

CUSTOMER SEGMENTATION FOR 'X RETAIL COMPANY'



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X RETAIL COMPANY BACKGROUND

Last Year's Revenue:

1.3 M USD



45% SUCCESSFUL
Transactions were from
Marketing Campaigns



PROJECT GOALS



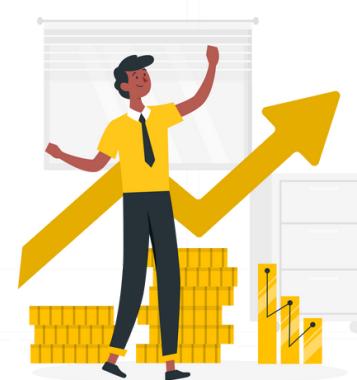
PROBLEM DEFINITION

X Retail Company wants to
**INCREASE REVENUE
BY 25% WITHIN THIS YEAR**

Since 45% successful transactions were
from marketing campaign, therefore

**OPTIMIZING MARKETING CAMPAIGN BY
CUSTOMER SEGMENTATION IS NEEDED**

in order to increase the revenue within this year.



MIN

MAX

MAIN OBJECTIVE



How to optimize marketing campaign by understanding current customer's spending behavior in each cluster of segmentation to be more effective?

METHODOLOGY

1. Data Collection



Collect important data needed for analysis from open data source.

2. Data Cleaning



Cleaning raw data using Python and Spreadsheet.

3. Data Analysis



Analyze cleaned data using Python.

4. Data Visualization



Visualize data using Python and Tableau, look for insights.

5. Recommendation



Summarize insights, answer problem definition and make recommendations based on data.



