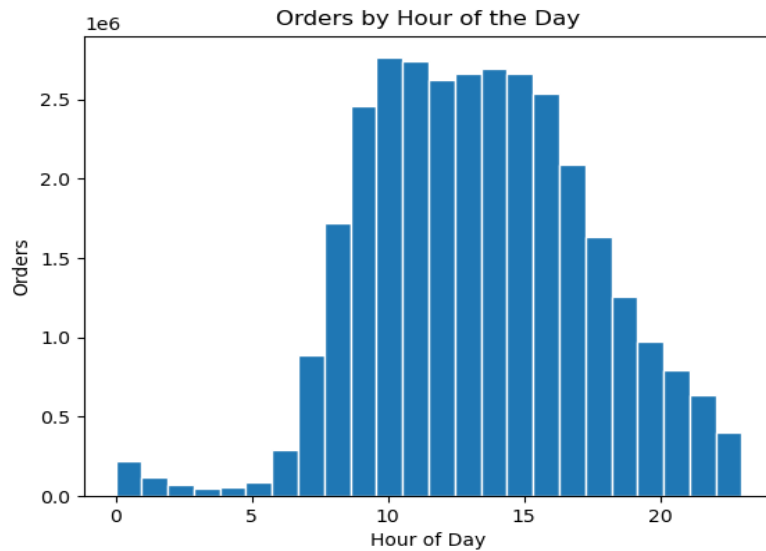
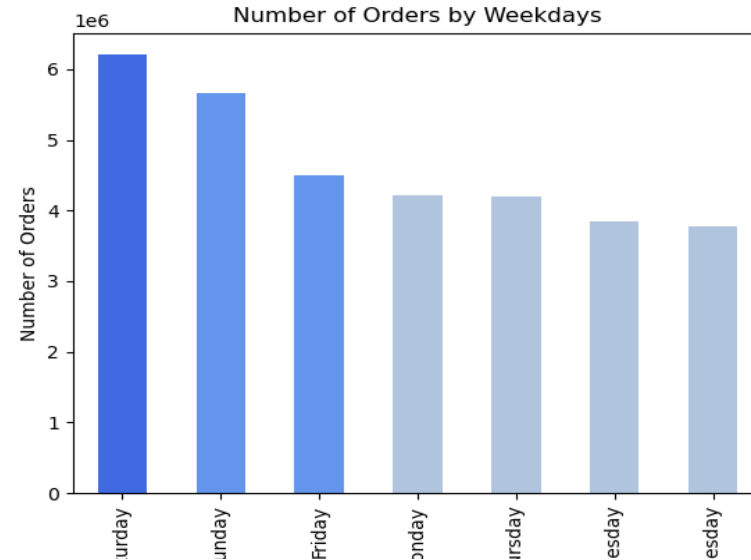


Visualisations & Recommendations

Question 1: Identifying Busiest Days and Hours



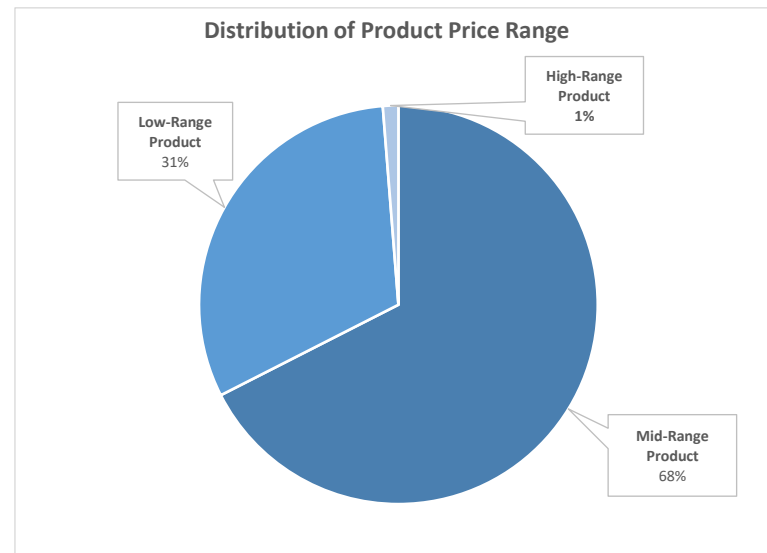
1. **Peak Hours** are from **10am** to **4pm**.
2. **Most Orders** are made at **10am** and **11am**.
3. **Off Peak Hours** are from **12am** to **5am**.



