OPTIMIZING MOTORBIKE SALES THROUGH TARGETED ADVERTISING
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Business Problem

A motorbike company wants to increase sales by targeting the right audience with segmented marketing strategies. Their current campaigns are underperforming, as they are spending too much on broad outreach with little return. They want to understand the profiles of both existing customers and leads so they can identify high-potential audience segments and allocate their marketing budget more effectively.

Key Business Questions

1. Are there specific regions where motorbike sales are higher, and what's unique about those buyers?
2. Which customer demographics (like income, education, occupation, commute distance, number of children) are most likely to buy motorbikes?
3. What customer segment offers the greatest opportunity for growth, and how should the company target them?

Dataset Overview

The dataset includes the following variables:
- Purchase (yes/no)
- Age
- Gender
- Marital Status
- Education
- Occupation
- Income
- Homeownership
- Number of Children
- Number of Cars
- Commute Distance

Deliverables

A data-driven report and dashboard, with clear insights and recommendations on who the company should target and how.

ANALYSIS AND FINDINGS

The objective of this analysis is to identify the product's customer profiles in order to address the business challenge of broad advertising spend with low sales returns. The data will be analyzed by region, as provided, to profile customers within each geographic area. This will support the development of targeted marketing strategies tailored to the three regions: North America, Europe, and the Pacific.

While this analysis provides valuable insights based on demographic and behavioral variables, it does not include psychographic data such as customer interests, attitudes, lifestyle, or values. These factors often play a significant role in purchase decisions and brand alignment, particularly in emotionally driven or identity-based products like motorbikes. As a result, the recommendations derived here lack messaging and positioning.

Another limitation of this dataset is the absence of any time-related information, which restricts the ability to analyze seasonal trends, customer purchase frequency, or identify repeat buyers over time.

Important terminology clarification: Leads refer to all individuals who expressed interest in the product and provided sufficient personal details to enter the company's system as potential clients, but did not complete the purchase. Customers refer to those who have completed the purchase. Interested individuals or interested people refer to both leads and customers. Core customer profiles refer to profiles with high interest and high conversion rates. Potential customer profiles refer to profiles with high interest but low conversion rates.

## Regional Trends in Motorbike Purchase Behavior

North America has the largest share of interested individuals and closed sales, 51% and 46%, respectively. However, it shows a purchase rate of 43%, meaning that 57% of potential sales did not close. This may suggest that, while there is a significant number of interested individuals, there are barriers preventing many from completing their purchases.

Europe represents around 31% of global sales, and half of the interested individuals are lost sales, indicating another region with strong customer potential but underperformance in closed sales.

The Pacific region accounts for around 23% of global sales, the smallest share, but stands out with the highest purchase rate at 60%. This may indicate strong sales performance despite limited lead outreach.

In summary,

- North America: Highest outreach, but lowest purchase rate of 43%.
- Europe: Moderate outreach, with a purchase rate of around 50%.
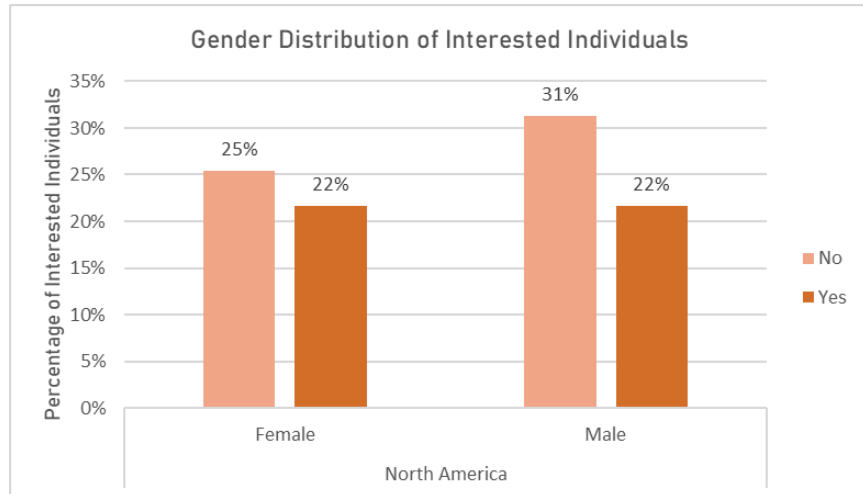- Pacific: Lowest outreach, but highest purchase rate of 60%.

Purchase Decision Across Regions
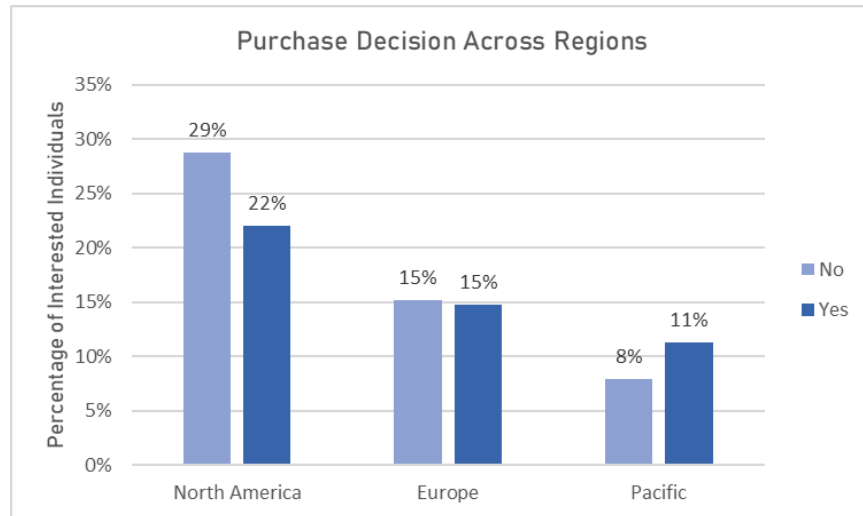
Customer Profiles by Region: Socio-Demographic Characteristics
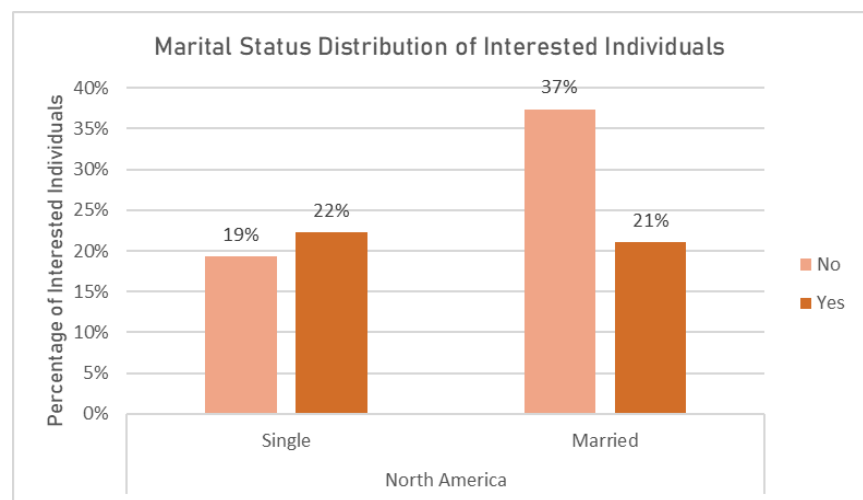
<u>North America Region</u>

The majority of the interested individuals are between 30 and 59 years old, with the highest purchase rate observed in the 30–39 age group. This may indicate that while the number of interested people is higher among those aged 40–49, younger adults in their 30s are more likely to complete the purchase. Additionally, adults aged 50–59 make up 20% of those interested, with more leads than customers, indicating they may be a promising segment for targeted marketing efforts.

Age Distribution of Interested Individuals
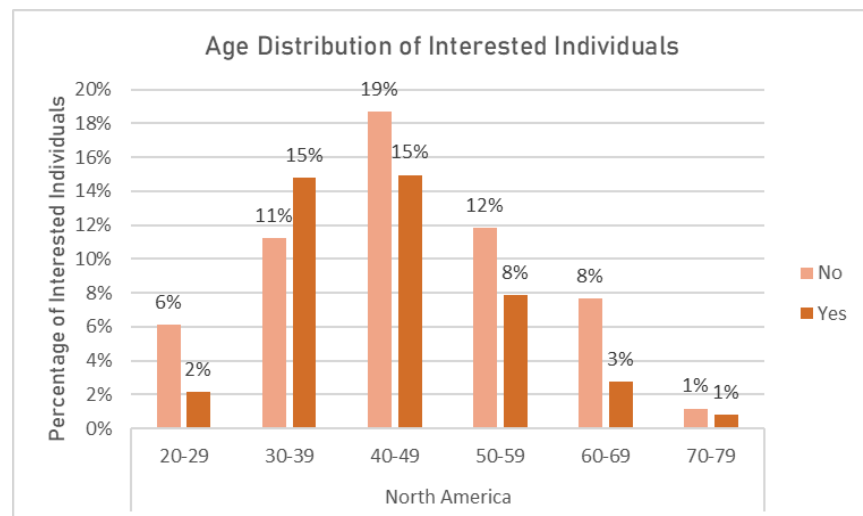
The number of customers is the same in both genders, but men show a higher number of leads. This may suggest that women are more likely to complete a purchase despite men demonstrating greater interest.

Gender Distribution of Interested Individuals

Percentage of Interested Individuals

- Female: No 25%, Yes 22%
- Male: No 31%, Yes 22%

North America

Legend: No, Yes

The married segment shows a higher number of leads, but purchase amounts are similar across both married and single segments. This may suggest that singles may be more likely to complete a purchase, while something may be preventing married from following through.

Marital Status Distribution of Interested Individuals

Percentage of Interested Individuals

- Single: No 19%, Yes 22%
- Married: No 37%, Yes 21%

North America

Legend: No, Yes

The education variable shows that the number of interested individuals and purchase rates increase with higher education levels, peaking at the bachelor's degree level. Both metrics decline slightly among those with graduate degrees.

**Education Level Distribution of Interested Individuals**
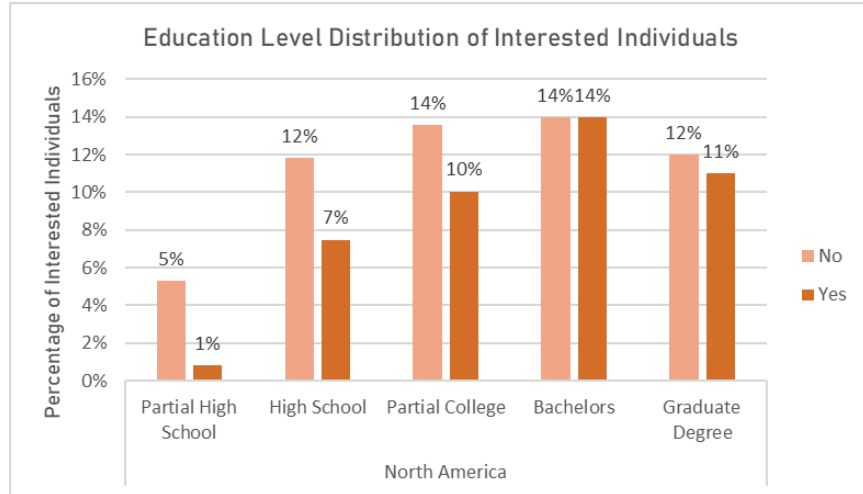
The occupation variable reveals that skilled manual and professional occupations account for the majority of the interested individuals. While the skilled manual roles segment have stronger presence, those in professional occupations have a higher purchase rate, over 50% completed a purchase. Individuals in management roles make up 21% of the total, with only a third following through with a purchase. Nevertheless, they remain a promising segment for targeted marketing efforts.

**Occupation Distribution of Interested Individuals**
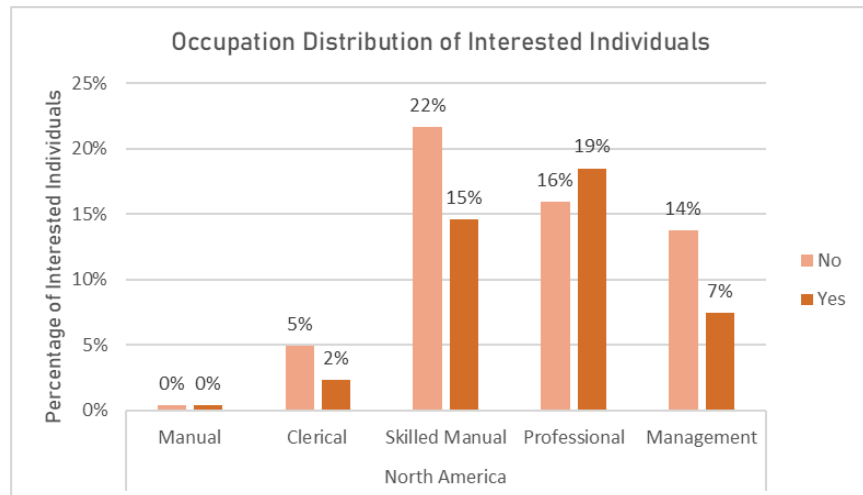
It is immediately clear that nearly all interested individuals fall within the middle-income brackets. The highest number of interested people comes from the middle-income group, accounting for 53%, followed by the lower-middle-income group at 23%, and the upper-middle-income group at 18%.

Income Level Distribution of Interested Individuals
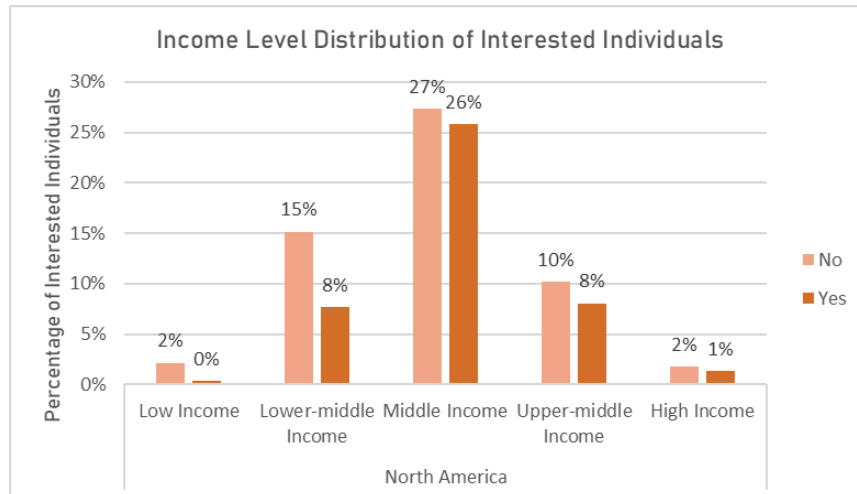
The "number of children" variable may not offer meaningful insights, as it shows no clear or consistent pattern in relation to customer or lead behavior. Interested individuals with one child have the highest purchase rate at 61%, yet they rank fourth in overall interest, just ahead of those with three children. In contrast, interested individuals with no children, two children, or four children, accounting for 23%, 21% and 17% of the interested group, respectively, show a higher number of leads than customers.