ANALYSIS & VISUALIZATION



Traffic Sources Overview

Map Overlay

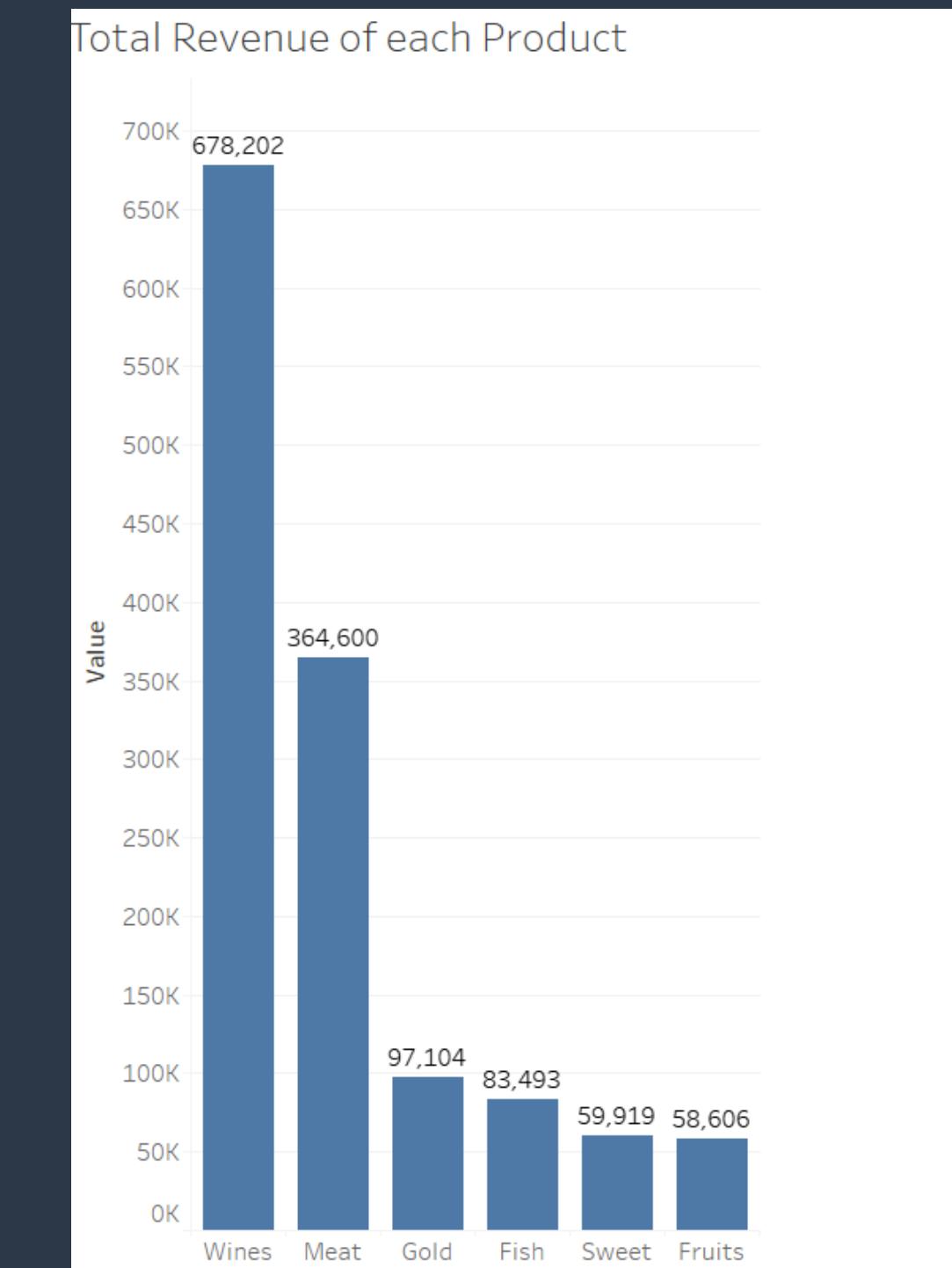
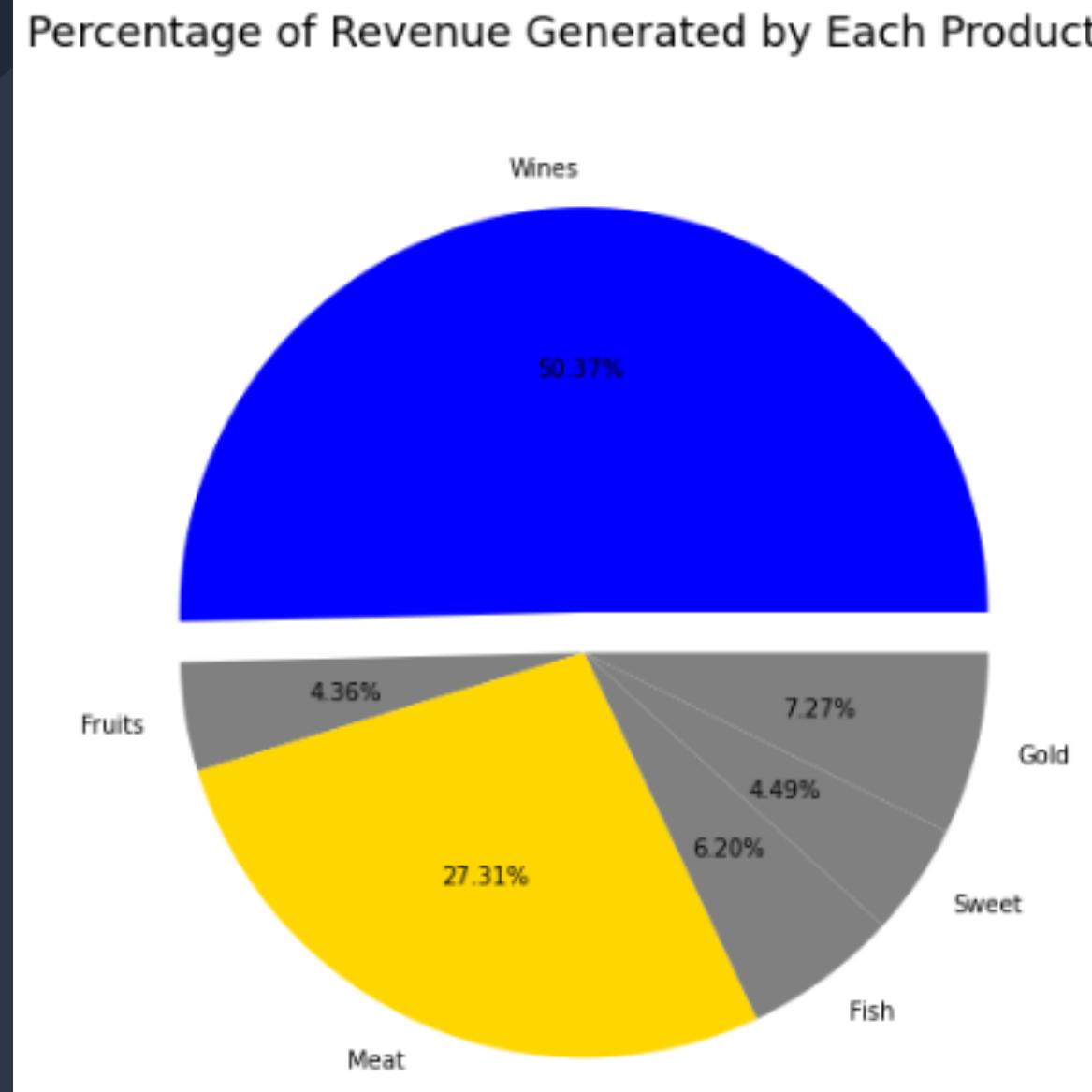
- Direct Traffic
3,097.00 (40.49%)
- Search Engines
2,910.00 (38.04%)
- Referring Sites
1,642.00 (21.47%)

