Business Cases with Data Science – Business Case #1 – Customer Segmentation

Group D

- This presentation is available from the following link:
  https://prezi.com/view/0etl5qTn6cfrrZbQH8XP/

Marketing Strategy

• After identifying the major customer segments, we recomended different approaches based on the 4P marketing concept.

Segment 1

Segment 2

Segment 3

All customers

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Segment 1

• More personal contact by phonecalls or SMS.

• Promote small events at the stores such as tasting days and workshops.

• The first customers to confirm attendance would pay a lower price.

• Provide personalized accessories in the day of the events.

• Buying at the store one of the best selling wines + the least sold wine, the customer gets an accessory.

• The customer will receive 10% of discount on the ticket price if he invites a new potential customer.

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Segment 2

• Contact by e-mail

• Promote the second largest sales combined with the product with lower sale.

• Include in the promotional email information about the product consumed and/or production chain and distribution.

• Provide knowledge about the company purpose and products quality

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Segment 3

- Improve the frequency on the website purchase providing sporadic discount links in the customer's account.

- For each new customer that the current customer indicates, the current customer acumulates points that can be converted on products discounts.

- Gift voucher for the main holidays.

- Promote the second largest sales combined with the product with lower sale.

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All customers

- Create customers' categories according to the purchase value (Regular/Gold/Premium)

- Loyalty program (Gold): Send two bottles of wine per month based on customers preferences

- Premium: Loyalty program + pre-sales and exclusives accessories.

- The transition from categories occurs once the purchase value increase.

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Action plan

- Implement marketing strategies

- Monitor the model peformance for current and new customers

- Start using digital marketing to reach new customers

- Utilize the app to classify the customers

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