



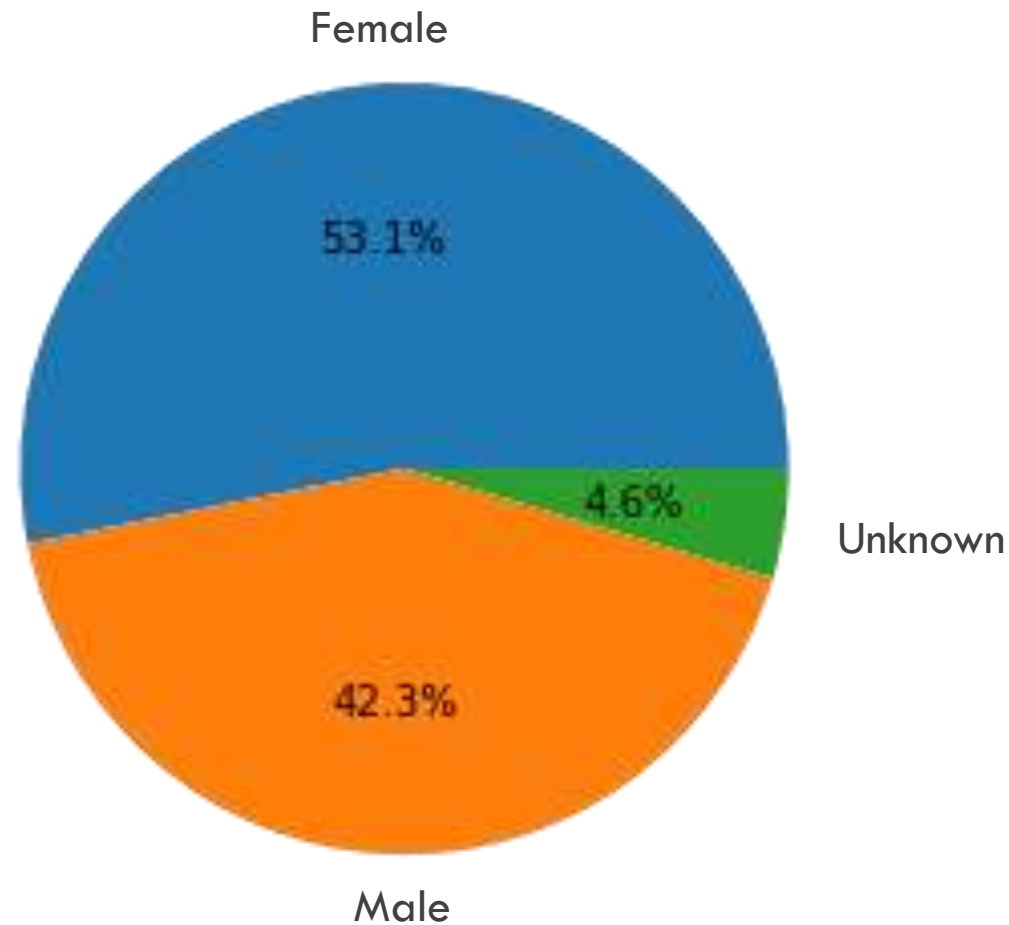
CUSTOMER ANALYSIS

Group 1 DA