1. **Saturdays** and **Sundays** are when the **MOST** amount of orders occur.
2. **Tuesdays** and **Wednesdays** are when the **LEAST** amount of orders occur.

- To utilize peak hours on a peak days, run a special promotions or flash sales to maximize engagement.
- Push more ads on slower weekdays, to reach potential customers with less competition.
- Schedule ads late at night or early morning (midnight to 6 a.m.) for better visibility during less busy times.

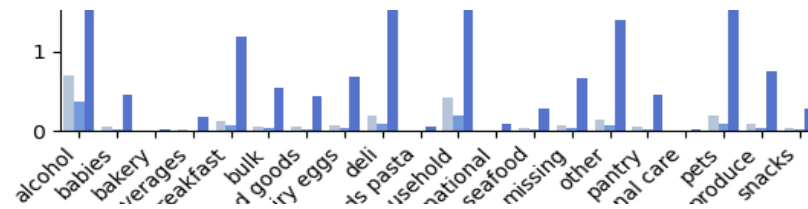
Question 2: Simplifying Price Range Groupings



- Concentrate the most of the marketing on mid-range products, as they constitute the majority, while creating small campaigns for low and high-range products.
- Increase the visibility and availability of the High-range products, emphasizing quality and luxury to target high-end consumers.

Question 3: Popular Product Categories



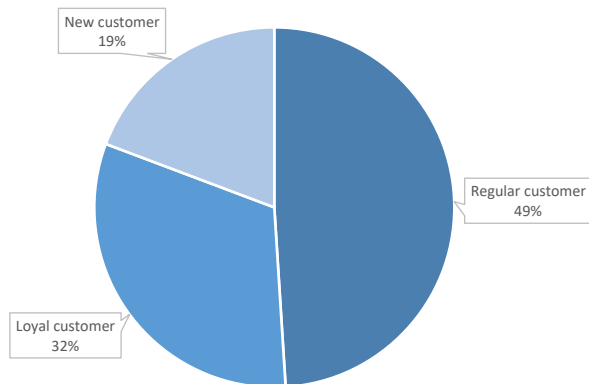


- To boost sales allocate marketing resources to 'Produce', 'Pets' and 'Breakfast' departments, for example bundling less popular departments to get more attraction.

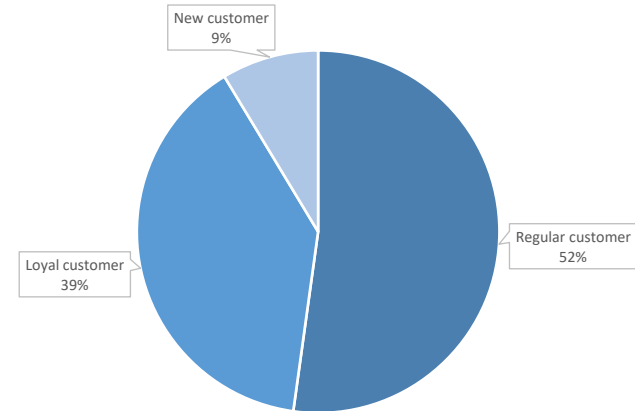
- Product placement of lower-performing departments should be reviewed, both in-store and online, to enhance visibility.