Overview



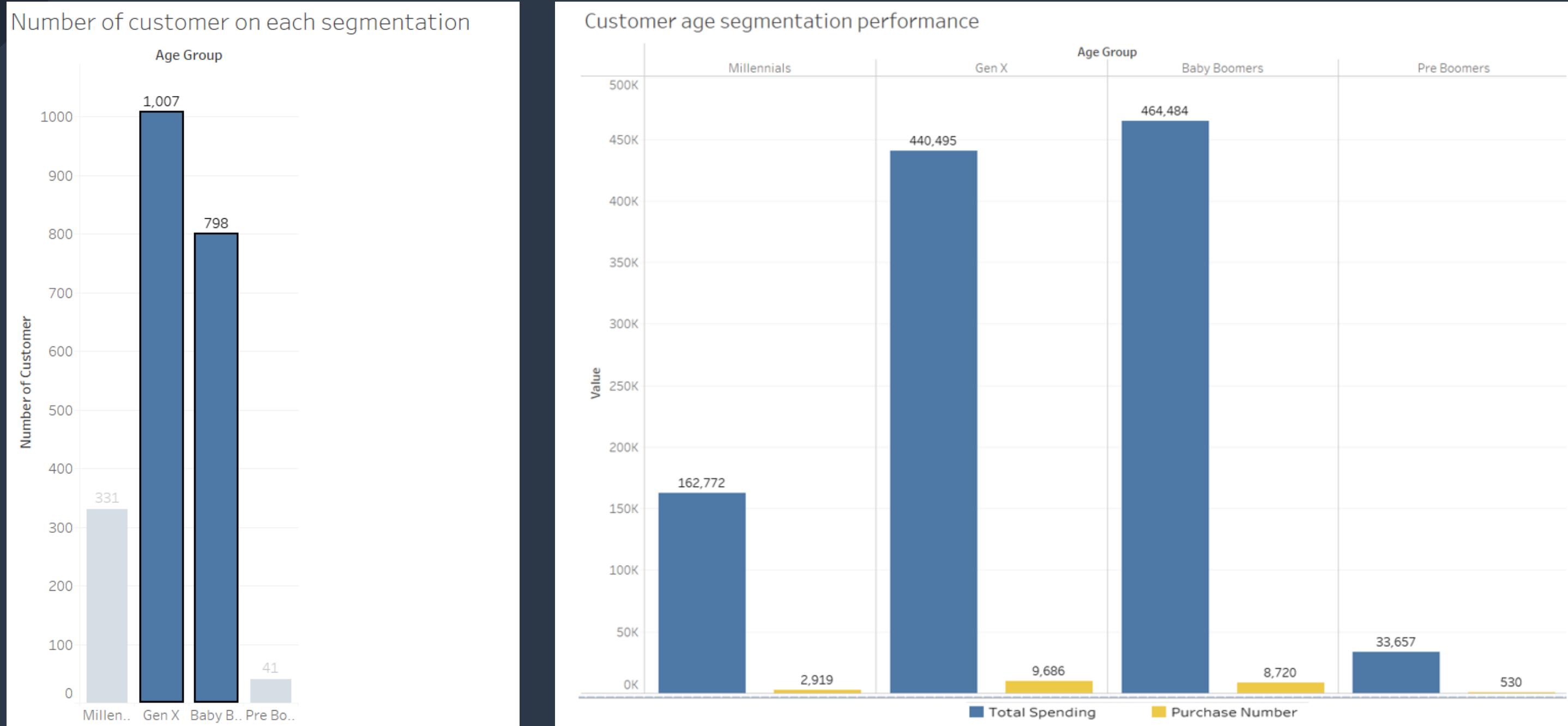
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MARKET SHARE