Number of Children Distribution of Interested Individuals
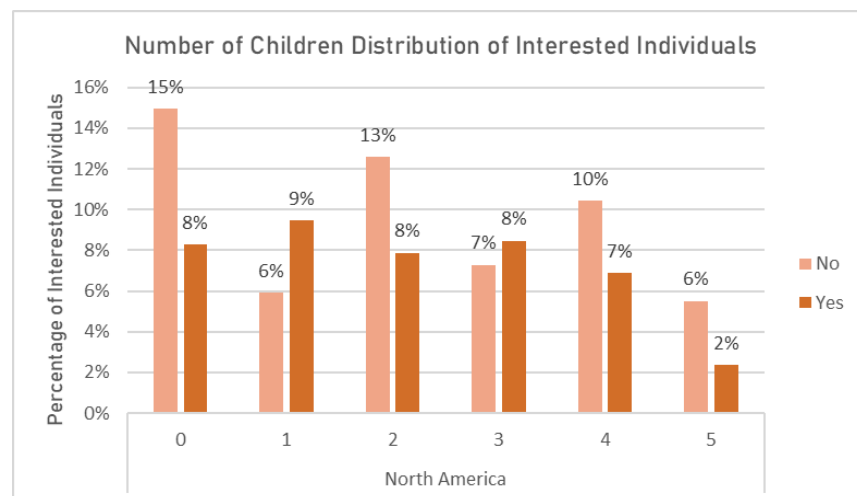
In this graph we observe that the greatest number of interested individuals and purchases come from homeowners. Non-homeowners also represent an important, though smaller, segment, comprising 27% of the total.

Homeownership Distribution of Interested Individuals

North America
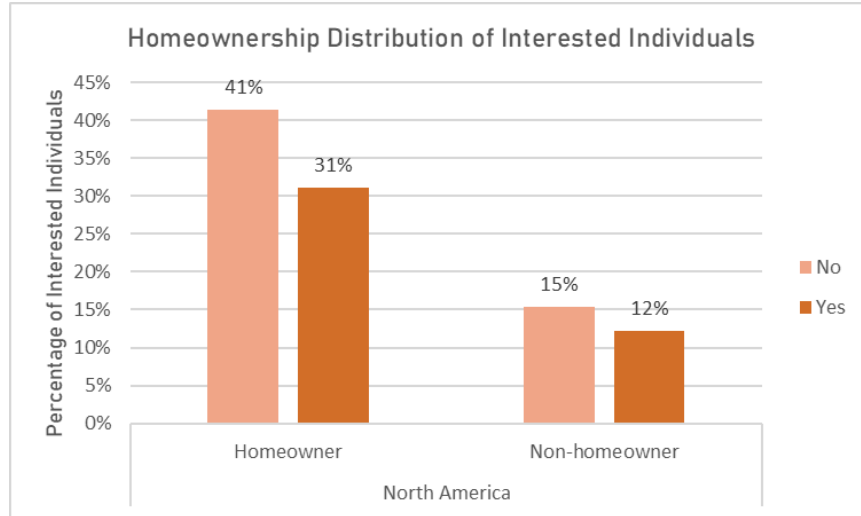
The highest number of interested individuals is found among those who own two cars, accounting for 43% of the total. However, their purchase rate drops to 35%. This group is followed by individuals with one car, who represent 25% of the total and have a higher purchase rate of 52%. Those without a car show similar behavior to one-car owners in terms of interest and conversion.

**Car Ownership Distribution of Interested Individuals**

North America
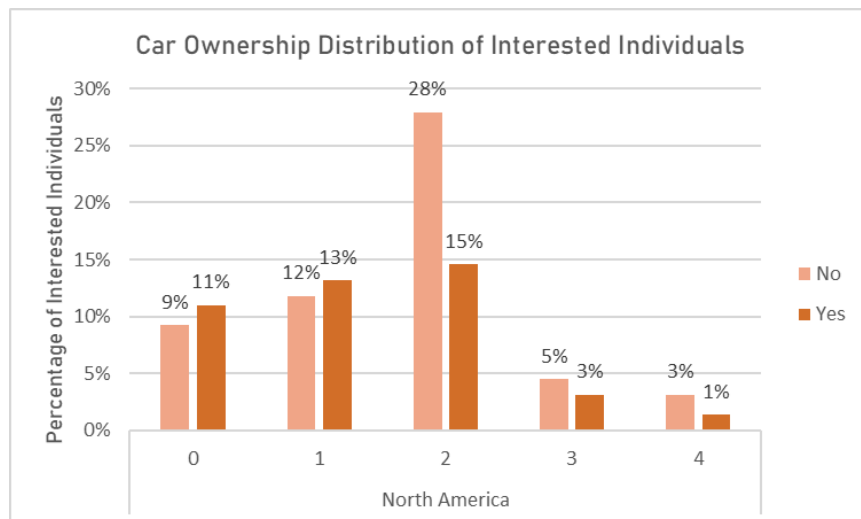
The segments of commute distance between 0 and 10 miles show a similar number of interested individuals, but the highest purchase rate is among those who travel 2–5 miles, and it is the only segment with a higher number of customers than leads. Followed by the 0–1 mile, 1–2 mile, and 5–10 mile segments, this may suggest that the motorbike is primarily used for short to moderate commute distances.

Commute Distance Distribution of Interested Individuals — North America
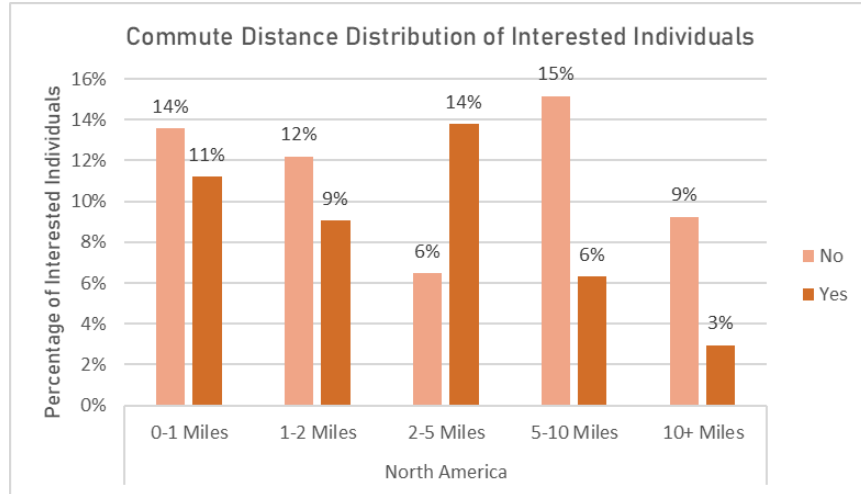
So far we found that all variables, with the possible exception of the "number of children" variable, might be key customer profile drivers in North America. To better understand and define the customer profiles, all variables are being cross-referenced to identify patterns and refine customer segmentation.

In the following charts, percentages are calculated based only on the segments shown in the chart. Segments that do not play a significant role in defining the customer profile have been excluded for clarity and relevance.

An analysis of marital status by age reveals that the single segments show a lower number of interested individuals but significantly higher purchase rates within the 30–69 age range. In contrast, the number of married individuals is higher but has lower purchase rates in the same age group. This may suggest that singles align more closely with the buyer profile, while married display strong interest but may encounter barriers that prevent purchase completion.

Marital Status & Age Distribution of Interested Individuals — North America
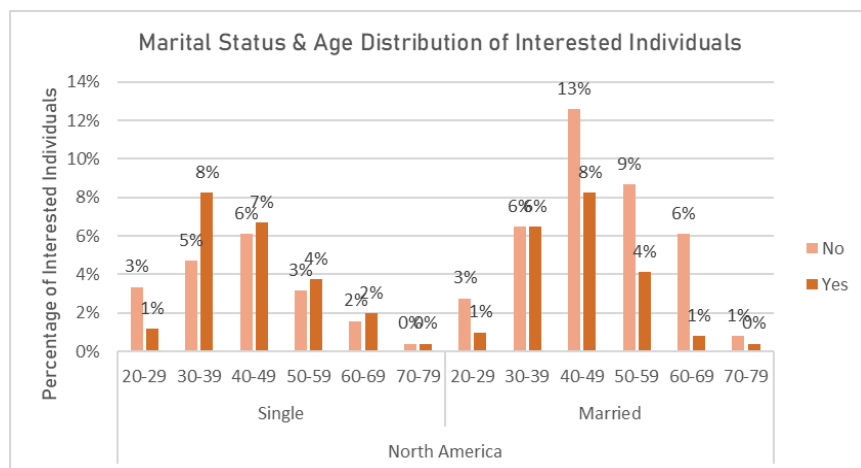
The analysis of gender and marital status reveals a similar number of customers across all four segments. However, the number of leads is higher among the married, particularly married men. Once again, single individuals are more likely to follow through with a purchase.

Gender & Marital Status Distribution of Interested Individuals
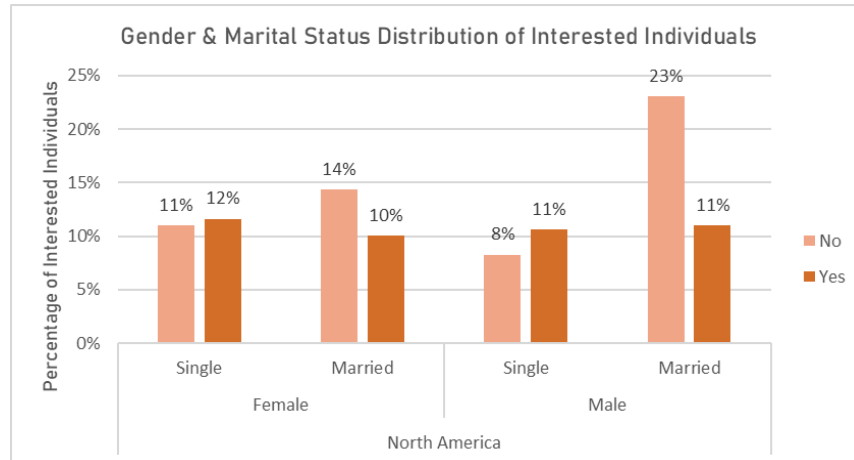
By combining marital status, gender, and age, the chart reveals two valuable customer profiles to target.

The core customer profile to target is singles aged 30–39, both men and women. They represent the most efficient and responsive buyer segment, demonstrating a strong balance between the number of interested individuals and purchase rates.

Additionally, married men aged 40–49 present an opportunity. While they show a high number of interested individuals, their purchase rate is lower. This may suggest that they could be persuaded to purchase with the right messaging, offers, or by addressing barriers in the customer journey.


Marital Status, Gender & Age Distribution of Interested Individuals
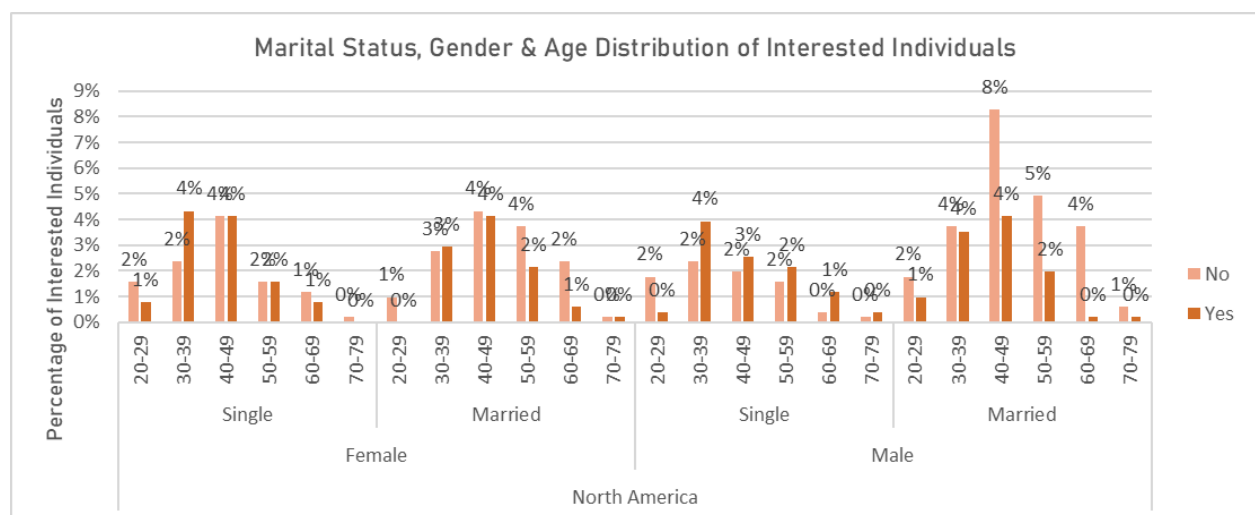
Analyzing income in relation to age, gender and marital status reveals that the typical interested individual falls within the middle-income range.

Income, Gender & Age Distribution of Interested Individuals
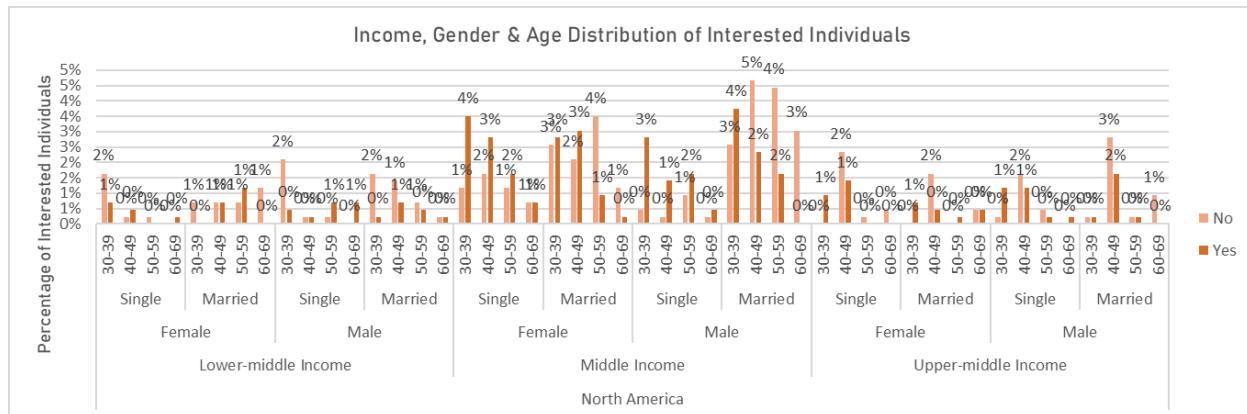
Homeownership shows that the majority of interested individuals are homeowners. However, the purchase rate within the core customer profile of single men and women aged 30–39, which also stands out the most in this chart, is higher among non-homeowners, at around 80%, compared to approximately 50% among homeowners.

In contrast, the potential customer profile of married men aged 40–49 is predominantly composed of homeowners. The highest bar in the chart belongs to this segment, representing 10% of the total interested individuals within the segments present in the chart, highlighting it as a strong potential target for tailored marketing messages.