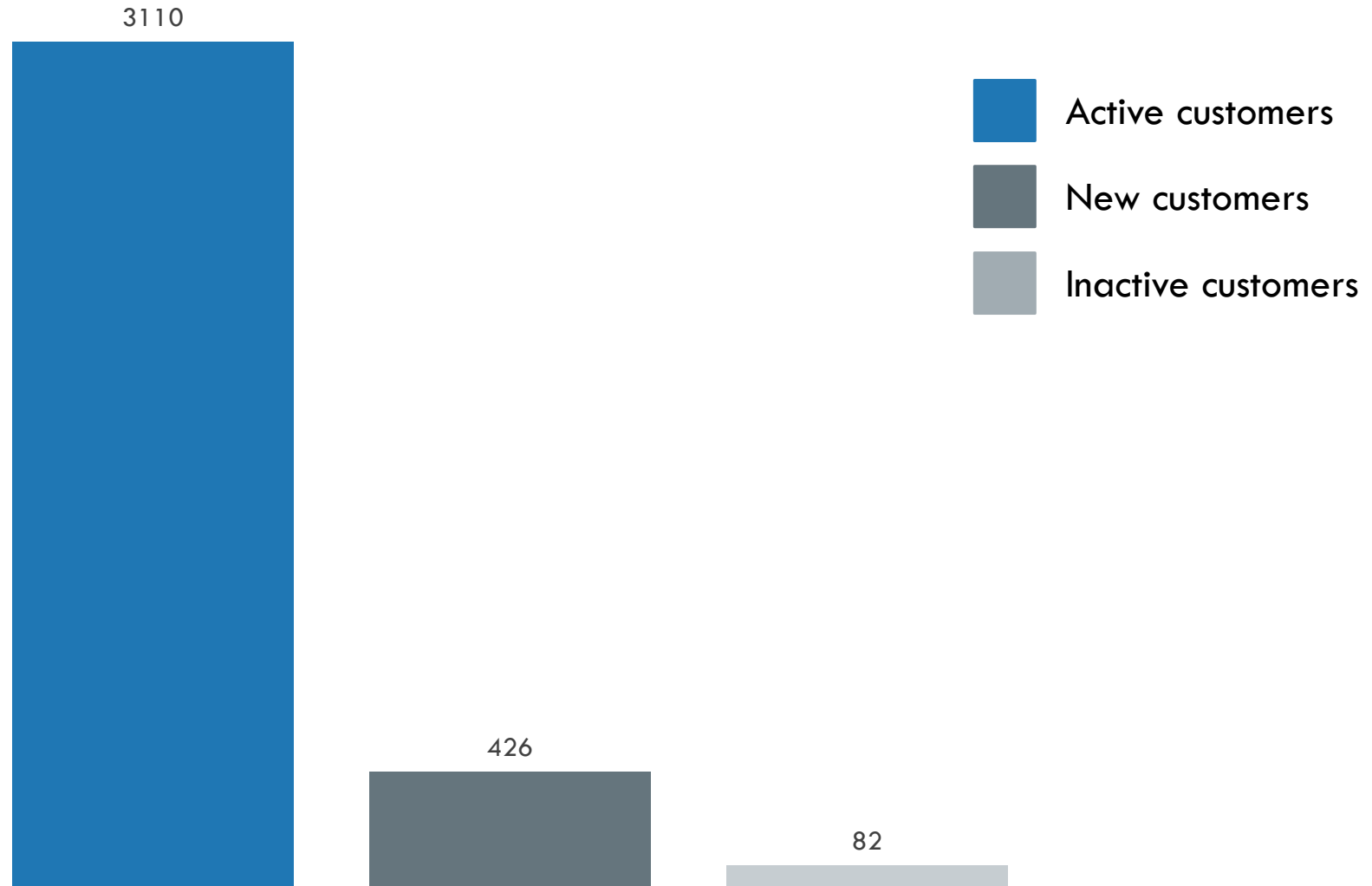
Aiman, Aiffa, Nazihah,
Anis, Puteri, Imran