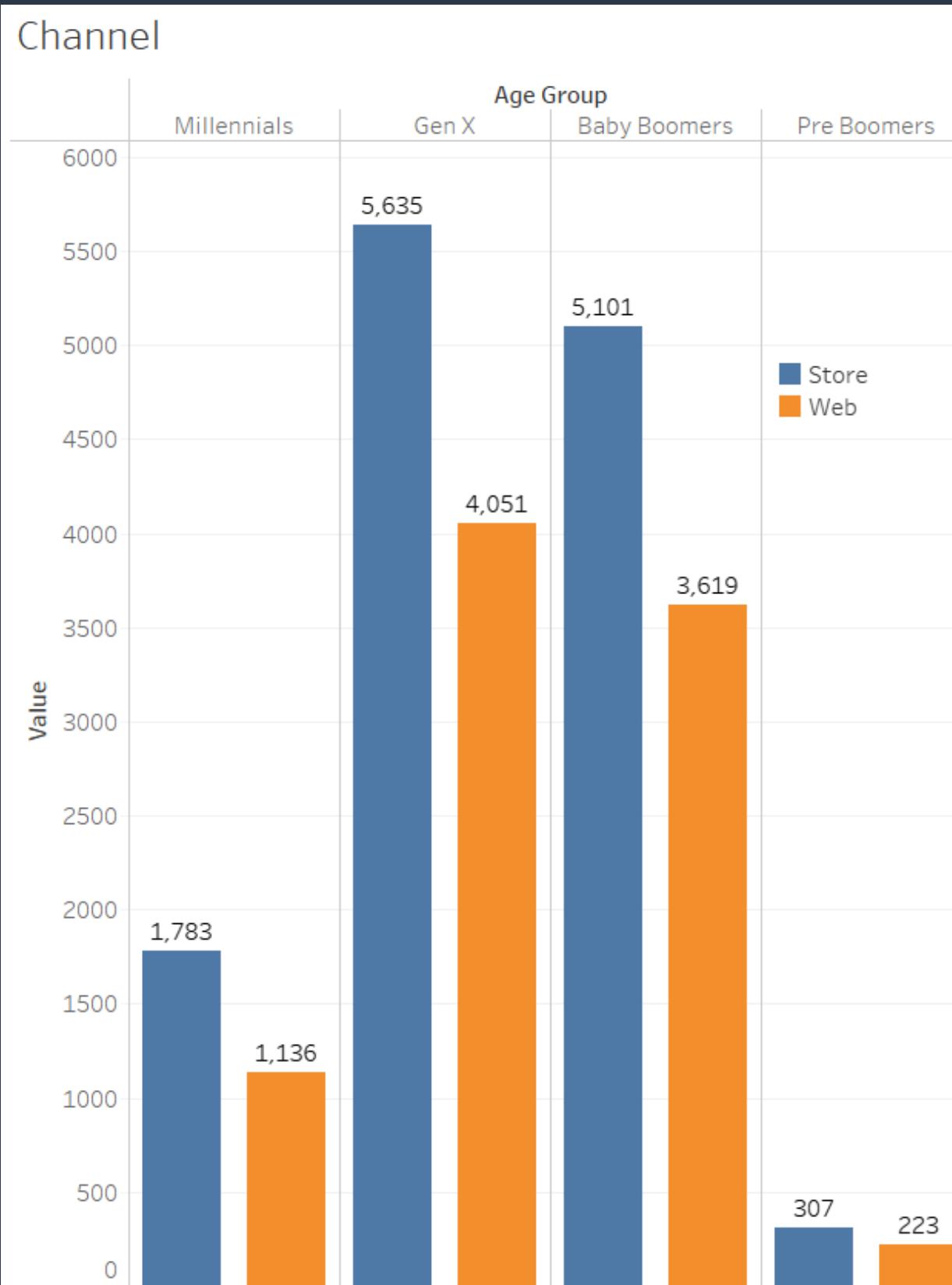
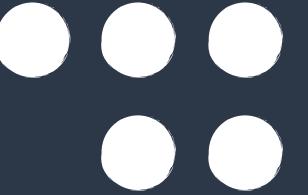
MOST OF OUR REVENUE ARE FROM WINE AND MEAT PRODUCT

