



TEAM
YELLOW

CUSTOMER SALES DATA & FUTURE MARKETING ACTIONS

MEET OUR TEAM



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Agenda



Introduction

**Trends, patterns
and insights
observed**



**Customer
Segmentation**



**Conclusions &
Recommendations**



INTRODUCTION

Industry and Opportunities



Background

Tire and Automotive Industry



INDUSTRY

Canada is a mature industry with over \$4 billion in annual sales

BRITISH COLUMBIA

Large automotive market with over 3 million registered vehicles

WINTER SEASON

Significant part of the Canadian tire market due to harsh winter weather conditions

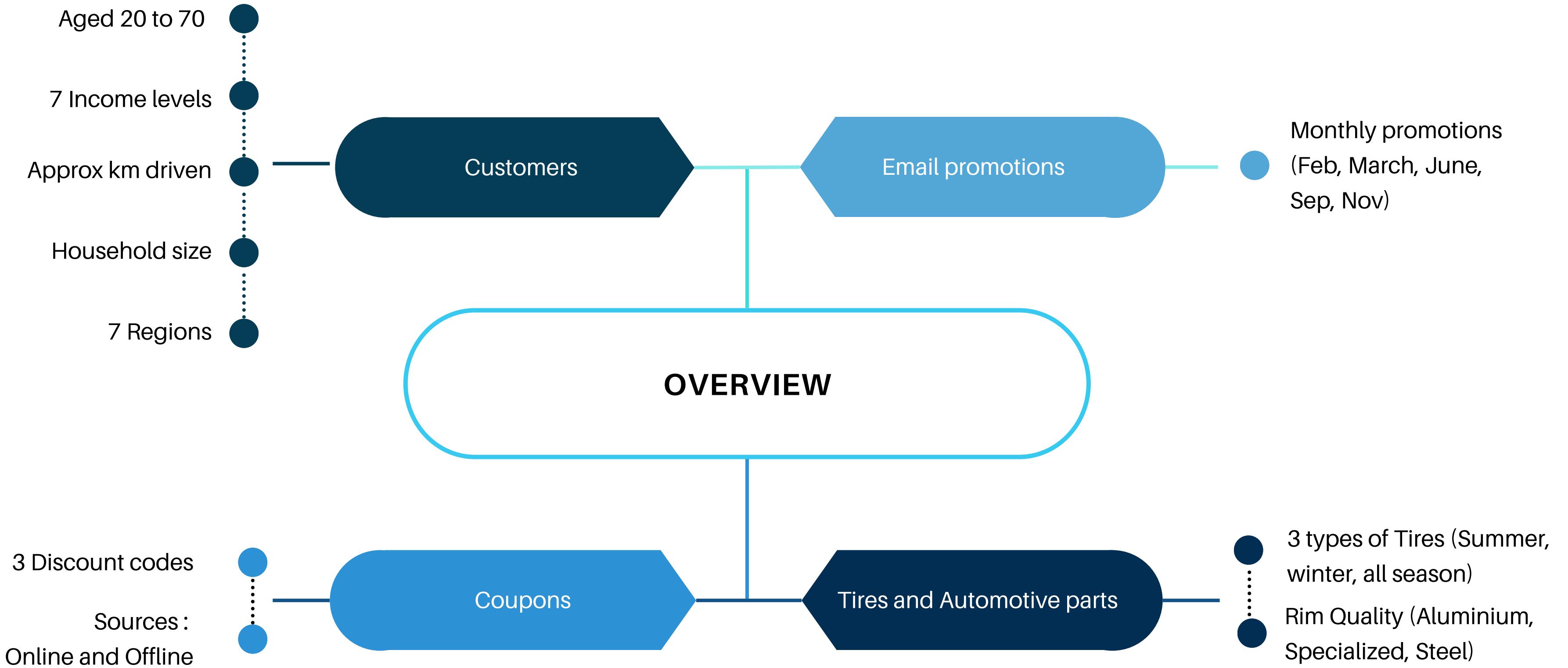
Opportunity for Growth

- 1 Determine the best methods to reach new and existing customers
- 2 Develop future marketing initiatives to boost sales based on email promotions
- 3 Target the customer based on popularity and preference of promotional campaigns
- 4 Target profitable regions and untapped markets based on the purchasing behavior of customers

