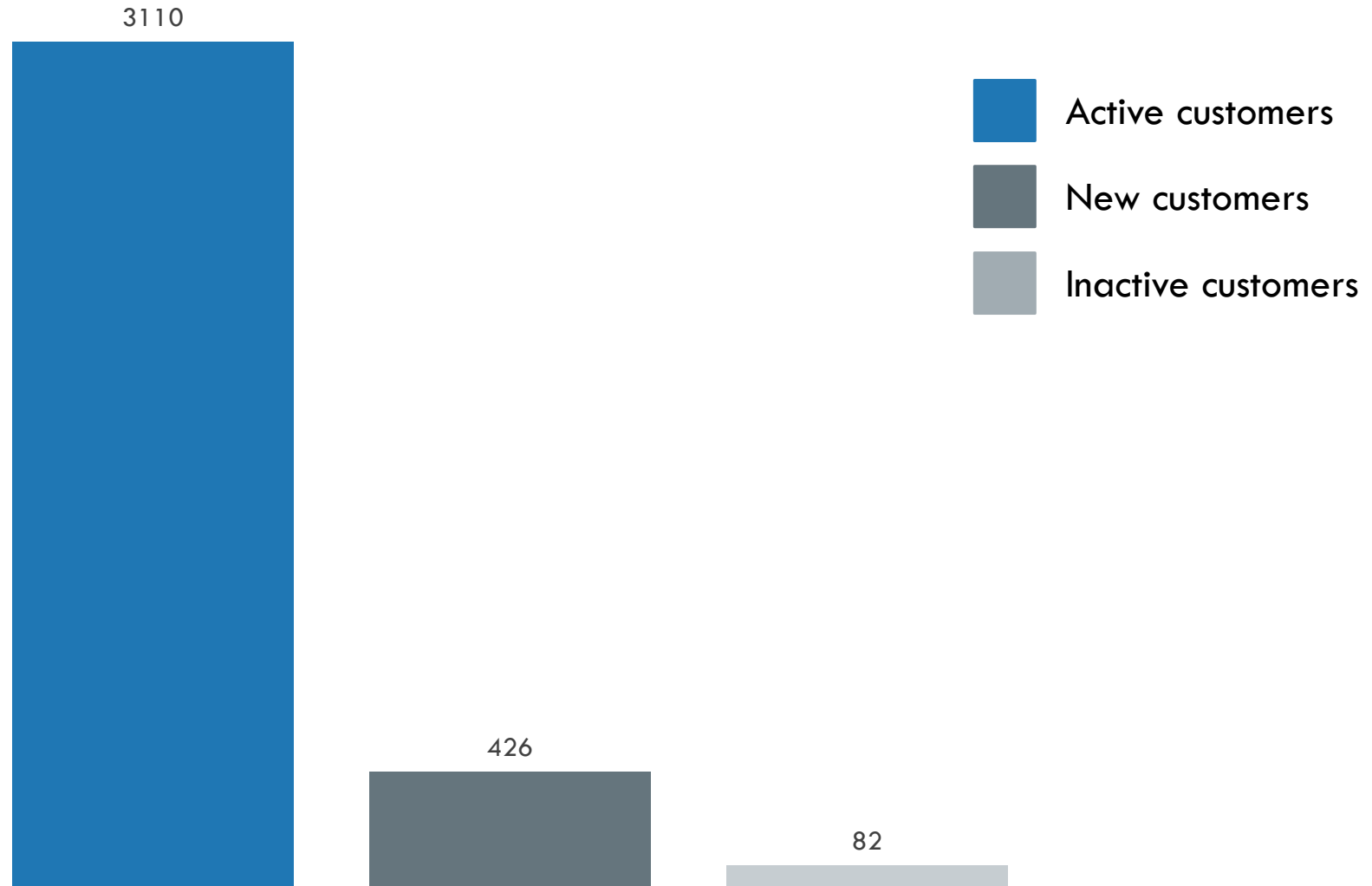
Female customers dominated the market with **almost 11%** higher than male customers