CUSTOMER AGE

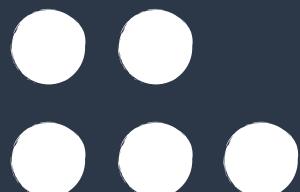


GEN X AND BABY BOOMERS DOMINATE OUR MARKET

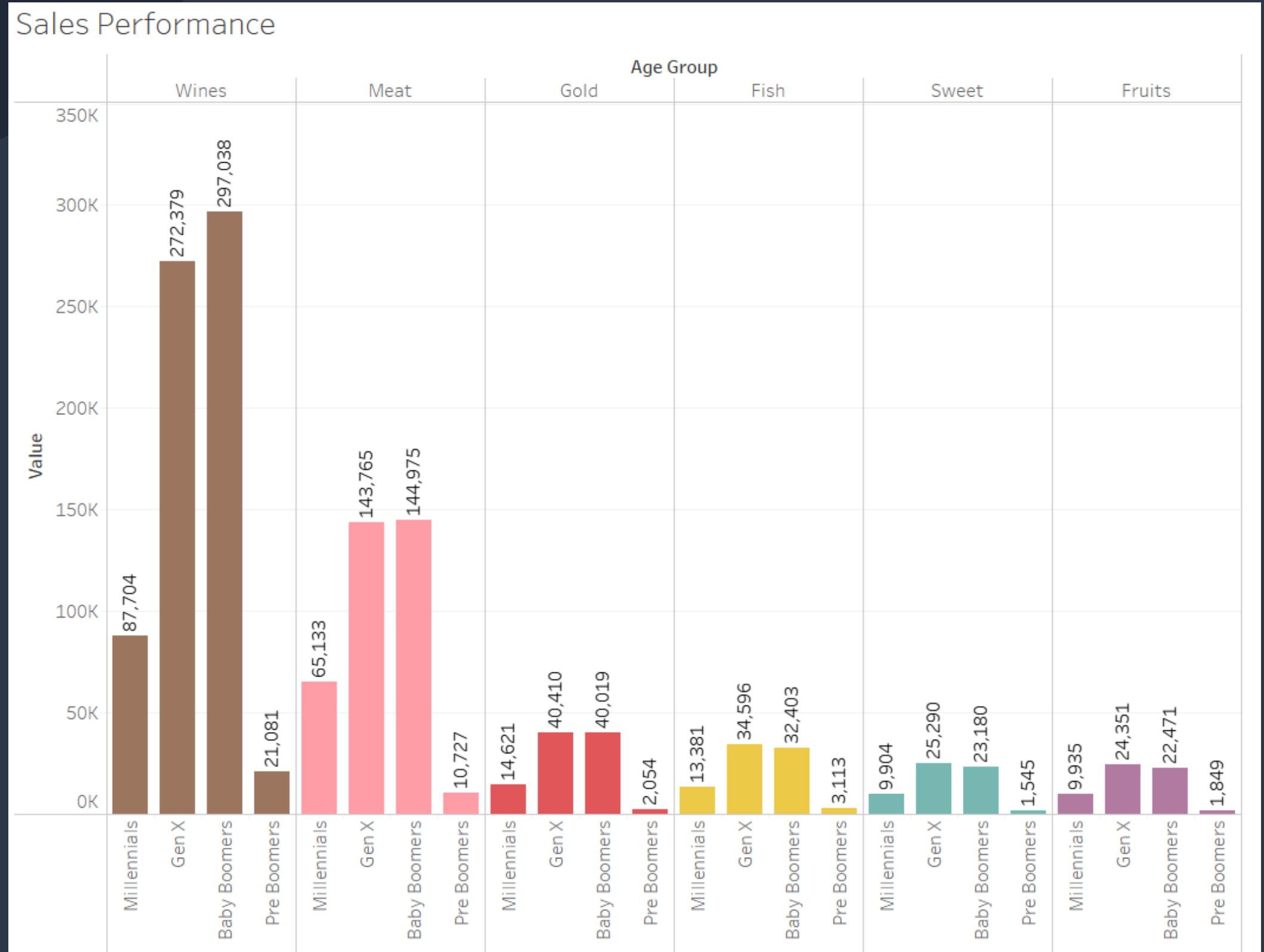
