Cluster Characteristics[¶](https://www.kaggle.com/code/analystoleksandra/marketing-analytics-customer-segmentation#Cluster-Characteristics)

Cluster 0: High value customers in relationship (either married or together)

* This cluster represents 26% of the customer base
* These customers have high income and they are in a relationship

Cluster 1: Low value single customers

* This cluster represents 21% of the customer base
* These customers have low income and they are single

Cluster 2: High value single customers

* This cluster represents 15% of the customer base
* These customers have high income and they are single

Cluster 3: Low value customers in relationship

* This cluster represents 39% of the customer base
* These customers have low income and they are in a relationship

Recommendations

Based on the clusters, tailored marketing strategies can be created. Customers from these segments will have different interests and product preferences.

Marketing Strategies for Each Cluster

Cluster 0: High value customers in relationship (either married or together)

* Preliminary analysis showed that high income customers buy more wines and fruits.
* A tailored campaign to promote high quality wines may bring good results.
* This cluster contains customers in relationship, family-oriented promo-images should be quite effective for this audience.

Cluster 1: Low value single customers

* Promos with discounts and coupons may bring good results for this targeted group.
* Loyalty program may stimulate these customers to purchase more often.

Cluster 2: High value single customers

* Similar to the Cluster 0, these customers buy a lot of wines and fruits.
* This cluster contains single customers. Promo images with friends, parties or single trips may be more efficient for single customers

Cluster 3: Low value customers in relationship

* This cluster has the highest percentage of our customers (39%).
* Family offers and discounts may influence these customers to make more purchases

Opportunities for the further analysis

* Further exploration on how children influence on the consumed products
* Further analysis on the influence of education
* analysis of frequent buyers
* Analysis of sales channels, e.g. store, website, etc.
* Analysis of the response to the marketing campaigns
* It would be great to add gender data to the dataset
* Test different clustering algorithms

Thank you!