We propose for the management to add more market segment for male customers to increase sale
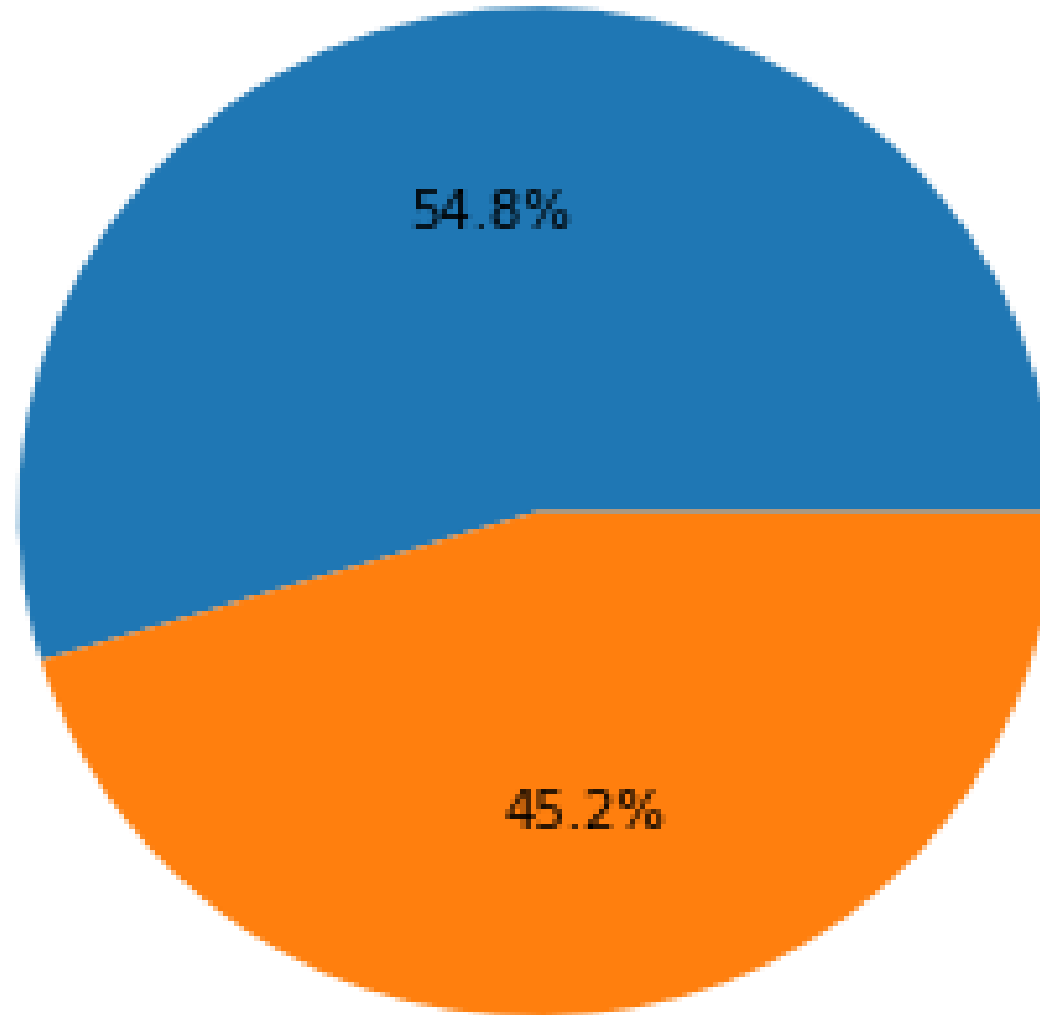
Active customers accounts for **86%** of the market