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

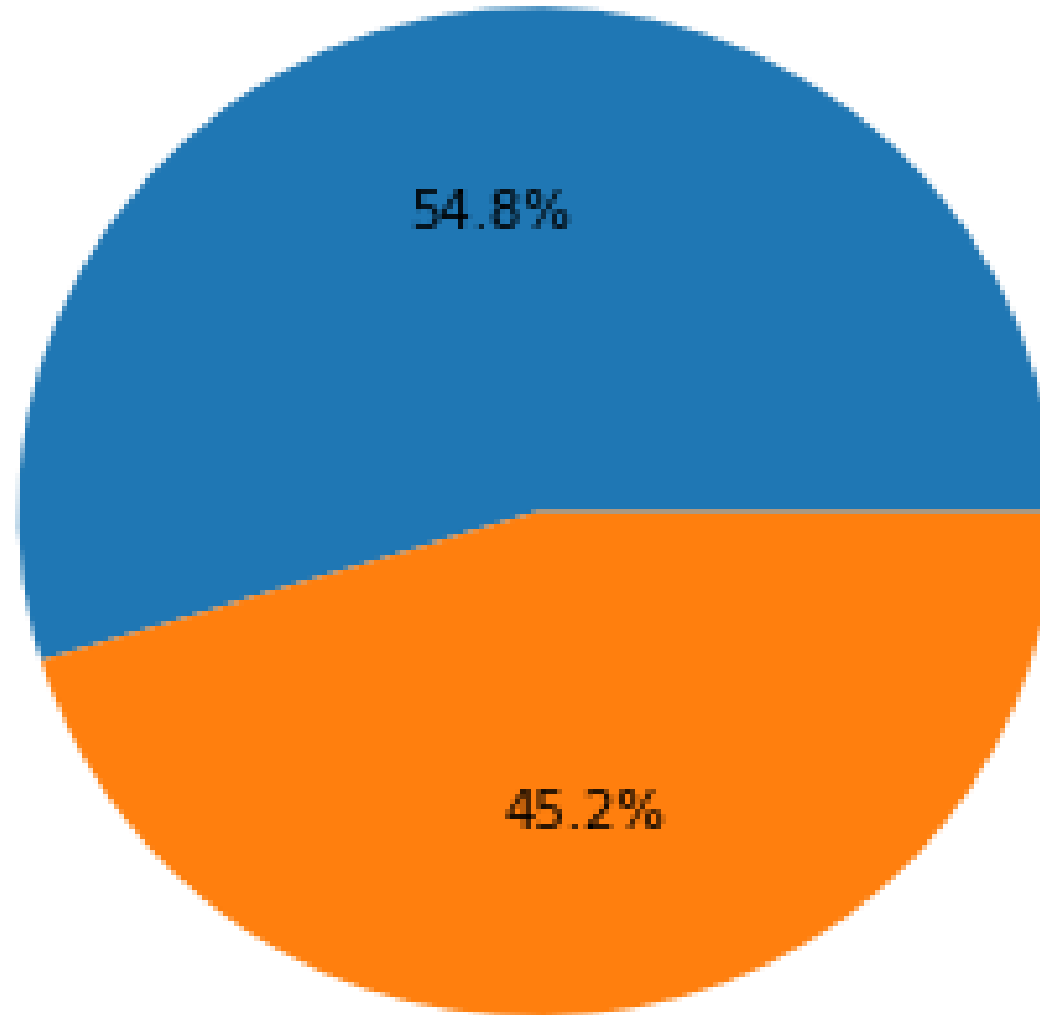


Active customers accounts for **86%** of the market



