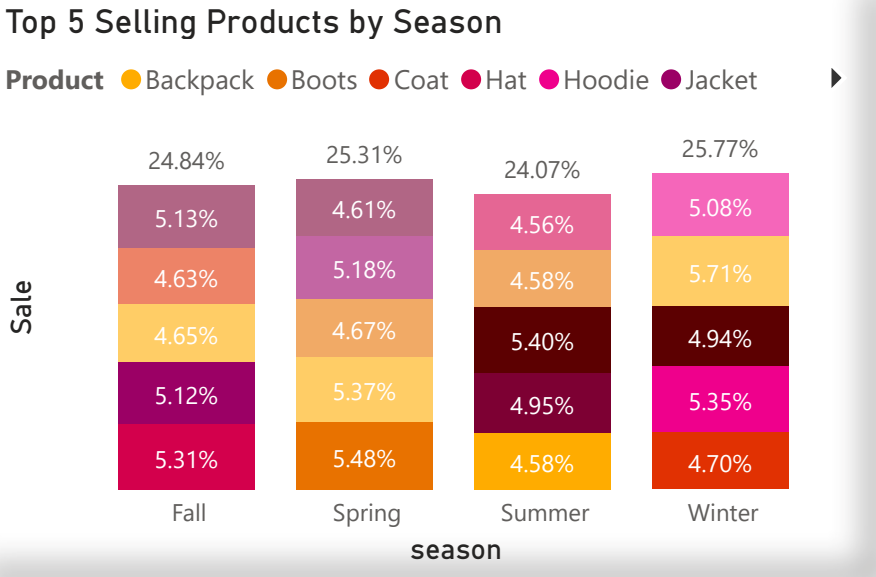
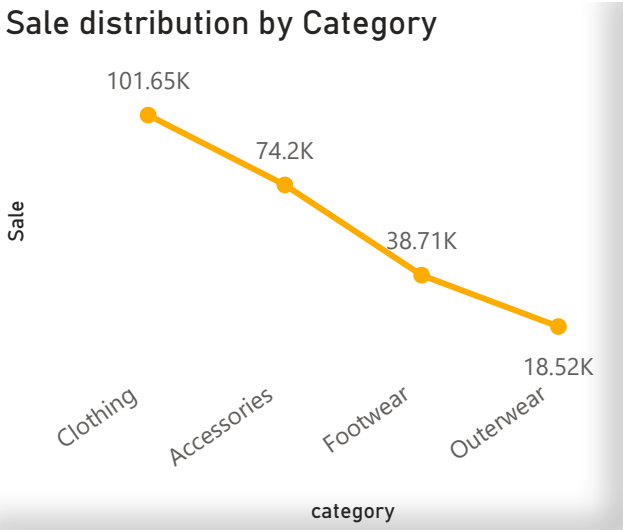
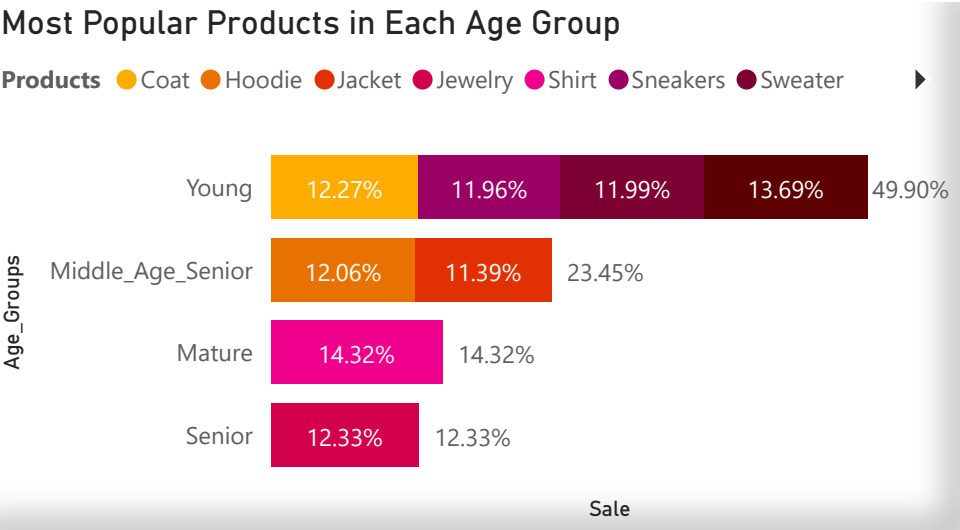
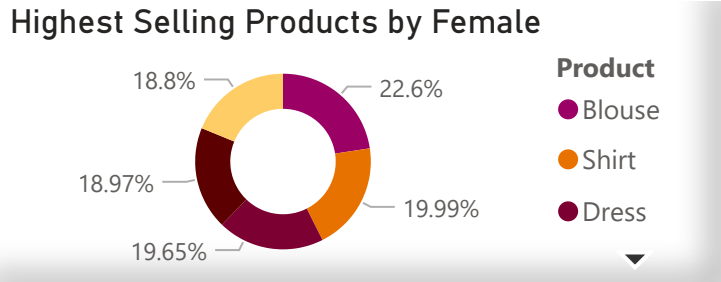
