

DATA ANALYSIS REPORT

- ▶ Increasing sales through targeted advertising.

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see money differently



Content

- **Product Popularity**
- **Customer Demographic**
- **Communication With Customers**
- **Action Plan**
- **Expected Outcome**
- **Conclusion**

1. Product Popularity

Product Breakdown:

- **UT**: 19 customers (top seller)
- **PROVIDENT**: 15 customers (2nd top seller)
- **RA**: 13 customers (moderate)
- **LA**: 3 customers (low traction)

Implications & Actions:

- **Focus on UT & Provident:** Allocate more than 70% of the ad budget to these high-demand products.
- **Reevaluate LA:** Investigate why sales are low (e.g., product relevance, pricing, awareness). Consider discontinuing or rebranding.
- **Cross-sell RA:** Bundle with top sellers (e.g., "Buy UT, get RA at 20% off").



Table 1: Count of the products sold.

Count of Product	
Row Labels	Count of Product
LA	3
Provident	15
RA	13
UT	19
Grand Total	50

2. Customer Demographics

Table 2: Customer Gender and Average Age

Row Labels	Average of Age	Count of Gender
Female	46	25
Male	37	25
Grand Total	42	50

Gender Split:

- **Older female audience** - 25 female customers (average age 46).
- **Younger male audience** - 25 male customers (average age 37).



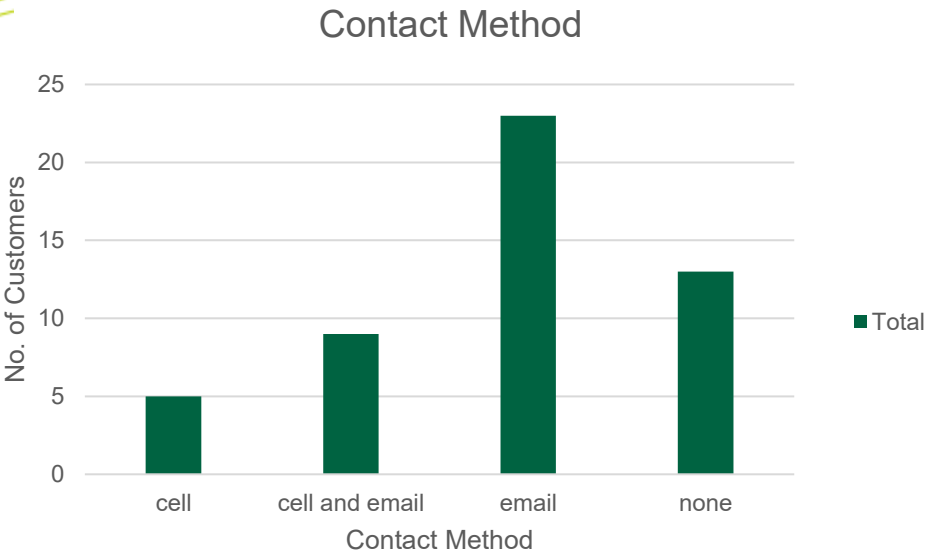
3. Communication With Customers



Figure 1: Means of contact

Key Insights:

- **Email dominates:** Highest reach (23/50 customers), effective across ages (avg. 39).
- **Cell + Email:** Appeals to younger customers (avg. 36).
- **Cell-only:** Reaches older niche (avg. 59).
- **"None" group:** 13 customers purchased without contact (avg. 44).



Actions to Improve Outreach:

- **Prioritise email:** Main channel for all age groups. Use personalised subject lines and promotions.
- **Use Cell + Email for under 40s:** Leverage SMS for flash sales or app notifications.
- **Target older customers via phone:** Older customers (cell only, avg. age 59) may respond to direct SMS or calls.
- **Engage the "None" group:** 13 Customers have no listed contact method. Consider using in-store promotions or loyalty programs to collect or update contact information.

Table 3: Contact Method and Average Age

Row Labels	Average of Age	Count of Contact Method
cell	59	5
cell and email	36	9
email	39	23
none	44	13
Grand Total	42	50

4. Action Plan

- 1 Reevaluate LA-3, investigate why sales are low.
- 2 Cross-sell RA, bundle RA with top sellers.
- 3 Launch personalised email campaigns for the 23 email-only customers.
- 4 Use multi-channel (email + SMS) blitzes for the 9 reachable by both.
- 5 Design specialised outreach (like phone/SMS offers) for the 5 cell-only customers, focusing on higher age products.
- 6 Develop strategies to capture contact information for the “no contact” group, perhaps offering incentives during checkout or launching a re-engagement email campaign with incentives (e.g., "We miss you—here's 15% off).

5. Expected Outcome:

- Higher conversion rates by matching products/channels to customer profiles.
- Increased sales of UT/ PROVIDENT through focused ads.
- Better retention of older customers via phone engagement.
- Growth in the "None" segment by converting them into contacted customers.

Final Tip: Track campaign metrics (click-through rates, conversions per channel) to refine tactics quarterly.

In Conclusion:

By leveraging demographic and channel preferences, the company should segment its audience and personalise campaigns. This targeted approach will boost relevance, engagement, and ultimately, sales.



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