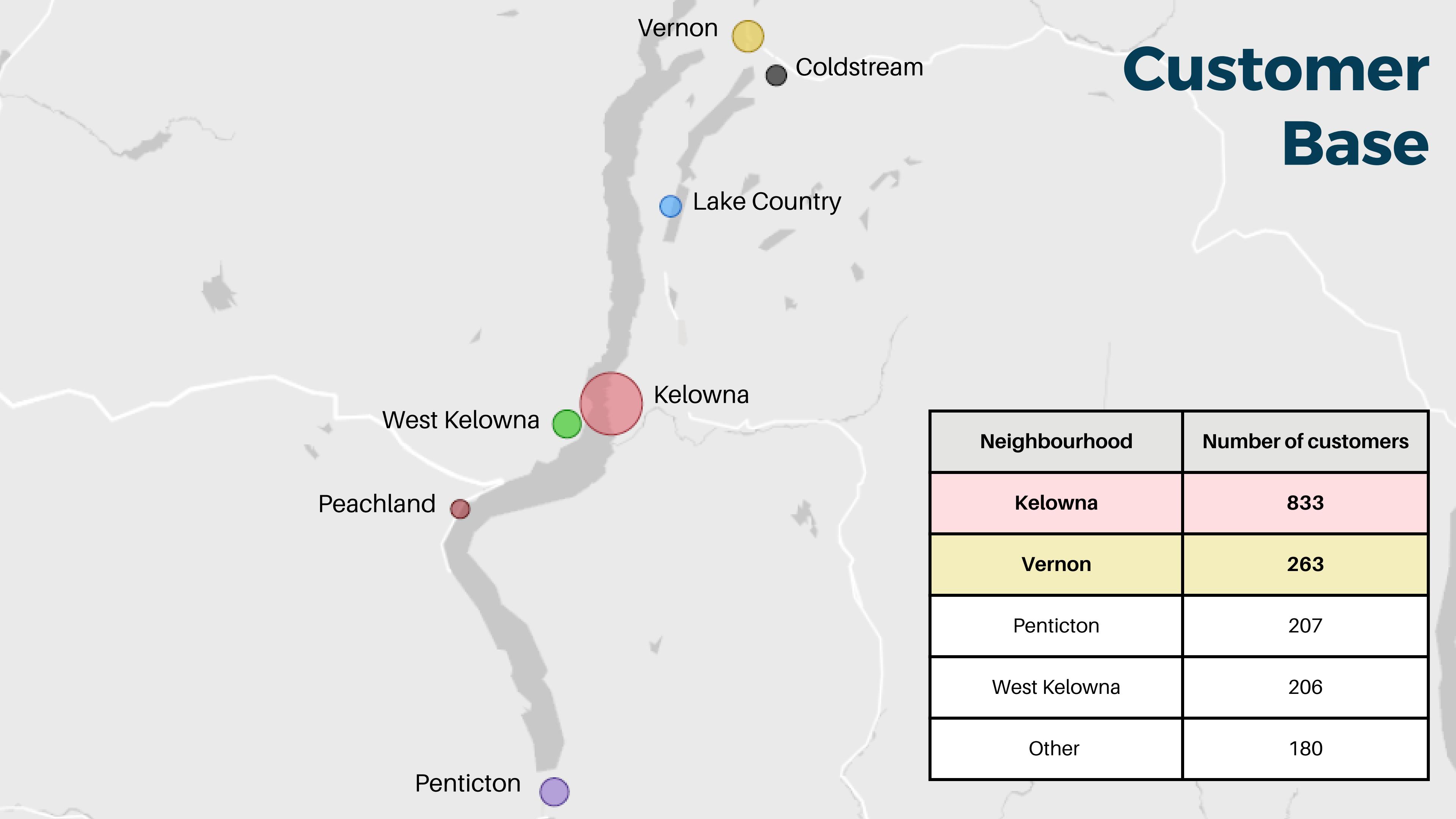


TRENDS, PATTERNS, & INSIGHTS OBSERVED





Customer Base



Income Groups

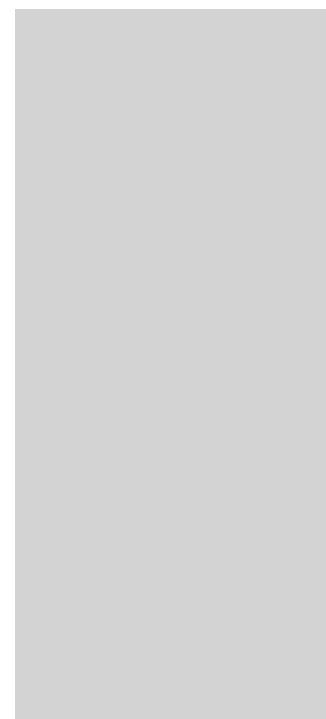
Number of Customers