Homeownership, Gender & Age Distribution of Interested Individuals
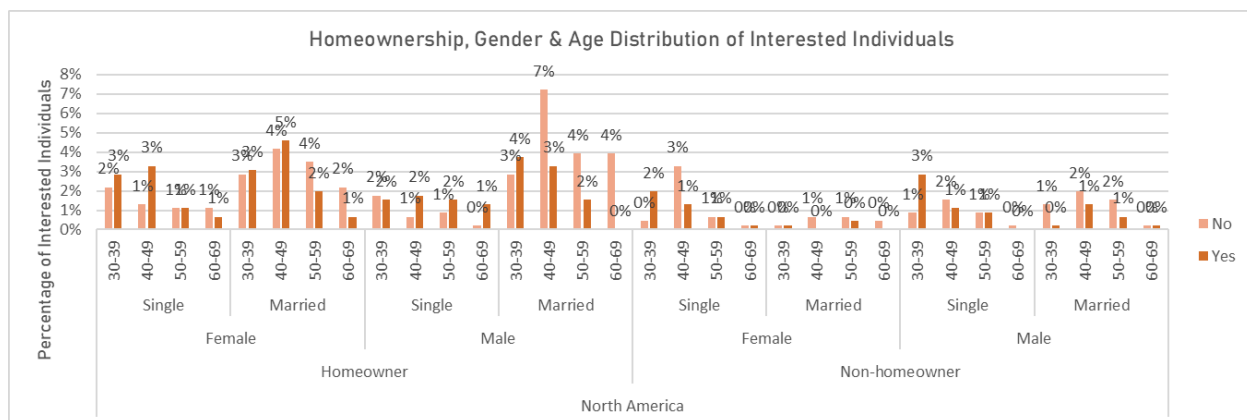
Cross-referencing education, gender, marital status, and age indicates that the majority of interested individuals, specially customers, hold either a Bachelor's or Graduate degree, with purchase rates of approximately 83% and 76%, respectively.

When examining the potential segments in the chart, there is a strong alignment with the previously identified potential profile, married men aged 40–49 with partial college education or a Bachelor's degree. This group accounts for 11% of the individuals within the segments present in the chart.

Education, Gender & Age Distribution of Interested Individuals
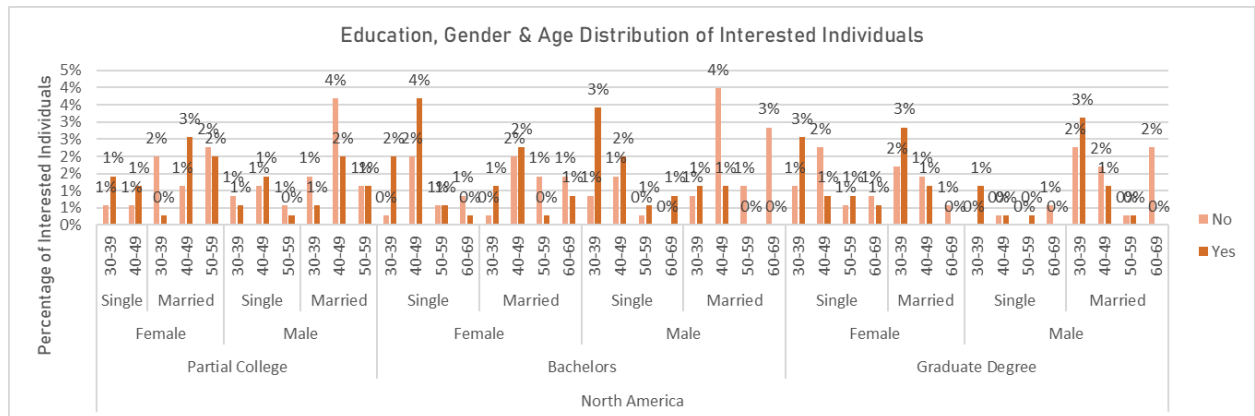
The occupation variable, along with age, gender, and marital status shows that the majority of the interested individuals have either skilled manual or professional occupations.

The chart illustrates that the core customer profile typically has a professional occupation, with a purchase rate of 89%. Meanwhile, the potential customer profile is well represented in both occupation types, accounting for 16% of the total individuals within the segments present in the chart.


Occupation, Gender & Age Distribution of Interested Individuals
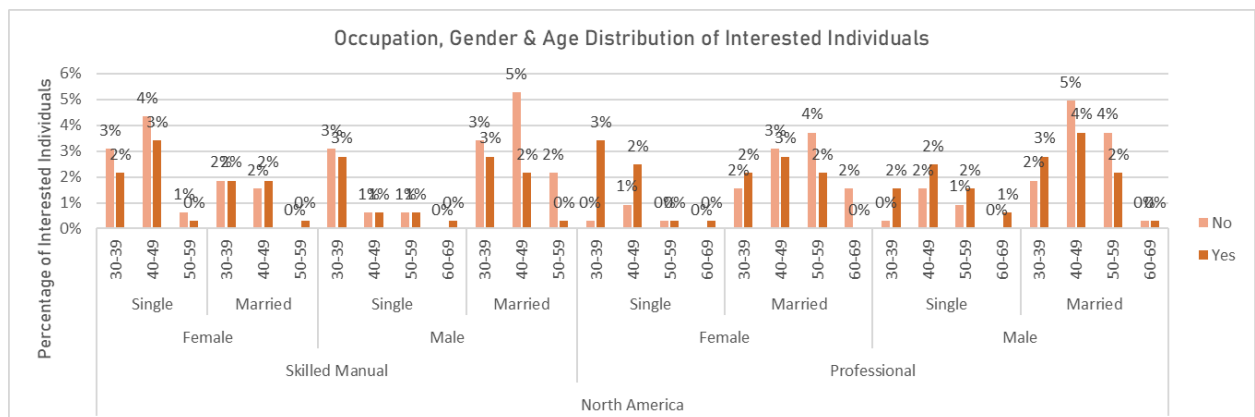
Analyzing the "number of children" variable alongside age, gender, and marital status once again confirms that this factor does not offer a distinguishing characteristic of the customer profiles, as the chart does not display a consistent behavioral pattern.

Number of Children, Gender & Age Distribution of Interested Individuals
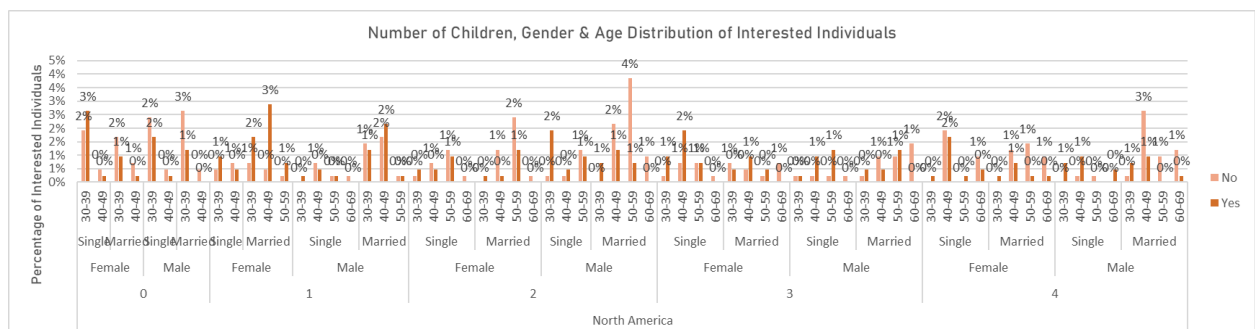
The number of cars, along with age, gender, and marital status reveals that the core customer profile, single men and women aged 30–39, tend to have either no car or one car, with each segment showing a 75% purchase rate.

In contrast, potential target segments typically own two or more cars, as clearly seen in the chart, with the presence of these profiles being strongest in the two-car segment.
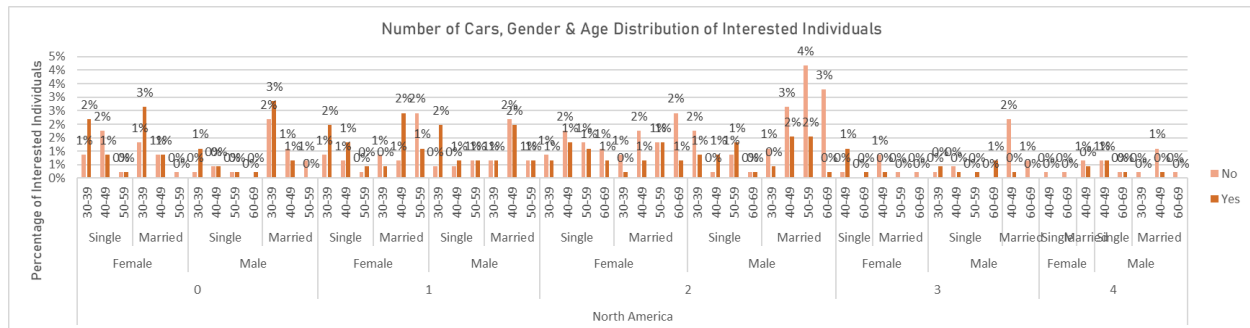
The commute distance variable reveals that most of the interested individuals have either a very short or short commute, ranging from 0 to 5 miles.

Those in the core customer profile display similar purchase rates across three distance segments: 0–1 miles with an 81% purchase rate, 1–2 miles with 69%, and 2–5 miles with 83%.

Those in the potential customer profile predominantly have a very short commute of 0–1 miles, representing 7% of the total within the segments present in the chart.
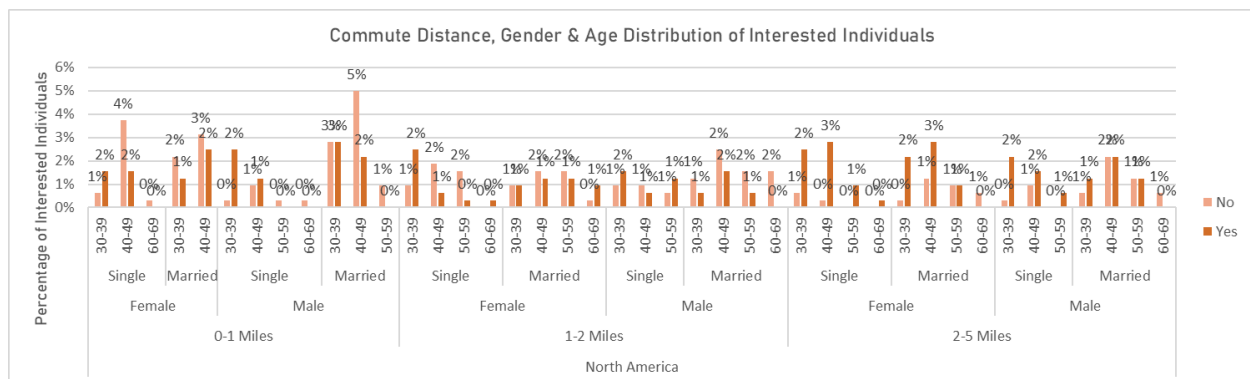
Further cross-referencing the key foundational variables (age, gender, and marital status) with additional factors, such as homeownership and education, homeownership and occupation, number of cars and occupation, number of cars and commute distance, and occupation and commute distance, confirmed the consistency of the identified core customer profile and the potential customer profile. No significant deviations or new patterns emerged, reinforcing the strength of the initial insights.

In conclusion, the analysis reveals two customer profiles in North America, each offering strong potential for increased sales through targeted marketing strategies:

- Core customer profile: Young Urban Professionals

    This group consists of single men and women aged 30–39 with middle incomes. They are typically non-homeowners, although some are homeowners, and most hold a bachelor's or master's degree. They work in professional occupations, own either no car or one car, and have very short to short commute distances ranging from 0 to 5 miles. This group shows a high likelihood to purchase.

- Potential customer profile: Established Married Men

    This profile is made up of married men aged 40–49 with middle incomes. They are typically homeowners, have completed some college or hold a bachelor's degree, and work in skilled manual or professional occupations. They usually own two or more cars and have very short commute distances of 0 to 1 mile. While this segment shows a high number of interested individuals, their purchase rates remain low, suggesting potential for targeted strategies to increase sales.


Europe Region

    In the Europe region, the primary customer age segment is 30 to 39 years old, accounting for 39% of interested individuals and a purchase rate of 62%. The second-largest group comprises individuals aged 40 to 49, who represent 28% of the total but have a lower purchase rate of 47%. The third segment includes those aged 50 to 59, with 17% of the total and a purchase rate of 41%.

    These figures suggest that the people most likely to purchase are individuals in early middle adulthood, often referred to as established adults.
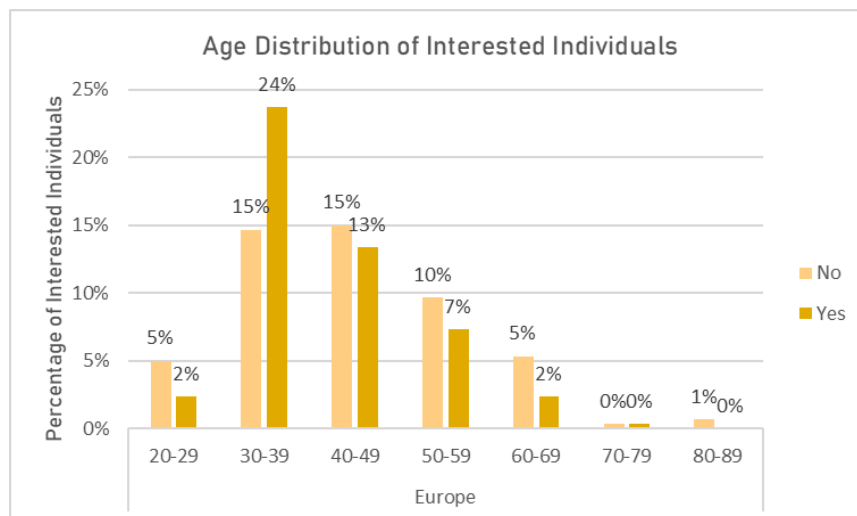
    The number of interested individuals in the women segment is ten percentage points higher than that of men, 55% and 45%, respectively. But the purchase rate is nearly identical for both genders, around 49%, as seen in the chart.

