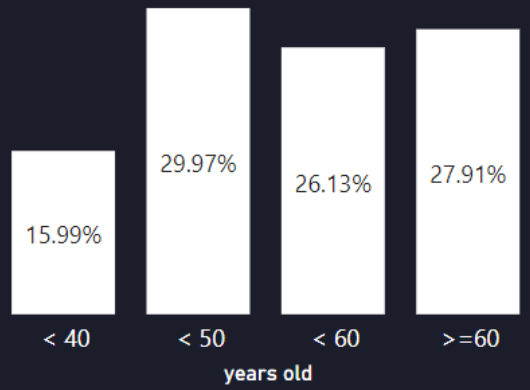
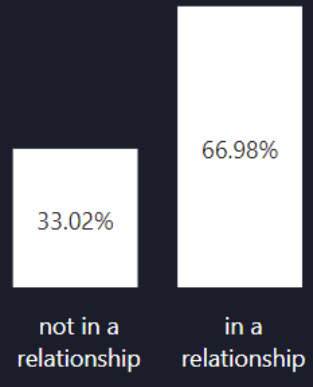
Descriptive analysis

Who are your customers ?

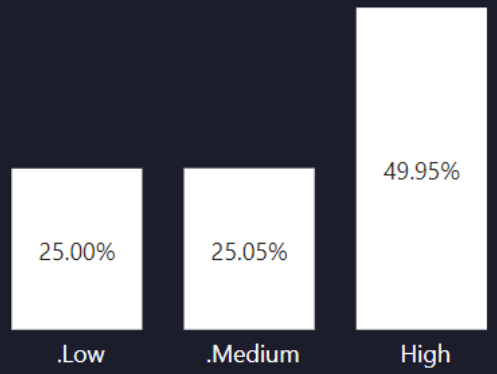
Most are 50+ years old,



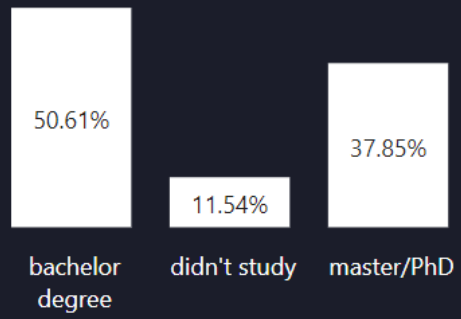
are in a relationship,



have a high income ,



and studied at least until graduation

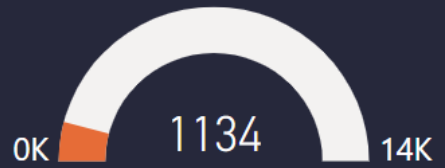


What was their consumption in 2020?

