

## Data visualisation and communication :

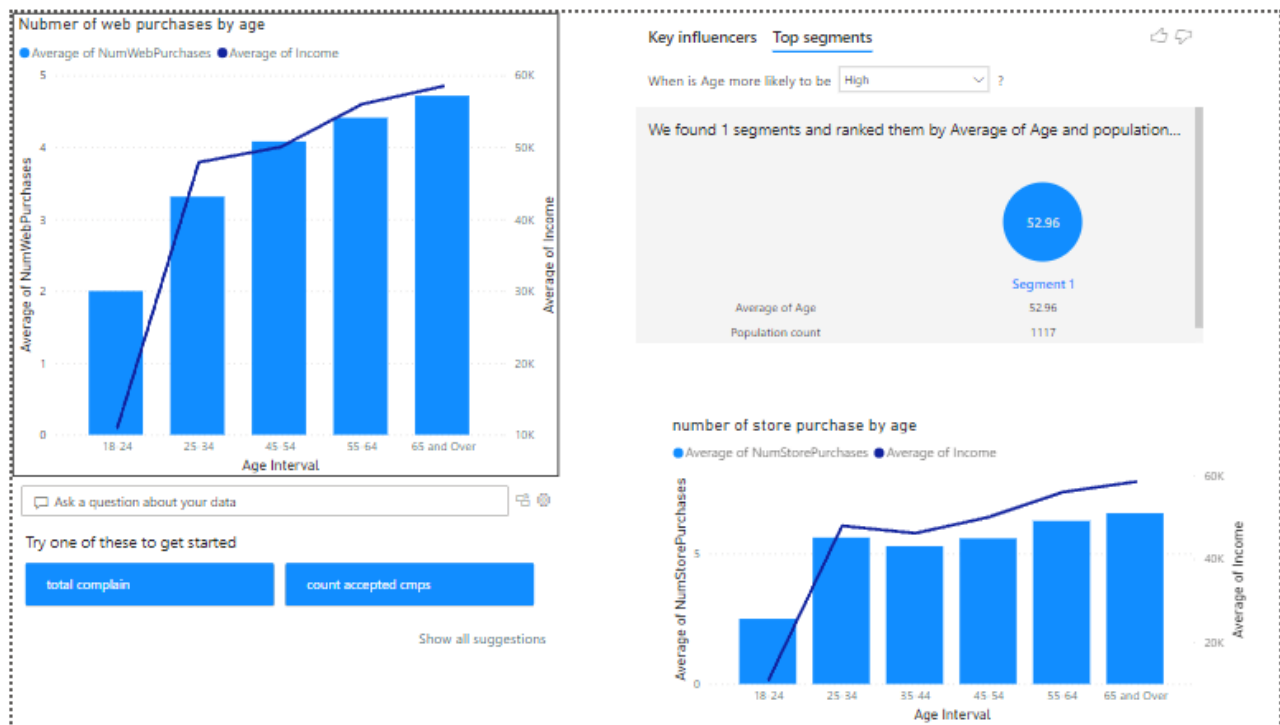
### Question :

"How can we create a targeted marketing campaign to maximize the effectiveness of our online and offline sales efforts, based on the average lower number of products purchased and age groups of our customers?"

### Methodology:

To address this question effectively, it is imperative to gain a comprehensive understanding of our customer segments and how our products are being purchased in physical stores. This involves the creation of various graphical representations. One set of graphs will facilitate a comparison of store purchases across different segments, shedding light on consumption patterns and preferences. Another set of graphs will dive deeper into these segments to identify which products resonate well with specific customer groups and which products exhibit weaker performance. This dual approach aims to provide actionable insights for targeted marketing and product optimization strategies.

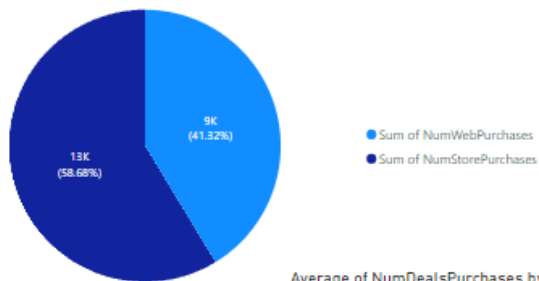
### **Title :Number of purchases in store and website by age and income using power Bi**