600

400

200

0



32,000-70,000

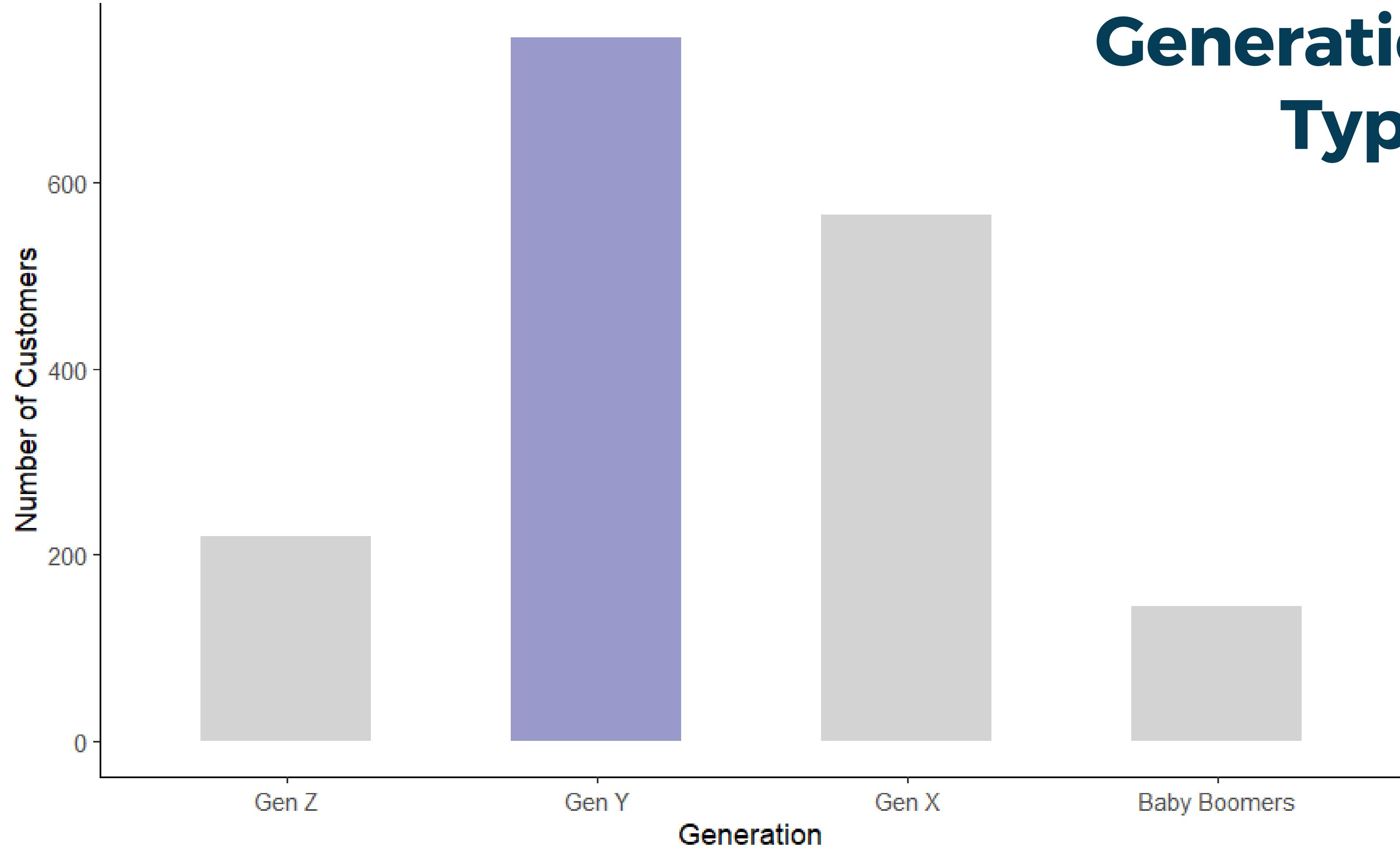
70,000-120,000

120,000-200,000

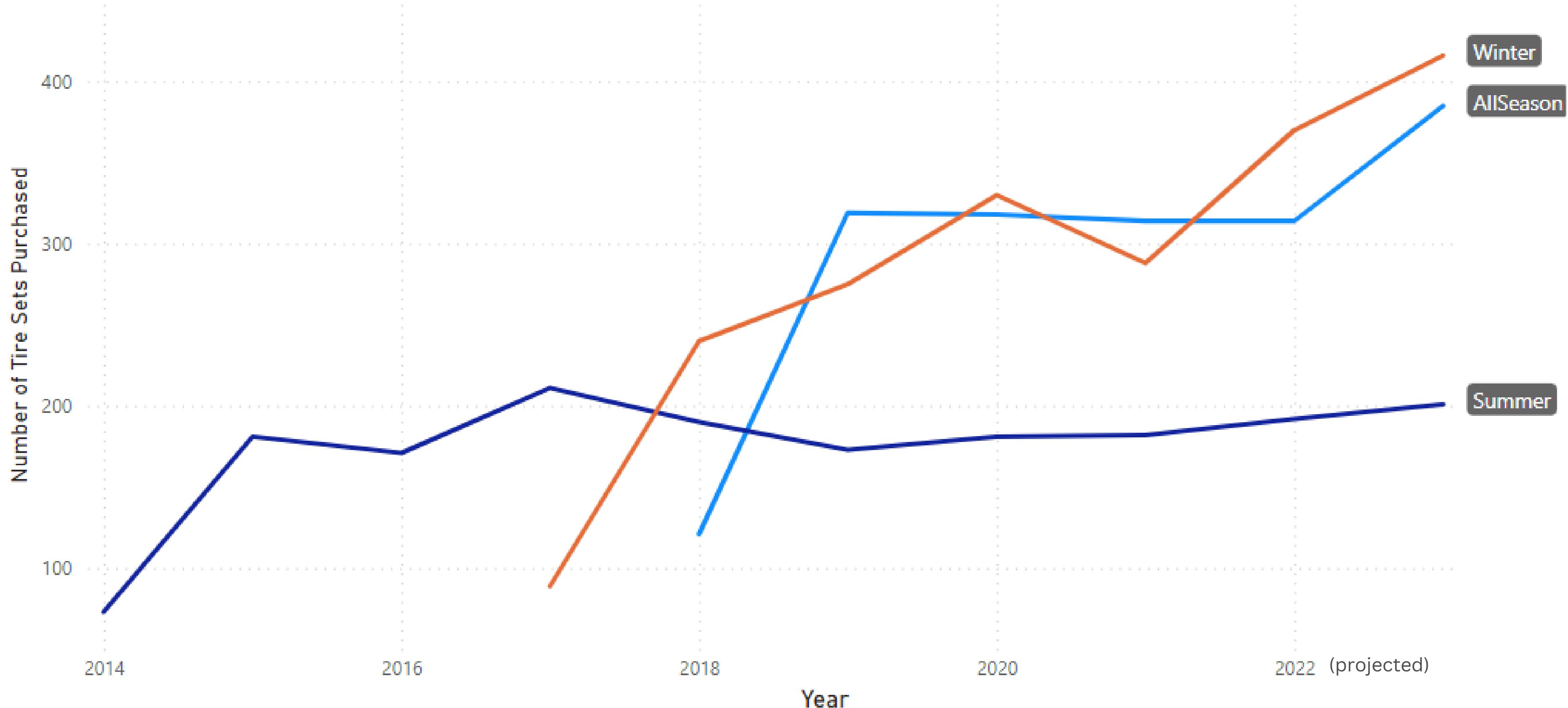
>200,000

Income (in dollars)