BUYING CHOICES



OFFLINE STORE IS
STILL PREFERABLE
CHOICE OF OUR
CUSTOMER

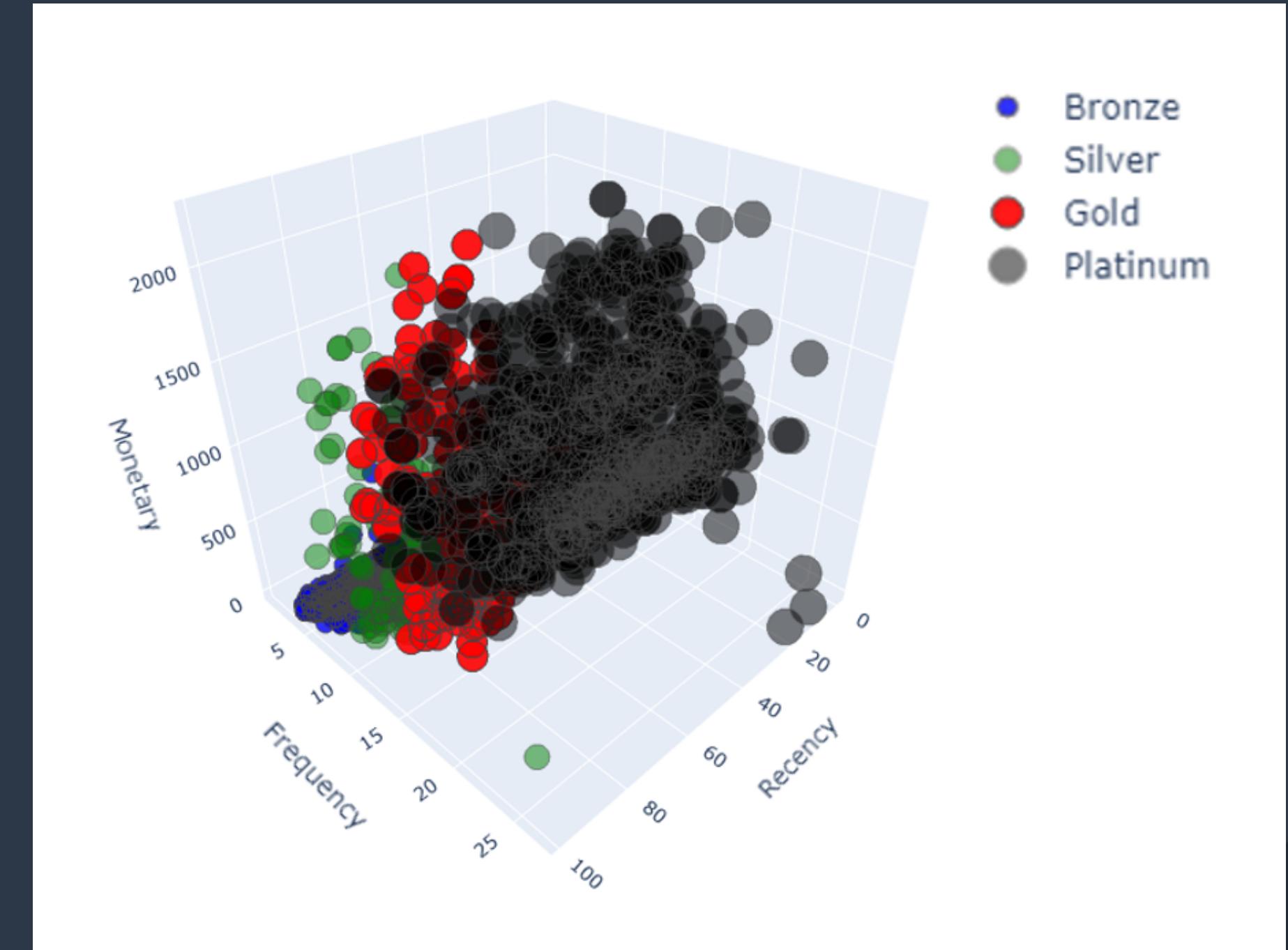
