

IMPROVING ALICE SUPERMARKET BUSINESS

GROUP 1 | MADT8101

MADTMARKET CONSULTING

AGENDA

1 | Overview

2 | Proposed Customer Data Platform

3 | Key Insight

4 | Business Recomendation

OVERVIEW

OVERVIEW



ALICE SUPERMARKET

Alice's Supermarket, thriving after 18 months of operation, seeks to enhance customer understanding and tailor marketing strategies. To achieve this, Alice is developing a Customer Data Platform (CDP) using data from the POS system, loyalty program, and product information. The objective is to gain insights into customer demographics, purchasing behavior, and feedback.

PROPOSED CUSTOMER DATA PLATFORM

WHY CDP?

Miss Alice want to know more about her customers. Therefore, she is requesting CDP in order to understand her customer better and she hope that it will help her tailor marketing strategies



CDP OUTPUT

CDP Dashboard Summary

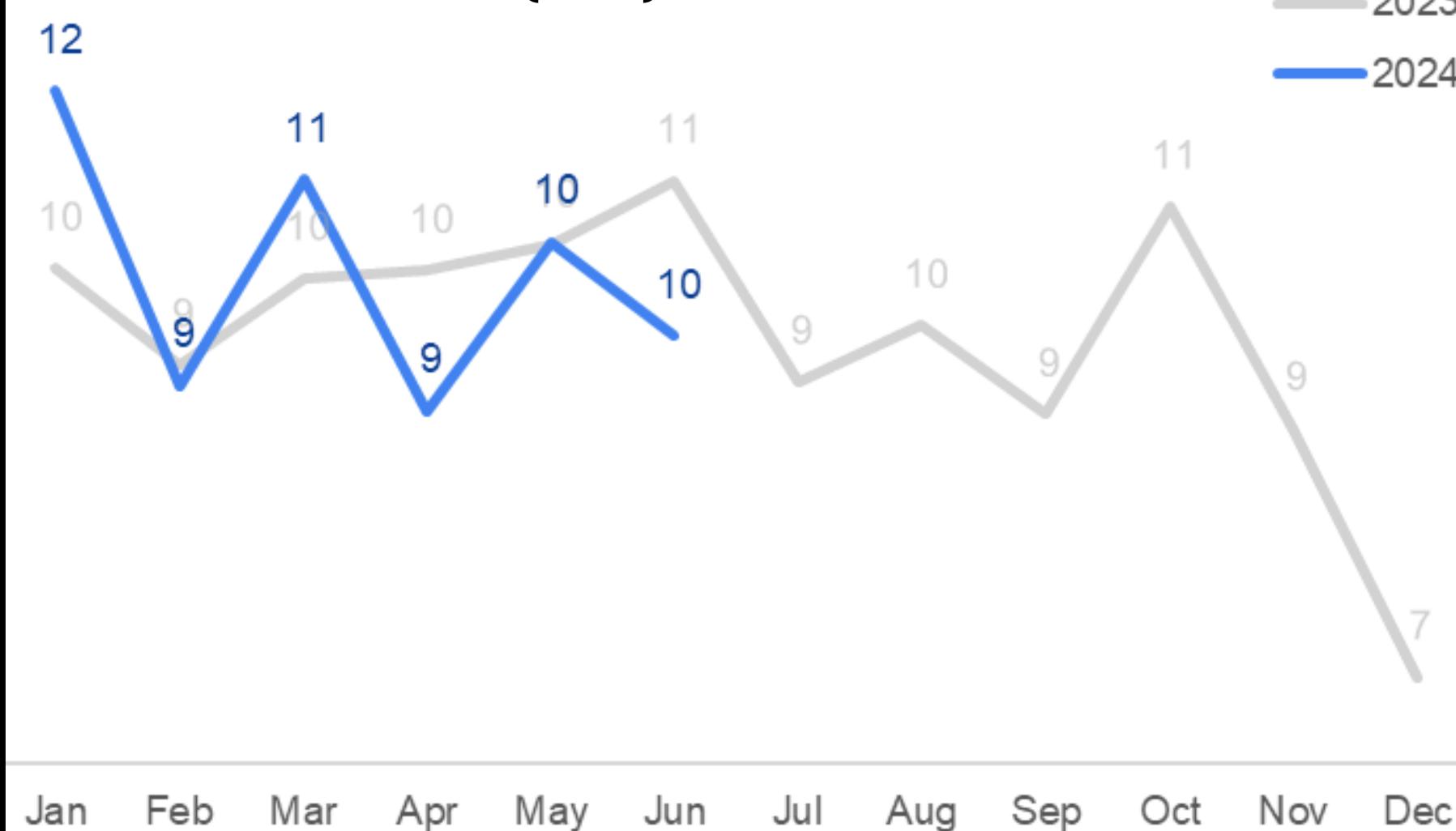


Data as of

June 2024



Revenue Trend (K \$)



Customer Segmentation



CDP OUTPUT : CUSTOMER VIEW



Profile Overview

ID	177
Name	David Miller
Gender	Female
Age	49
Phone	555-4464478
Email	user176@gmail.com

Feedback

Store Experience



Financial Summary

\$800

Total Spending
in the last 6 months

\$133

Avg
Revenue/month

1/5

Churn Score

63%

Visit rate

Platinum

Customer Tiers

Purchase Behavior

Premium
Household

24 days

Mean time
between purchase

4 days

The Last Vised
Day

Active

Churn
Prediction

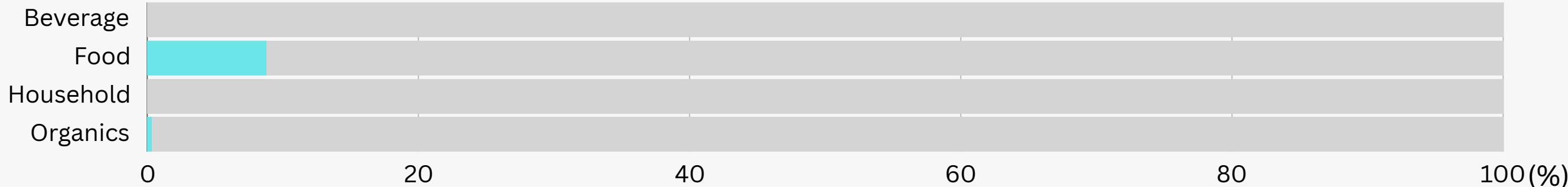
Top 3 product

- #1 Food: Cooking Oil
- #2 Food: Whole Wheat Bread
- #3 Organics: Organic Apples

