

2MARKET CUSTOMER ANALYSIS





OBJECTIVES

1.

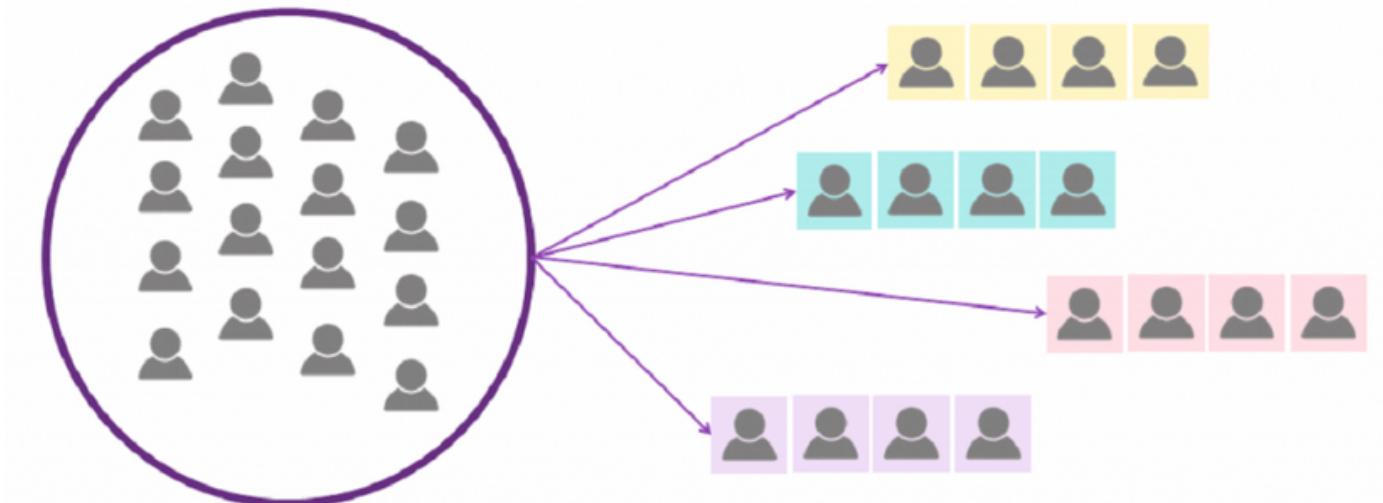
Market Segmentation

2.