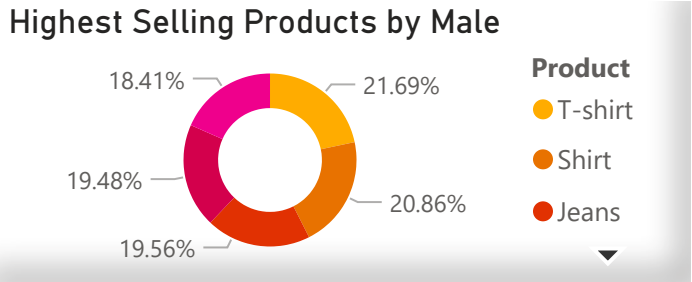
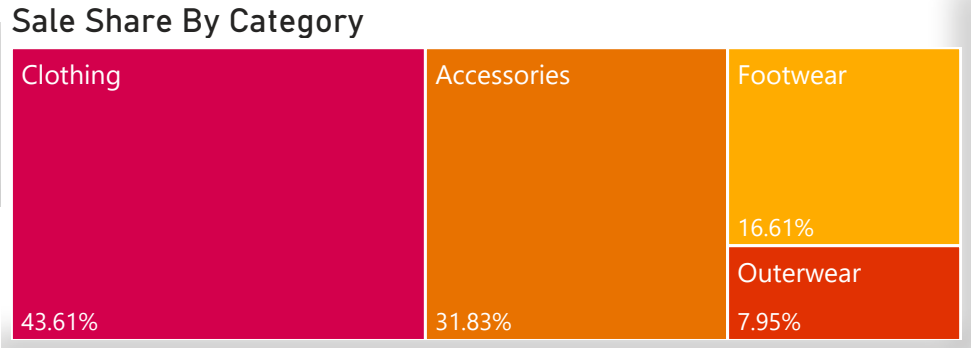
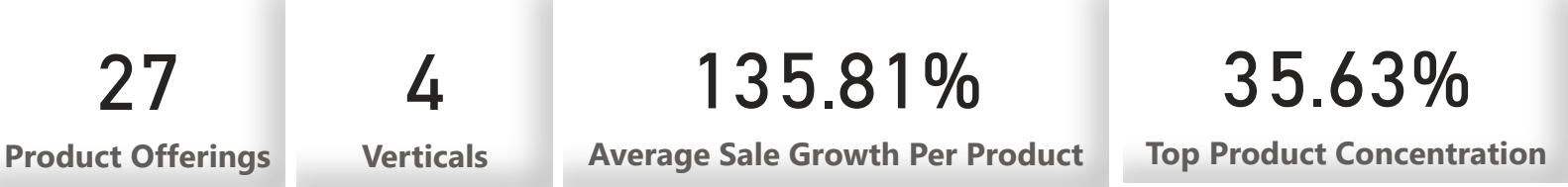