Gender Distribution of Interested Individuals
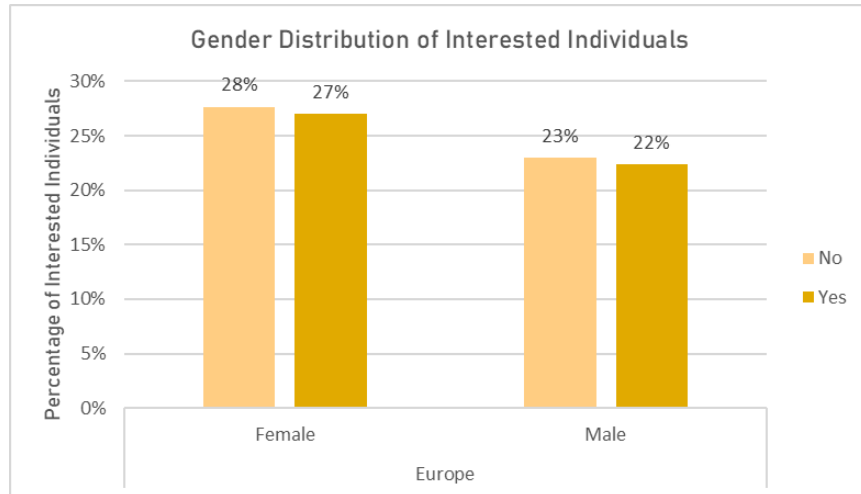
Marital status does not appear to be a significant differentiator in the customer profile. Although the bars height in the chart suggest some variation, the actual percentages differ by only one to two percentage points, maybe indicating that both single and married individuals are represented almost equally among customers.

Marital Status Distribution of Interested Individuals
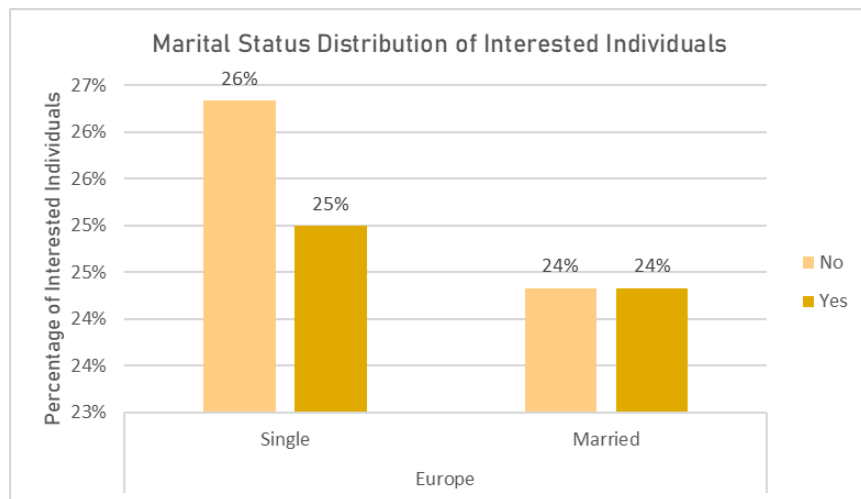
The chart shows that the education variable is an important factor in defining the customer profile. Interested individuals with a Bachelor's or Graduate degree exhibit the highest purchase rates, 62% and 67%, respectively, and they represent 26% and 12% of the total interested.

Meanwhile, the largest share of interested individuals comes from customers with partial college education, representing 32% of the total, but with more leads than customers, a lower purchase rate of 40%.

This may indicate that while the majority of interested individuals have some college education, higher educational attainment correlates with stronger purchase rates.
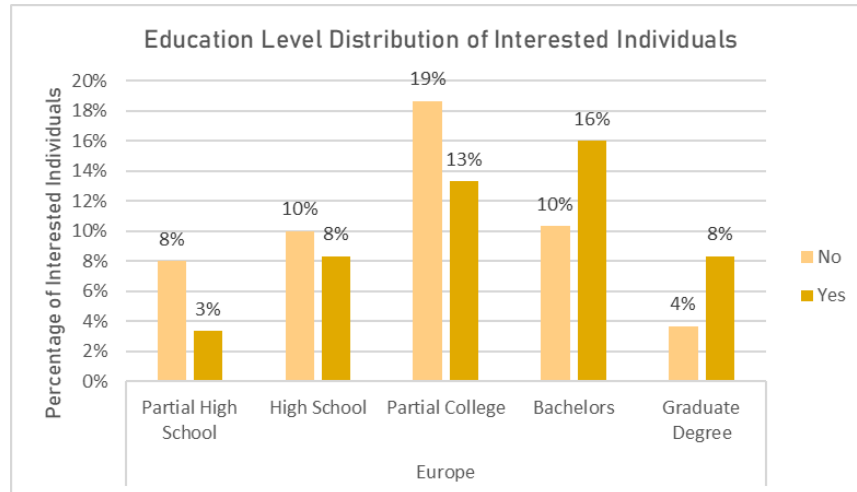
The occupation category clearly highlights two main job types within the interested individuals. The clerical occupations segment stands out with the highest number of customers at 21%, the largest share of those interested at 38%, and the strongest purchase rate at around 55%.

In contrast, the manual occupations segment, while representing 34% of the total interested individuals, shows a lower purchase rate of around 41%.

Additionally, customers in skilled manual and professional occupations, though smaller in number, exhibit high purchase rates of around 60%, suggesting possible core customer profiles.
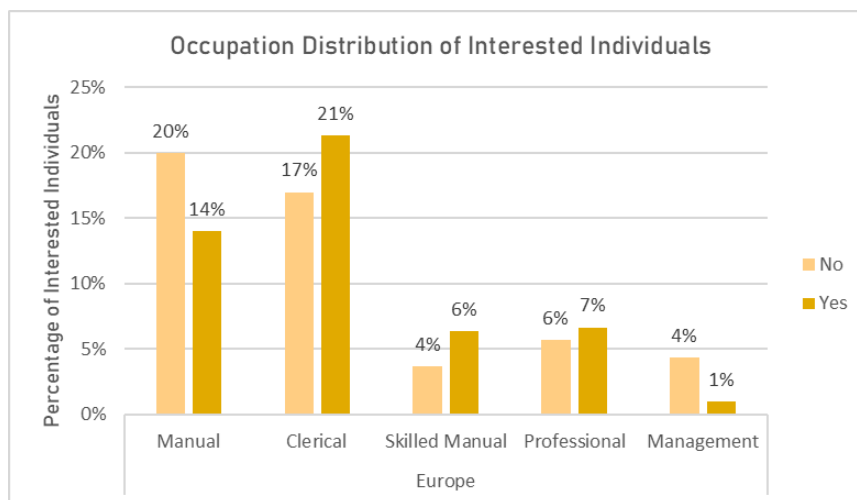

The analysis of interested individuals' income reveals that the most likely to purchase are those in the lower-middle income segment, who make up 46% of the total and have a purchase rate of 61%.

The low-income segment represents a potential target profile, accounting for 35% of the total but with a lower purchase rate of 37%.

These insights suggest that the typical customer falls within the lower-income brackets.

**Income Level Distribution of Interested Individuals**
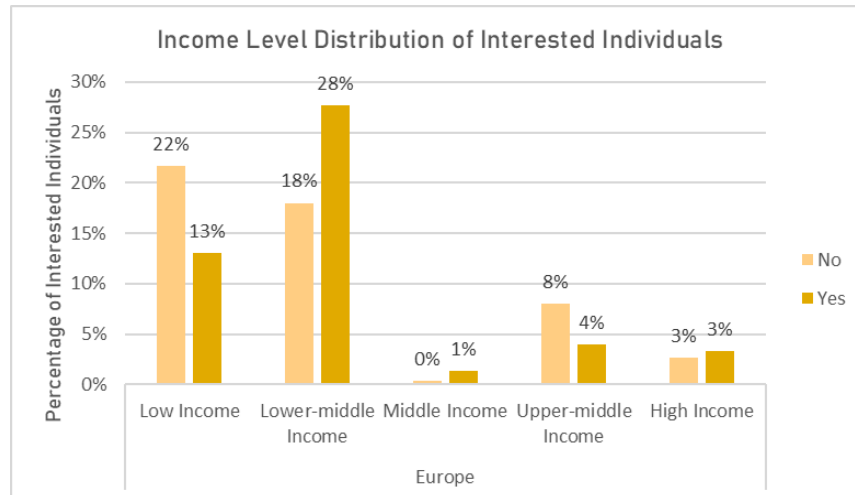
Homeowners represent a clear majority, accounting for 65% of the interested individuals and showing the highest purchase rate at 51%. However, non-homeowners still make up a significant segment, comprising one-third of total customers, albeit with a lower purchase rate of 46%. Given this, the impact of homeownership will be further analyzed to better understand its relevance within each customer profile.

Homeownership Distribution of Interested Individuals
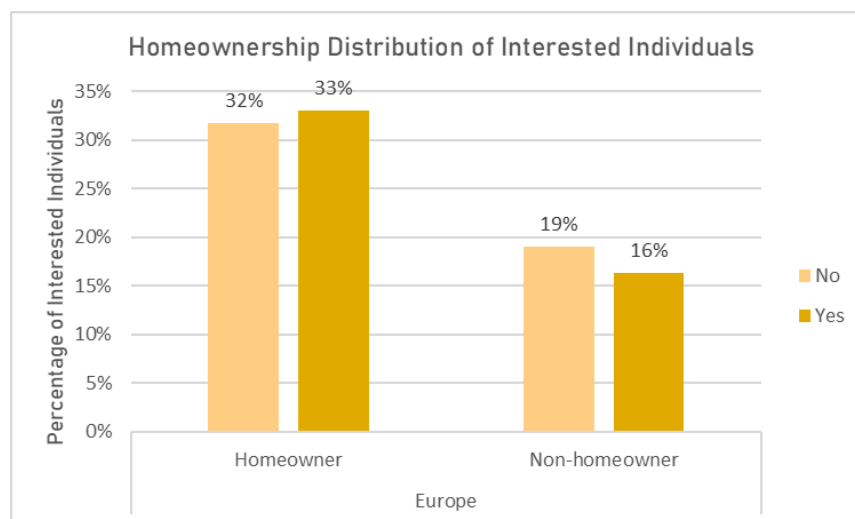
There is a clear trend of a higher number of interested individuals, 33% of the total, and a stronger purchase rate of 58%, among those without children.

In contrast, both the number of interested individuals and purchase rates decline as the number of children increases. There is a slight exception to this pattern among customers with three or four children, but overall, the downward trend holds.

Number of Children Distribution of Interested Individuals
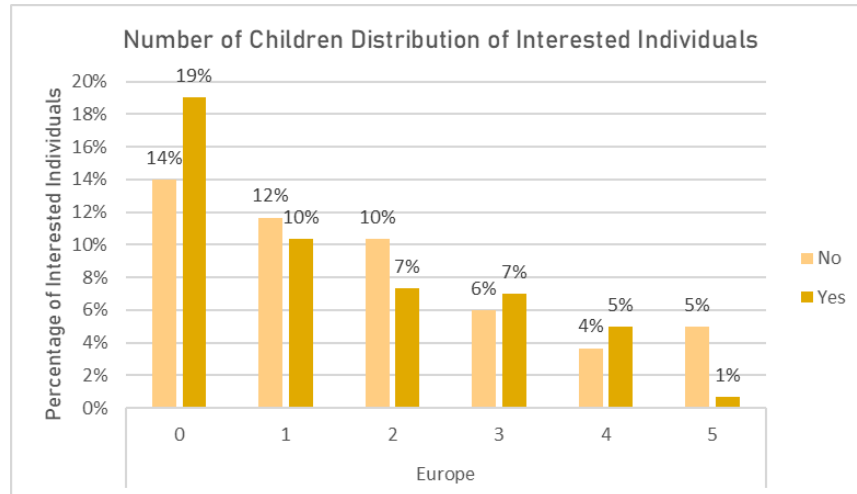
Analysis of the "number of cars" variable reveals that one-quarter of all interested individuals purchased the motorbike without owning a car, with this segment showing a strong purchase rate of 61%.

Among customers who own one car, approximately one-third of the total number of interested individuals, the purchase rate drops to around 50%.
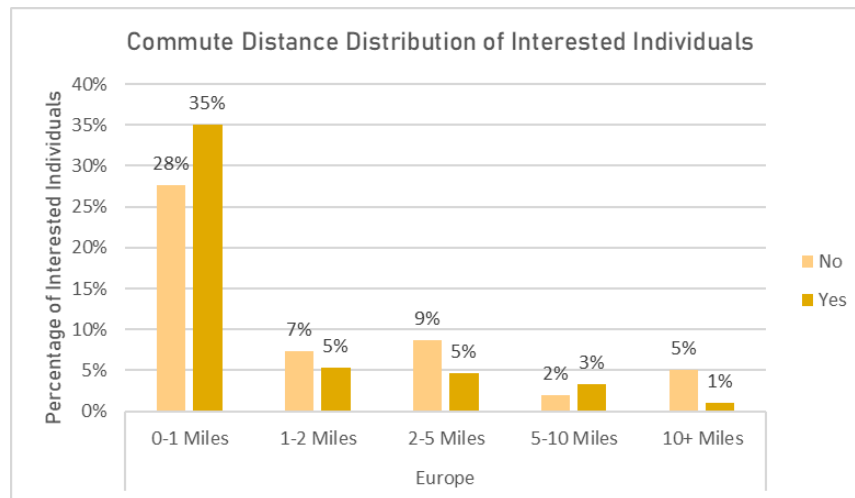
A notable segment consists of those interested who own two cars, representing about one-fifth of total but with a significantly lower purchase rate of just 27%, suggesting a possible potential customer profile.

Car Ownership Distribution of Interested Individuals
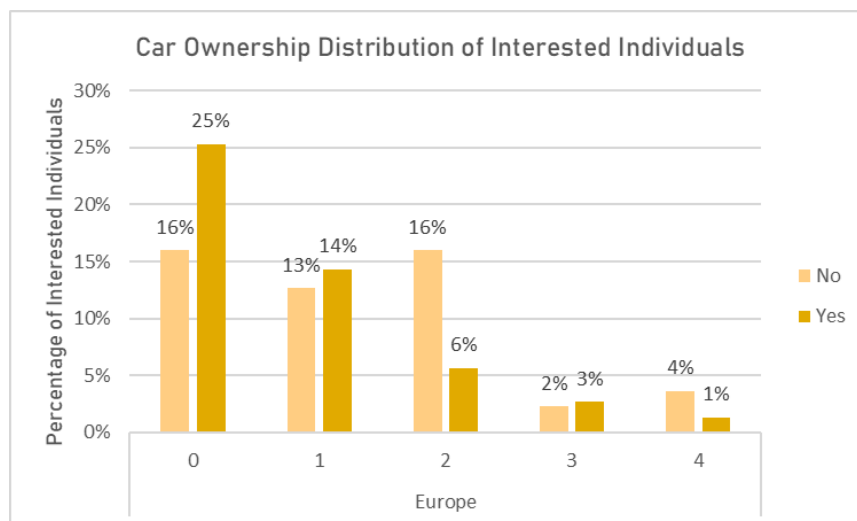
The segment most likely to purchase consists of those with a very short commute of 0–1 miles. This group shows a 56% of purchase rate and accounts for 63% of the total interested individuals, highlighting their strong potential and responsiveness.

As commute distance increases, both the number of interested individuals and purchase rates experience a sharp and significant decline. Those with longer than 1 mile commutes

represent a clear opportunity for targeted marketing strategies. Tailored messaging that emphasizes the product's convenience, relevance, or utility during longer commutes could help boost interest and reposition the offering as a valuable solution for these travel scenarios.