54.8% of customers possess their own property

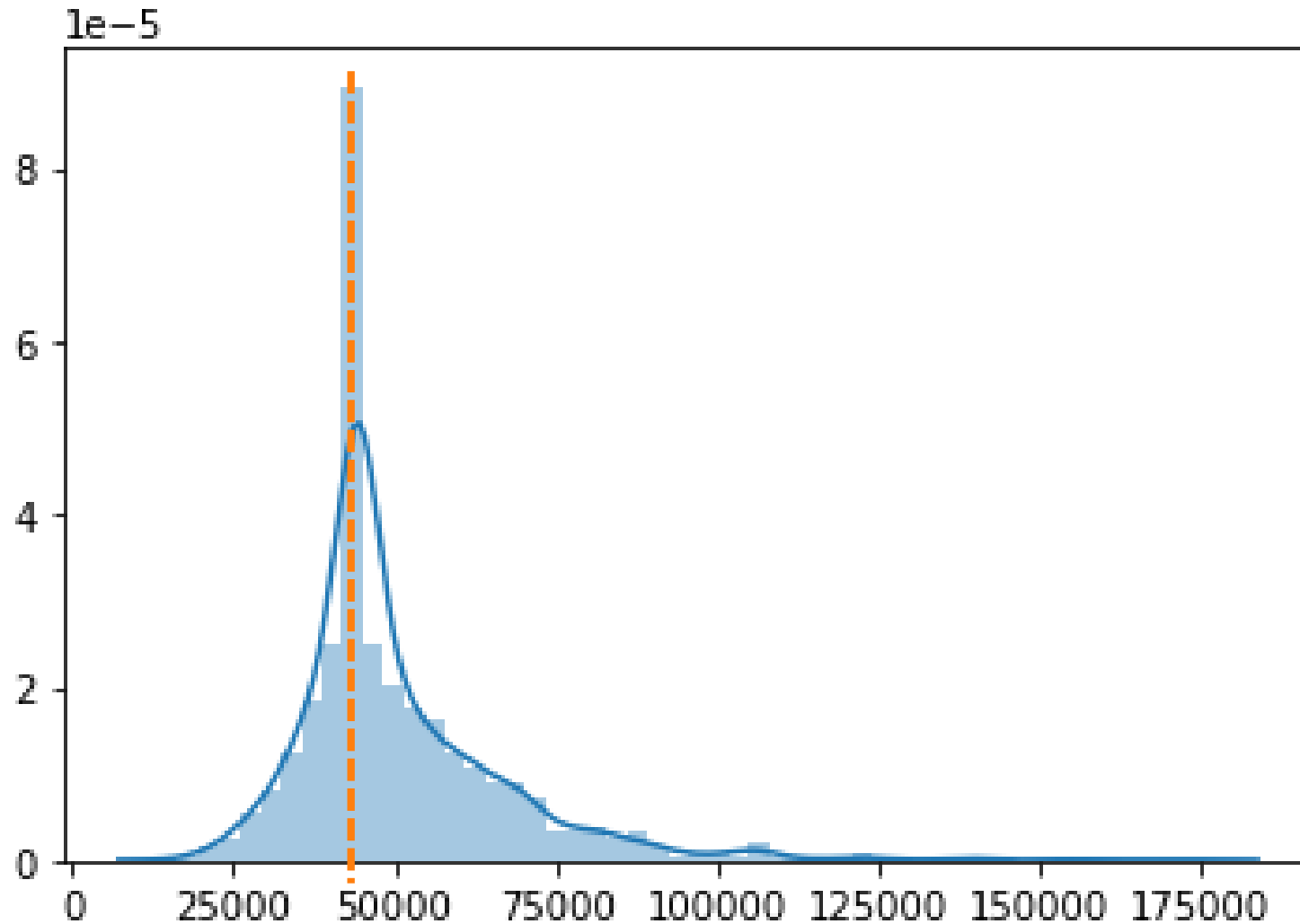
With property



Undisclosed

Average annual income is around **USD40,000**