# **Kroger**

## **Marketing Mix Analysis**

# Product

The company wants to understand customer preferences and behavior regarding the products they purchase to optimize its product offerings and enhance customer satisfaction.



Price

The company aims to optimize pricing strategies to maximize revenue while remaining competitive in the market.

233K

Total Sale

99K

Previous Sale

135.74%

Sale Growth

23.25%

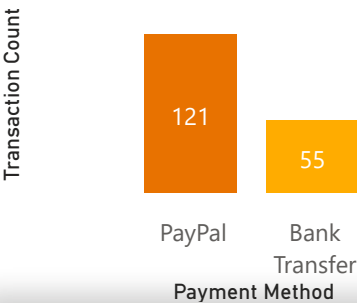
Sale Share by Top 10 Cities

Average Price Variance By Category

Footwear	Clothing	Accessories	Outerwear
35.4	34.7	34.1	32.2

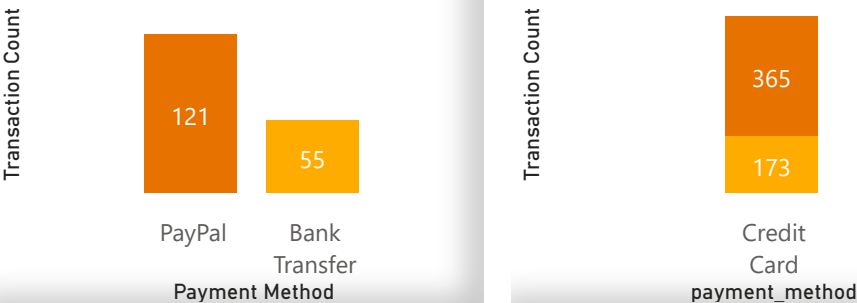
Highly Used Payment Methods By Customer Under 30

