

Recomendations

If we have a marketing campaign targeting middle class female c..	Most of our clients are Laggards, followed up by Potential with littl..	Laggards are mainly occasional shoppers with preference of lar..	Potential clients are more frequent shoppers with less pr..	Champions are very frequent shoppers, with a multichannel p..
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Shoping Modes

Shopping m...	Avg Visits	Avg Quantity	Avg Spend
Instore Only	34	577	1,059
Multichannel	46	1,116	2,056
Online Only	8	409	632

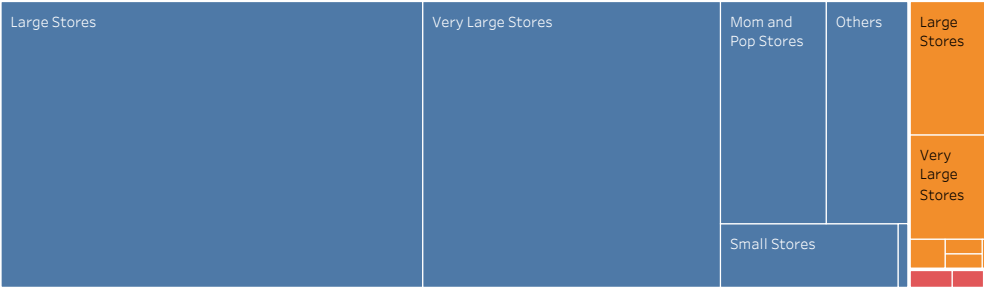
Shopping mode Segment

■ Instore Only ■ Online Only

■ Multichannel

Most of the clients are instore only shoppers, but in average the multichannel shoppers spend more money. In every shopping mode we see that most of the clients are female very frequent shoppers from the middle class with preference from large stores.

Shoping mode vs Preferred store



Shoping mode vs lifestyle



Shoping mode vs Gender



Shoping mode vs loyalty



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Value Segments

Value Segments	Average Quantity	Average Spend	Average Visits
Champions	1,382	2,629	76
Potential	628	1,091	35
Laggards	121	226	9

Value Segments

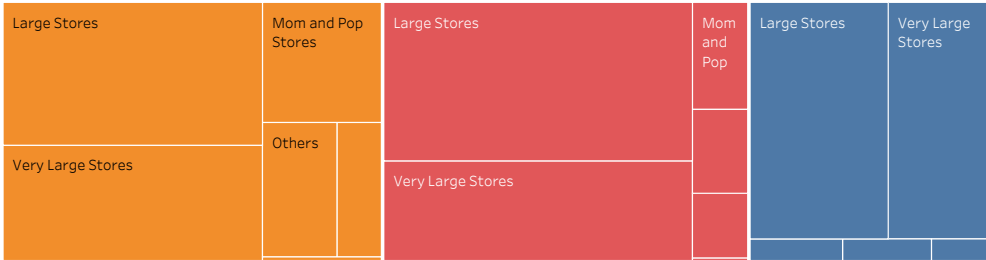
Champions

Laggards

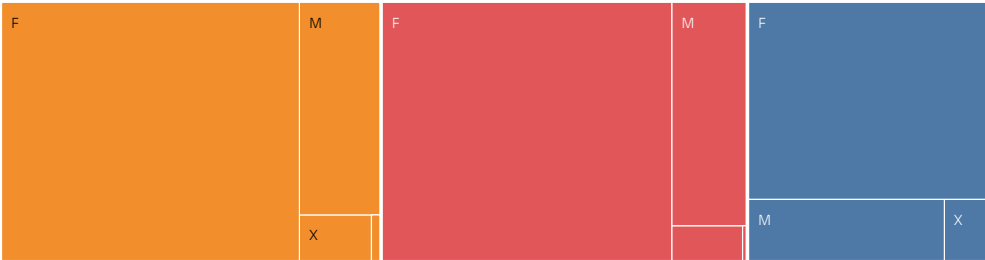
Potential

Compared to the other clients, champions have a slight higher percent of male shoppers, a considerable higher amount of multichannel, and are very frequent shoppers.