Question 4: Customer Loyalty Analysis

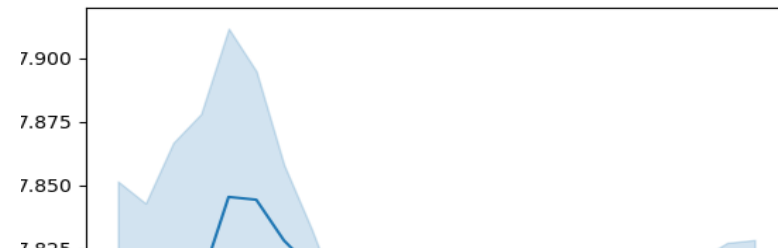
Distribution of Customers Loyalty

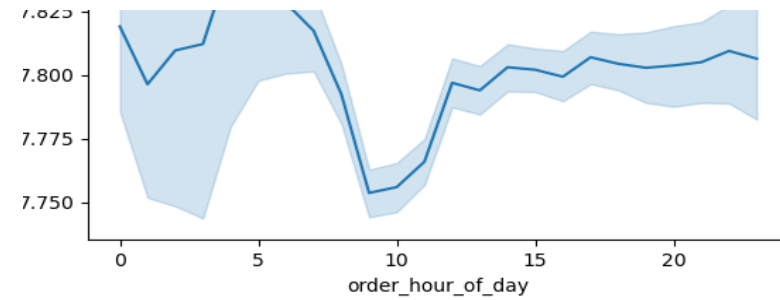
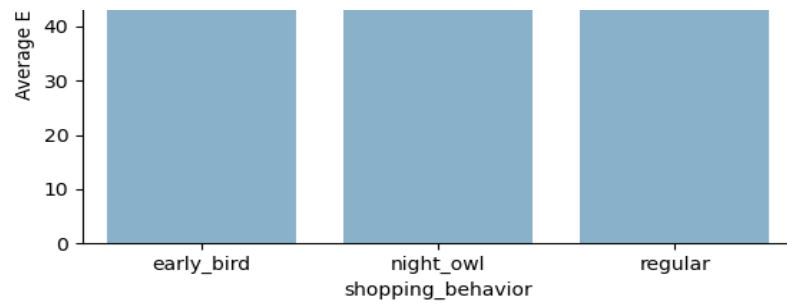


Distribution of Mid-, High-activity Customers



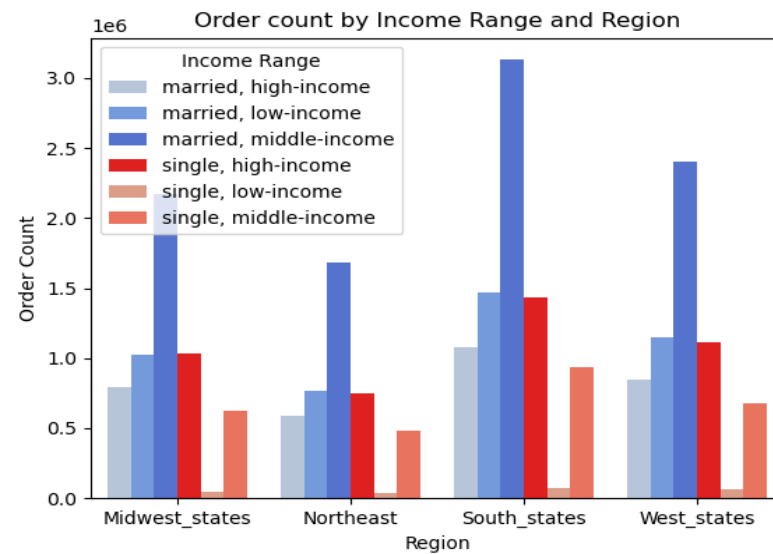
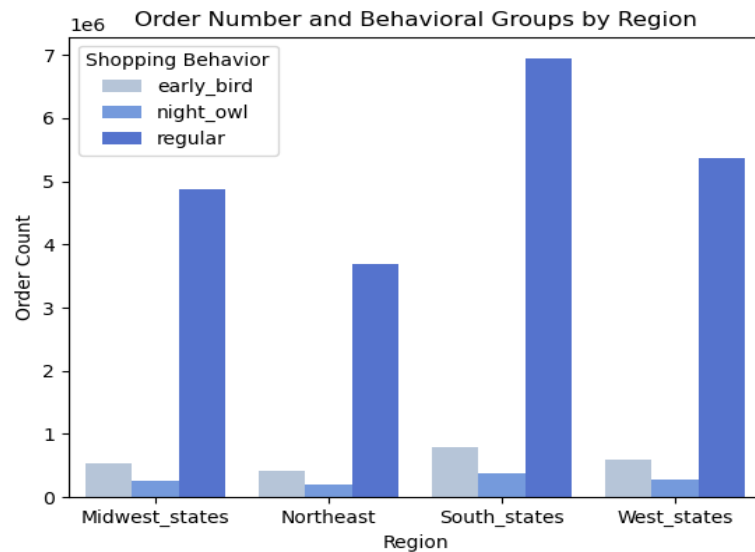
Behavioral Groups Average Expenditure





- Prioritize loyal customers with loyalty programs and personalized offers to maintain their high spending.
- Implement strategies to convert regular customers into loyal ones through targeted promotions and incentives.
- Offer welcome incentives for new customers to encourage repeat purchases and foster brand loyalty.