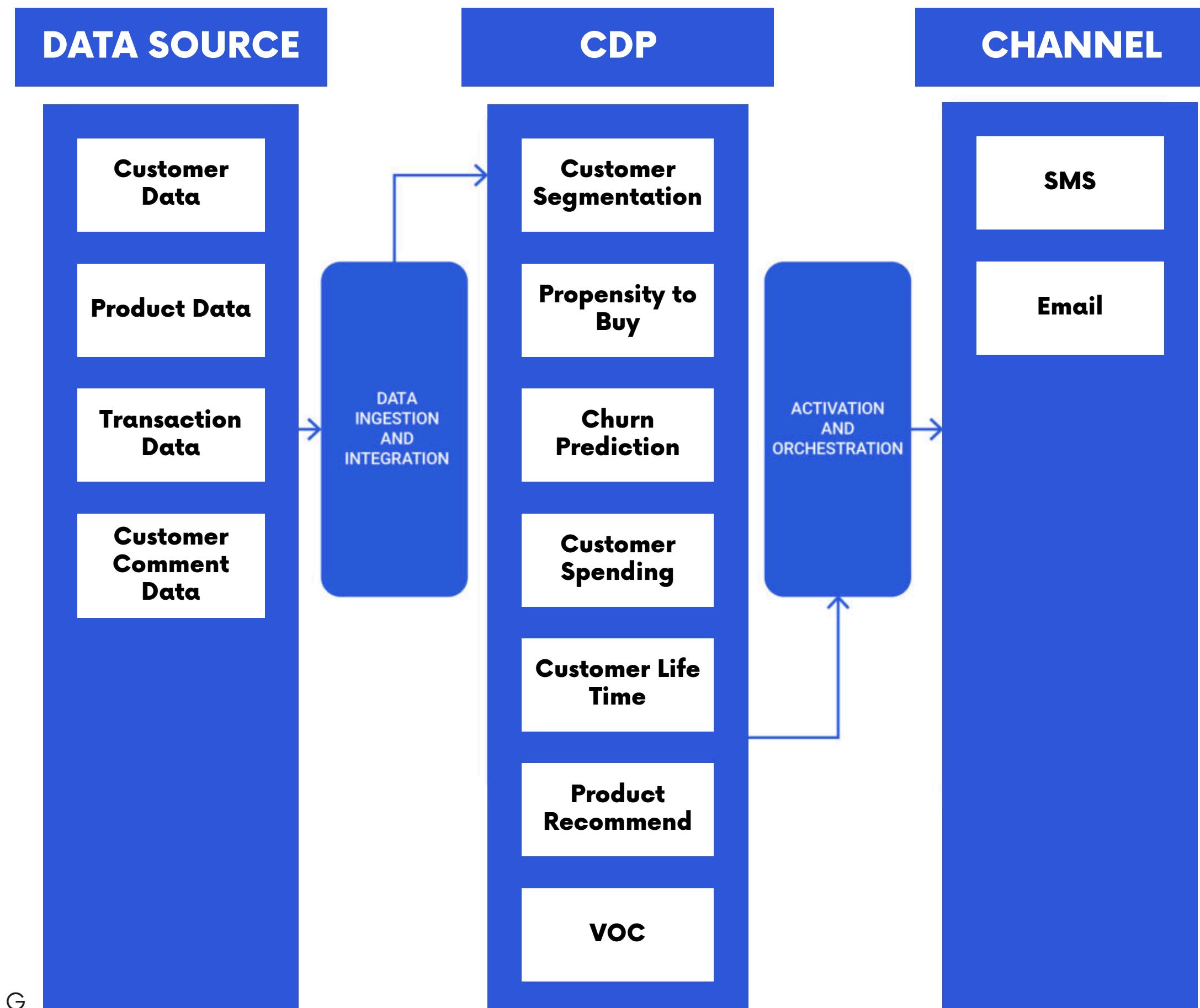
Ratio of transaction amount by Product Group

Accum sales amt ratio

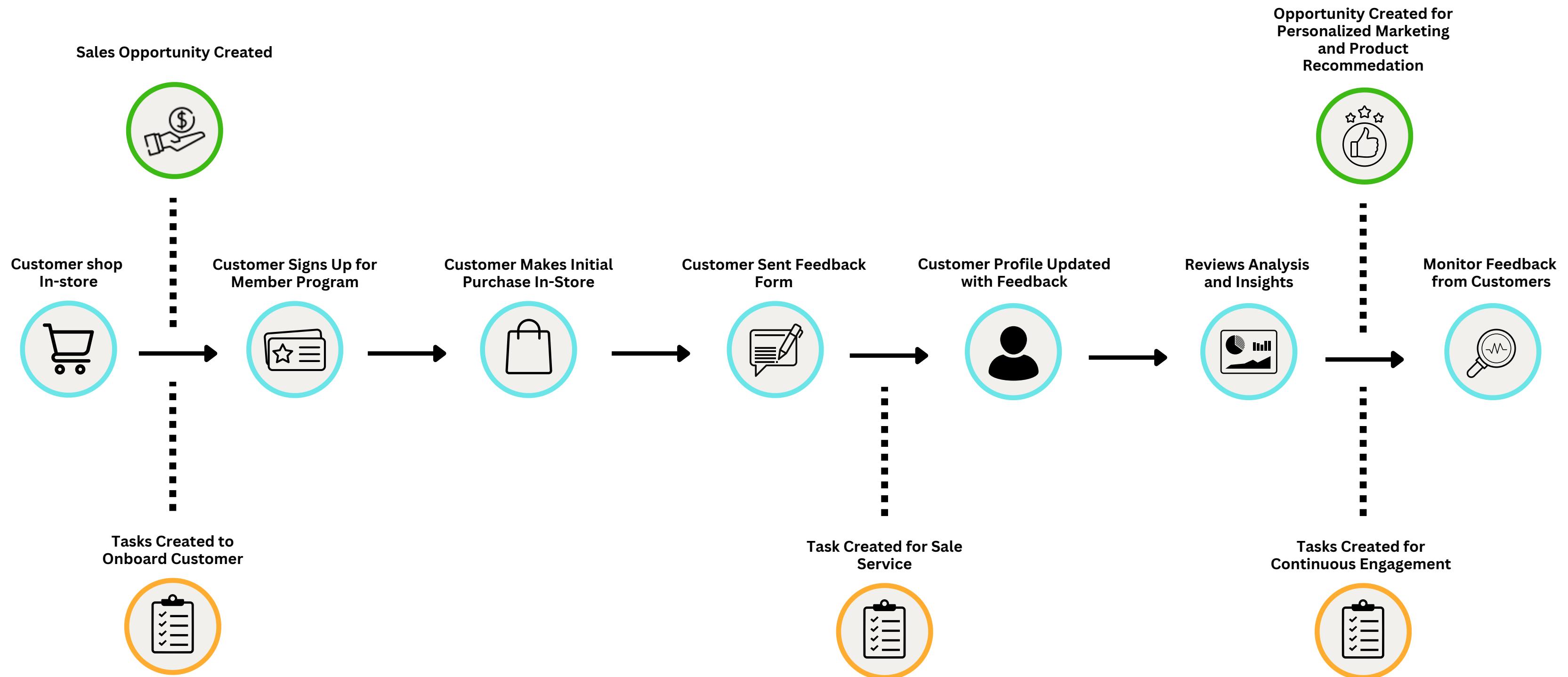
Other Customer



DESIGNED CDP FOR MISS ALICE'S SUPERMARKET



CDP USER JOURNEY



DATA COLLECTION

DATA OVERVIEW

200

customers

106
(53%)

Female

94
(47%)