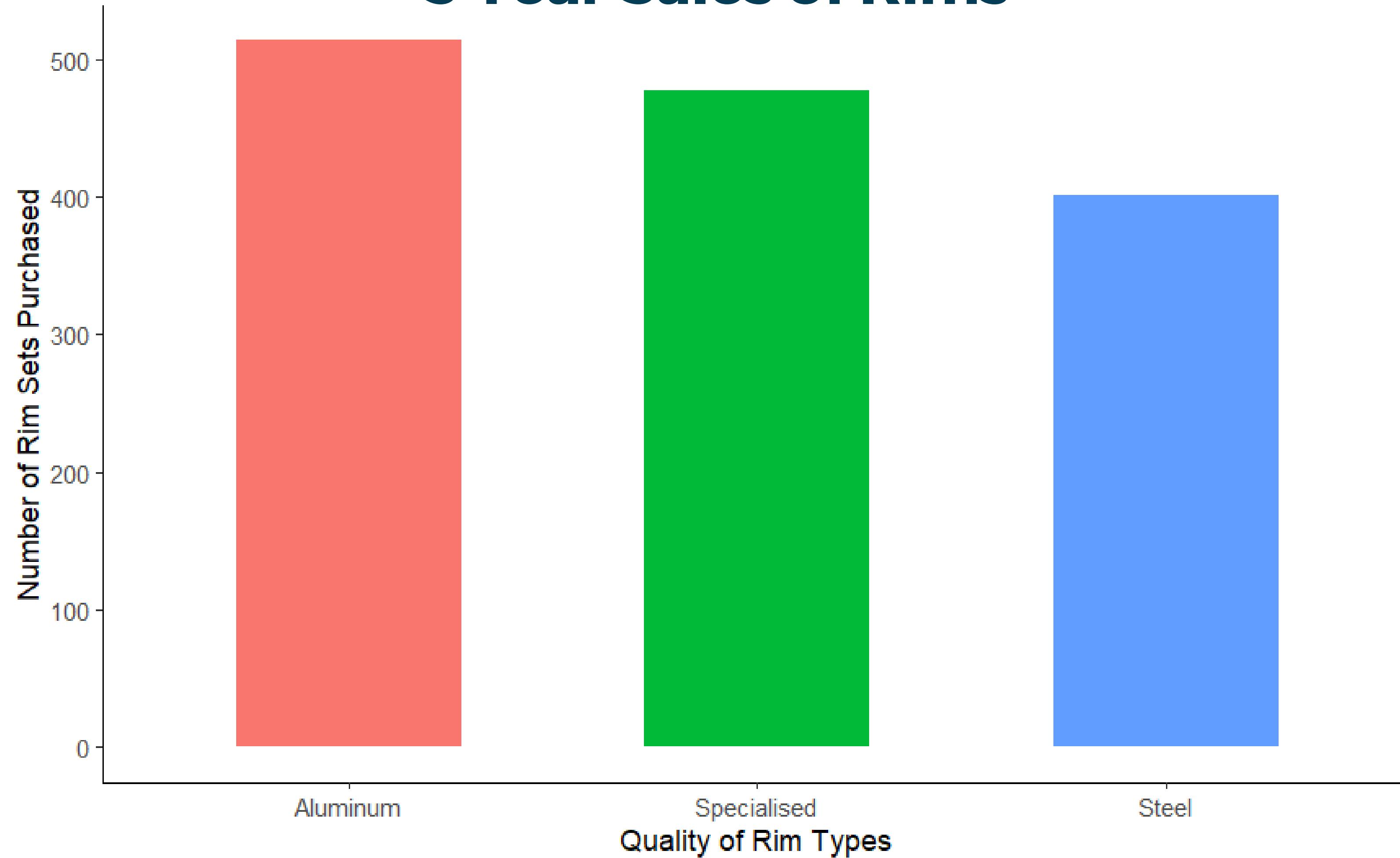
Generation Types



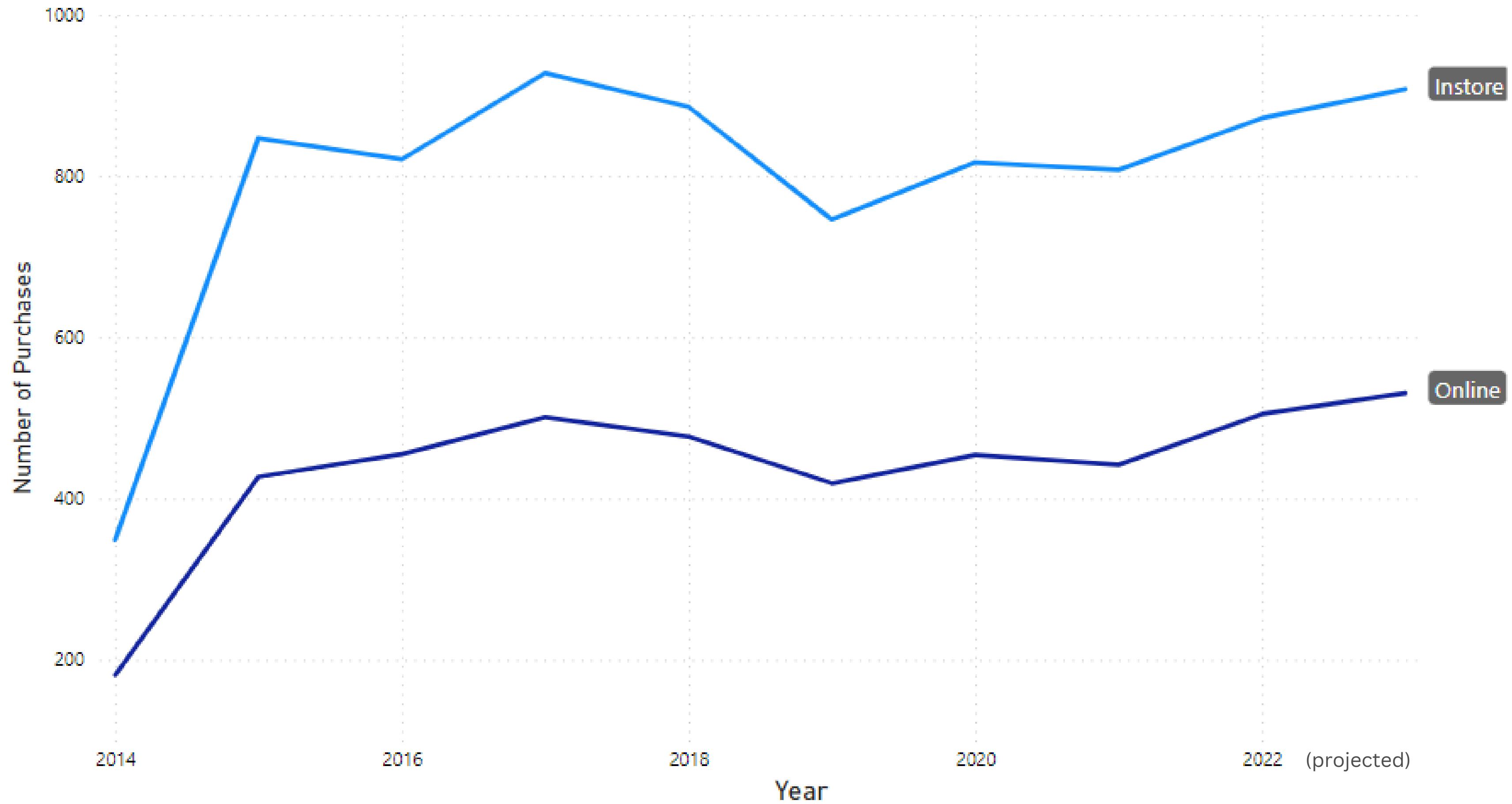
Annual Tire Sales by Season



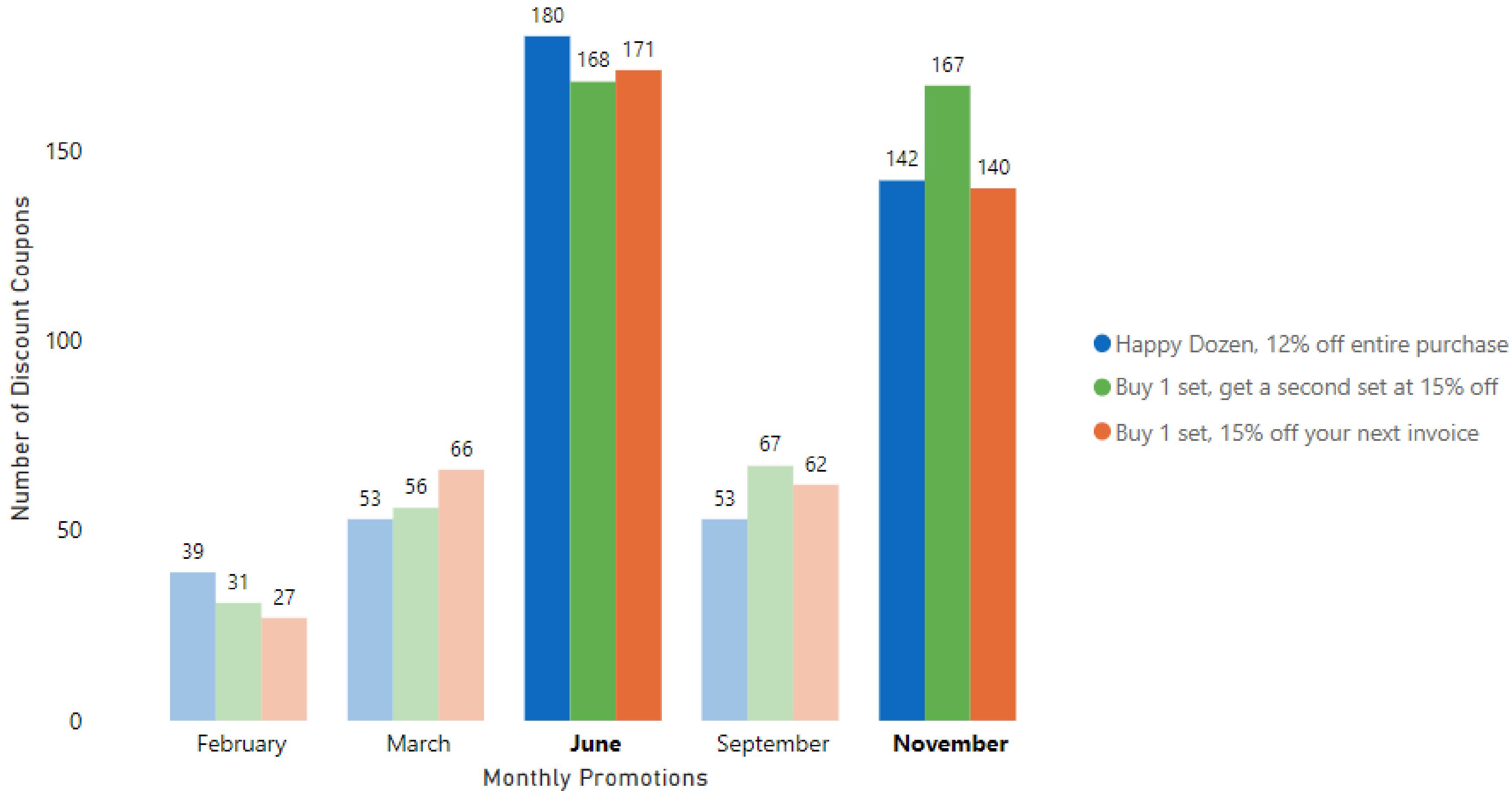
5 Year Sales of Rims