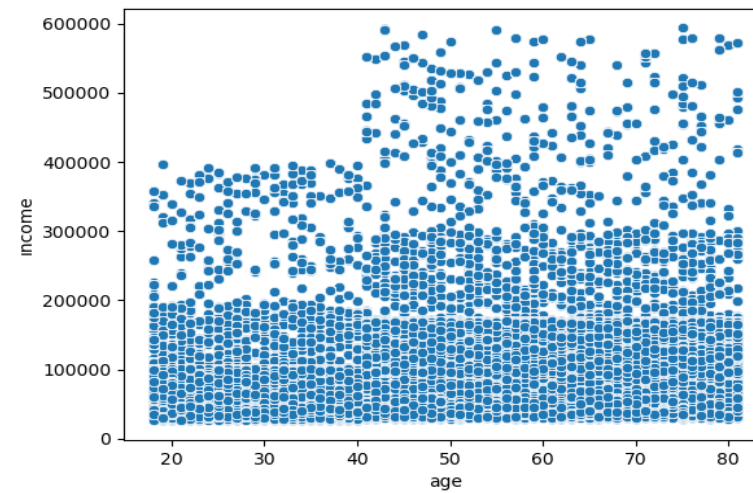
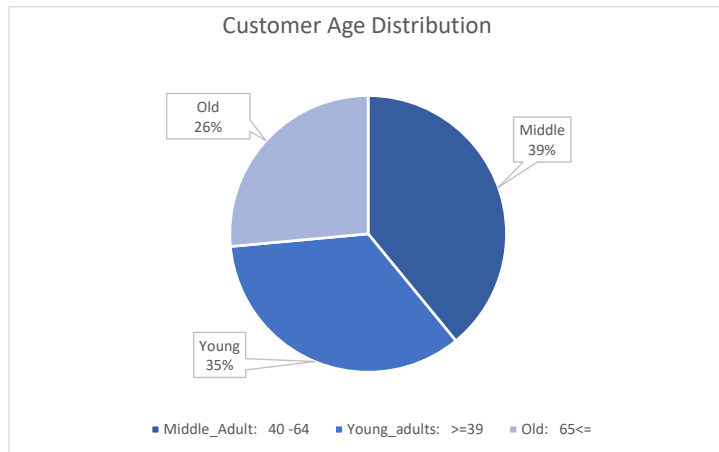
Question 5: Regional Ordering Habits



- Standardize marketing strategies across regions, focusing on consistent aspects such as time-sensitive promotions.

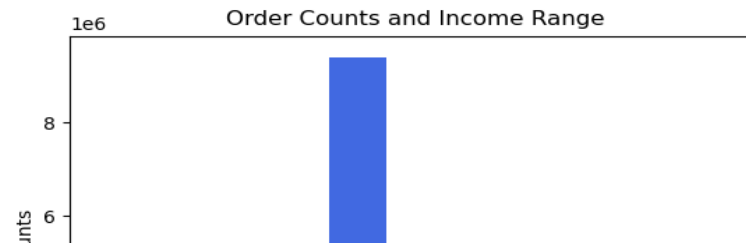
- Standardize marketing strategies across regions, focusing on consistent aspects such as time-sensitive promotions.
- Monitor emerging regional trends and adapt strategies accordingly.