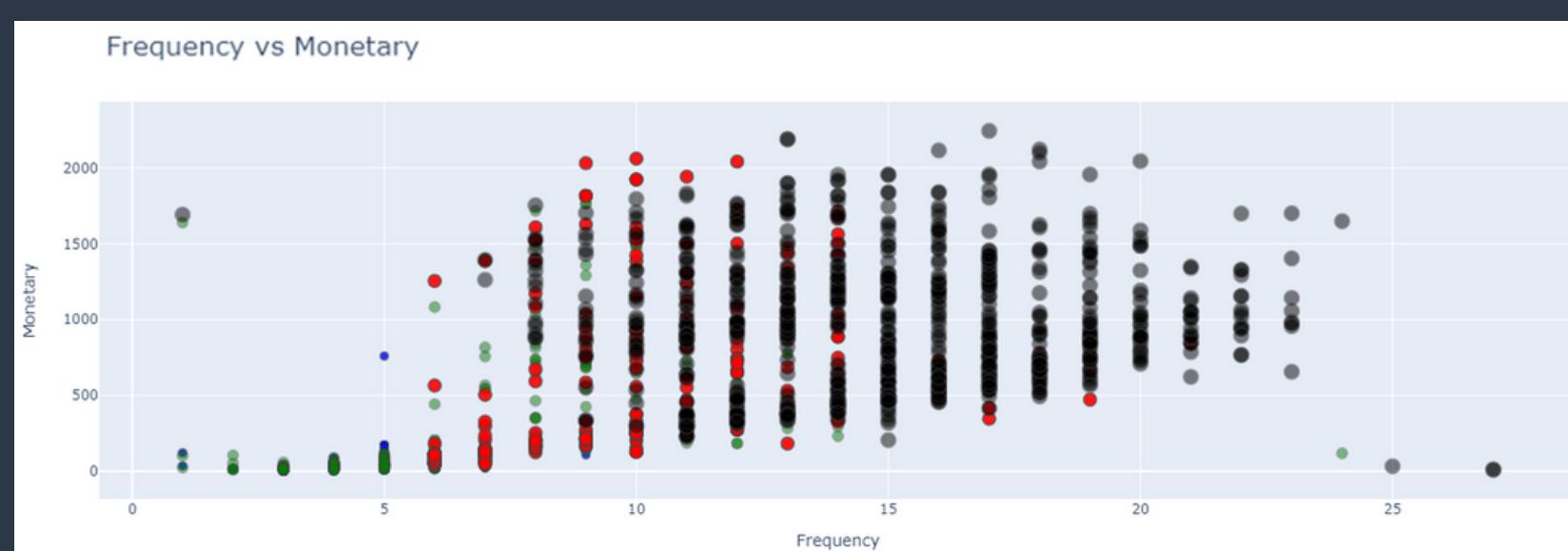
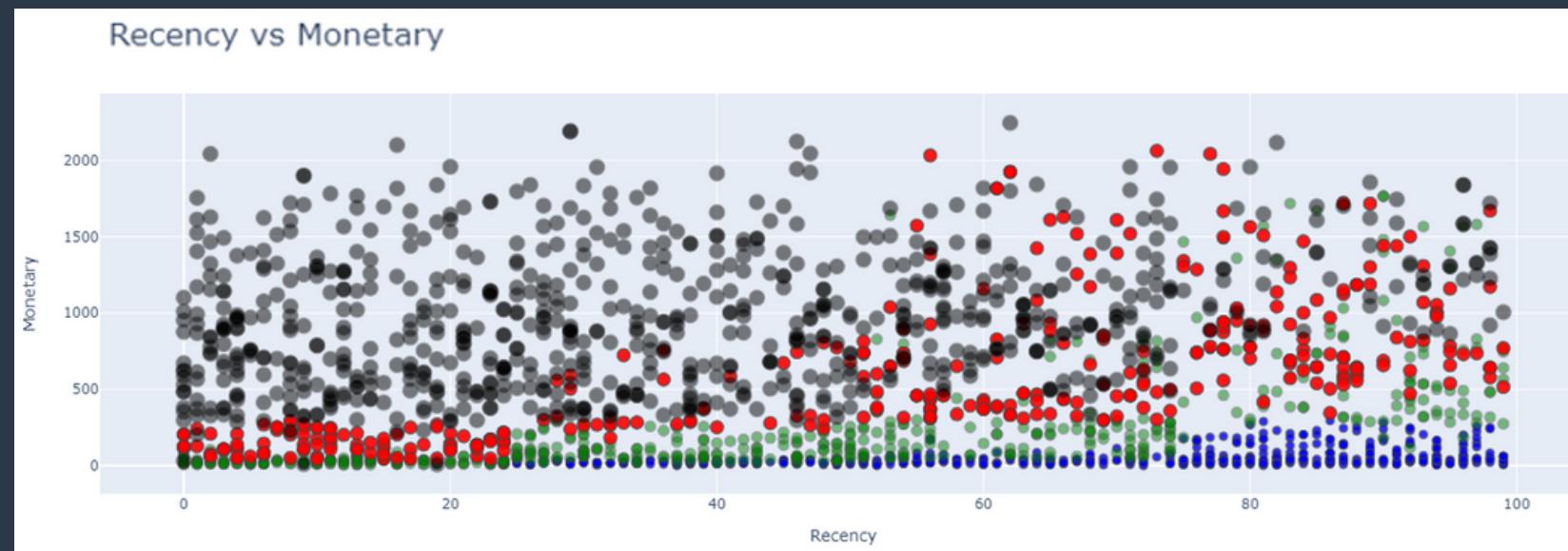
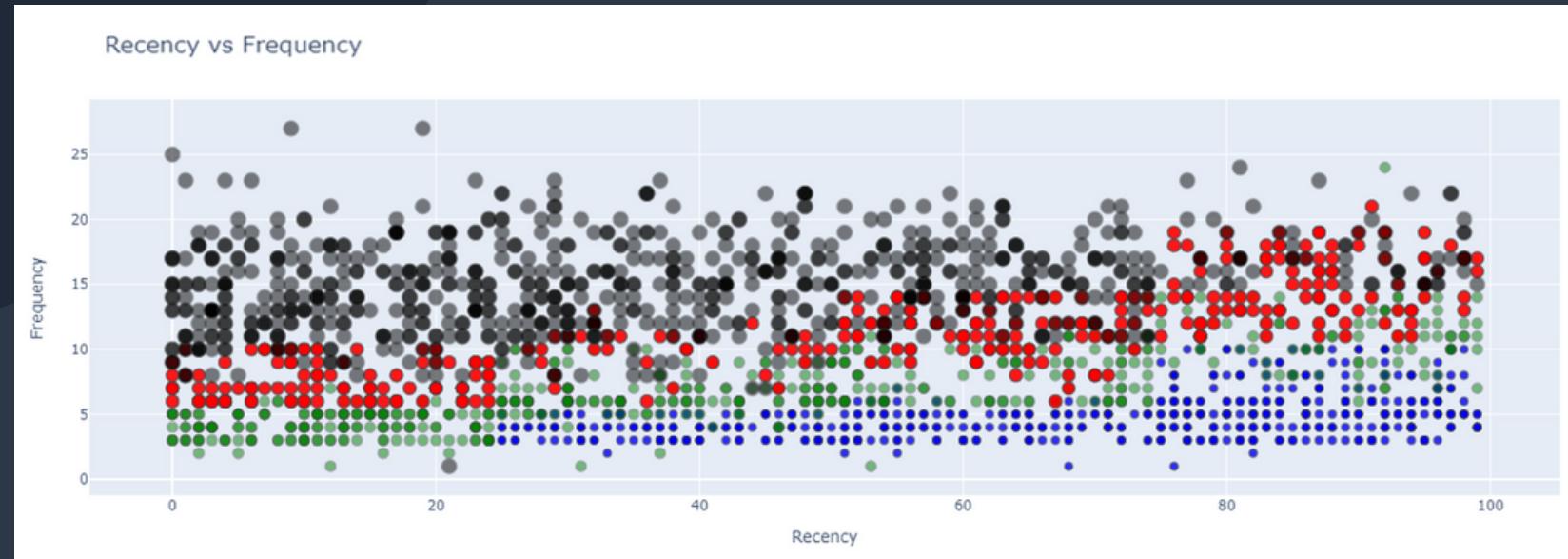