Commute Distance Distribution of Interested Individuals

Commute Distance	No	Yes
0-1 Miles	28%	35%
1-2 Miles	7%	5%
2-5 Miles	9%	5%
5-10 Miles	2%	3%
10+ Miles	5%	1%

Y-axis: Percentage of Interested Individuals; X-axis: Europe

So far, this region appears to exhibit two types of customer profiles, core customer profiles that are most likely to complete a purchase, and potential customer profiles characterized by high numbers of interested individuals but lower purchase rates. Cross-referencing variables will help to further identify and refine these profiles within the region.

In the following charts, percentages are calculated based only on the segments shown in the chart. Segments that do not play a significant role in defining the customer profile have been excluded for clarity and relevance.

Cross-referencing the variables of age and gender reinforces that women show slightly higher numbers of interested individuals and purchase rates, though both segments show similar trends overall.

Gender & Age Distribution of Interested Individuals
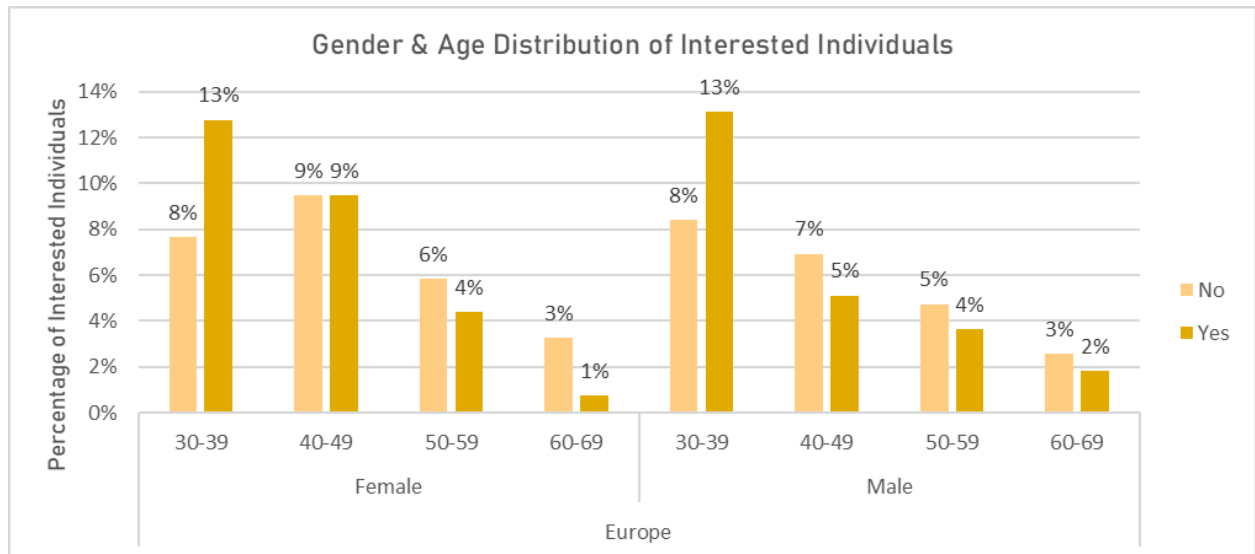
Adding the marital status variable reveals that the segments most likely to convert are single men aged 30-39 and married women aged 30-39.

In contrast, the potential target profile within the 40-59 age brackets appears only in the married women segment, while in the single men segment, it is limited to the 40-49 age group.

Marital Status, Gender & Age Distribution of Interested Individuals
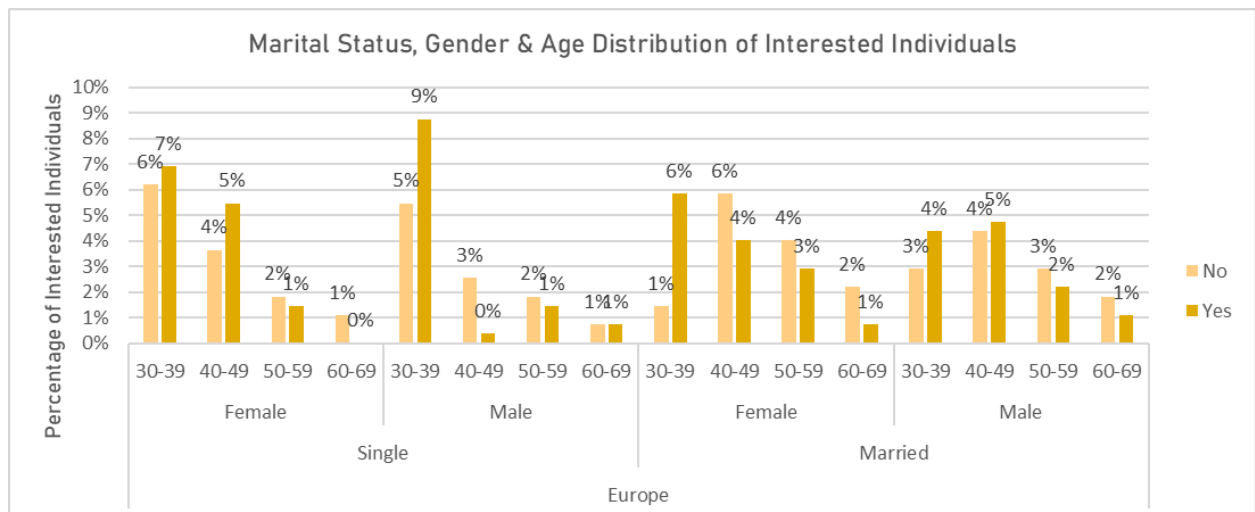
When adding the education variable to the foundational demographic variables (gender, age, and marital status), clearer patterns emerge regarding purchase likelihood. The Bachelor's segment stands out prominently across all groups, particularly among married women aged 30-39, who display the highest purchase rate within their segment.

The Graduate Degree segment also shows relatively strong purchase behavior, though with lower overall contribution, particularly within the married women and single men aged 30-39 segments.
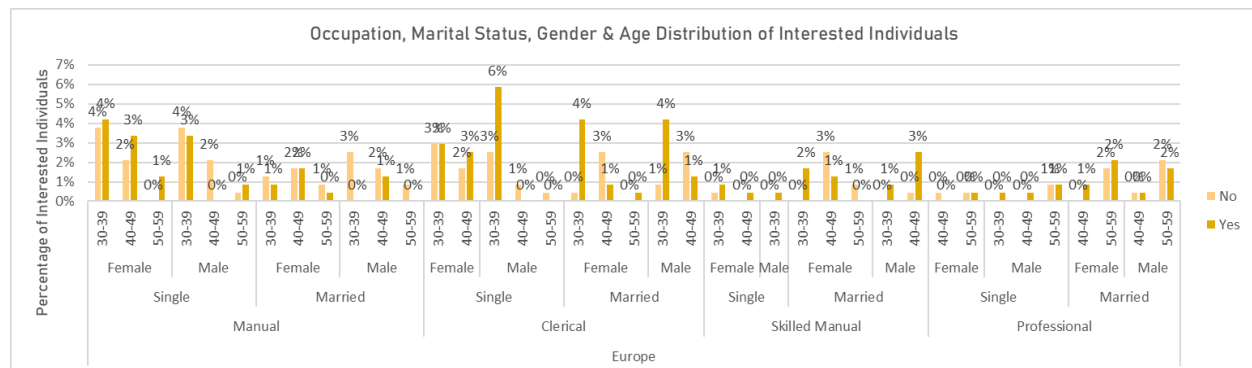
In contrast, the potential customer profile presents a more fragmented and inconsistent pattern, not following the same trends identified earlier. In this graph, a possible target, defined as segments with relatively low purchase rates, is observed among single women aged 30-49 and married men aged 40-59.

This inconsistency may suggest that further analysis of additional variables may provide deeper insights into this potential target profile.
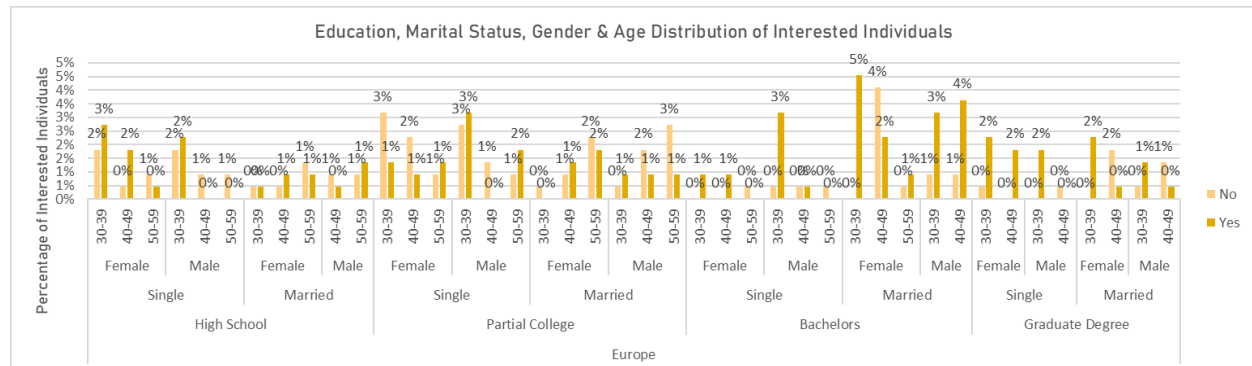

Analyzing the occupation variable alongside age, gender, and marital status reveals that the core customer segments appear most prominently within the clerical occupation group. This time, married men join the profile, refining the key segments to married men and women aged 30-39 and single men aged 30-39.

Potential target profiles are clearly present within the manual occupation segment, particularly among married men aged 30-39 and single men aged 40-49.


Analyzing the customers' income levels, the pattern of the main core customer profile appears again within the lower-middle income segment, further refining and confirming the ideal customer profile for this region.

The potential target profiles are observed within the low-income segment, including married men aged 30-49, and single men aged 40-49.

Income, Marital Status, Gender & Age Distribution of Interested Individuals
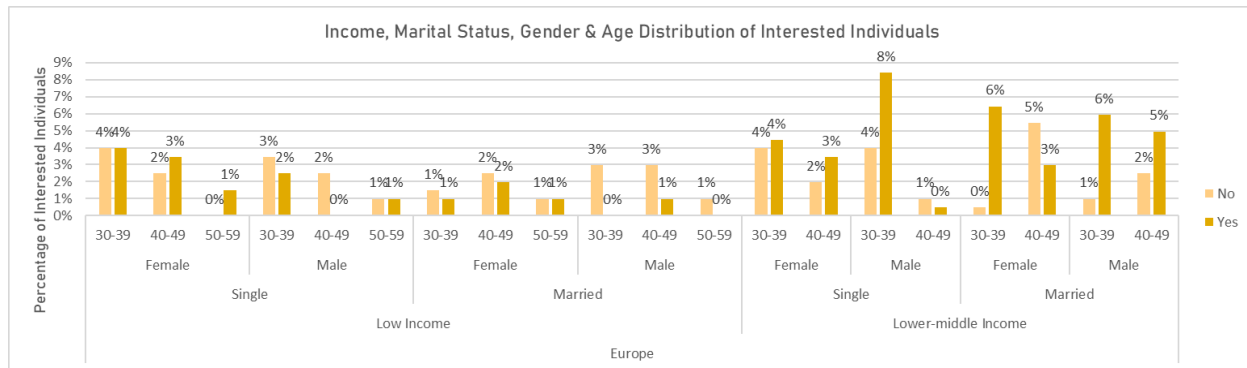
Homeowners make up the interested individuals base for the motorbike, with the core customer profiles found within this group. Non-homeowners show strong purchasing behavior only within the segment of singles in their 30s.

A potential target profile emerges among single men homeowners aged 40–49.

Homeownership, Marital Status, Gender & Age Distribution of Interested Individuals
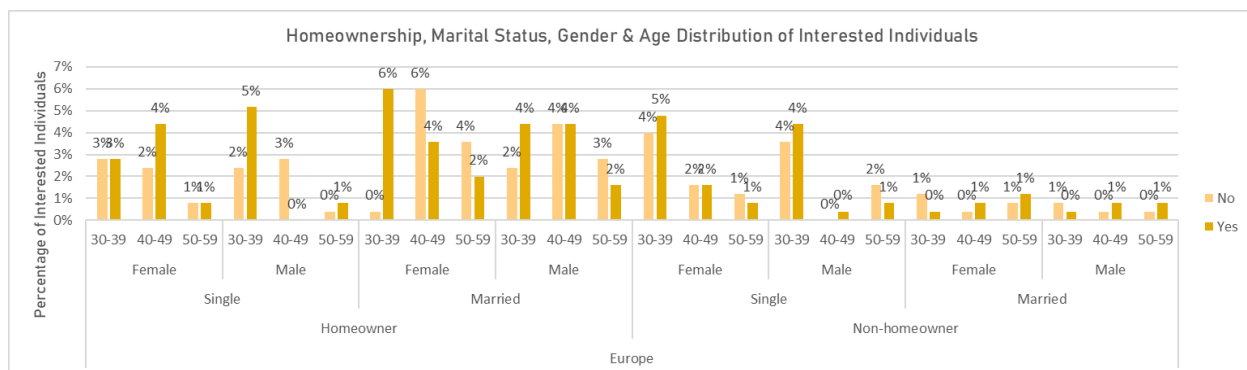
Those without children show a higher number of interested individuals and are more likely to purchase the motorbike, with the highest purchase rates found in the previously identified key segments.

A potential target group with high interest but low purchase rates is married women aged 40-49 with one child.

Number of Children, Marital Status, Gender & Age Distribution of Interested Individuals
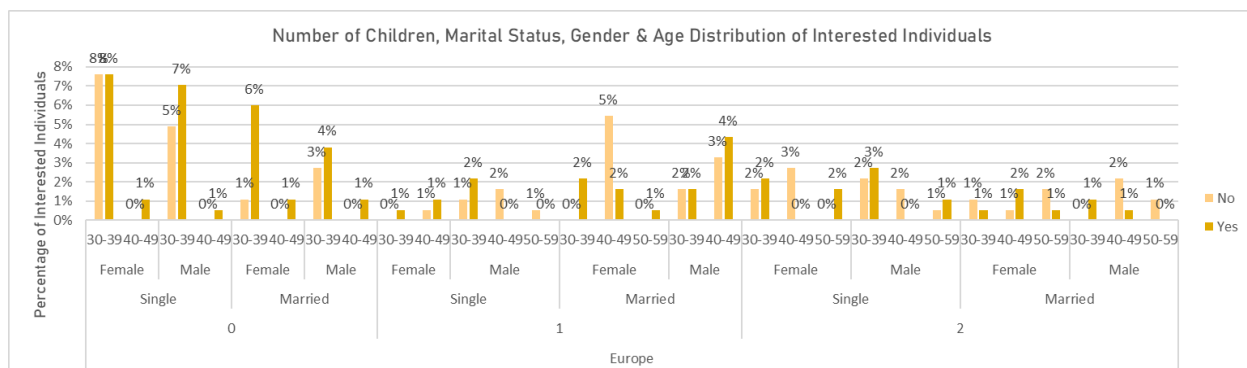
In this region, the number of cars appears to be negatively correlated with both purchasing behavior and number of interested individuals. The core customer segment is primarily composed of individuals without a car, followed by those who own one car.