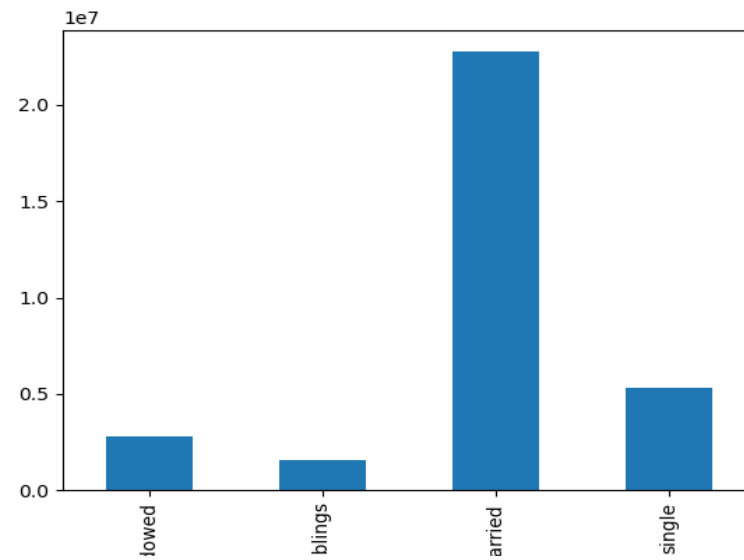
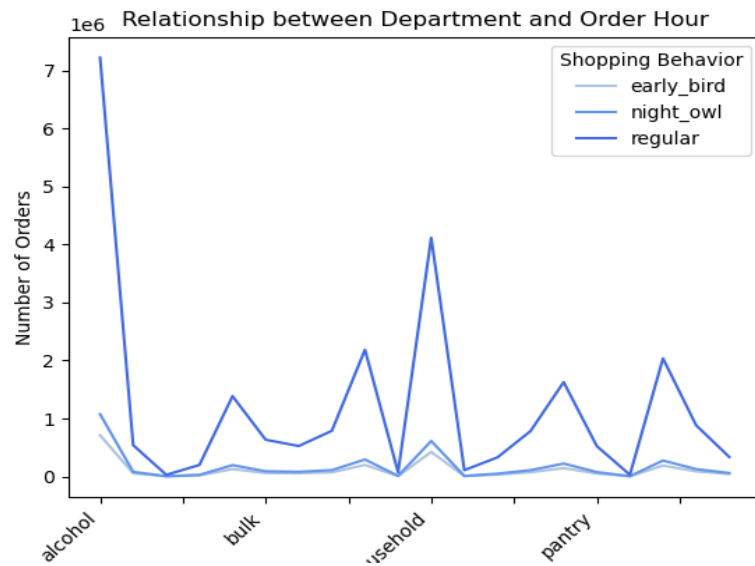
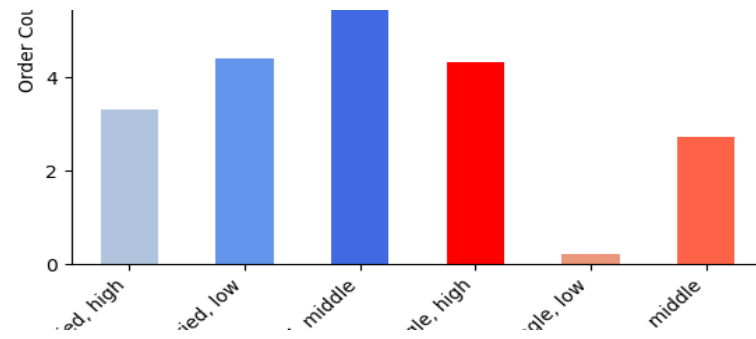
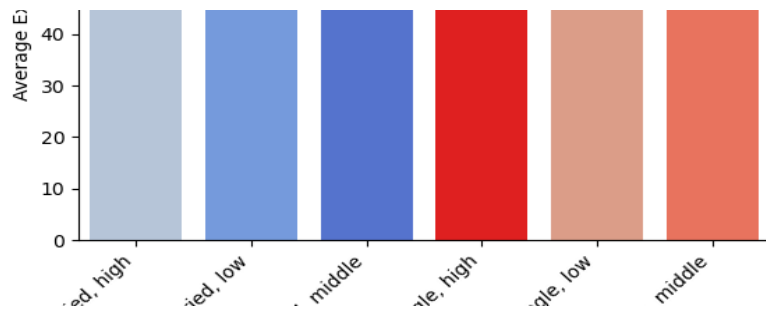
Question 6: Demographic Influence on Ordering



- Segment customers based on income levels and tailor marketing strategies accordingly.
- Ensure inclusivity in marketing campaigns, considering age, family status, and gender.

Question 7: Understanding Customer Profiles





- Target 'Night Owls' with special promotions during late hours to encourage higher spending.
- Provide exclusive deals for high and middle-income buyers to retain their loyalty.
- Focus on budget-friendly products for low-income buyers and highlight family-oriented products for married, middle-income customers.