Male

20

Product Item

04

Product Category

04

Customer Persona



CUSTOMER

AGE RANGE

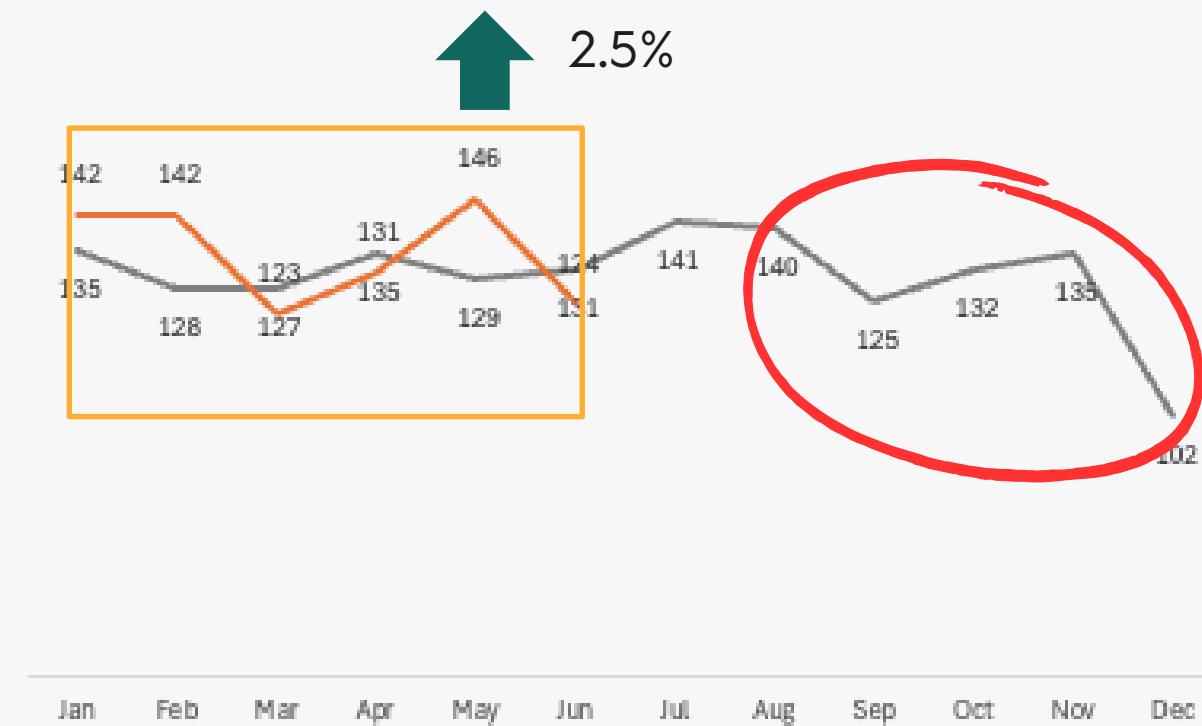
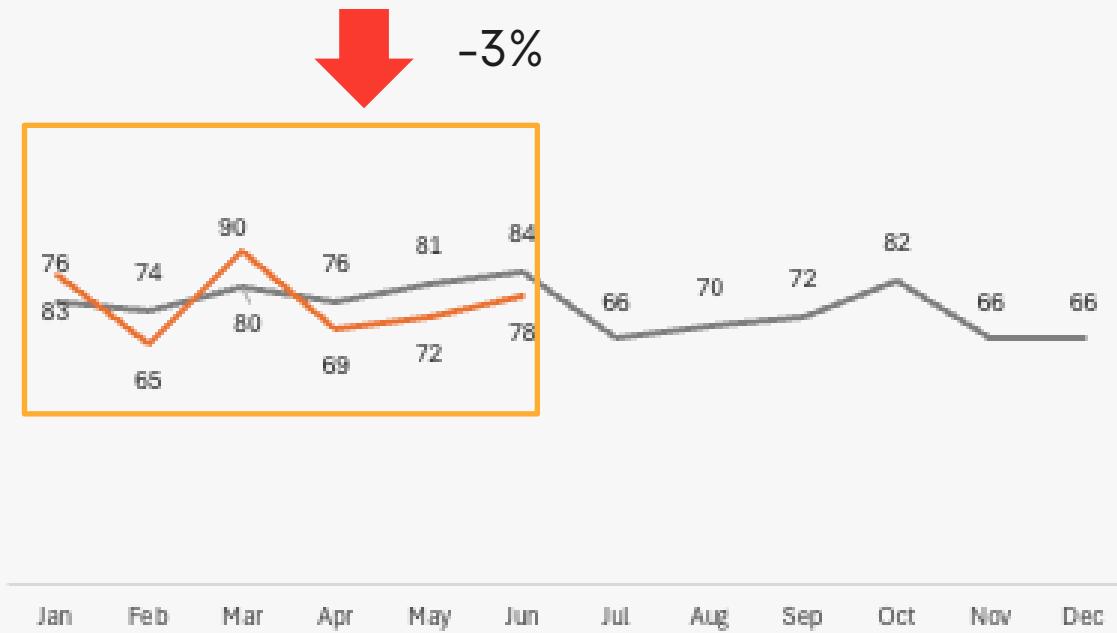
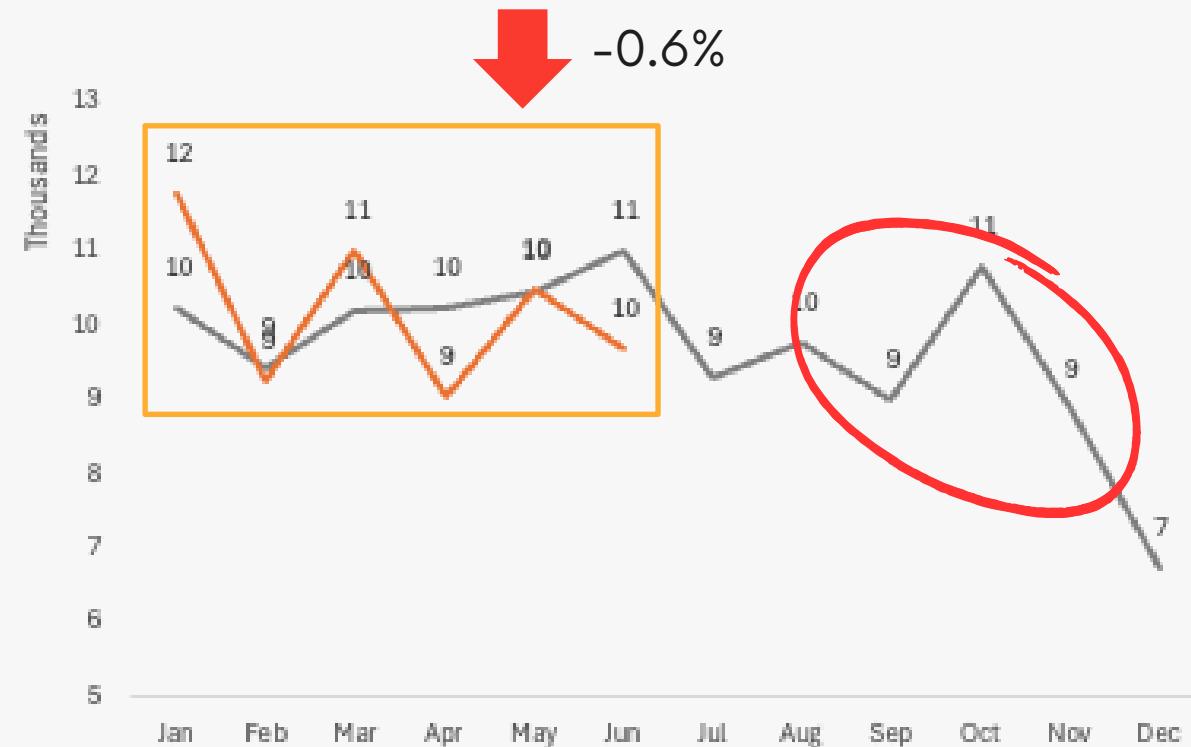


Age	Total Number	Male	Female
18-25	30	15	15
26-35	41	14	27
36-45	34	14	20
45-55	37	18	19
56-65	36	21	15
66-70	22	12	10

CUSTOMERS = 200

BUSINESS INSIGHT

KEY INSIGHT | SALES TREND

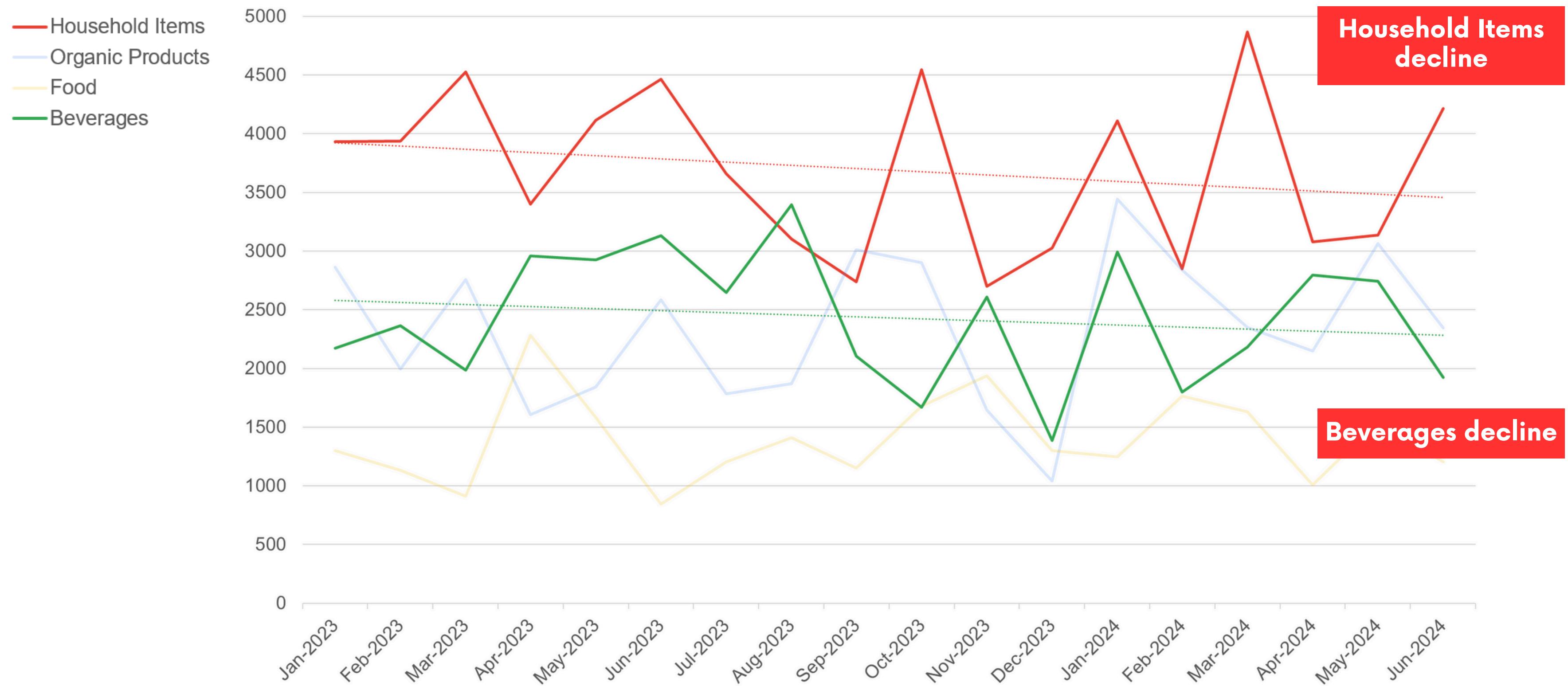


- Revenue reduce by -0.6% when compare between 1HY23 & 1HY24
- The sales trend look like a seasonal trend