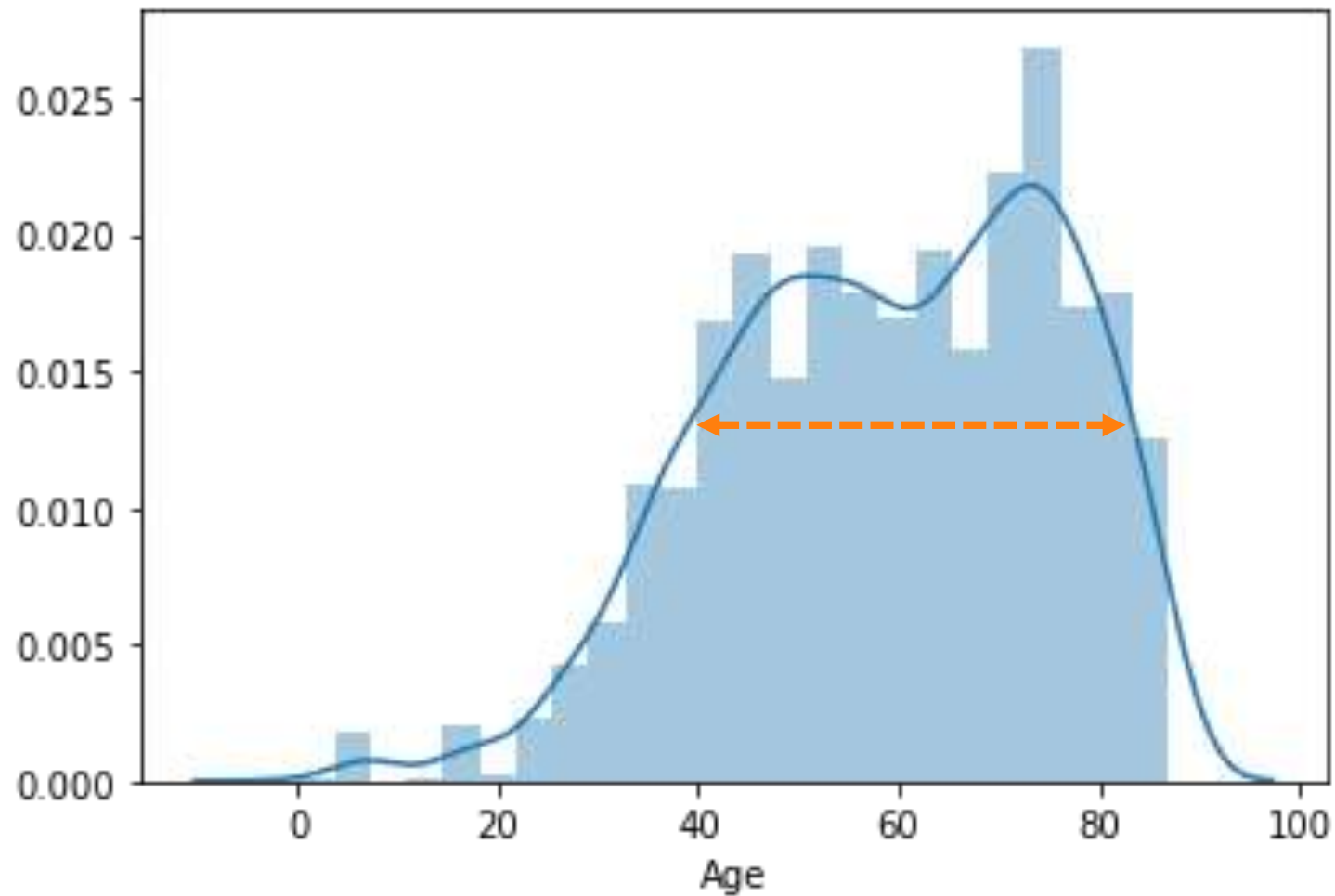
Higher salary, higher purchasing power



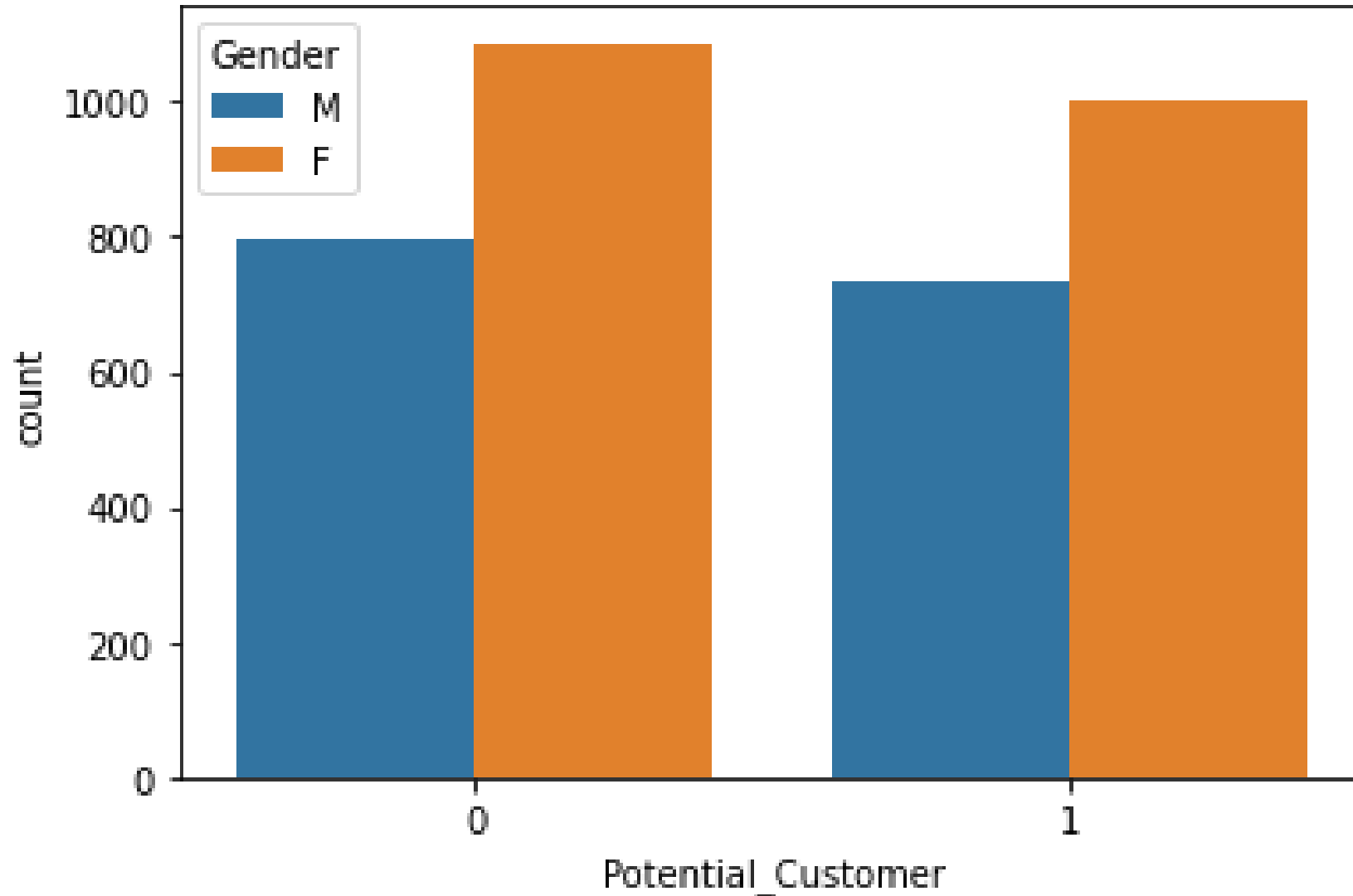
More than half of customers are of 40 to 80 years old

