

MAVIN MARKETING ANALYSIS

WHO ARE OUR AUDIENCE AND HOW CAN WE DRIVE PROFITABLE CUSTOMER ACTION

TOTAL REVENUE
\$1356988

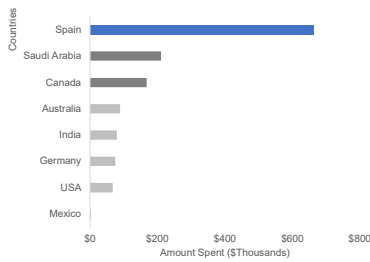
NUMBER OF CUSTOMERS
2240

AVERAGE INCOME
\$52243

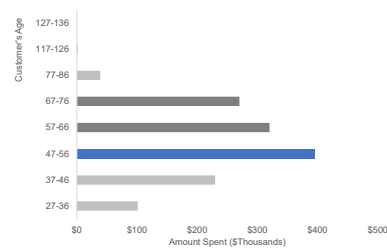
AVERAGE CUSTOMER
RETENTION
10 YEARS

Majority of the customers base are educated individuals aged 47- 56 years who resides in either Spain, Saudi Arabia or Canada

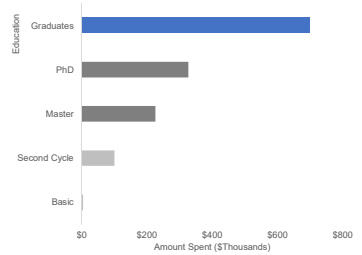
Spend Distribution by Location



Spend Distribution by Age

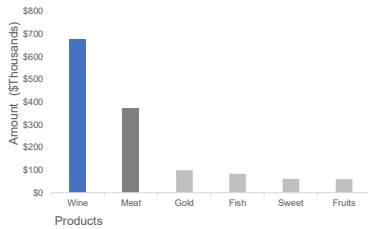


Spend Distribution by Education

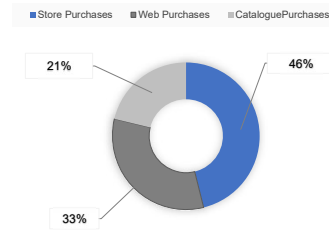


How Do Our Customers Like to Shop?

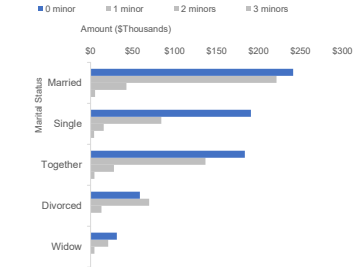
Highest Performing Product



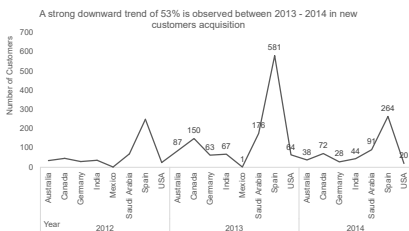
Customers Preferred Purchasing Channel



Family Size affects how customers make Purchases



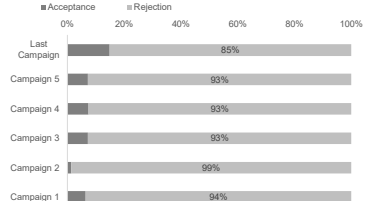
Are the Campaigns Reaching the Target Audience?



AVERAGE CUSTOMER TRANSACTION

Country	Average Transaction Value
Mexico	19.51
USA	424.26
Germany	468.21
India	496.78
Australia	561.02
Canada	1053.33
Saudi Arabia	1319.19
Spain	4138.88

An Average of 93% Rejection Across All Campaigns



RECOMMENDATIONS

- Perishable products generate the least revenue hence their visibility needs to be increased. To achieve this, we can leverage on the 46% of customers who prefer to make in-store purchases as they are more likely to purchase perishable products in-store. These products need to be placed in strategic places within the stores overlooking the wines, offer attractive deals or offer complimentary products to draw customers attention and make them aware of these products.
- Perform a comparative analysis of the marketing strategies utilized between 2013 and 2014 to gain insights on the factors that directly affected the spike and drop of new customers acquisition.
- The average transactional value of customers in Mexico is less than 10% of the average transactional base. Hence, the marketing effort and resources invested in Mexico should be channelled towards Australia, India, Germany, and USA because these locations have the potential of growing into a bigger customer base.
- The most recent campaign shows a slight improvement on campaigning strategies however, there is still an observed 85% rejection. Hence, the question of "how have we been communicating with our customers?" needs to be addressed. We can leverage on the fact that majority of the customers are educated and channel our marketing campaign through various digital marketing tools such as (content marketing, email marketing).
- Family size plays a vital role on how customers spend hence for profitable customer action; we should market items that are related to these customers.