The number of customers decrease -3% when compare between 1HY23 & 1HY24

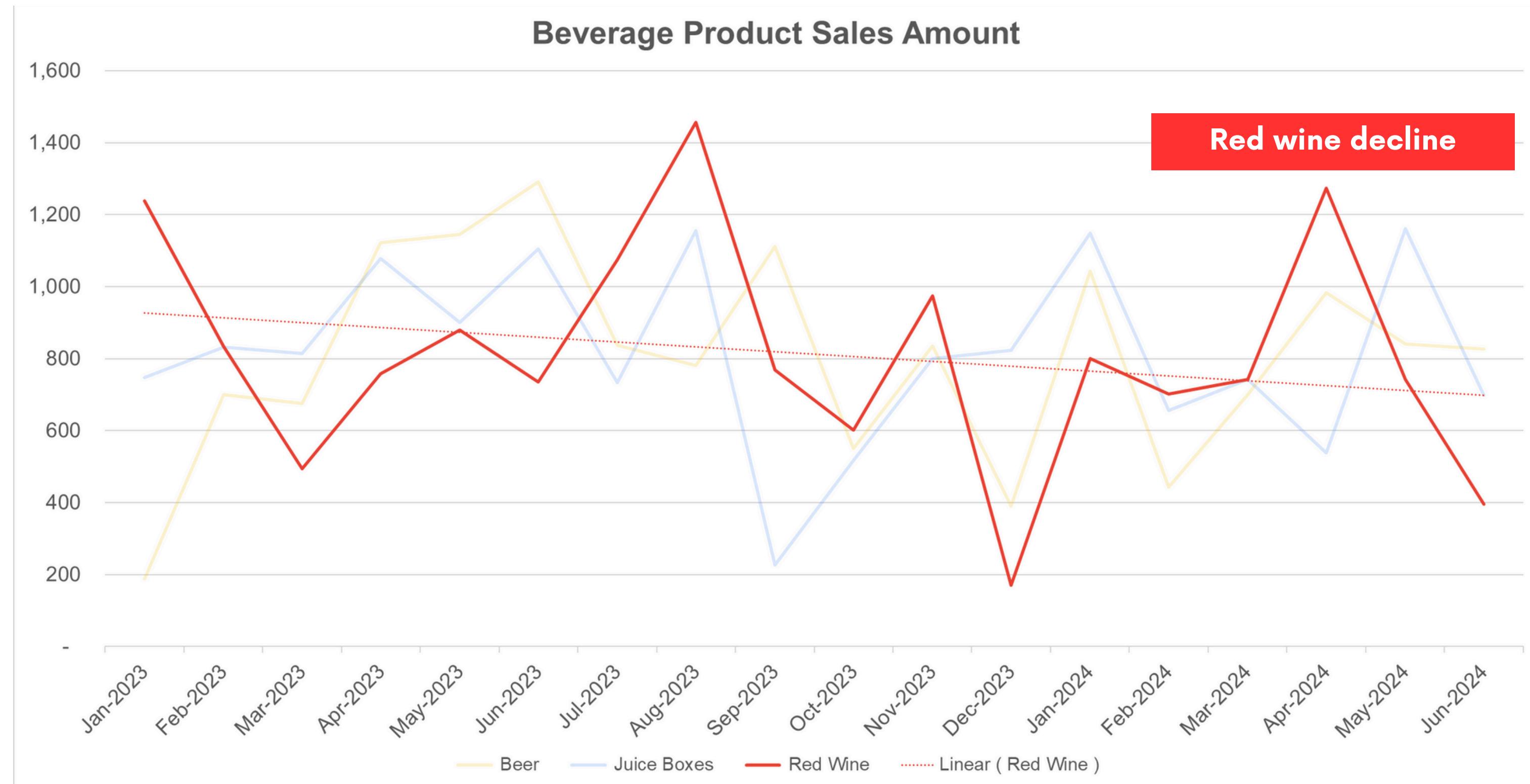
- The revenue per customer increase 2.5% when compare between 1HY23 & 1HY24
- Revenue per customer tend to increase follow revenue trend

PRODUCTS PURCHASED TREND



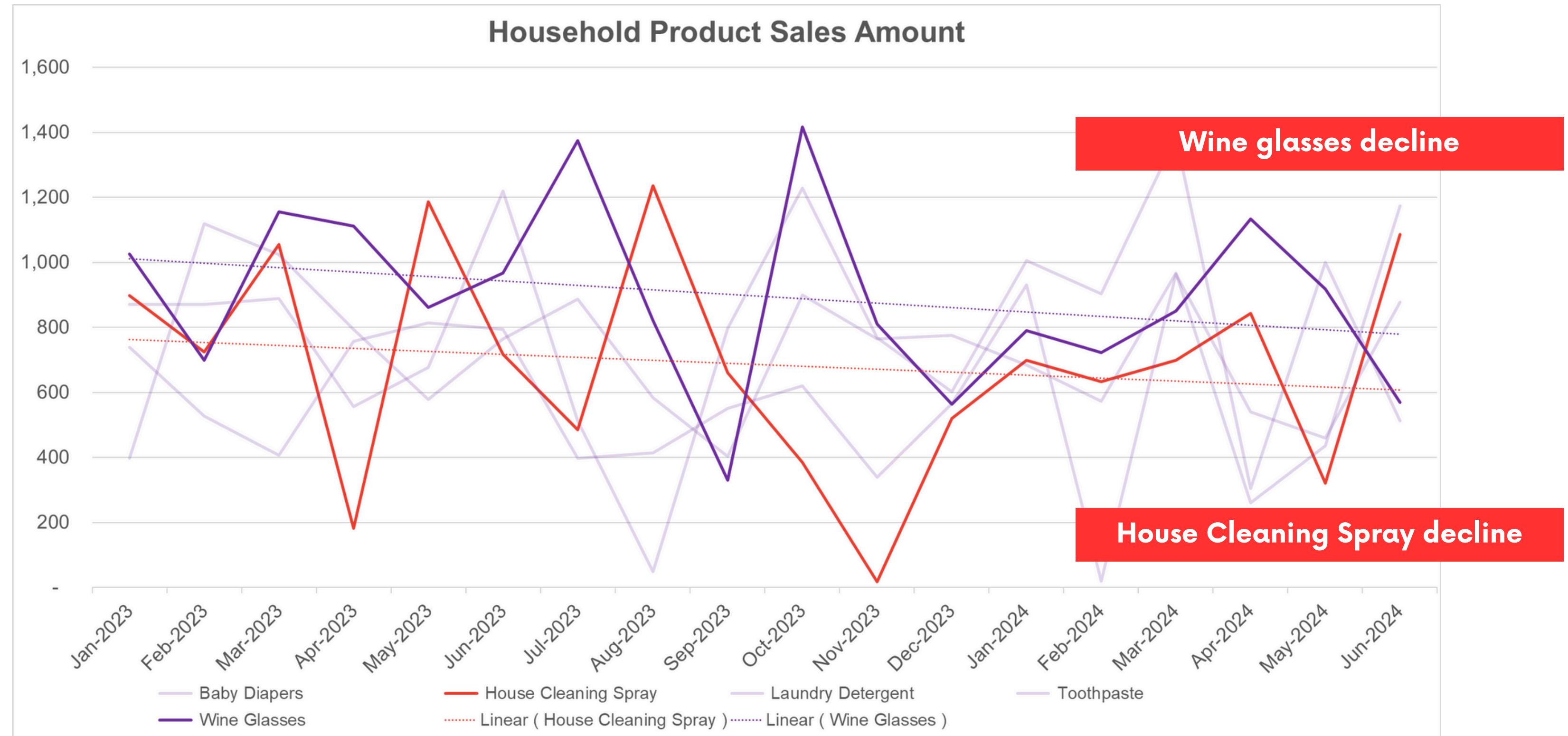
All product groups show an overall increasing sales trend with noticeable seasonal or promotional peaks, indicating growing demand