The segments most likely to purchase remain consistent with previous findings, married men and women aged 30–39 and single men aged 30–39. This chart shows that these groups typically do not own a car.

A segment showing high interest but a relatively low purchase rate is identified among married women aged 40-49 without a car. Beyond this group, no other clearly defined potential target segments emerge.
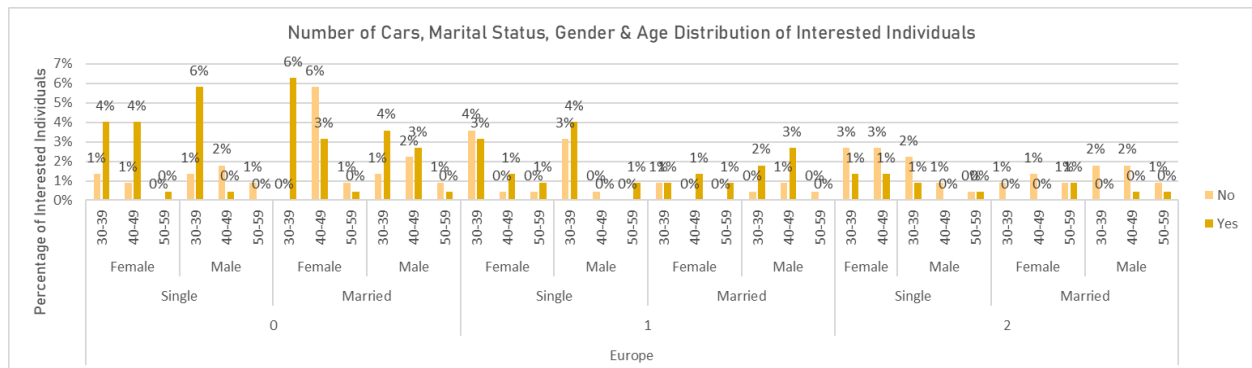
Customers with very short commutes, 0–1 miles, represent the strongest purchasing segments, particularly individuals in their 30s and 40s. This group consistently shows higher purchasing rates and makes up a significant portion of the interested individuals.

The most likely-to-purchase profiles remain consistent with previous findings, married men and women aged 30-39, single men aged 30-39.

A potential target profile is observed among married women aged 40-49 within the same short commute distance. While this group demonstrates some purchasing behavior, its conversion is lower compared to the leading segments, indicating an opportunity for targeted strategies.
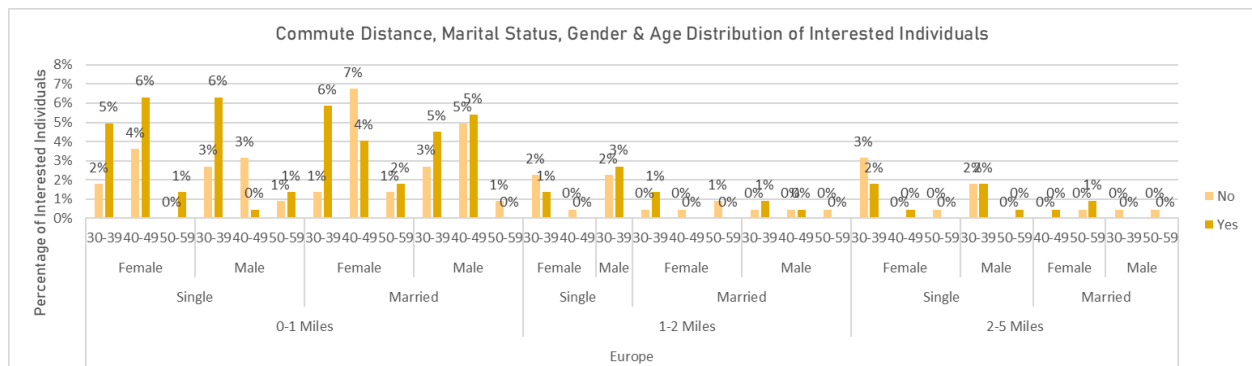
Throughout the analysis, it became clear which customer profiles are most likely to complete a purchase and therefore represent the most valuable targets for tailored messaging.

Further cross-referencing the key foundational variables (age, gender, and marital status) with additional factors such as education and occupation, occupation and income, number of children and income, homeownership and number of children, number of cars and income, and number of cars and commute distance confirmed the consistency of the two core customer profiles identified. No significant deviations or new patterns emerged, reinforcing the strength of the initial insights.

Unlike these most likely-to-purchase customer profiles, or core customer profiles, the identified potential customer profile does not show the same level of clarity or consistency. Some general characteristics emerge when analyzing this group, but these traits do not remain consistent when more variables are added. Therefore, instead of representing a single, well-defined target audience, this group is better viewed more broadly, focusing on a few key differentiators.

In conclusion, Europe reveals two core customer profiles with strong purchase rates, along with a broader potential customer profile that shows promise for increased sales through targeted marketing strategies.

- Core customer profiles:

  - Young Urban Singles
  This profile consists of single men aged 30–39, most of whom hold a bachelor's degree, with some having completed graduate studies. They typically work in clerical occupations and fall into the lower-middle income bracket. While most are homeowners, some non-homeowners also make purchases. They generally have no children, no car, and a very short commute distance of 0–1 miles. This group shows a strong likelihood of purchasing, making them an important target for tailored marketing.

  - Dual-Income Starters
  This profile includes married men and women aged 30–39, predominantly with a bachelor's degree and some holding graduate degrees. They are commonly employed in clerical occupations and belong to the lower-middle income segment. They are typically homeowners, have no children, no car, and a very short commute distance of 0–1 miles. This group consistently shows high purchase rates and represents a valuable customer segment.

- Potential customer profile: Settled Working-Class

  This profile consists of single men and married women aged 40–49 who tend to have a high school or partial college education and work in manual occupations. They generally fall into the low-income bracket and are typically homeowners.

Pacific Region

In the Pacific region, the number of interested individuals varies significantly by age group, with the 30-39 and 40-49 brackets comprising nearly 60% of the total. The 30-39 segment is particularly valuable due to its size and solid 61% purchase rate.

Notably, the 20-29 and 50-59 groups, though smaller in size, display exceptionally high purchase rates, 90% and 67%, respectively, suggesting highly motivated buyers.

The 60-69 segment represents 12% of those interested, with a lower purchase rate of 42%.
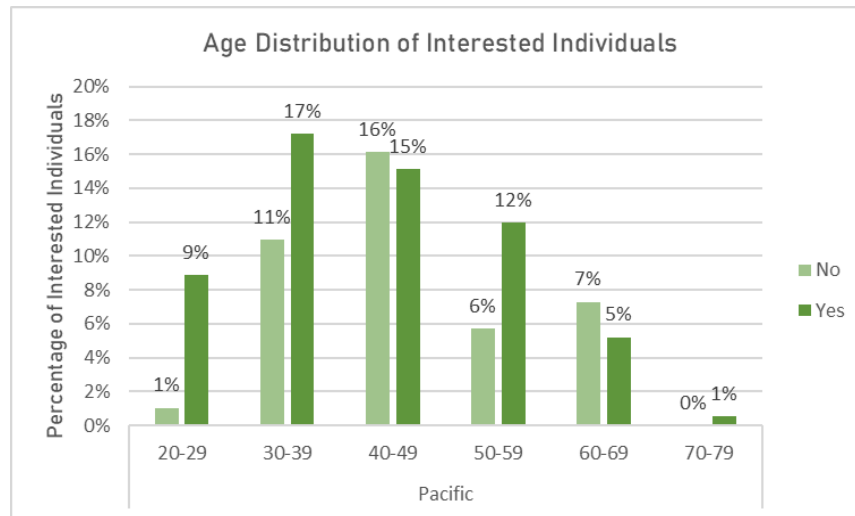
Interested individuals in the men segment represent a slightly larger share at 55%. While the majority of interested individuals in both groups are customers, men had a higher conversion rate at 62%, compared to 56% for women.

This may suggest that although the number of interested individuals is relatively balanced between genders, men are more likely to convert into purchasers in this region.
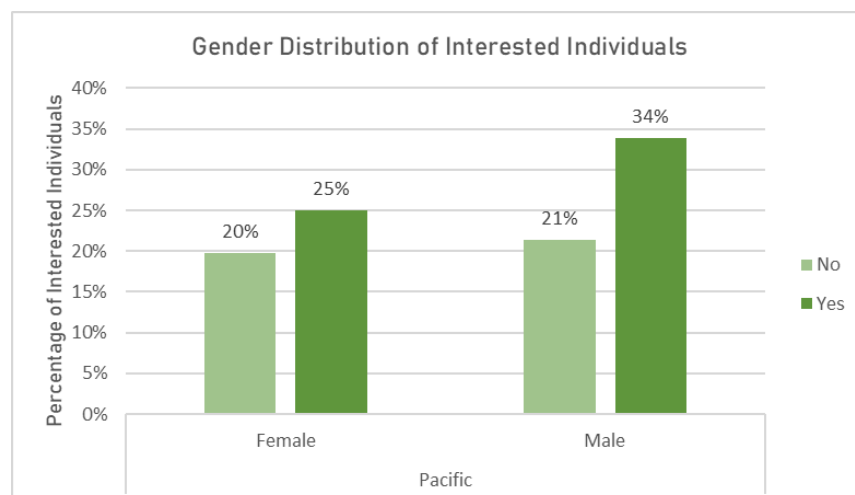
Each of the segments, singles and married, represents 50% of the interested individuals, but their purchase rates differ. Singles have a higher purchase rate of 64%, while married purchase at a lower rate of 54%.

Marital Status Distribution of Interested Individuals
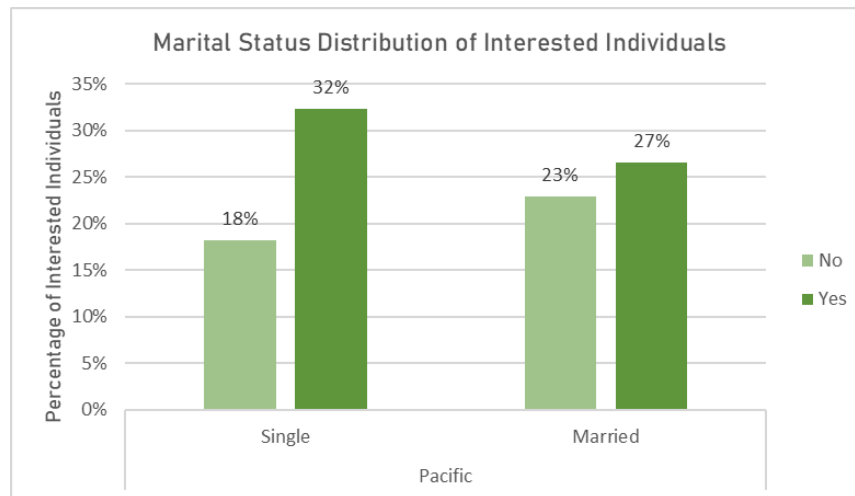
The education category reveals that the segment with the highest number of interested individuals consists of those holding a Bachelor's degree, with a purchase rate of 59%. They are followed by individuals who did not complete their college studies, accounting for 26% of the total and showing a purchase rate of 58%.

This may suggest that the core customer profile is primarily made up of individuals who have either completed a college education or have some level of college experience.

Interested individuals holding a high school diploma or a graduate degree exhibit similar behavior, each accounting for approximately 12% of the total and purchase rates of 63%.

Education Level Distribution of Interested Individuals
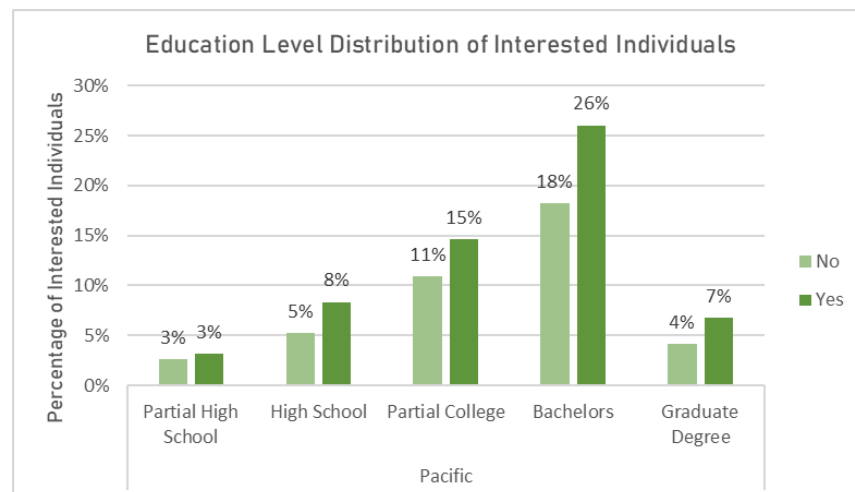
The largest proportion of interested individuals hold professional or management positions, representing 60% of the total, with purchase rates of 56% and 65%, respectively. They are followed by those with skilled manual jobs, who make up 21% of the total and have a

purchase rate of 52%. Clerical workers represent 13% of customers, with 46% completing a purchase.

Interestingly, those in manual occupations account for only 7% of customers but have the highest purchase rate at 86%. Overall, it appears that all the occupation groups listed have a high likelihood to purchase.

Occupation Distribution of Interested Individuals
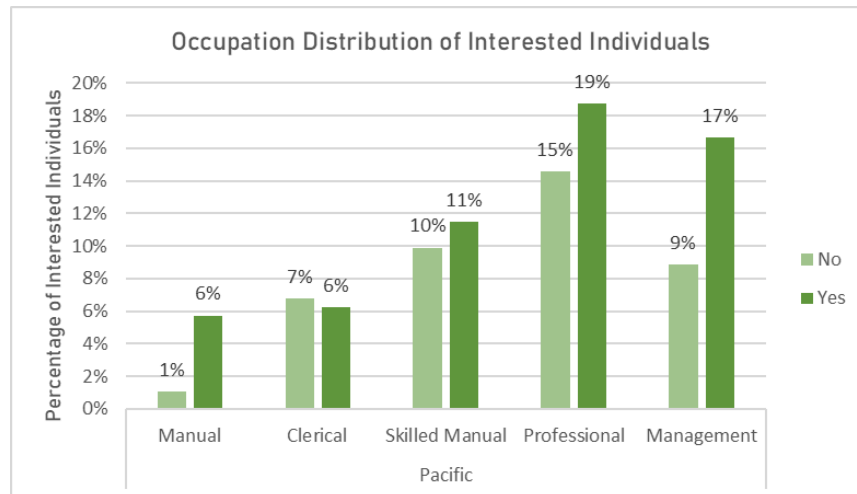
Regarding income, all segments have a similar purchase rate of around 60%. However, the number of interested individuals increases with income until it abruptly drops in the high-income segment, as seen in the chart.