3110

426

82

- Active customers
- New customers
- Inactive customers

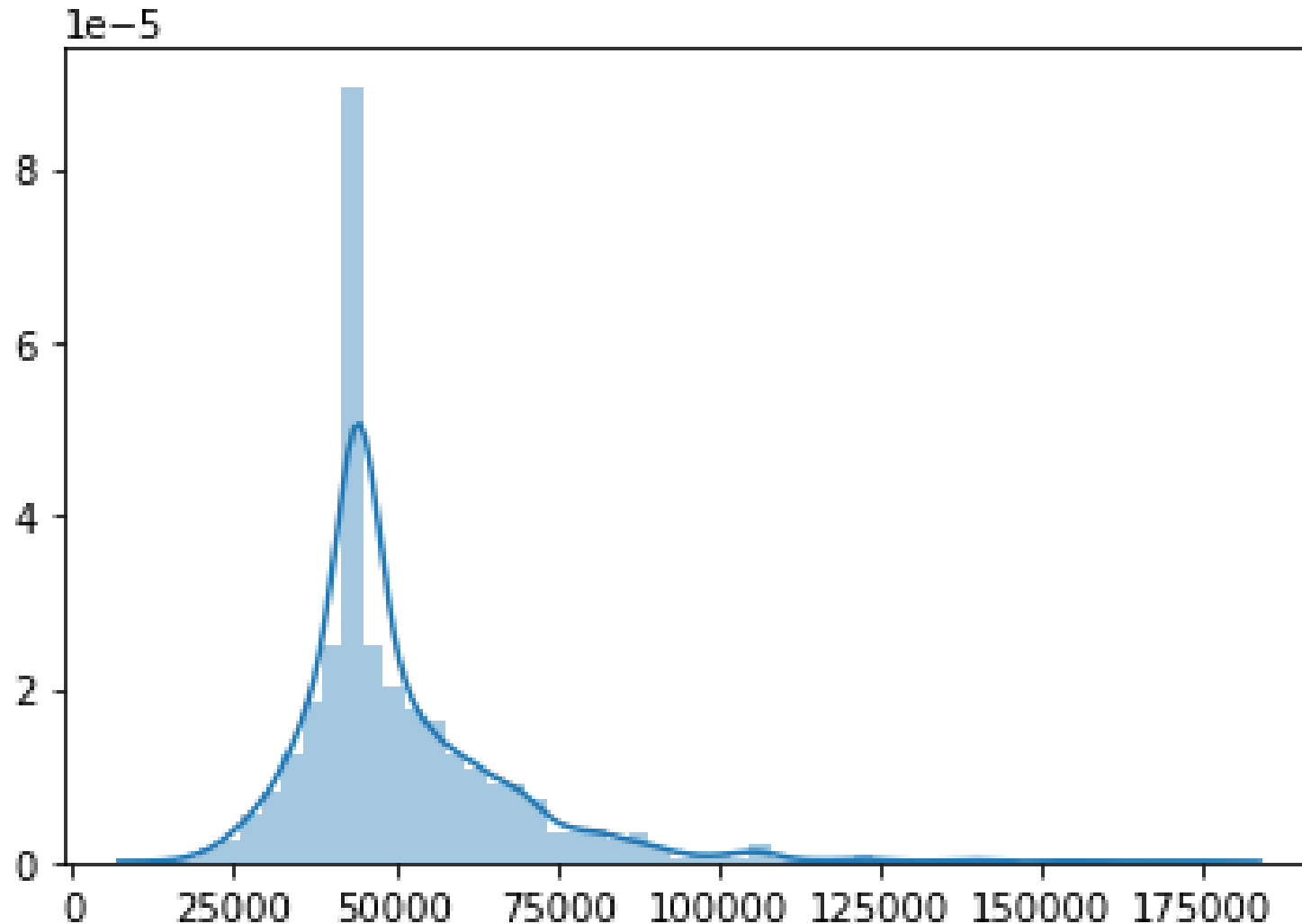# 54.8% of customers possess their own property