PRODUCTS PURCHASED TREND | BEVERAGES



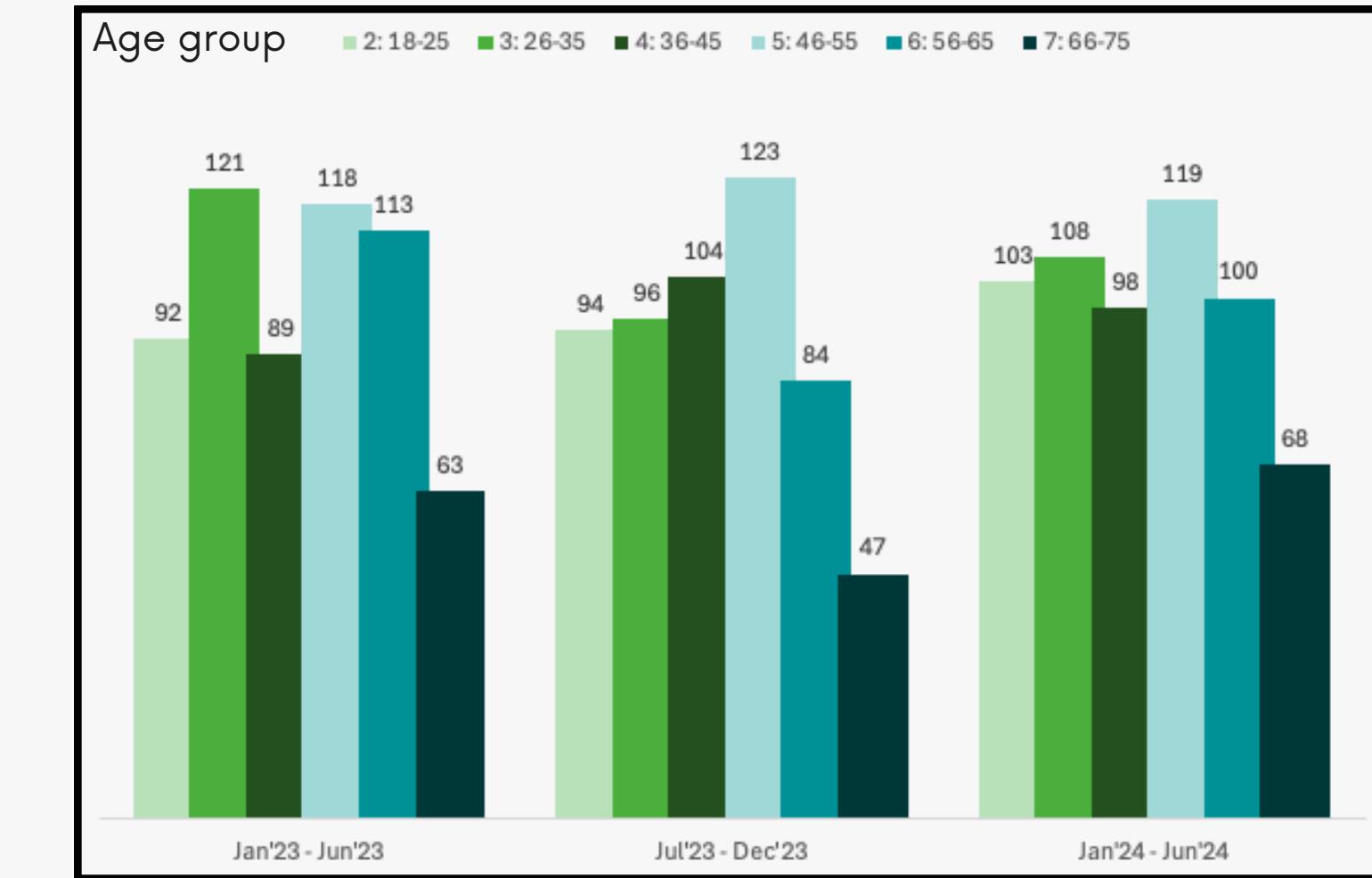
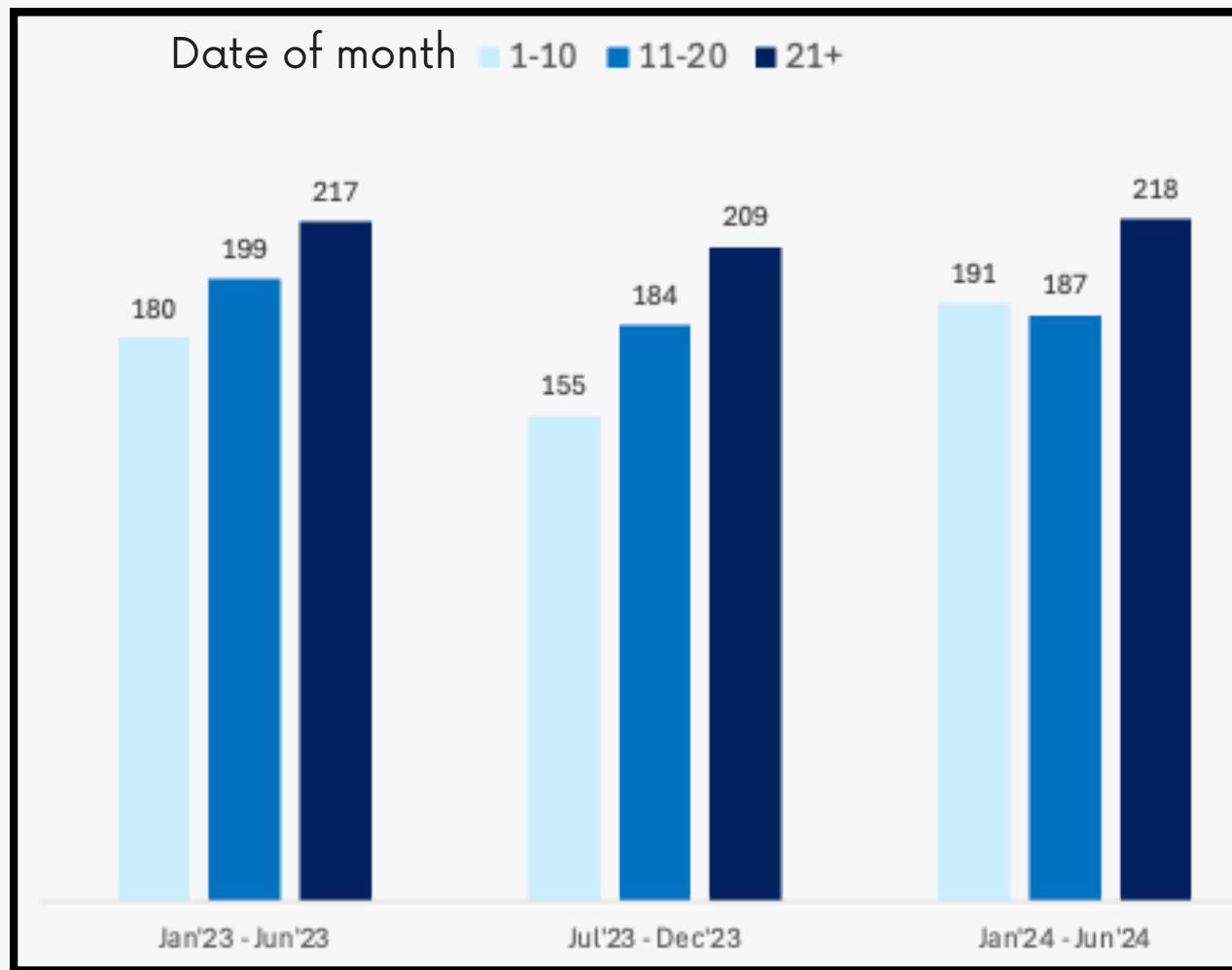
The product that sale decline is red wine.

PRODUCT PURCHASE TREND | HOUSEHOLD PROD



The product that sale decline are house cleaning spray and wine glasses.