gender Female Male

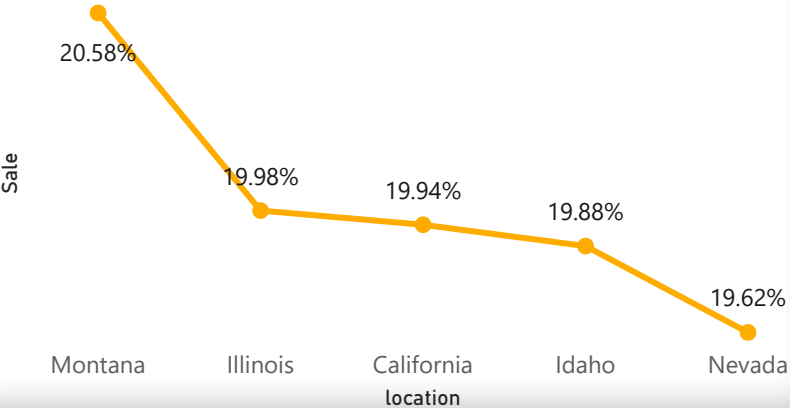


Highly Used Payment Method By Customer Over 30

gender Female Male

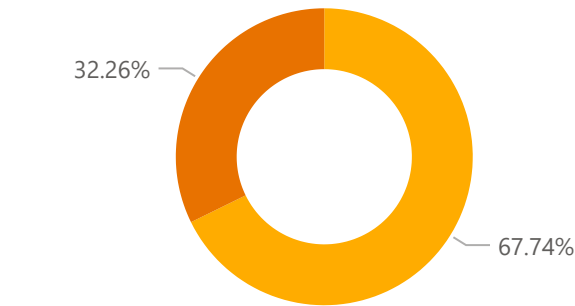


Top 10 Cities With Higher Then Average Sale



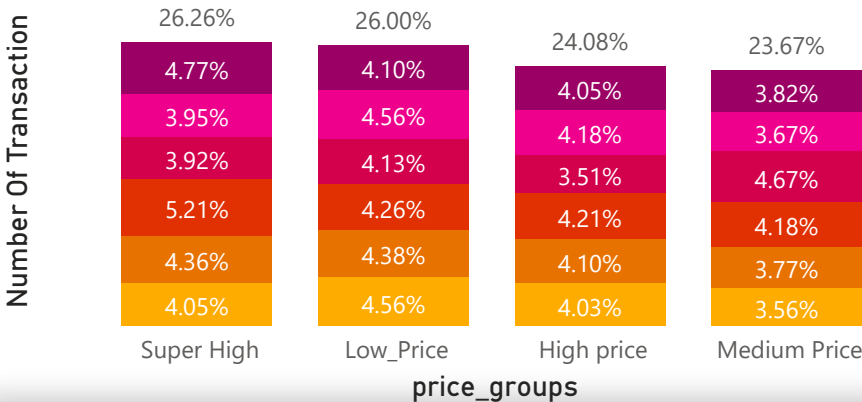
Spending proportion by Gender

Gender Male Female



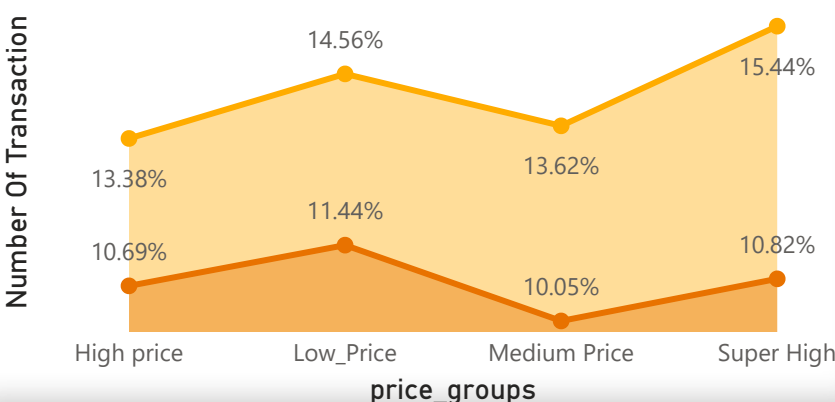
Correlation between Price Range and Payment Methods

Payment\_Method Bank Tra... Cash Credit C... Debit C... PayPal

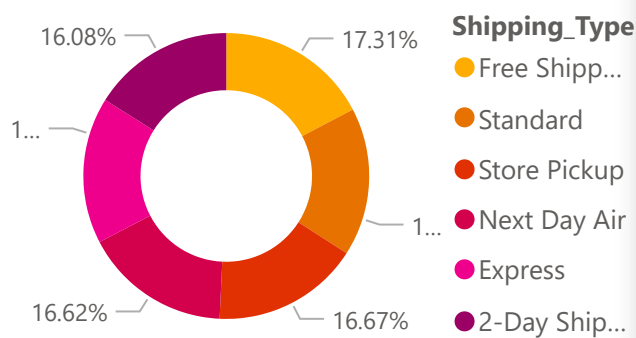


Discount trend by Price Range

Discount\_Appli... No Yes



Sales Proportion By Shipping Type



Place

The company wants to understand the geographical distribution of its customer base and optimize its distribution channels accordingly.