We suggest to maintain good relationship with these customers using traditional marketing methods like phone calls, text messages and emails.

Push trendy promotions for adults of 20 above

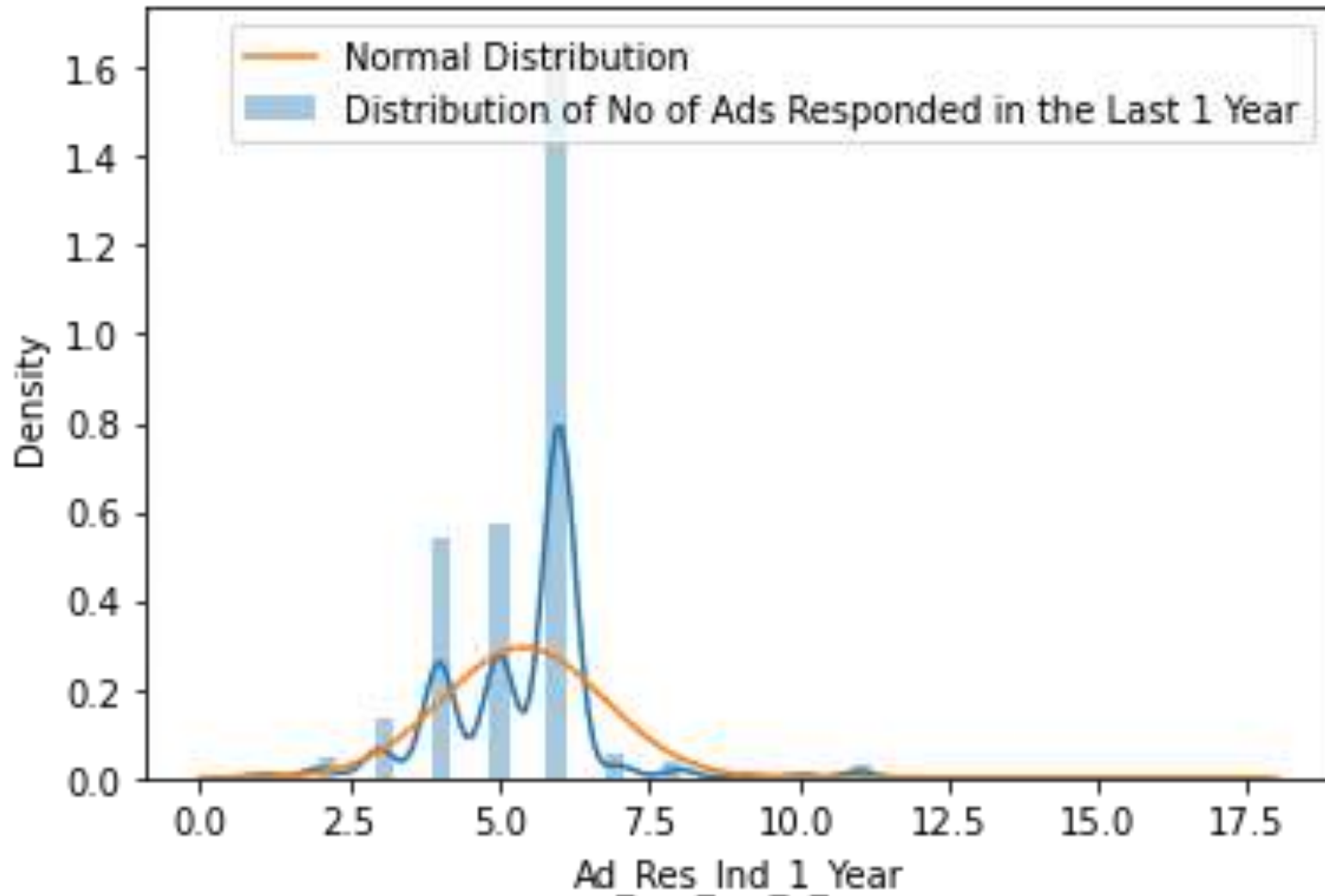