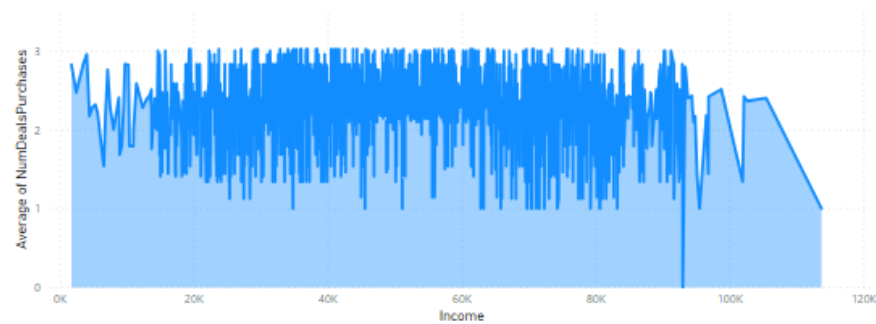
The graph illustrates a comparison of online and offline purchases segmented by age intervals and income. Notably, individuals in the 52-age bracket and above especially 65 emerge as the top consumers, boasting a substantial income of \$58,494.43.

## Title: Comparison between sales in store and in web

Number of purchase on store vs on web



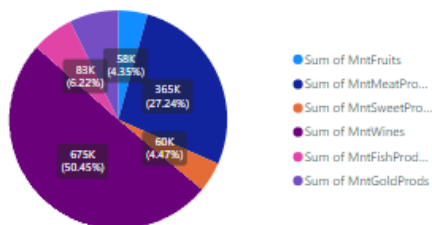
Average of NumDealsPurchases by Income



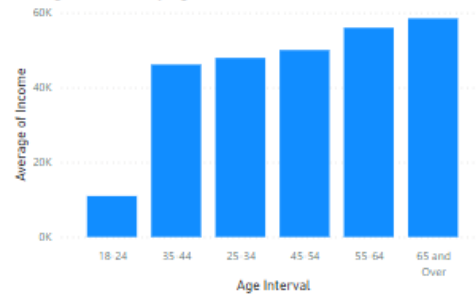
Most purchases, 58.68%, were made in physical stores, while online stores accounted for 41.31%. In total, store purchases exceeded web purchases by a margin of 17.36%.

## Title : The most purchased product by age , income and Education :

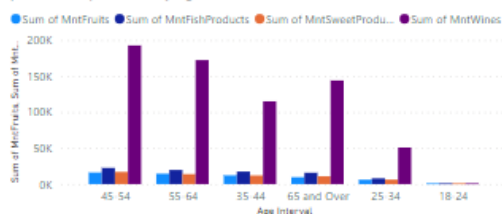
### the most purchased products



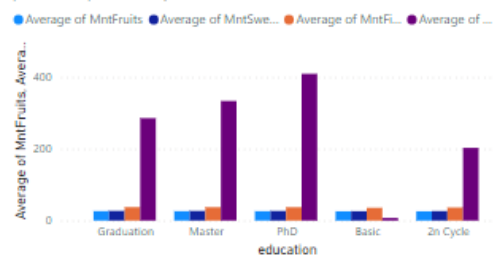
Average of Income by Age Interval



purchased products by age



purchasedproducts by education



Product	Graduation	Master	PHD	Basic	Second cycle
Sweet	27,16	27,02	26,97	26,25	26,59
Fruit	26,45	26,29	26,24	25,94	25,93
Fish	37,56	37,38	37,38	37,78	36,54
wine	285,80	333,79	409,87	7,24	202,76

Overall, the wine product demonstrates its highest performance among individuals with Ph.D. and master's degrees, particularly those falling within the age intervals of 45-54 and 55-64. Notably, individuals aged 65 and above, with an average income of \$58,494.43, exhibit a significant preference for wine consumption. In contrast, fruit products appear to have comparatively lower consumption among the same groups.

## Report summary

**Summary:** This report presents an overview of our sales performance, highlighting key customer segments and product categories. The analysis reveals opportunities to enhance our marketing strategies and boost sales.

### 1. Customer Segmentation:

- **Age Groups and Education:**
  - Wine products perform exceptionally well among individuals with Ph.D. and master's degrees, especially those aged 45-54 and 55-64.
  - Remarkably, individuals aged 65 and above, with an average income of \$58,494.43, exhibit a substantial preference for wine consumption.

### 2. Product Categories:

- **Wine Products:**
  - Wine products demonstrate strong performance among specific customer segments, reflecting potential for growth.
  - Given the consumption patterns, we recommend intensifying marketing efforts for wine products among customers aged 45-54 and 65+.
- **Fruit Products:**
  - Fruit products exhibit room for improvement, especially among the age group of 45-54 for their purchase capacity.
  - Customers aged 65 and above, with higher incomes, represent an opportunity for increased fruit product sales.

**Recommendations (Updated):**

- Launch a targeted marketing campaign to boost fruit product sales, especially among customers aged 45-54.
- Given the strong preference for wine products among certain customer segments, maintain and enhance marketing efforts for wine products.
- Leverage the opportunity presented by customers aged 65 and above, with higher incomes, by promoting both wine and fruit products in this segment.