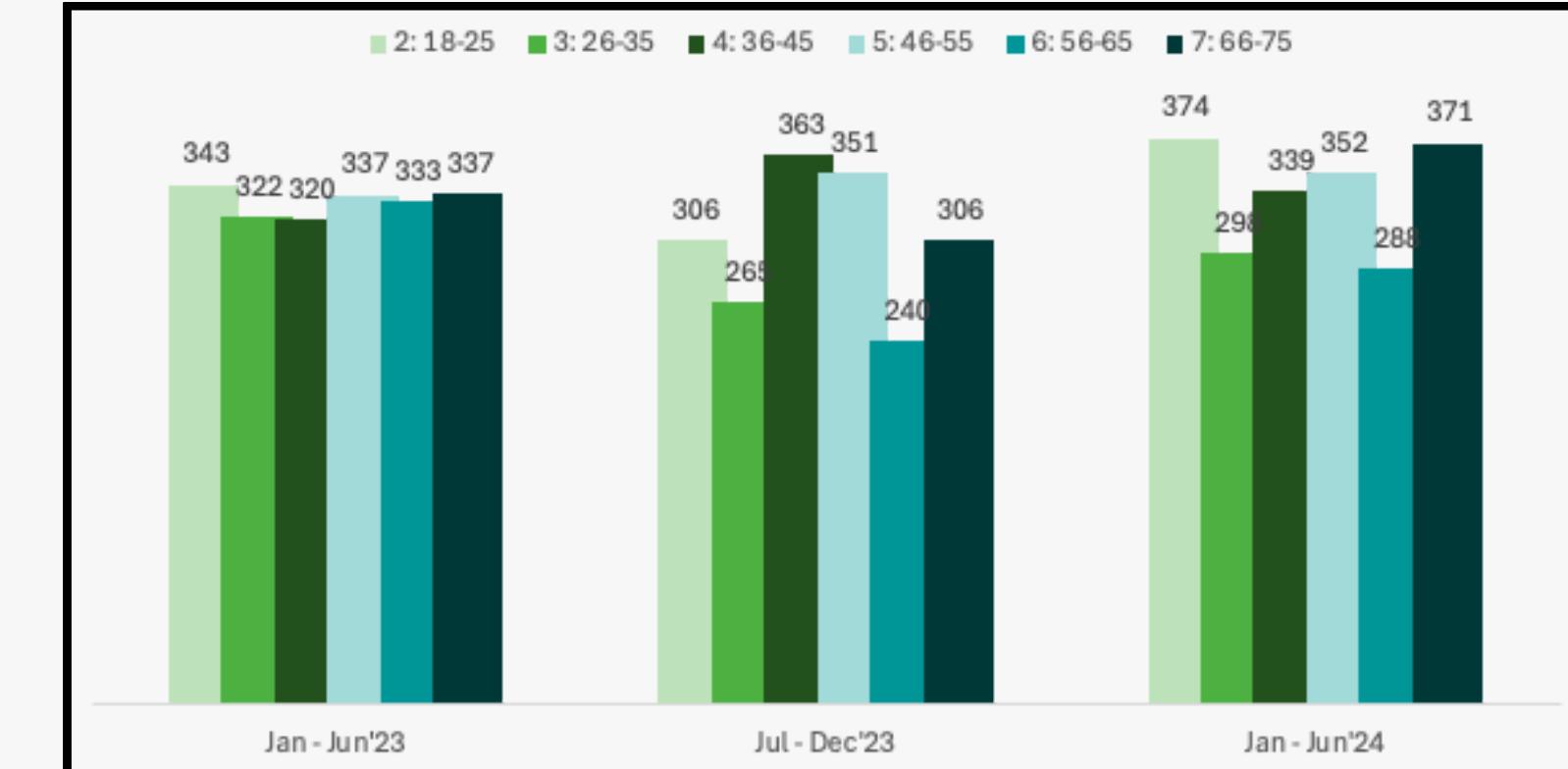
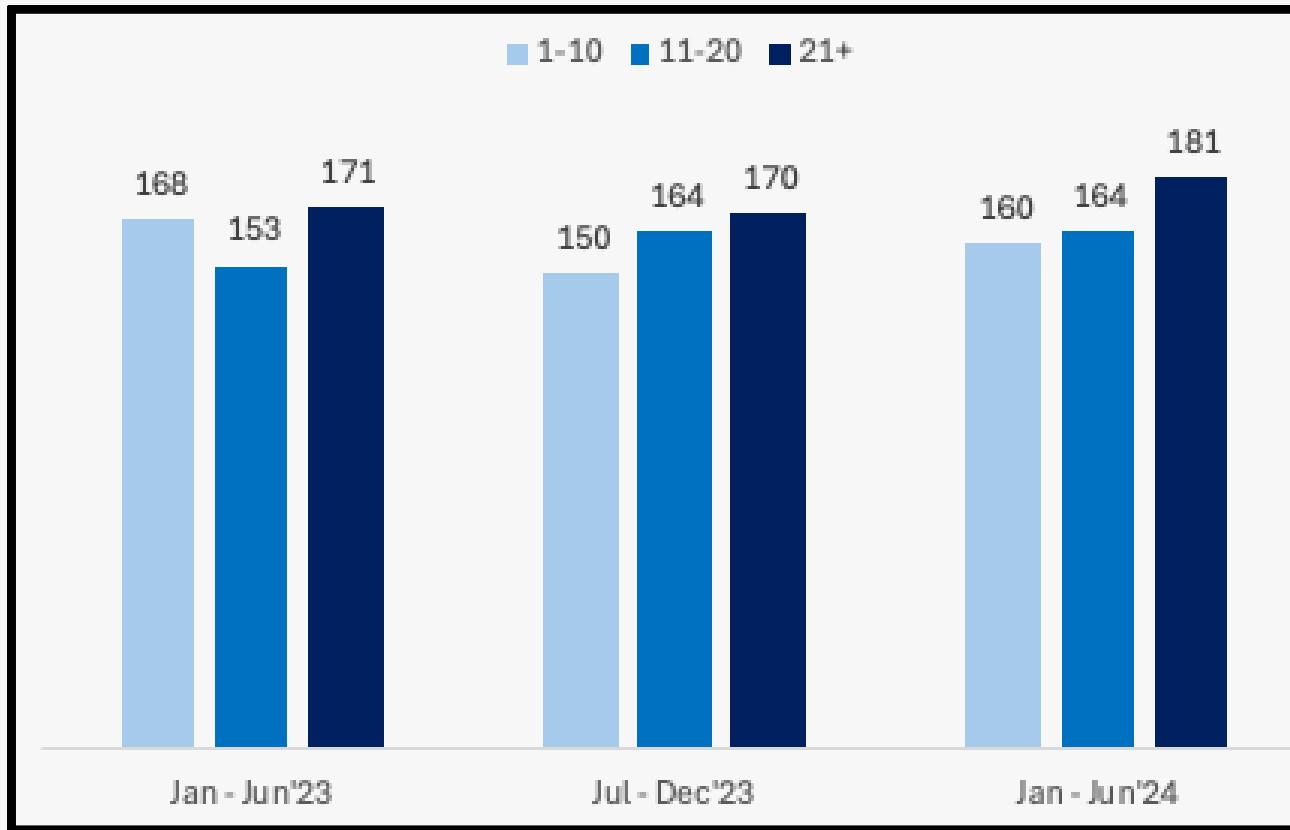
KEY INSIGHT | BEHAVIOR BY TRANSACTION DATE RANGE



%Diff period	Jan - Jun'23	Jul - Dec'23	Jan - Jun'24
1-10		⬇️ -14%	⬆️ 6%
11-20		⬇️ -8%	⬇️ -6%
21+		⬇️ -4%	➡️ 0%

Spending/cust.	Jan - Jun'23	Jul - Dec'23	Jan - Jun'24
2: 18-25		➡️ 2%	⬆️ 12%
3: 26-35		⬇️ -21%	⬇️ -11%
4: 36-45		⬆️ 17%	⬆️ 10%
5: 46-55		➡️ 4%	➡️ 1%
6: 56-65		⬇️ -26%	⬇️ -12%
7: 66-75		⬇️ -25%	⬆️ 8%