There is an equal amount of potential customers and non-potential customers among both **male** and **female**



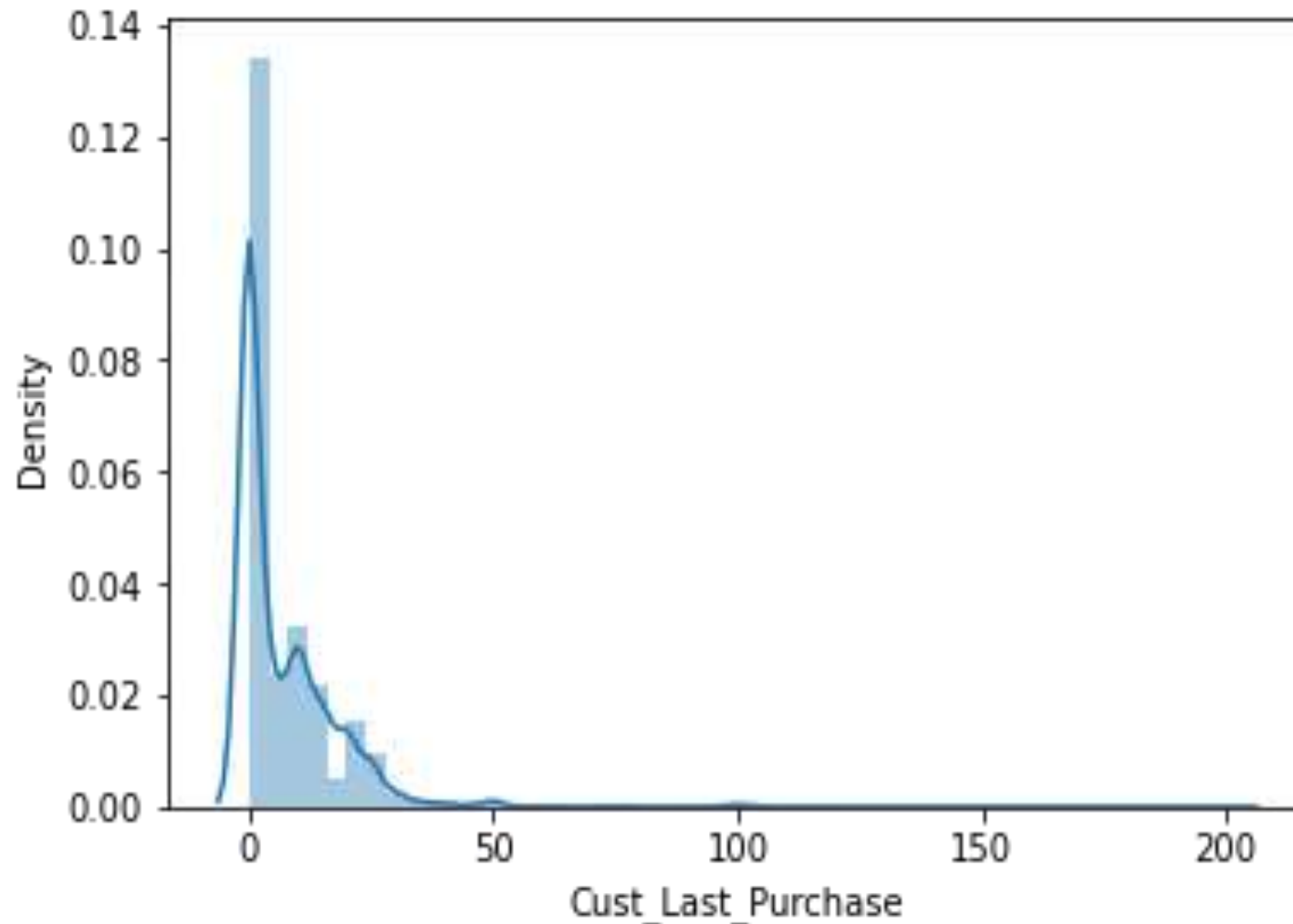
Customers responded **more than 6 times** since last year