Determine market strategies based on
customer traits of each cluster

CUSTOMER SEGMENTATION

RFM model
Divides customers into different clusters



Metric 1 **Recency**

the freshness
of the customer activities

Metric 2 **Frequency**

the frequency
of the customer transaction

Metric 3 **Monetary**

the spending intention or
purchasing power of customer

EIGHT CUSTOMER SEGMENTS



[Tier 1] Most important

- (1) Top customer
- (2) Active customer

[Tier 2] Potential for cross- & up-selling

- (3) Emerging customer
- (4) Unsteady customer

[Tier 3] Pay Attention

- (5) Customer at risk
- (6) Potential lost customer

[Tier 4] Churned

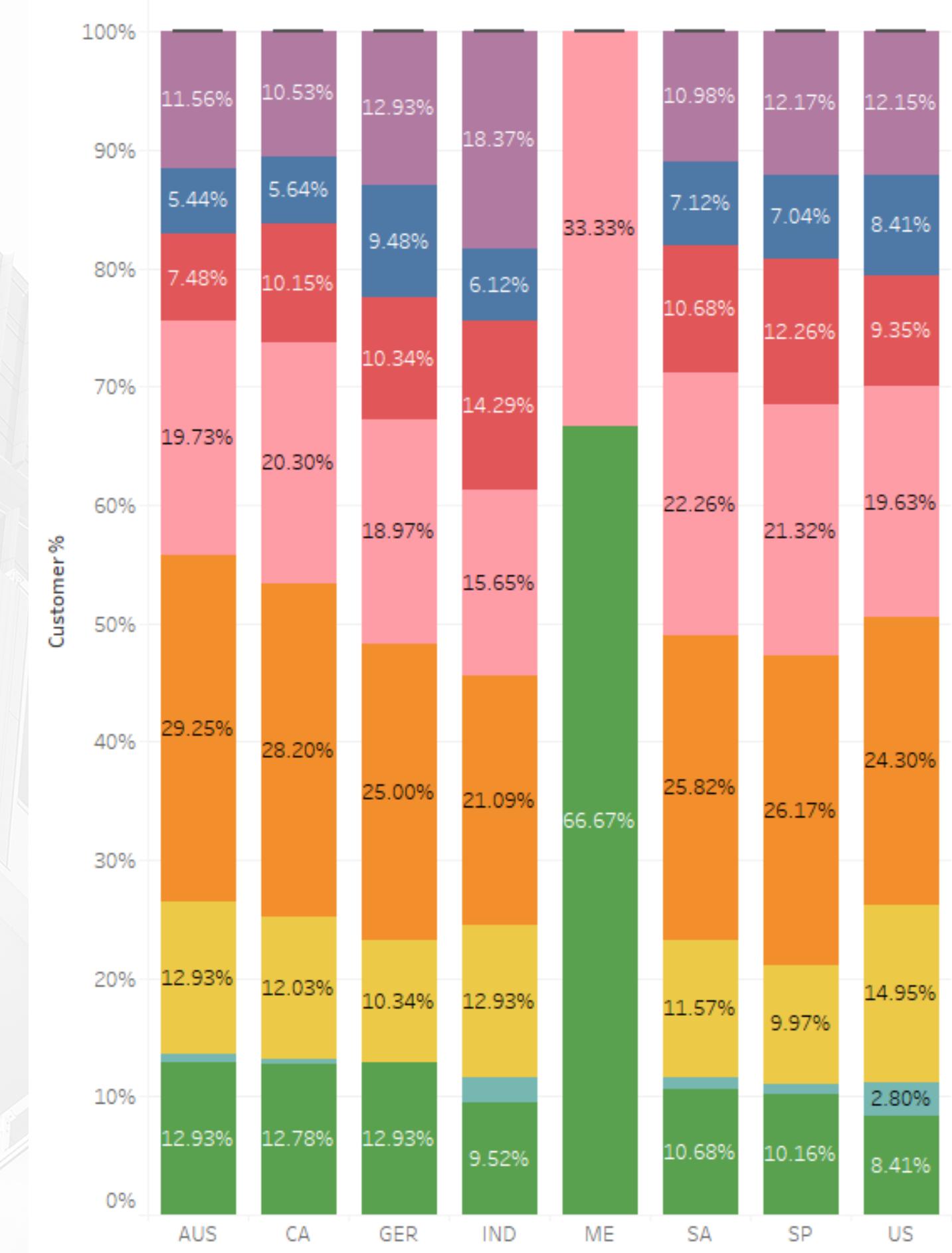
- (7) Inactive customer
- (8) Lost customer

GEOGRAPHIC OVERVIEW

No. of customers

| Country | Top cus.. | Active .. | Emergi.. | Unstea.. | Custom.. | Potenti.. | Inactiv.. | Lost cu.. | Grand T.. |
|-------------|-----------|-----------|----------|----------|----------|-----------|-----------|-----------|-----------|
| AUS | 17 | 8 | 11 | 29 | 43 | 19 | 1 | 19 | 147 |
| CA | 28 | 15 | 27 | 54 | 75 | 32 | 1 | 34 | 266 |
| GER | 15 | 11 | 12 | 22 | 29 | 12 | | 15 | 116 |
| IND | 27 | 9 | 21 | 23 | 31 | 19 | 3 | 14 | 147 |
| ME | | | | 1 | | | | 2 | 3 |
| SA | 37 | 24 | 36 | 75 | 87 | 39 | 3 | 36 | 337 |
| SP | 133 | 77 | 134 | 233 | 286 | 109 | 10 | 111 | 1,093 |
| US | 13 | 9 | 10 | 21 | 26 | 16 | 3 | 9 | 107 |
| Grand Total | 270 | 153 | 251 | 458 | 577 | 246 | 21 | 240 | 2,216 |

- Excludes Montenegro, the other 7 countries have over 10% of customers categorized as top customers.
- All countries got over 40% of customers categorized as tier 3 or tier 4 customers.