SALES PERFORMANCE



- **WINES AND MEAT** ARE THE MOST PURCHASED PRODUCT IN EVERY SEGMENT
- **GEN X AND BABY BOOMER** ARE OUR MAJOR SALES CONTRIBUTOR

RECENCY, FREQUENCY, AND MONETARY ANALYSIS



[click here to view full code and visualization](#)

RECENCY, FREQUENCY, AND MONETARY ANALYSIS



Platinum

- Highest spending and order
- Our most loyal customer

Gold

- High spending customer
- High stickiness to us

Silver

- Moderate spending
- Average customer

Bronze

- Once in a while spending
- Potential churn customer

IV

RECOMMENDATION



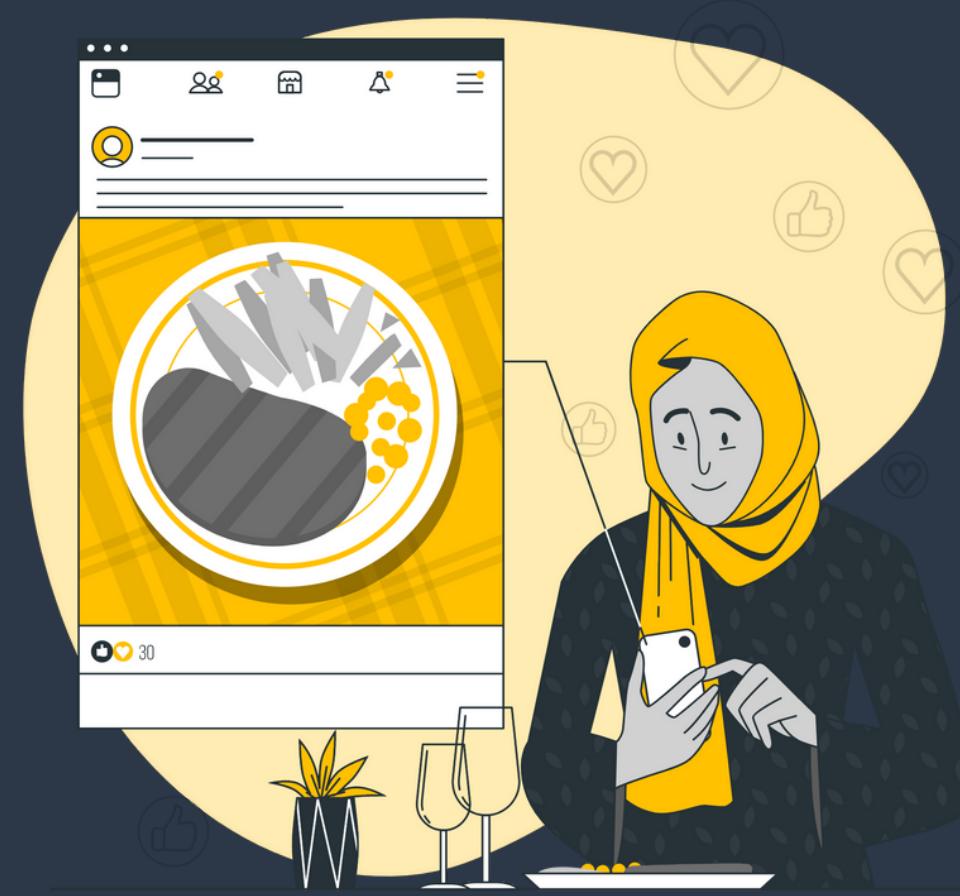
OUR MOST LOVED PRODUCT



Wine is the Most Purchased Product

Recommendations :

- Add wine variant
- Make bundling promo buy wine get glass



Meat is the Second Most Purchased Product

Recommendations :

- Get discount for more meat purchases
- Share informative recipe that use meat as ingredients

MOST ACTIVE GENERATION

GEN X



BABY BOOMER



Gen X Persona :

- Tech Aware
- Use tech only for communication

Recommendations :

- Create advertisement through Facebook or Whatsapp notifications.

Baby Boomer Persona:

- Tech Awkward
- Still using television to get information

Recommendations :

- Create advertisement on TV

OFFLINE STORE : MOST LOVED CHOICE

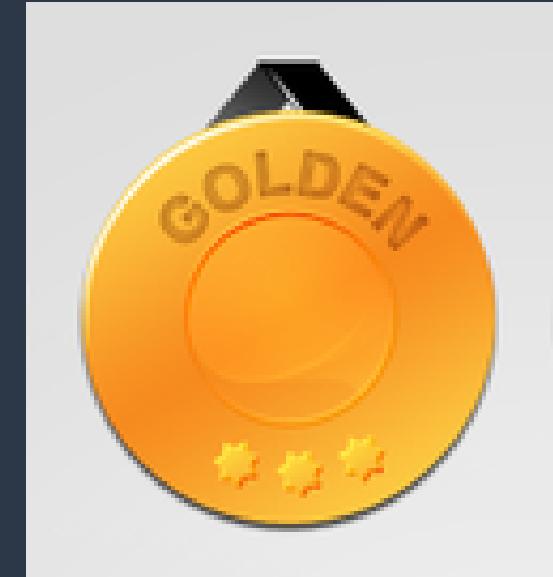


Offline Store is our MOST loved customer choice

Recommendations :

- Extend shop opening hours (08.00-22.00)
- Create infrastructure that's elder friendly

RECOMMENDATION BASED ON RFM ANALYSIS



- Customer that would most likely to churn in the future.
- One of the offer that we could give is get free product by referral others.
- Average customer
- Encourage this tier to be more active in shopping
- Offering deals like buy now pay later, 0% install plan payment
- Second priority customer
- Various benefits like discount, cashback.
- Main priority customer,
- Offer exclusive deal, benefit, and specialized treatment that only applies in this group.
- Platinum membership will be offered higher discount and cashback points, prioritize checkout cashier

APPENDICES

- Data
- Codes