With property

54.8%

45.2%

Undisclosed

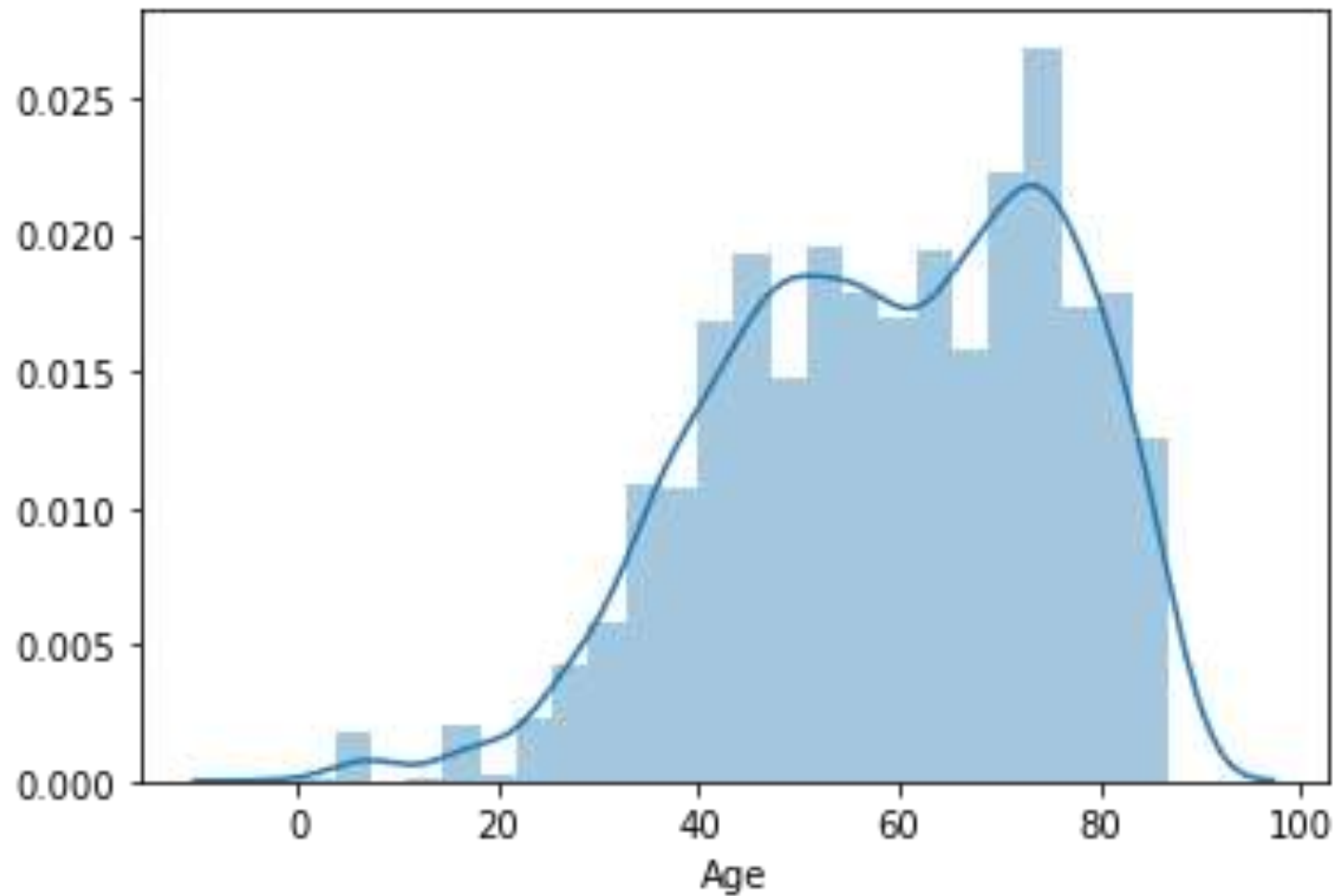# Average annual income is around **USD40,000**
Higher salary, higher purchasing power