50

Cities

25%

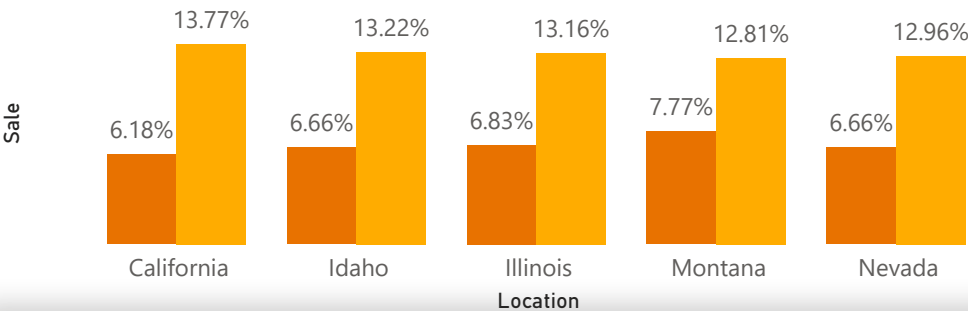
Distribution Reach

23.25%

Contribution By Top Ten Cities

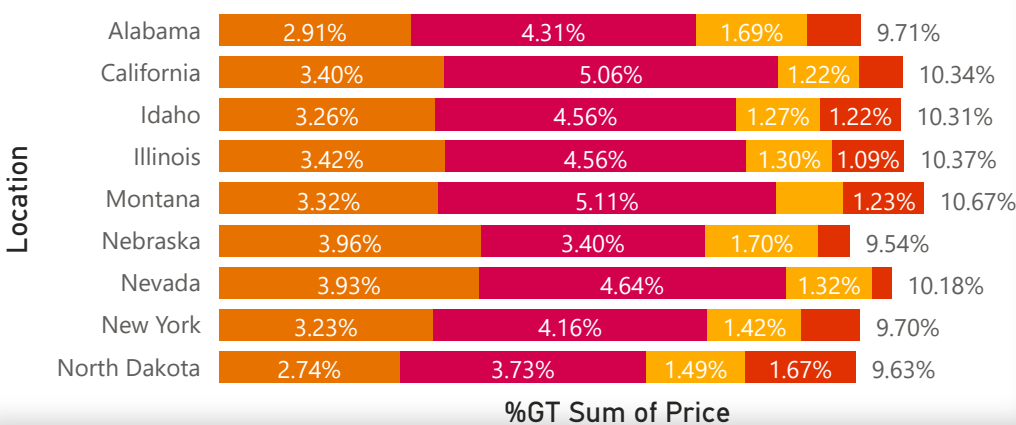
Gender Based Comparison In Cities With Highest Sale