Insight: Great promotional ads



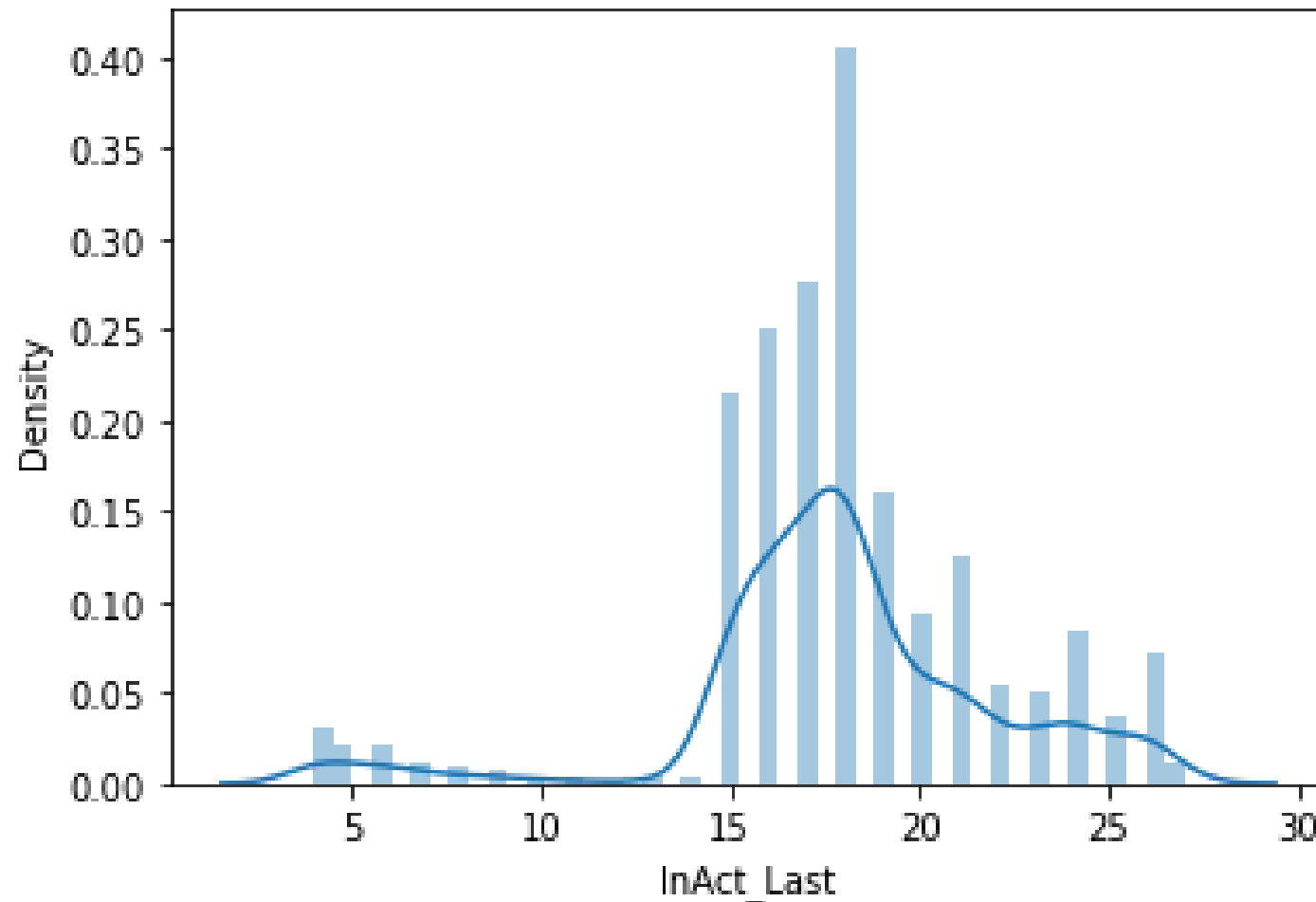
Customers click the ads, however, they are not interested in purchasing the products

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





THANK YOU 😊