**Income Level Distribution of Interested Individuals**
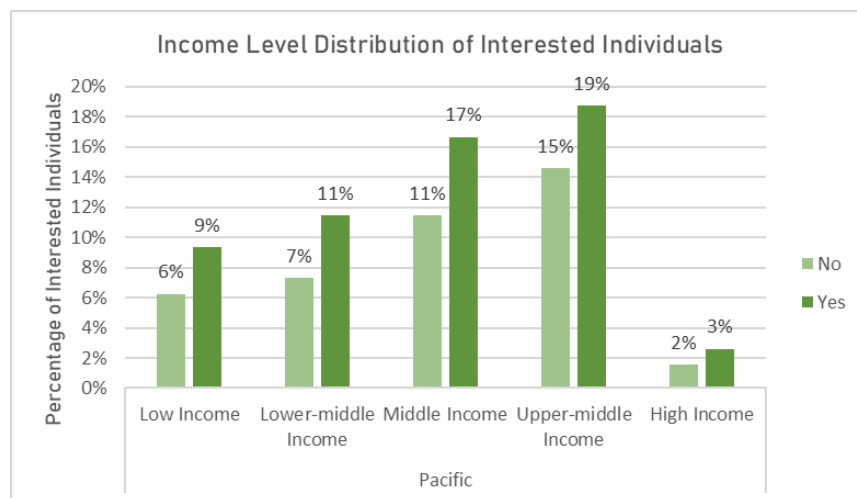
The homeownership factor reveals a slight preference among homeowners, who represent 63% of the interested individuals and have a purchase rate of 56%. However, non-homeowners also make up a significant segment, with an even higher purchase rate of 62%.

**Homeownership Distribution of Interested Individuals**
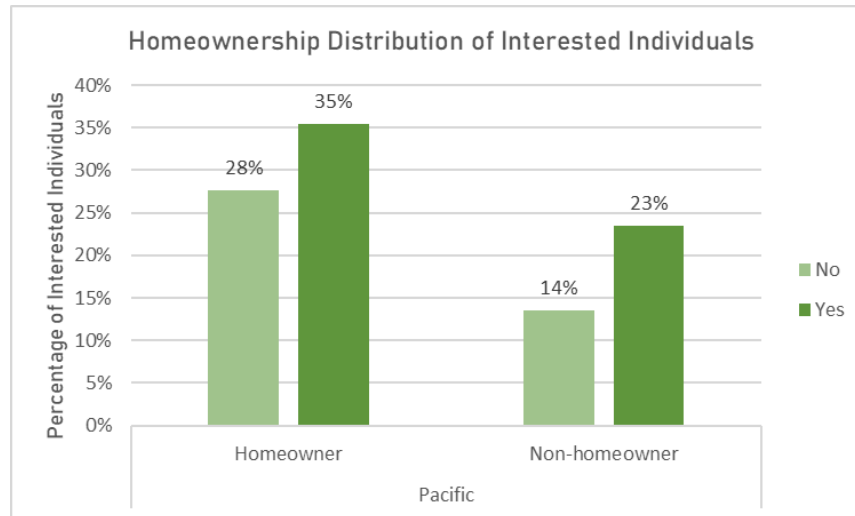
The number of children appears to show no clear correlation with purchase behavior. Interested individuals with no children and those with two children both demonstrate a high purchase rate of 67%, although the childless group is notably higher. Interested individuals with one child present the highest purchase rate at 69%, but this group represents a smaller share of the total of interest, around 13%.

An interesting segment comprises those with five children, who account for 12% of the total but have a significantly lower purchase rate of only 17%. This group could represent a potential target audience where tailored marketing efforts might help overcome the barriers preventing them from purchasing.

**Number of Children Distribution of Interested Individuals**
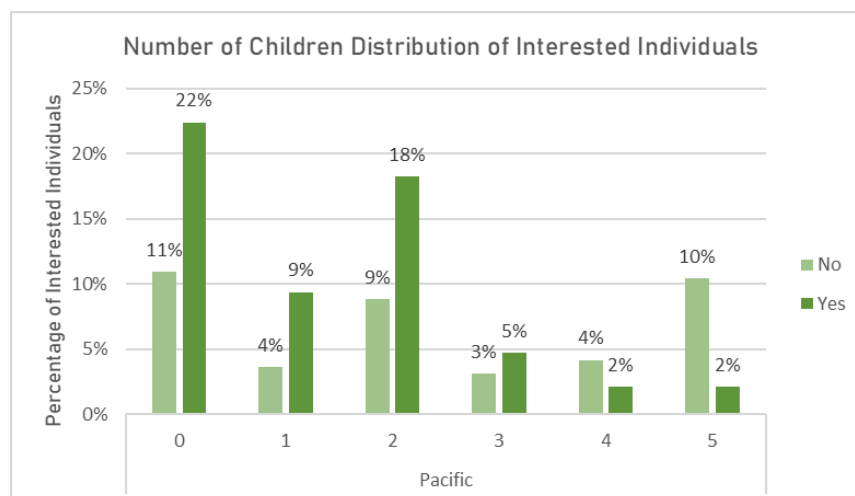
Analyzing the number of cars owned, it is observed that 63% of the interested individuals own one or two cars, and show purchase rates of 71% and 53%, respectively.

Among those without a car, who represent 11% of the total, nearly all completed a purchase. And individuals with three cars demonstrate strong interest but have a lower purchase rate of 31%.

Car Ownership Distribution of Interested Individuals
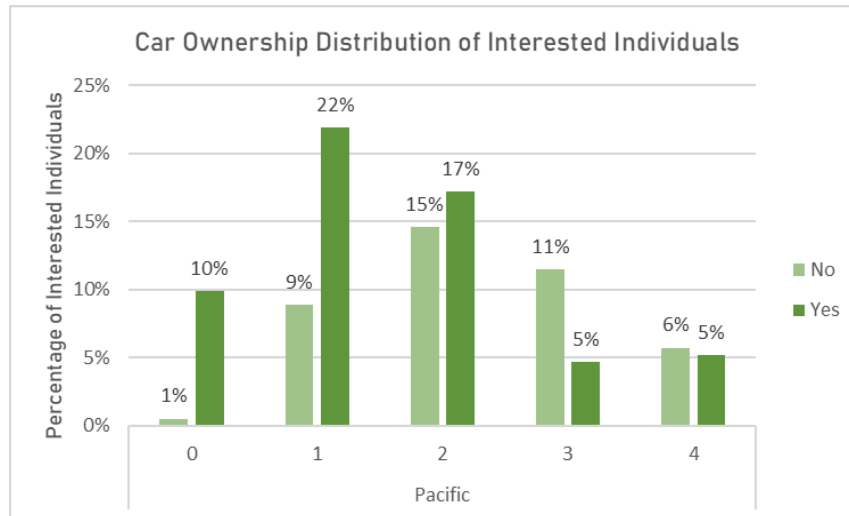
Commute distance data indicates that interested individuals with very short trips, 0–1 mile, are the most likely to purchase, representing 27% of the total. Another standout segment is those commuting 5–10 miles, who account for the highest number of interested individuals at 36% and show a solid purchase rate of 51%.

The remaining three segments show lower interest but continue to demonstrate strong purchase rates.

Commute Distance Distribution of Interested Individuals
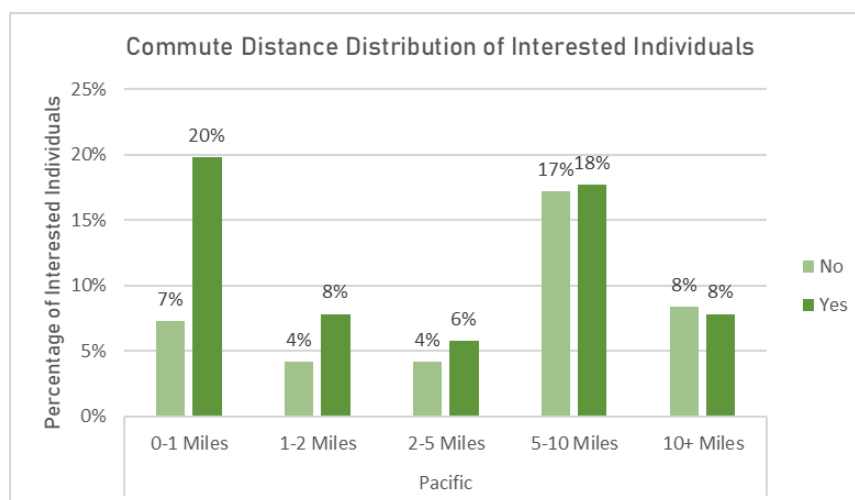
In this region, interested individuals are highly diverse, and only further cross-referencing will help to define and refine these profiles more accurately.

In the following charts, percentages are calculated based only on the segments shown in the chart. Segments that do not play a significant role in defining the customer profile have been excluded for clarity and relevance.

Interested individuals' insights based on age, gender, and marital status show that the 30s age range represents the ideal customer profile, with both high numbers of interested

individuals and high conversion rates across the segments of single men, single women, and married men. With purchase rates between 50% and 67%, this group is the brand's most valuable audience and should be the primary focus for marketing and retention strategies.

In the 50s segments, although the overall number of interested individuals begins to decline, married men continue to show a relatively strong conversion rate of 67%.

In contrast, married individuals in their 40s, especially men, show the highest number of interested individuals but a lower conversion rate, pointing to a potential opportunity for tailored messaging or refined value propositions to close the gap.
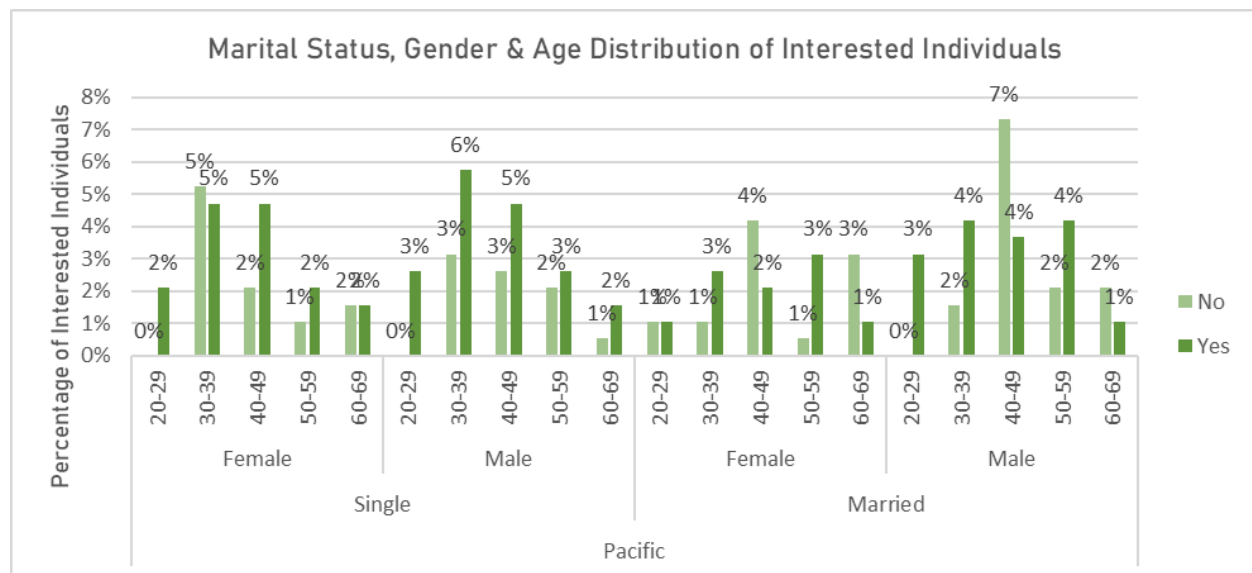

When analyzing the education variable in conjunction with key demographic factors (age, gender, and marital status), a standout segment emerges: single men aged 30–49 with a bachelor's degree. This group demonstrates a high number of interested individuals and a purchase conversion rate of approximately 65%, positioning them as a reliable and valuable customer profile.

In the 50s age range, married men with a high school diploma exhibit measurable interest and high conversion behavior of around 80%. While this group may represent a smaller share of the overall interested individuals, it presents niche opportunities that could be effectively captured through tailored marketing efforts.

The so far identified high-potential segment of single men in their 40s continues to show strong performance within the bachelor's degrees or partial college education.

Additionally, the data helps refine the understanding of single women in their 30s, a segment previously noted for a strong number of interested individuals but only moderate conversion, approximately 50%. Within this subgroup, particularly those holding bachelor's degrees, we observe significant interest but a lower conversion rate. Further analysis might reveal if this segment has potential or not.

Education, Marital Status, Gender & Age Distribution of Interested Individuals
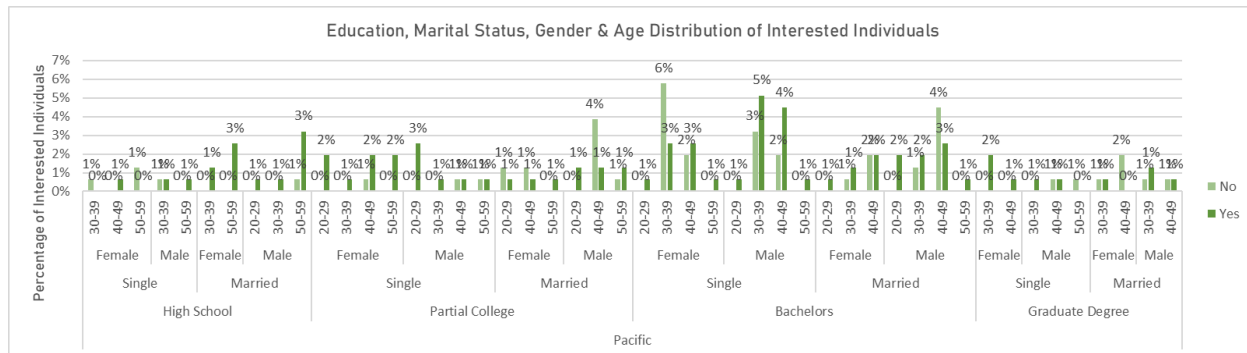
The occupation variable reinforces previously identified customer patterns. The most valuable segment, single men aged 30–49, is predominantly represented in professional occupations, with purchase rates around 63% and 80%. The second most valuable profile, married men in their 50s, shows a stronger presence within skilled manual occupation, with a purchase rate of 87%.

Among the high-potential profiles, married men in their 40s emerge with significant representation in skilled manual occupations. Single women in their 30s continue to stand out, particularly within professional occupations.