# More than half of customers are of 40 to 80 years old

We suggest to maintain <u>good relationship</u> with these customers using <u>traditional marketing methods</u> like phone calls, text messages and emails.
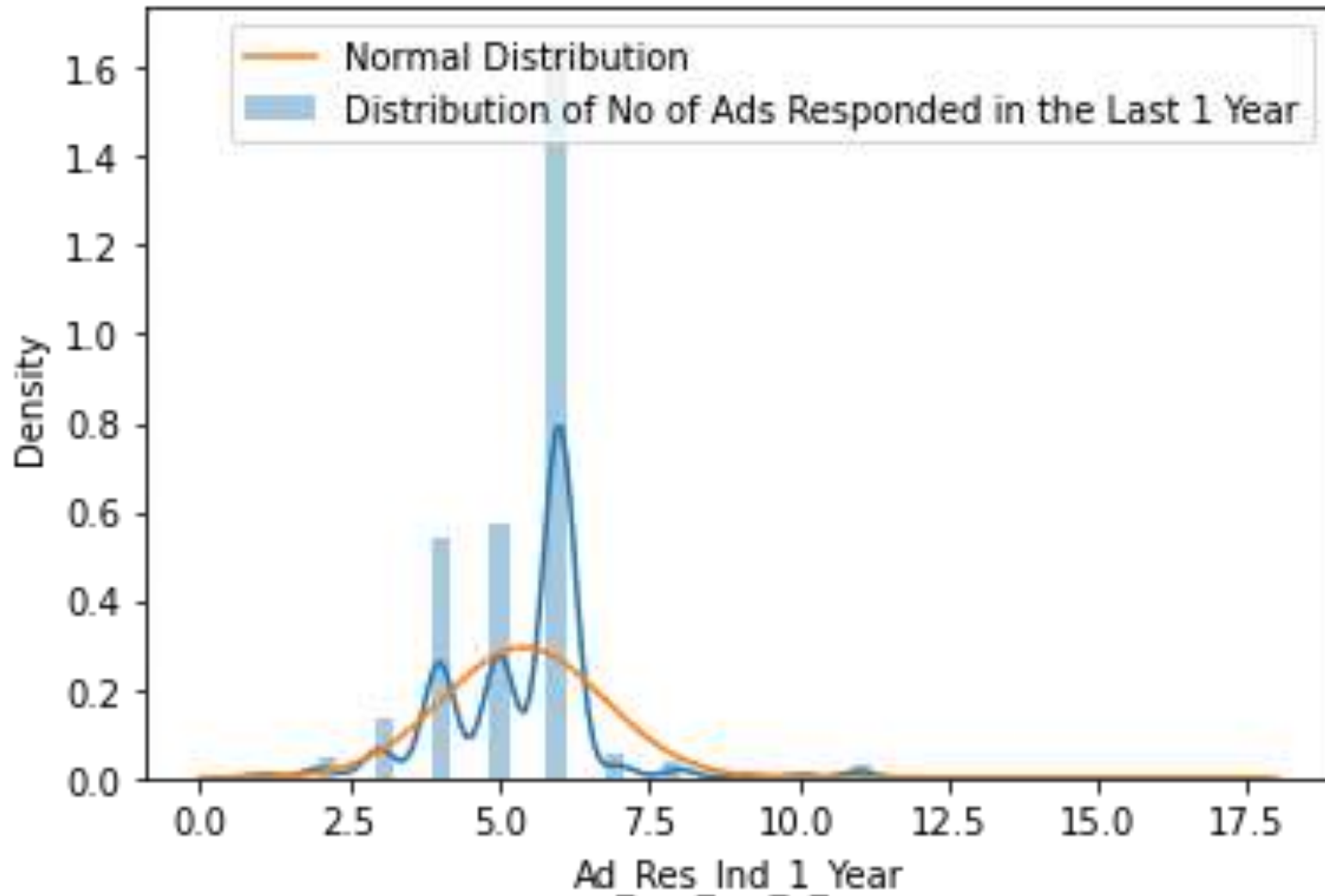Push trendy promotions for adults of 20 above

There is an <u>equal amount</u> of potential customers and non-potential customers among both male and female