PRODUCT

| | Top customers | Active customers | Emerging customers | Unsteady customers | Customers at risk | Potential lost customers | Inactive customers | Lost customers |
|----------------|---------------|------------------|--------------------|--------------------|-------------------|--------------------------|--------------------|----------------|
| Amt Chocolates | 1,325 | 4,425 | 1,952 | 24,048 | 4,119 | 12,174 | 868 | 10,985 |
| Amt Comm | 3,965 | 9,361 | 4,666 | 32,295 | 11,321 | 18,672 | 1,507 | 15,640 |
| Amt Liq | 9,652 | 52,711 | 14,897 | 274,144 | 40,917 | 140,335 | 10,673 | 132,754 |
| Amt Pes | 1,675 | 5,517 | 2,544 | 32,890 | 7,120 | 16,634 | 1,711 | 15,314 |
| Amt Vege | 1,321 | 4,356 | 1,603 | 22,150 | 4,651 | 11,532 | 1,312 | 11,480 |
| Amt Non Veg | 5,858 | 21,517 | 8,388 | 154,071 | 25,962 | 73,070 | 10,980 | 70,217 |

- Best-selling product type
Alcoholic beverage
- Less spending products
Vegetables & Chocolate

PROMOTION

Advertisement

- Brochure ad
- Bulkmail ad
- + Facebook ad
- ✗ Instagram ad
- * Twitter ad

Successful lead conversions



- Brochure advertisement: less conversion.
- Customers at risk: the lowest successful lead conversions ratio

PLACE

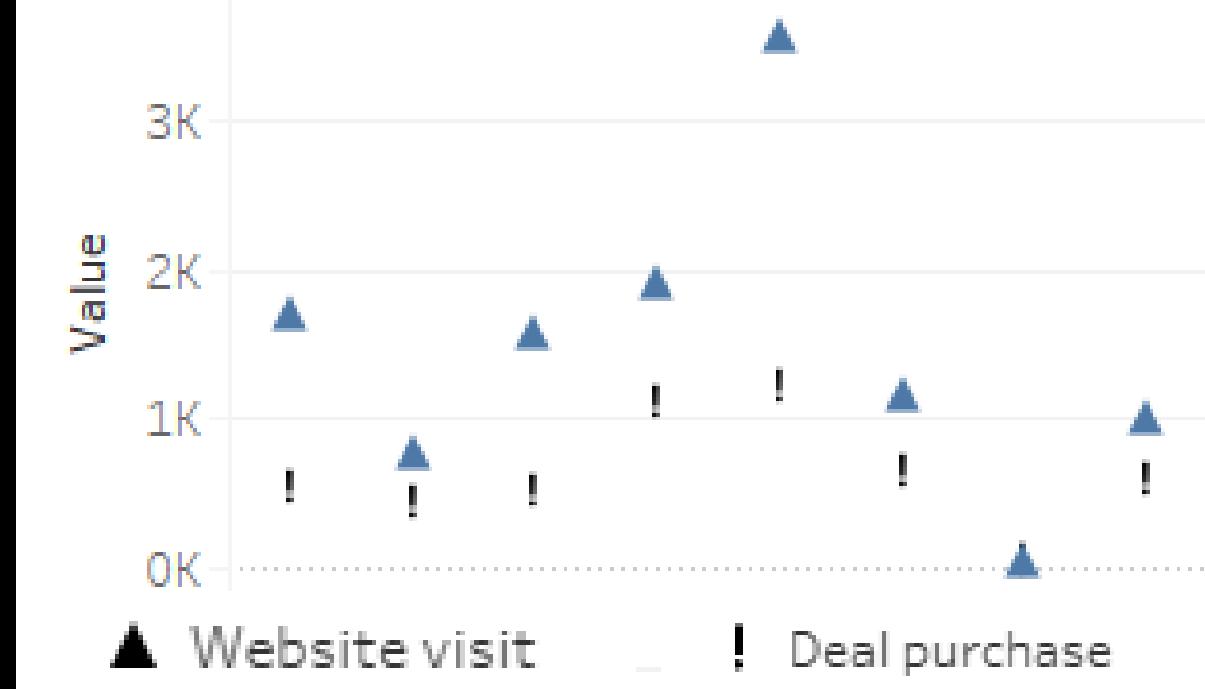
Purchase Channel



- In-store purchase > online purchase

PRICE

Other customer behaviors



- Tier 1 and 2 customers are more price-sensitive.

SUGGESTION

- Target to retain tier 1 and tier 2 customers
- Membership program
- Tailer design tactics for different customer types in different countries
- Explore more insights in Dashboard