KEY INSIGHT | BEHAVIOR OF SPENDING PER CUSTOMER



%Growth Spending/cust.	Jan - Jun '23	Jul - Dec '23	Jan - Jun '24
1-10		⬇️ -10%	➡️ -5%
11-20		⬆️ 7%	⬆️ 7%
21+		➡️ -1%	⬆️ 6%



%Growth Spending/cust.	Jan - Jun '23	Jul - Dec '23	Jan - Jun '24
2: 18-25		⬇️ -11%	⬆️ 9%
3: 26-35		⬇️ -18%	⬇️ -7%
4: 36-45		⬆️ 14%	⬆️ 6%
5: 46-55		➡️ 4%	➡️ 5%
6: 56-65		⬇️ -28%	⬇️ -13%
7: 66-75		⬇️ -9%	⬆️ 10%



PREDICTED CHURN CUSTOMER

Visit rate of 2H Y2023

Behavior	Very high visit	High visit	Low visit	Very low visit	No visit
Very high visit	12	42	16	7	1
High visit	5	24	16	12	7
Low visit	3	10	11	11	4
Churn	1	3	2	10	

High chance to churn

CUSTOMER SEGMENTATION

CUSTOMER PERSONA

Family Shopper



48 person (24% of total customer)

Avg revenue: USD 111/month
(Last 6 months)

Avg 27 days between purchase
(SD 40)

Lover: Food ex. Children Cereal

Premium Household



50 person (25% of total customer)

Avg revenue: USD 112/month
(Last 6 months)

Avg 22 days between purchase
(SD 30)

Lover: Household items, Organics

Budget Conscious



58 person (29% of total customer)

Avg revenue USD 94/month
(Last 6 months)

Avg 30 days between purchase
(SD 6)

Lover: Food

Churn: 16 person

Beverage Lover



44 person (22% of total customer)

Avg revenue: USD 97/month
(Last 6 months)

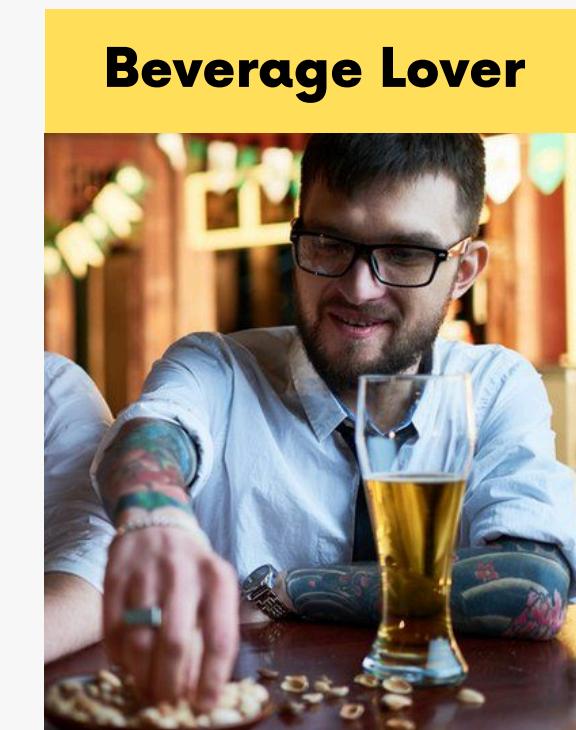
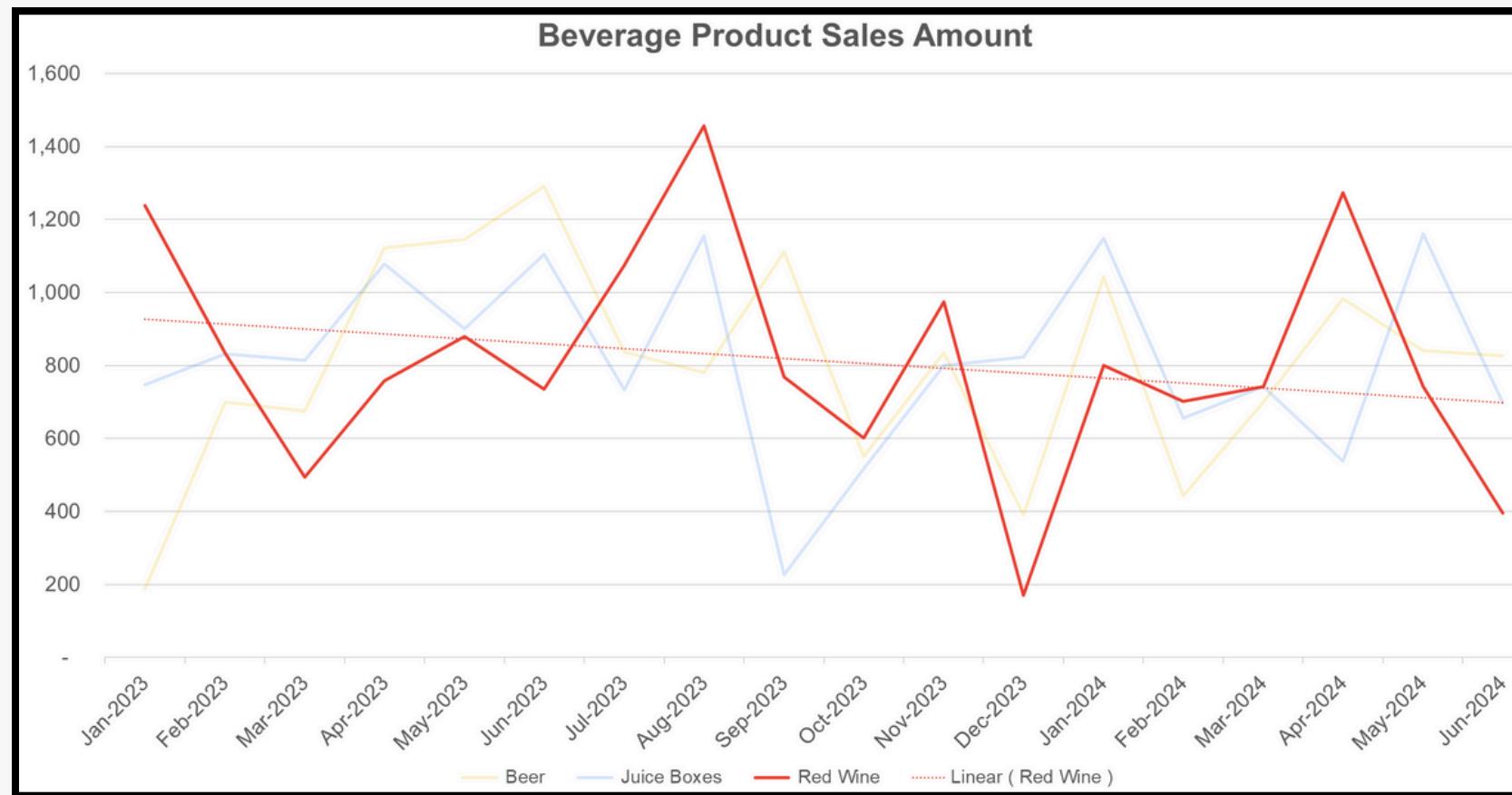
Avg 30 days between purchase
(SD 26)