Occupation, Marital Status, Gender & Age Distribution of Interested Individuals
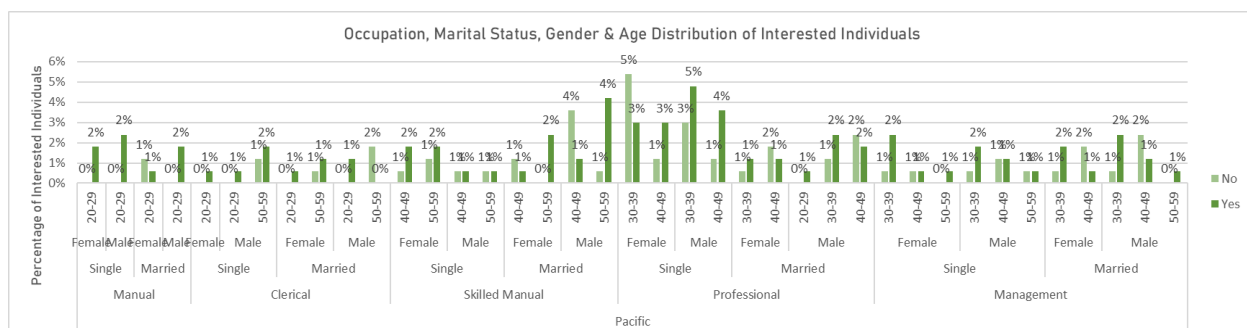
Analyzing the income variable reveals additional high-value segments, some of which outperform previously identified profiles. While previously recognized patterns remain relevant, this layer of analysis adds nuance and helps refine targeting strategies.

The most valuable segment identified earlier, single men aged 30–49, is predominantly concentrated in the middle income group, with some also appearing in the upper-middle income bracket, with purchase rates around 60%.

The second most valuable group, married men in their 50s, does not strongly cluster in a single income tier. Their presence is moderately spread between lower-middle and middle income levels.

Among the previously identified high-potential profiles, married men in their 40s are visible across both middle and upper-middle income levels, and single women in their 30s are most prominent within the upper-middle income tier.

Meanwhile, some new strong-performing segments emerge when income is included in the analysis. Single women in their 40s with a middle income show the highest number of closed sales across the entire chart and a purchase rate around 83%. Married men in their 30s with upper-middle income demonstrate also a strong number of interested individuals and purchase rate around 80%.
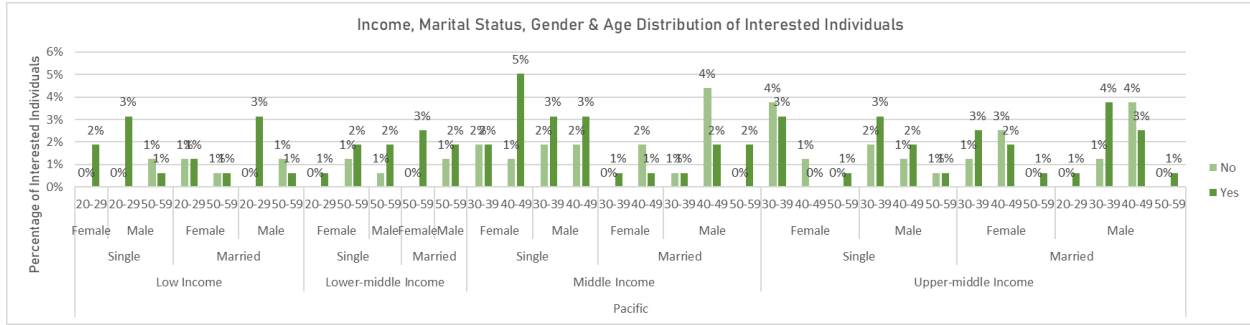
When incorporating homeownership into the analysis, we see that most single men aged 30–49, the top-performing profile, are non-homeowners. This group continues to show strong purchase rates and a relatively high number of interested individuals, although homeowners within the same profile also demonstrate solid conversion.

The second most valuable profile, married men in their 50s, also appears predominantly among non-homeowners, mirroring the pattern of high conversion without homeownership.

A particularly strong emerging segment is married men in their 40s who are homeowners. And the second promising profile, single women in their 30s, are also primarily homeowners, supporting earlier findings about their high number of interested individuals but moderate conversion.
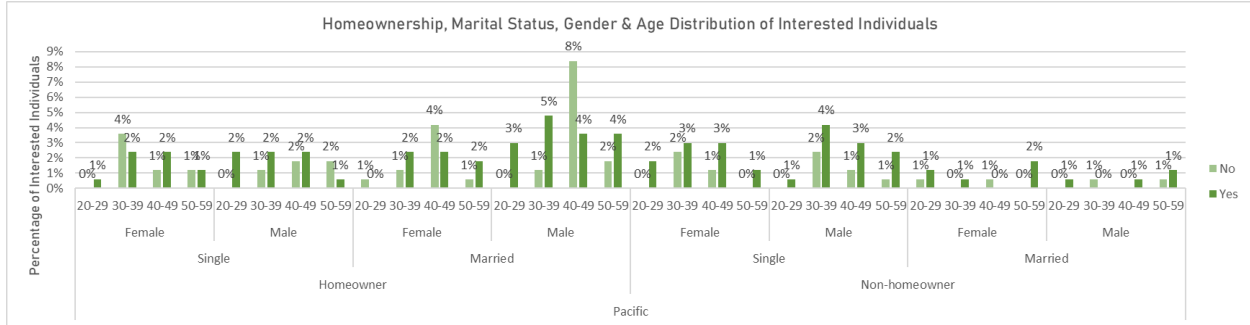
The "number of children" variable reinforces the core patterns identified across previous analyses. The most valuable segment, single men aged 30–49, continues to stand out strongly within the group with no children, showing both a high number of interested individuals and purchase rates between 54% and 80%. This consistency across variables confirms their status as a top-performing customer profile.

The second most valuable segment, married men in their 50s, demonstrates the strongest number of interested individuals and a high purchase rate of 71% among those with two children.

The main high-potential profile of married men in their 40s shows a notable number of interested individuals among those with five children. And the second high-potential segment, single women in their 30s, continues to appear in the group with no children.
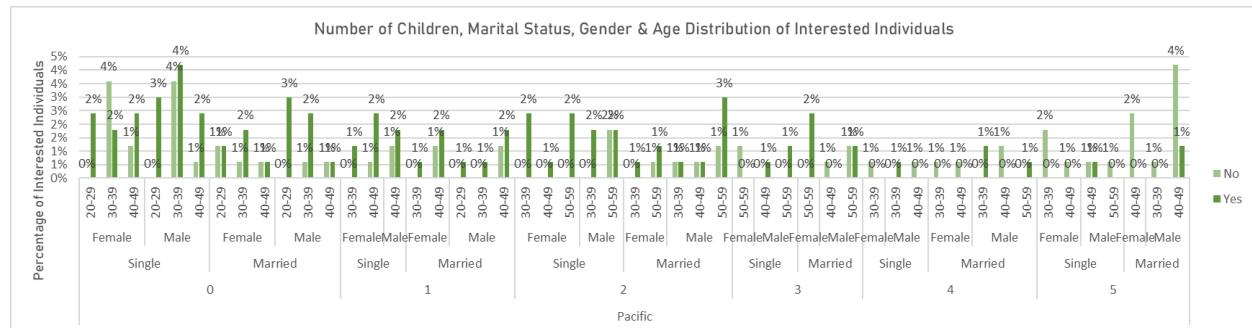
The "number of cars" variable reveals high interest and strong conversion rates in several segments. Most notably, married men and women in their 50s who own two cars show the highest purchase rates, of approximately 67% for men and 80% for women. This aligns with one of the previously identified high-value customer profiles.

Another standout segment includes single women aged 30–49 with one car, followed by single men aged 30–49 with one car. This last segment matches a key profile identified earlier as particularly valuable.

Additional segments with strong potential include single women in their 30s who own three or four cars, and married men in their 40s with two or three cars. These groups demonstrate high interest but a low purchase rate.
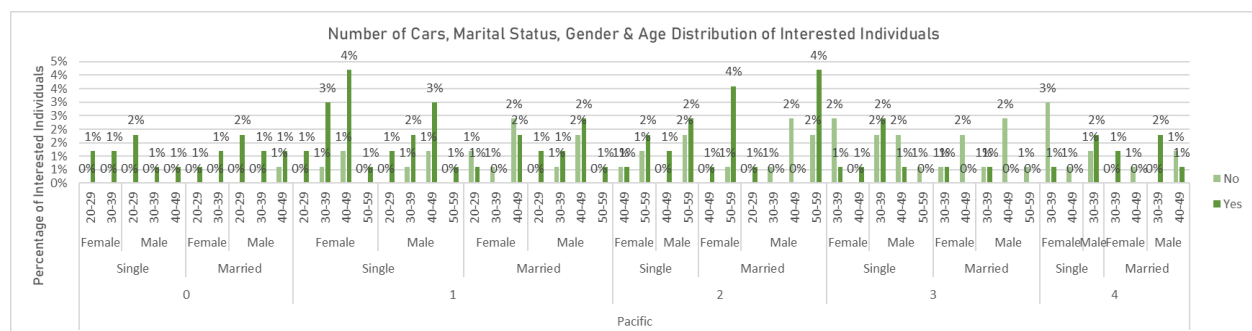
Commute distance is a variable that shows wide dispersion across interested individuals segments. The most notable patterns emerge in groups with high numbers of interested individuals but low purchase rates, specifically, married men in their 40s with a commute distance of 5–10 miles, and single women in their 30s commuting more than 10 miles, matching the potential target segments already identified.

Next are the high-value segments that combine a strong number of interested individuals with high purchase rates. These include single men in their 30s with a commute distance of 10+ miles, showing a purchase rate of approximately 67%, and married men in their 50s with a 5–10 mile commute distance and 60% of purchase rate.
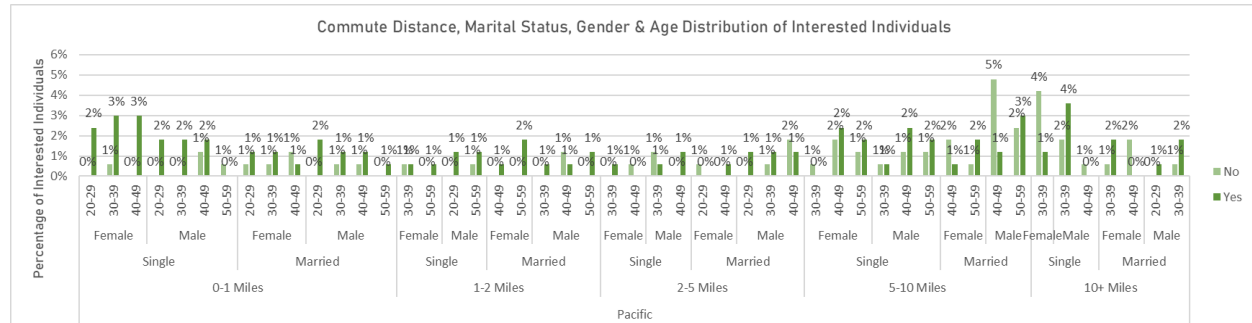
Patterns that shape four customer profiles have been identified, highlighting the region's high diversity of interested individuals. Further cross-referencing with a broader set of variables has confirmed core and potential customer profiles.

In conclusion, the Pacific region has two core customer profiles, along with two potential customer profiles.

- Core customer profiles:

  ○ Urban Professional Singles

    The main core customer profile, distinguished by both a high number of interested individuals and high purchase rates. It primarily consists of single men in their 30s and 40s who hold bachelor's degrees and work in professional occupations. With incomes typically in the middle to upper-middle range, they represent a financially stable segment. They are mostly non-homeowners, though a portion are homeowners, and they tend to live alone with no children. They typically own one vehicle and have commute distances exceeding 10 miles, suggesting an urban or edge-of-city living.

  ○ Skilled Suburban Families

    This customer profile represents the second core profile, marked by high purchase rates and a moderate to high number of interested individuals. Predominantly composed of married men in their 50s, these individuals typically hold high school diplomas and work in skilled manual occupations. They fall within the lower-middle to middle income brackets and are more likely to rent than own their homes, though homeowners are also present in this group. They usually have two children and own two vehicles, with average daily commutes ranging from 5 to 10 miles, probably suggesting a suburban or semi-urban lifestyle.

- Potential customer profiles:

  - Established Large Households

    This potential target profile is defined by a high number of interested individuals but a very low purchase rate, indicating strong interest without follow-through. It consists mainly of married men in their 40s with partial college education or a bachelor's degree, employed in skilled manual occupations. They typically fall within the middle to upper-middle income range and are homeowners, supporting large families with five children and owning two to three vehicles. Their commute distances of 5 to 10 miles suggest a suburban lifestyle with stable routines.

  - Independent High-Earners

    This potential target profile is composed of single women in their 30s who exhibit a high number of interested individuals but very low purchase rates, signaling strong interest without closing the sale, and presenting a clear opportunity for targeted marketing. They hold bachelor's degrees and work in professional occupations, placing them in the upper-middle income bracket. They are homeowners without children and notably own three to four vehicles, typically commuting more than 10 miles.

MARKETING RECOMMENDATIONS

Based on the available data used in this analysis, the following marketing recommendations are suggested, to be applied with further contextual understanding:

Marketing recommendations: North America region

High outreach with a moderately low purchase rate of 43% indicates that awareness is not the primary issue, closing sales is.

- Optimize sales paths by simplifying the customer journey and ensuring that marketing messages align with the characteristics of dominant customer segments.

- Address the barriers that prevent customers from making a purchase. Consider A/B testing campaign elements.

- Personalize messaging using available customers variables to better align with users' values, preferences, and needs.

Marketing recommendations: Europe region

With moderate outreach and a 50% purchase rate, this region performs steadily but presents opportunities to improve both visibility and sales efficiency.

- Increase visibility by strengthening omnichannel presence and focusing on platforms commonly used in the region.

- Reinforce product value through educational content such as guides, testimonials, or explainer materials.

- Remove practical and psychological barriers through initiatives like test-drives, simplified checkout processes, or highlighting regional support and guarantees.

Marketing recommendations: Pacific region

A low outreach but high purchase rate of 60% indicates strong product-market fit with significant untapped potential.

- Expand reach by targeting high-performing segments using lookalike audiences or geo-targeted digital campaigns.

- Leverage product-market fit by showcasing existing positive reviews, user stories, or case studies from within the region.

- Investigate low-purchase, high-number of interested individuals segments to understand and address hesitations. Test alternative messaging that highlights relevant benefits, such as convenience, sustainability, or family value.

- Localize the brand presence to build trust and strengthen regional relevance.

Follow-Up Metrics and KPIs

The following metrics and KPIs are recommended for tracking to evaluate the effectiveness and outcomes of the marketing campaigns.

- Conversion and engagement metrics
    - Lead-to-customer conversion rate: percentage of leads who complete a purchase.
    - Click-through rate (CTR) on targeted ads: percentage of ad viewers who clicked.
    - Cost per acquisition (CPA): total marketing spend divided by number of new customers.

- Sales and retention metrics
    - Sales volume by customer profile: total purchases attributed to each core or potential profile.

- Audience and reach metrics
    - Lookalike audience performance: CTR, conversion rate, and CPA for campaigns targeting similar traits to core profiles.
    - Segment engagement rate: email open/click rates or social media interactions by profile segment.

- Campaign experimentation KPIs
    - A/B test results: conversion rate lift between control and test groups.
    - Barrier reduction impact: pre/post conversion rate or bounce rate.