Gender Female Male

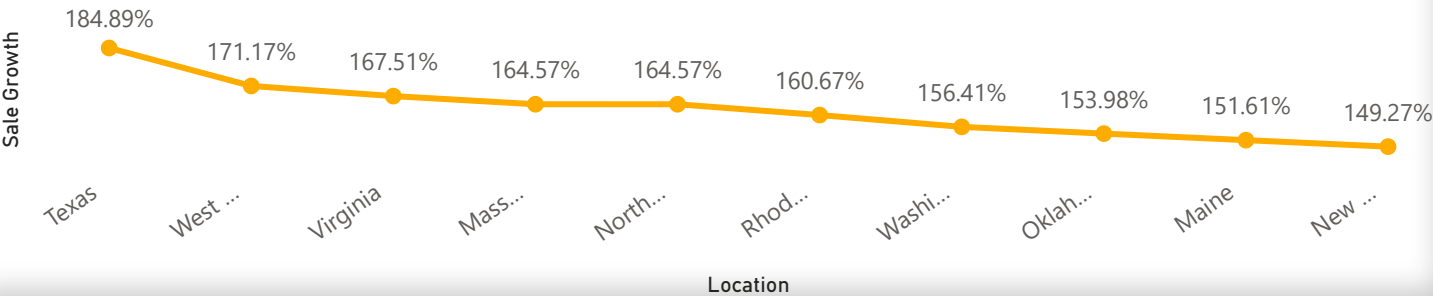


Top 10 Cities With Sales Distribution By Category

Category Accessories Clothing Footwear Outerwear



Top Cities With Highest Sale Growth

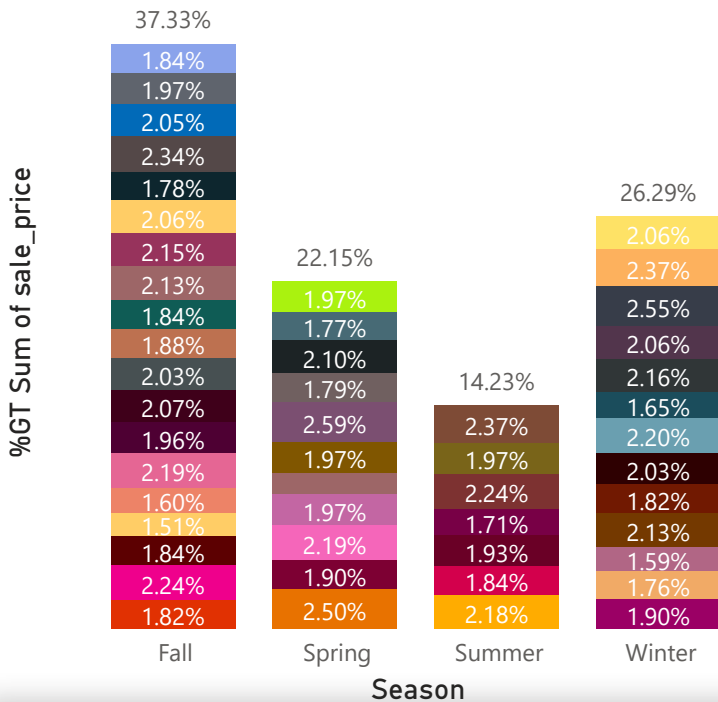


Cities with Most Opted Shipping Type By Age Group

Location	Shipping Type	Age Group
Alabama	Express	Senior
Alaska	Standard	Senior
Arizona	Next Day Air	Senior
Arkansas	Express	Senior
California	2-Day Shipping	Young
California	Express	Mature
California	Free Shipping	Senior
California	Next Day Air	Senior
California	Standard	Senior
Colorado	Store Pickup	Mid_Senior
Connecticut	Next Day Air	Senior
Delaware	Free Shipping	Mature
Florida	Express	Mature
Florida	Free Shipping	Senior

Cities With Highest Sale By Season

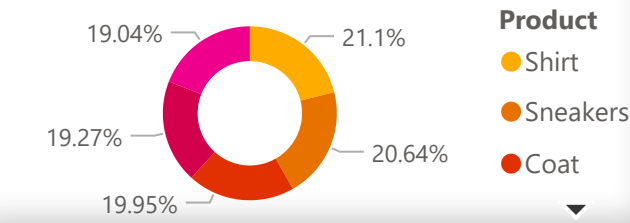
Location Alabama Alaska Arizona Arkansas



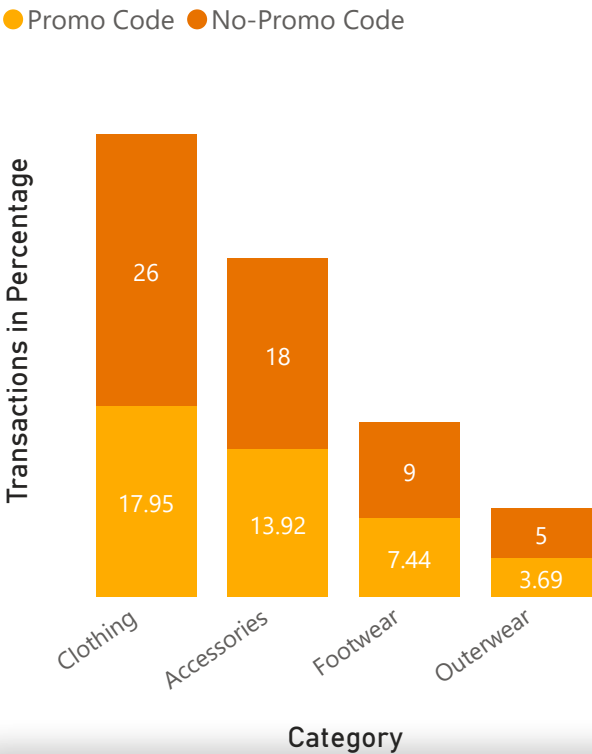
# Promotion

Kroger is using loyalty program as promotional strategy comprises on discount offerings, promo codes and free shipping services. The company wants to analyze the effectiveness of its promotional strategies and optimize marketing efforts to increase customer acquisition and retention.

