

Problem Statement:

A company specializing in online retail wants to optimize its marketing strategy and product offerings to target specific demographics more effectively.

The business aims to increase sales and revenue by capitalizing on the observed patterns, thereby optimizing its product offerings and marketing strategies to better cater to the needs and preferences of this specific demography.

Research Questions

- Who mostly buys the products?
- What age group and gender do the buyers belong to?
- Which are the top 10 states where most sales come from?
- What is the marital status of the buyers?
- What do the buyers do for work?
- Which product categories are the most sold?

Insights

- More females buy products than males, and women generally spend more on purchases.
- Many buyers between the ages of 26 and 35 are females.
- The majority of orders come from Uttar Pradesh, Maharashtra, and Karnataka.
- Most buyers are married women who tend to spend more.
- Many buyers work in the IT, Healthcare, and Aviation industries.
- The most commonly sold products fall into the Food, Clothing, and Electronics categories.

Conclusion

- Mostly the buyers are married women of 28-35 years of age group from UP, Maharashtra and Karnataka working in IT, Healthcare and Aviation industry are likely to buy products from Food, Clothing and Electronics category.

Recommendations:

- Develop marketing campaign on social media for target customers in identified areas.
- Expand the product lines in identified areas for identified product categories.
- Implement the special offers, discounts, exclusive deals and loyalty rewards on repeated purchases.
- Collaborate with the brands that align with our identified areas and sectors.
- Get the feedback from buyers to improve products and services.