Based on the results of the hypothesis testing, we developed a comprehensive marketing strategy that focuses on enhancing sales and profit through targeted initiatives. Below is a structured approach that includes communication channels, message formats, and delivery strategies.

**Marketing Strategy Overview**

**Hypothesis 1:** Impact of Discounts on Sales Volume and Profit

**Initiative**: Introduce a dynamic discount system to stimulate profit, emphasizing that discounts significantly increase profitability but not sales volume.

**Strategy:**

- Analyze previous campaigns to determine the most effective types of discounts that increase profits.

- Implement a dynamic pricing system where discounts change based on demand and seasonality.

- Experiment with temporary discounts and special offer moments (e.g., ‘weekend super discount’).

**Communication Channels:**

- Emails: Personalized promotional emails for previous customers highlighting profit-enhancing discounts.

- Banners in Mobile App: Display dynamic discounts that adjust based on user behavior and buying patterns.

**Hypothesis 2: Impact of Delivery Method on Profit**

**Initiative:** Optimize delivery methods based on profitability metrics identified during testing.

**Strategy:**

- Identify and evaluate all proposed delivery methods and their cost-effectiveness.

- Launch a campaign to promote the most favorable delivery methods to customers, showing their benefits.

- Establish partnerships with courier services that can offer favorable conditions.

**Communication Channels:**

- In-App Notifications: Prompt users during their shopping experience to choose higher-margin delivery options.

- Emails: Follow-up emails explaining the benefits of choosing specific shipping methods for both speed and savings.

**Hypothesis 3: Impact of Delivery Region on Total Profit**

**Initiative**: Optimize logistics processes for delivery in low-profit regions.

**Strategy:**

- Conduct an in-depth analysis of profitability by region and identify which regions need to be optimised.

- Create region-specific offers and promotions that meet the needs of customers in specific zones.

- Improve delivery efficiency in low-margin regions by creating efficient routes and warehousing solutions.

**Communication Channels:**

- Region-Specific Digital Ads: Use geo-targeted ads to promote localized offers that advise customers on efficient delivery options.

- Social Media Posts: Highlight testimonials or success stories about the enhanced delivery experience in targeted regions.

**Hypothesis 4: Influence of Service Worker on Customer Segmentation**

**Initiative**: Implement KPI tracking for service employees and offer additional training focused on customer interaction.

**Strategy:**

- Conduct training sessions for support staff to improve service levels and better understand customers.

- Establish performance indicators to track the impact of employees on changes in customer segmentation.

- Establish a system of feedback from customers on help desk performance to allow for process adaptation.

**Communication Channels:**

- Internal Communication: Regular updates through internal newsletters to staff about best practices and training schedules.

- Emails to Staff: Personalized messages encouraging feedback from employees on customer interactions which can be used for training purposes.

**Hypothesis 5: Impact of Customer Type on RFM Segmentation**

**Initiative**: Develop personalized loyalty programs based on customer types.

**Strategy:**

- Develop tailored loyalty programs by customer type (e.g. corporate customers, home offices, etc.).

- Using RFM analysis to identify preferences of different types of customers and tailor marketing campaigns.

- Implement cross-selling strategies for different types of customers.

**Communication Channels:**

- Mobile App Promotions: Tailored offers pushed through the app that reflect the customer’s previous purchases.

- Customer Surveys via Email: Gather feedback to refine loyalty programs further.

**Hypothesis 6: Impact of Purchase Category on RFM Segmentation**

**Initiative**: Create tailored marketing strategies according to purchase categories.

**Strategy:**

- Separate customers into shopping categories and create specialized offers for each category.

- Introduce bonuses and promotions based on customer shopping preferences (e.g. discounts for repeat purchases in a particular category).

- Collect feedback on new offers to improve and adapt the approach.

**Communication Channels:**

- Targeted Email Campaigns: Send specialized content focusing on categories where customers show the most interest.

- Banners in Mobile App: Category-specific promotions displayed during browsing sessions.

**Hypothesis 7: Impact of Product Returns on RFM Segmentation**

**Initiative**: Train service staff on return processes to reduce returns and improve customer satisfaction.

**Strategy:**

- Analyze products with high return rates and work to reduce their proportion through notifications, where to talk about qualities that can reduce returns.

- Implementing a system of automated messages offering alternatives or advice on how to use the product to keep them in the system.

- Train staff on how to deal with returns and improve the returns process to minimize the negative impact on the customer experience.

**Communication Channels:**

- Emails to Customers: Send follow-up emails after a return to assess satisfaction and encourage repeat engagement.

- In-App Messaging: Display tips for making returns easier to enhance user experience and minimize unnecessary returns.

**Hypothesis 8: Impact of Mobile App Usage on Customer Segmentation**

**Initiative**: Enhance the mobile app experience to strengthen engagement and influence customer segmentation positively.

**Strategy:**

- Update the app with the ability to personalize content that is based on user behavior.

- Conduct regular promotions that encourage customers to use the app more often (e.g., special offers for app users only).

- Analyzing the collected app usage data to further improve user experience and segmentation strategies.

**Communication Channels:**

- In-App Push Notifications: Timely alerts about promotions, events, or new features to boost engagement.

- Social Media Campaigns: Encourage users to download and utilize the app by showcasing its benefits.

To sum up, this marketing strategy leverages insights gained from hypothesis testing to optimize promotions, delivery methods, and customer segmentation. By utilizing multi-channel communication and tailored marketing initiatives, the company can expect to see improvements in both profitability and customer engagement. The emphasis on personalization and data-driven decisions will likely enhance customer experiences and foster loyalty, leading to sustainable growth.