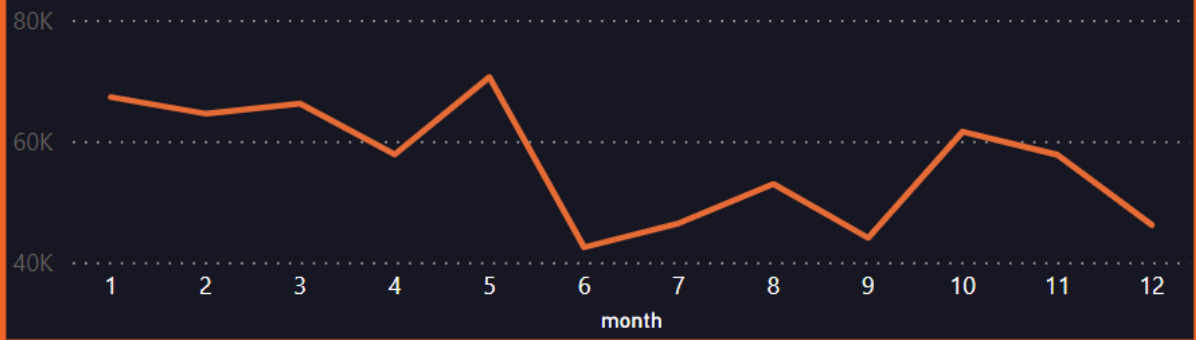
14K
purchases

678K
€ spent

8% of customer are not happy with the products



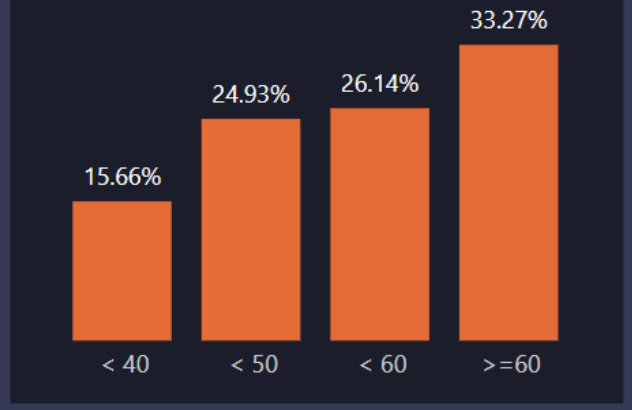
They spend less during summer



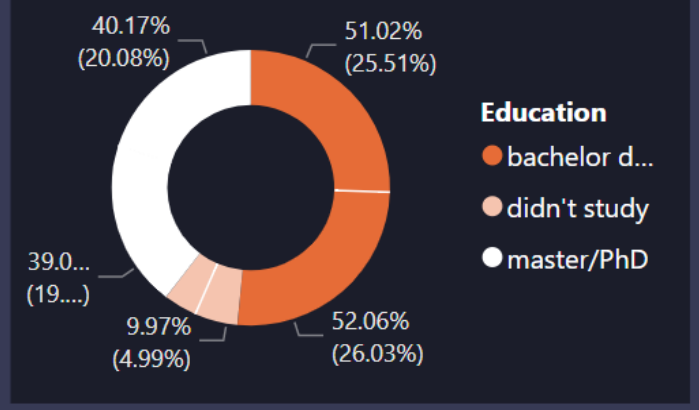
Inferential analysis

Customers who spend more

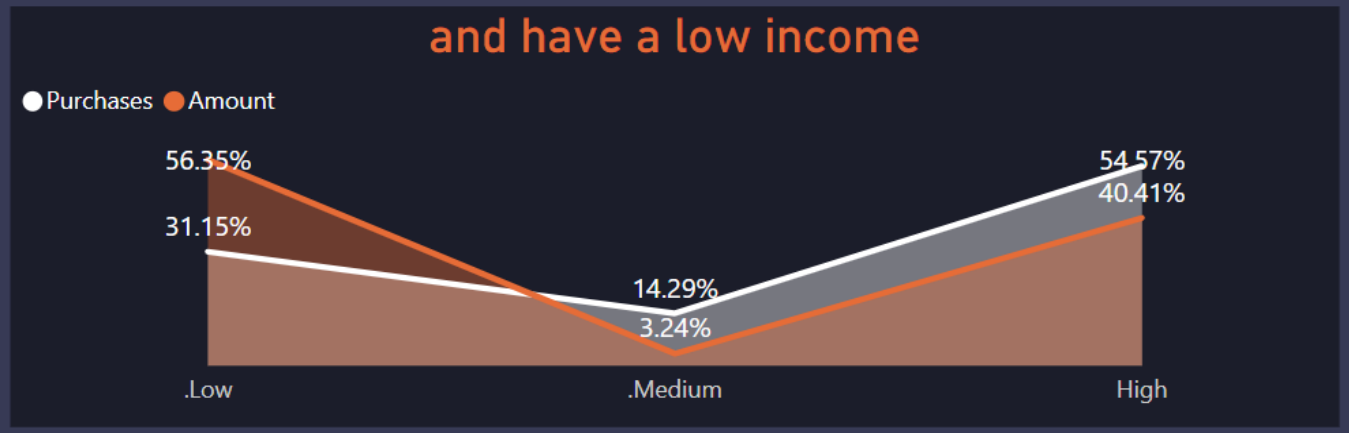
are 50+ years old,



studied,



and have a low income



Let's check it at different promotion stages

1

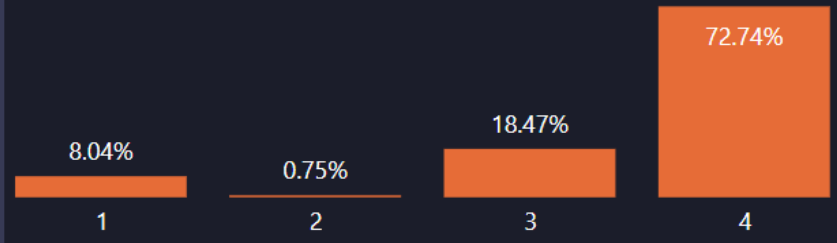
4

and enjoy more promotion

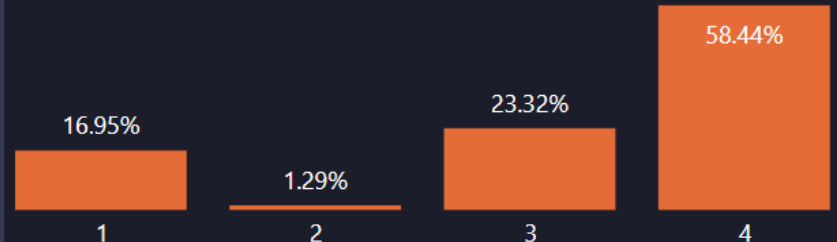
29.53%

of purchases are realized through promotional offers

Purchases mostly done during the last offer



x3.44 eur higher spend on the 4th offer than on the 1st



Causation analysis

How does your customer profile impact your sales?

Education = no significative

Education level	Purchase evolution	Purchase p-value	Amount evolution	Amount p-value
didn't study	—		—	
graduation	-0.12	0.7	25	0.3
master/PhD	-0.46	0.2	42	0.088

Older customers = order more often but don't spend more

Grow	Purchase for each + 1 year	Purchase P-value	Amount for each + 1 year	Amount P-value
Age	0.03	0.003	-0.61	0.3

Lower Income = order less often & spend more

Income	Purchase evolution	p value purchase	Amount evolution	p value amount
Low	—		—	
High	3.8	<0.001	-799	<0.001
Medium	0.19	0.6	-960	<0.001

Ideal customer have a low income

They represent

25 % of the population in the sample

&

56 % of the total spent on the shop

Customers with low income spend x2.25 more per purchase in average