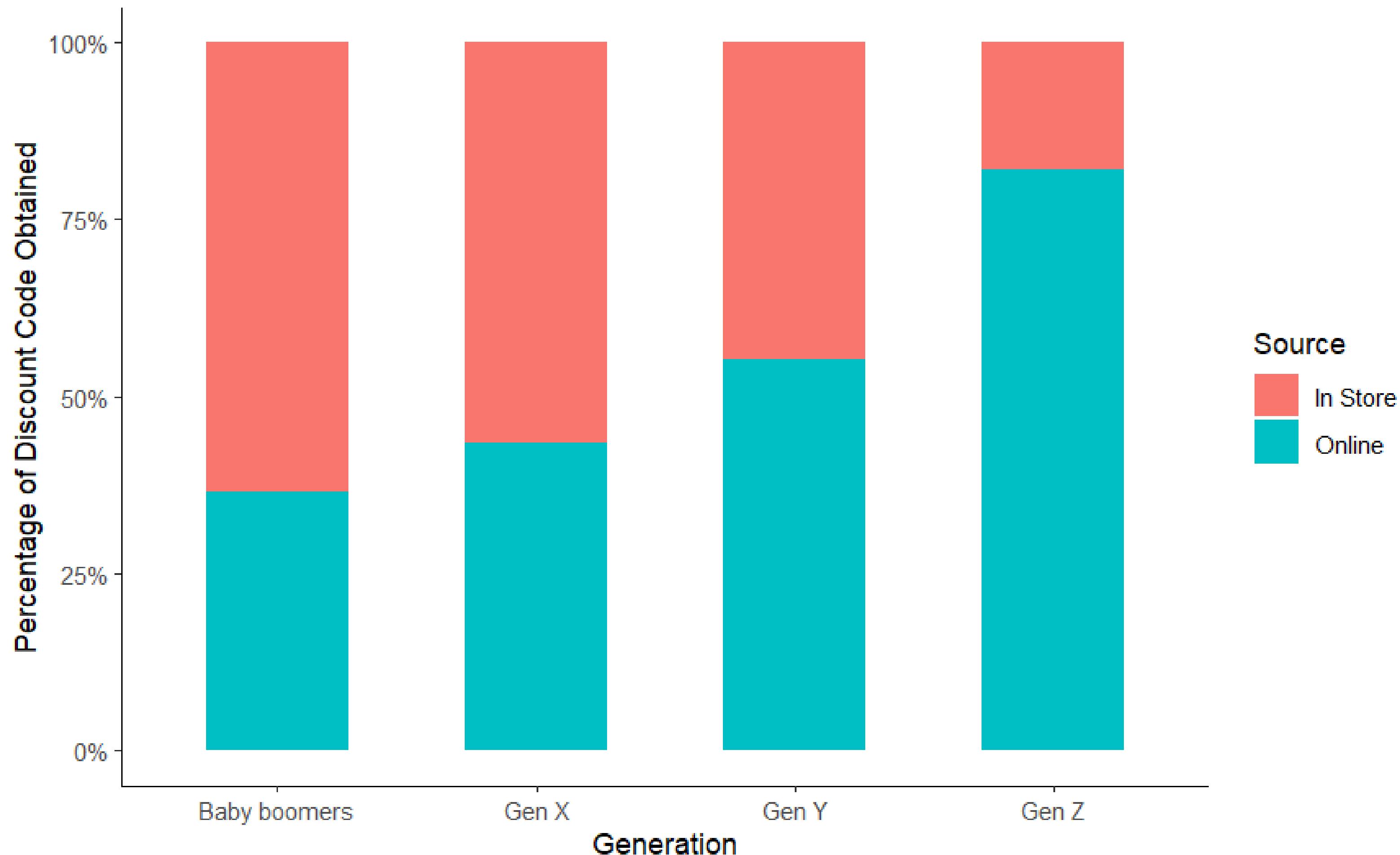
Online vs Instore



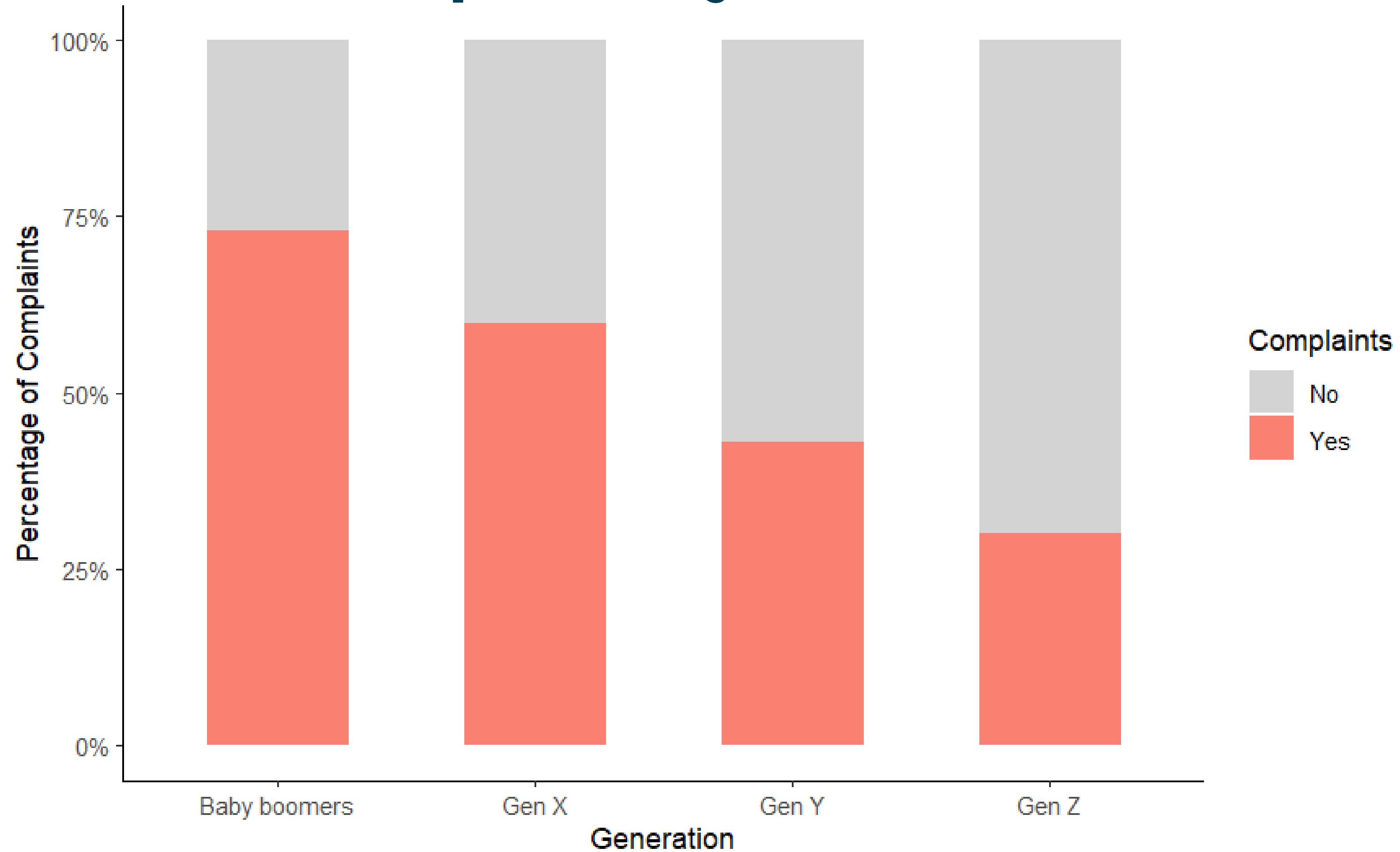
Discount Coupons



Source of Discount Code by Generation

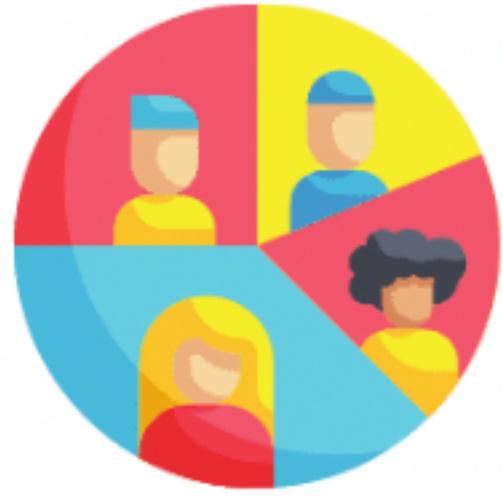


Complaints by Generation



Who is your typical customer?





Customer Segmentation

	Age	City	Income	Rim quality	Online purchase	In-store purchase	Discount code preferred
Robin	37	Penticton	\$32,000- \$52,000	Aluminum	4	1	Buy 1 set, get second 15% off
Spencer	41	Kelowna	\$32,000-\$52,000	Aluminum	3	2	Happy Dozen
Jasper	39	West Kelowna	\$32,000-\$52,000	Specialized	5	0	Buy 1 set, get second 15% off
Bliss	41	Vernon	\$52,000-\$70,000	Aluminum	3	2	Happy Dozen