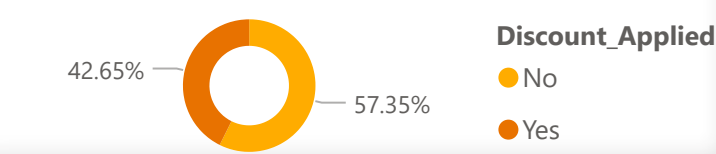
Top Five Products Purchased With Promo Code



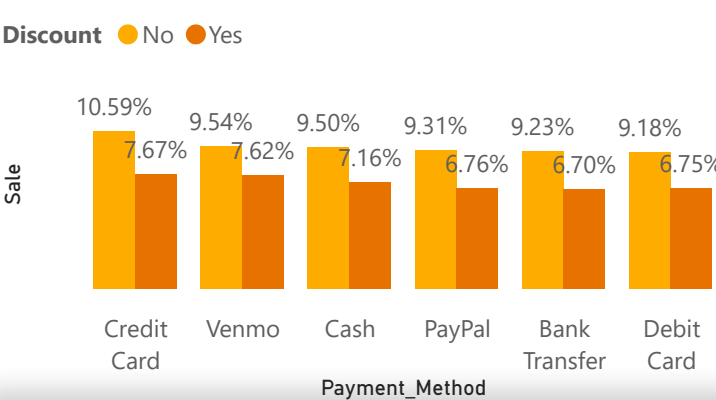
Percentage of Customers who accepted/not accepted Promo-code by Product Category



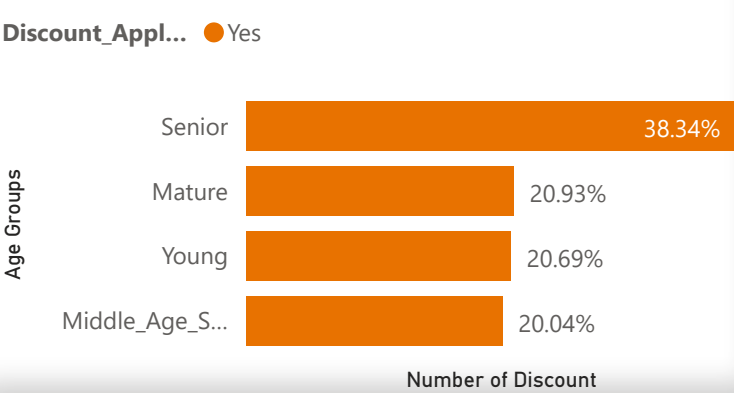
Proportion of Sales By Discount Applied/Not Applied



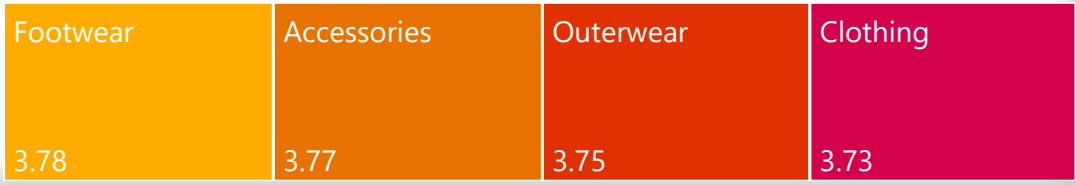
Sale Comparison By each Payment Method Based On Discount



Discounts Availed By Each Age Group



Average Review Rating By Category



Percentage Comparison Of Free Shipping Service With Paid Services



Customer Spending Based On Discounts