Suggestion: Update website and have variety of payment options during checkout
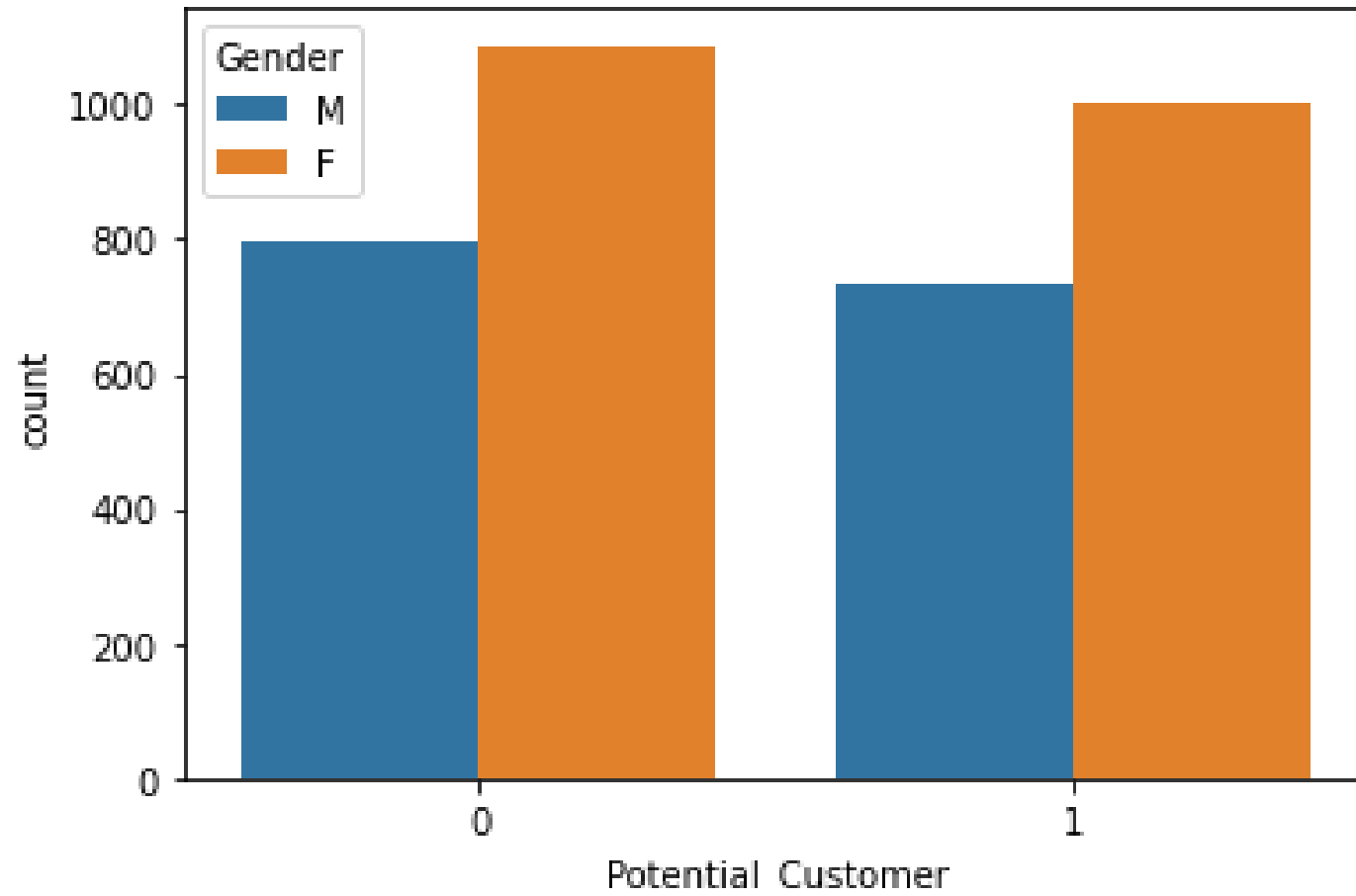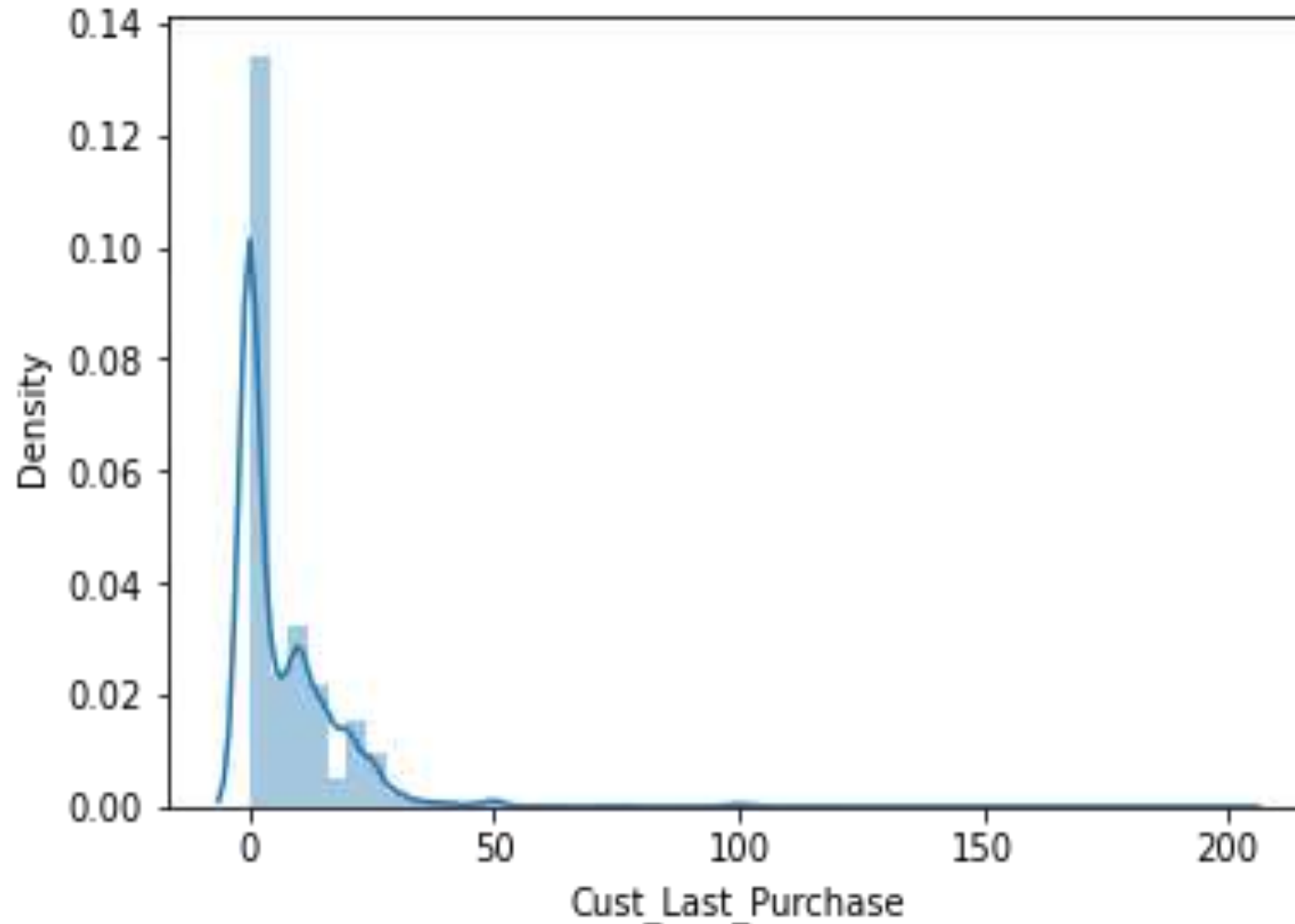
Customers responded **more than 6 times** since last year

Insight: Great promotional ads

Customers click the ads, however, they are not interested in purchasing the products

Suggestion: Update website (UI/UX design) and have variety of payment options during checkout

The inactive number of months since the last purchase is 15 months and above

Once a year promotional ads
Attract and retain regular and casual customers