Conclusions



1

Winter Tires

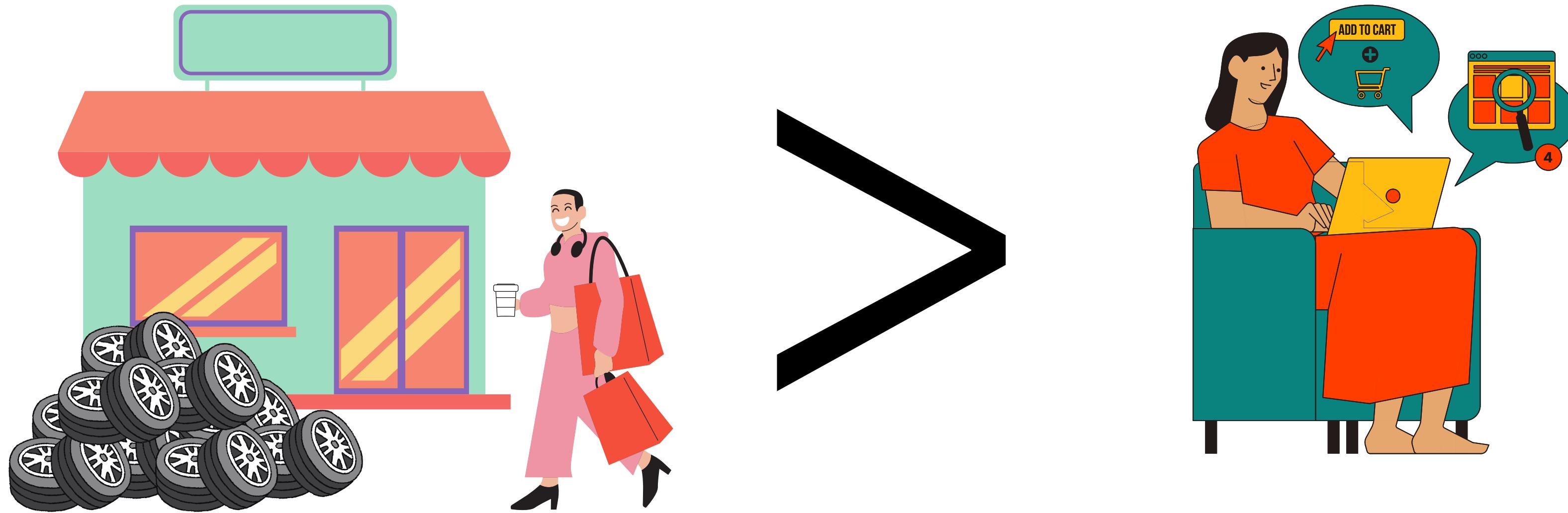


Purchased the most over
the span of 8 years



Generated the most
revenue based on the
revenue calculator

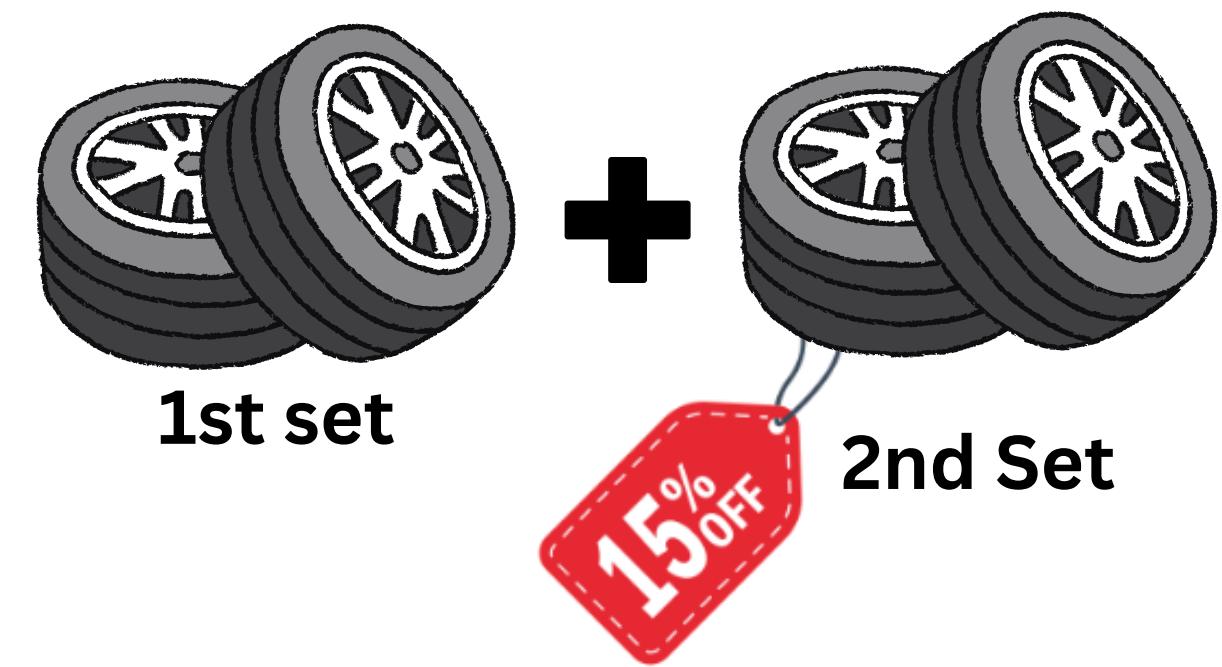
2 Customers preferred in-store purchases more than online for tires.



3 Discount codes



All 3 codes performed well in
June and November.



Most used discount code by the
customers.

Recommendations



1 Sales



Increase season and off- season social media promotional content that would direct users to the client's website to increase sales

② Specialized Rim Sales



Advertise the Specialized wheel rim quality in Vernon as average affordability is high based on their income level in comparison to other main neighborhoods.

③ Reaching different generations of customers



Reach Baby boomers and Gen X through traditional media, and also survey to find root cause of complaints



Reach Gen Y and Gen Z through email promotions

4

Discount coupons



**June,
November**

Keep promoting Happy Dozen and Buy 1 set and get second set 15% off
discount in the months of June and November.

ANY QUESTIONS?



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THANK YOU



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