ValueSegment vs Prefered store



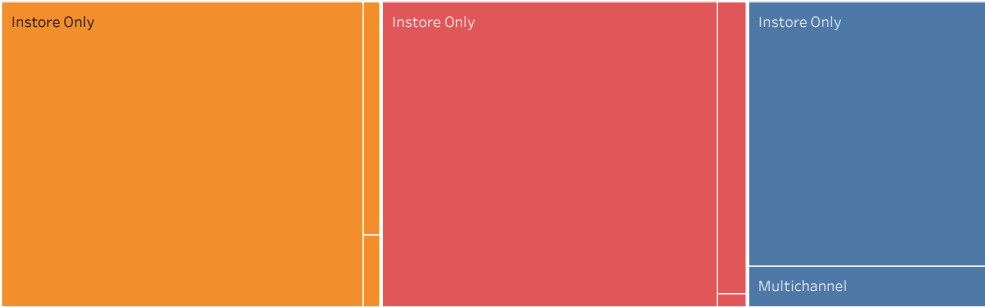
ValueSegment vs Gender



ValueSegment vs Loyalty



ValueSegment vs ShoppingModel



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Value Segments

Laggards

Laggards are mainly occasional shoppers with preference of large stores and Instore only shopping, we should incentives more online shopping with digital coupons or a similar campaign.

ValueSegment vs Prefered store



ValueSegment vs Gender



ValueSegment vs Loyalty



ValueSegment vs ShoppingModel



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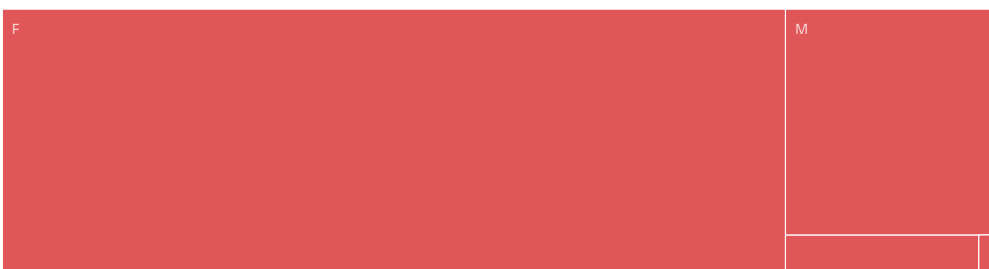
Potential

Potential clients are more frequent shoppers with less preference for smaller stores, we could have a similar campaign with digital coupons to increase online shopping.

ValueSegment vs Prefered store



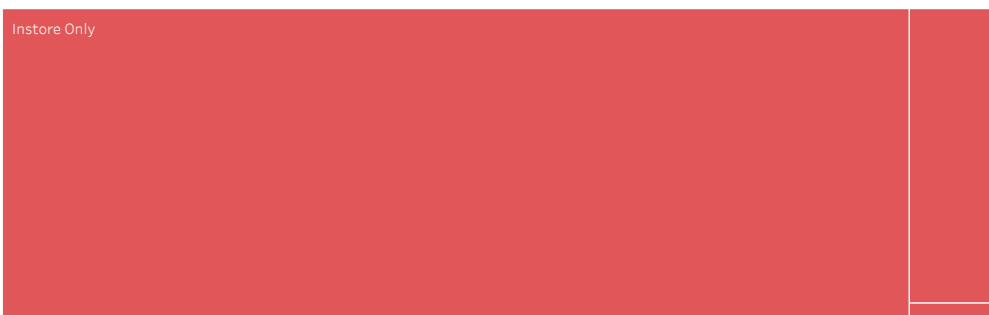
ValueSegment vs Gender



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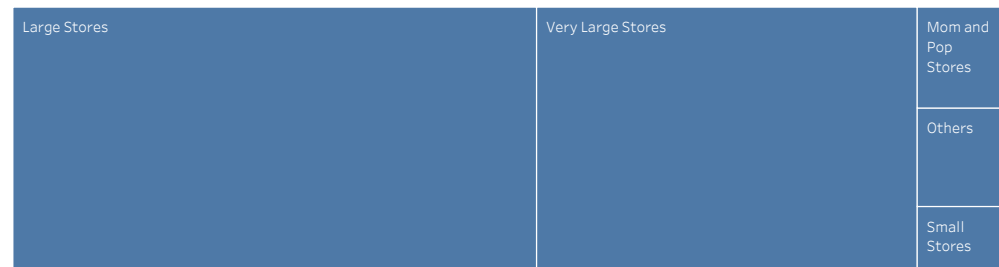
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Value Segments

Champions

Champions are very frequent shoppers, with a multichannel preference, we could create a reference system for them to invite their friends and family.

ValueSegment vs Prefered store



ValueSegment vs Gender



ValueSegment vs Loyalty



ValueSegment vs ShoppingModel