Lover: Beverage

BUSINESS RECOMMENDATION

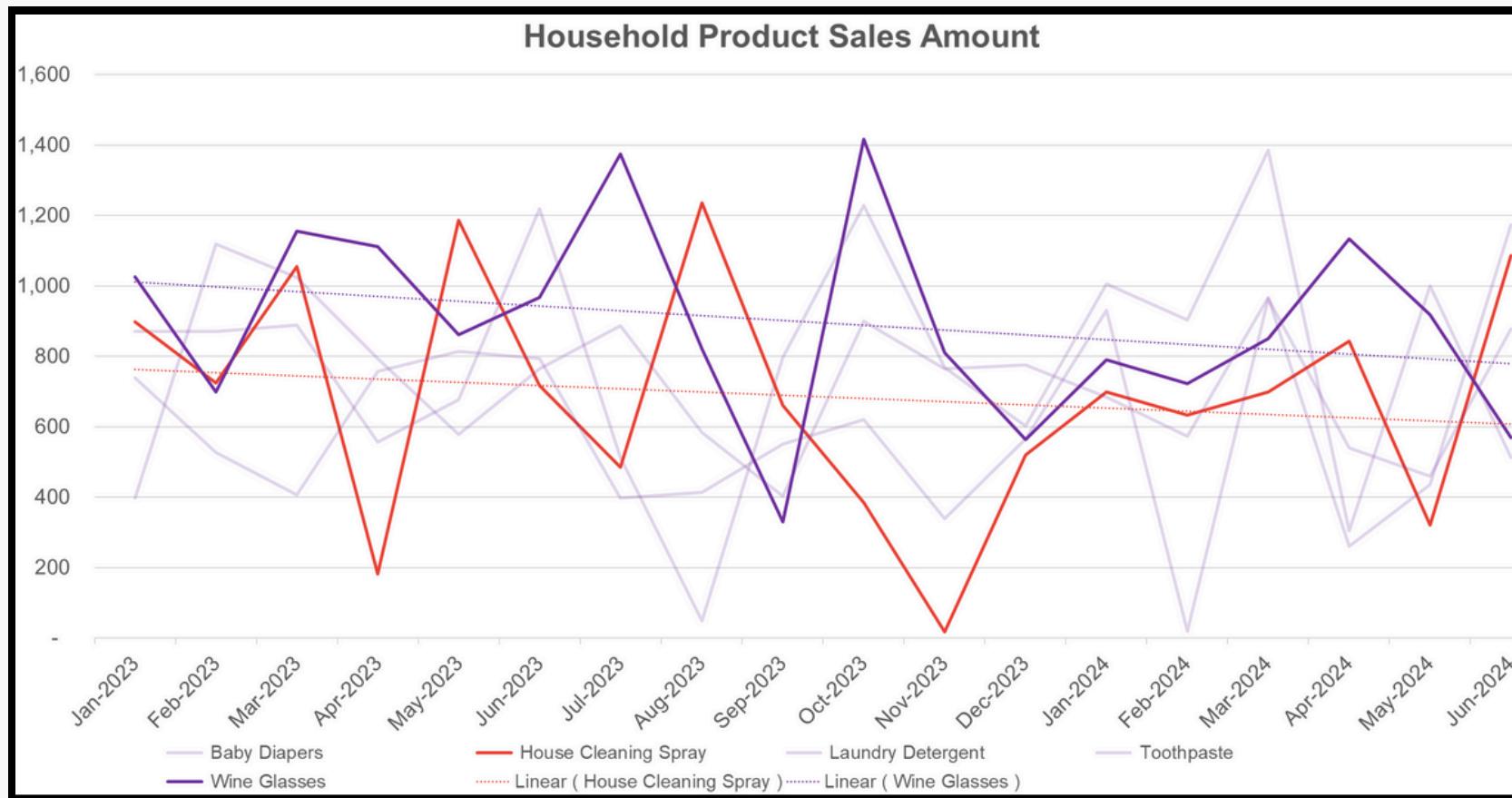
INCREASE SALES

To improve beverage sales by targeting campaigns towards beverage lover



- 44 person (22% of total customer)**
- Avg revenue: USD 97/month (Last 6 months)**
- Avg 30 days between purchase (SD 26)**
- Lover: Beverage**

To improve household sales by targeting campaigns towards premium household



Premium Household



- 50 person (25% of total customer)**
- Avg revenue: USD 112/month**
(Last 6 months)
- Avg 22 days between purchase**
(SD 30)
- Lover: Household items, Organics**

PREVENT CHURN

LOYALTY PROGRAM DESIGN



Membership Tiers

Platinum

- FOR HIGH-VALUE, FREQUENT SHOPPERS
- 80 MEMBERS
- STATUS VERY HIGH VISIT

Gold

- FOR MODERATELY ENGAGED CUSTOMERS
- 65 MEMBERS
- STATUS HIGH VISIT

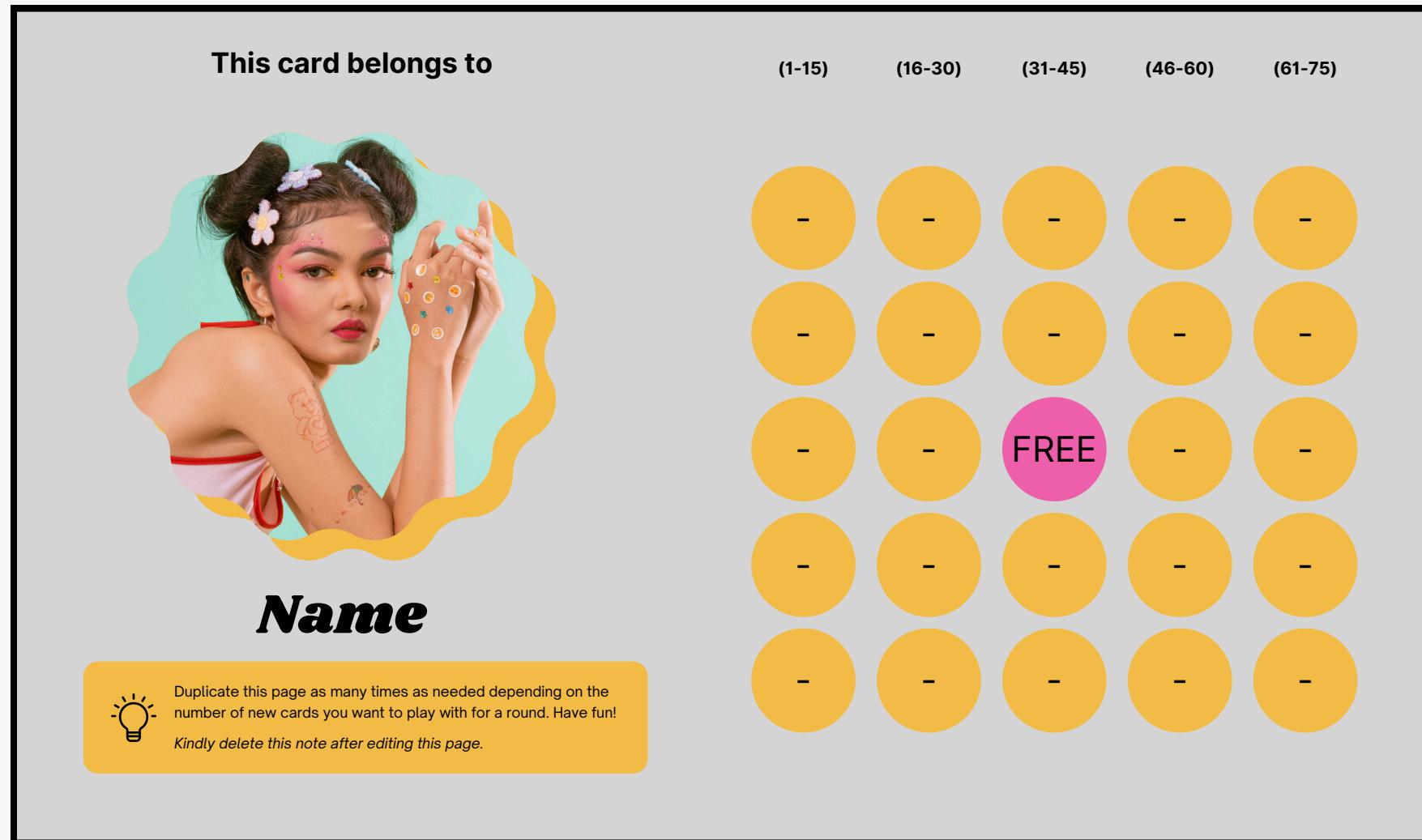
Silver

- ENTRY-LEVEL FOR ALL CUSTOMERS
- 39 MEMBERS
- STATUS LOW VISIT & VERY LOW

No visit 16 people

POINTS SYSTEM

Customers earn points for every dollar spent, with the opportunity to earn bonus points for specific actions (e.g., referrals, etc.).



Earning Points

Basic Earning: 1 point per \$ 10 spent.

Bonus Points:

Double points on birthdays.

Bonus points for first purchase after joining.

Extra points during promotional periods or for purchasing specific products.

Points for referring friends or family.

Redeeming Points

Discounts: Points can be redeemed for discounts on future purchases (e.g., 100 points = \$5 off).

Exclusive Products: Offer special products or bundles that can only be purchased with points.

Experiences: Points can be redeemed for unique experiences, such as private shopping events or early access to sales.

NEW CUSTOMERS

RECOMMEND 3 BEST SELLER PRODUCTS

- Organic Chicken



- Wine Glasses



- Juice Boxes



PRODUCT CAMPAIGN

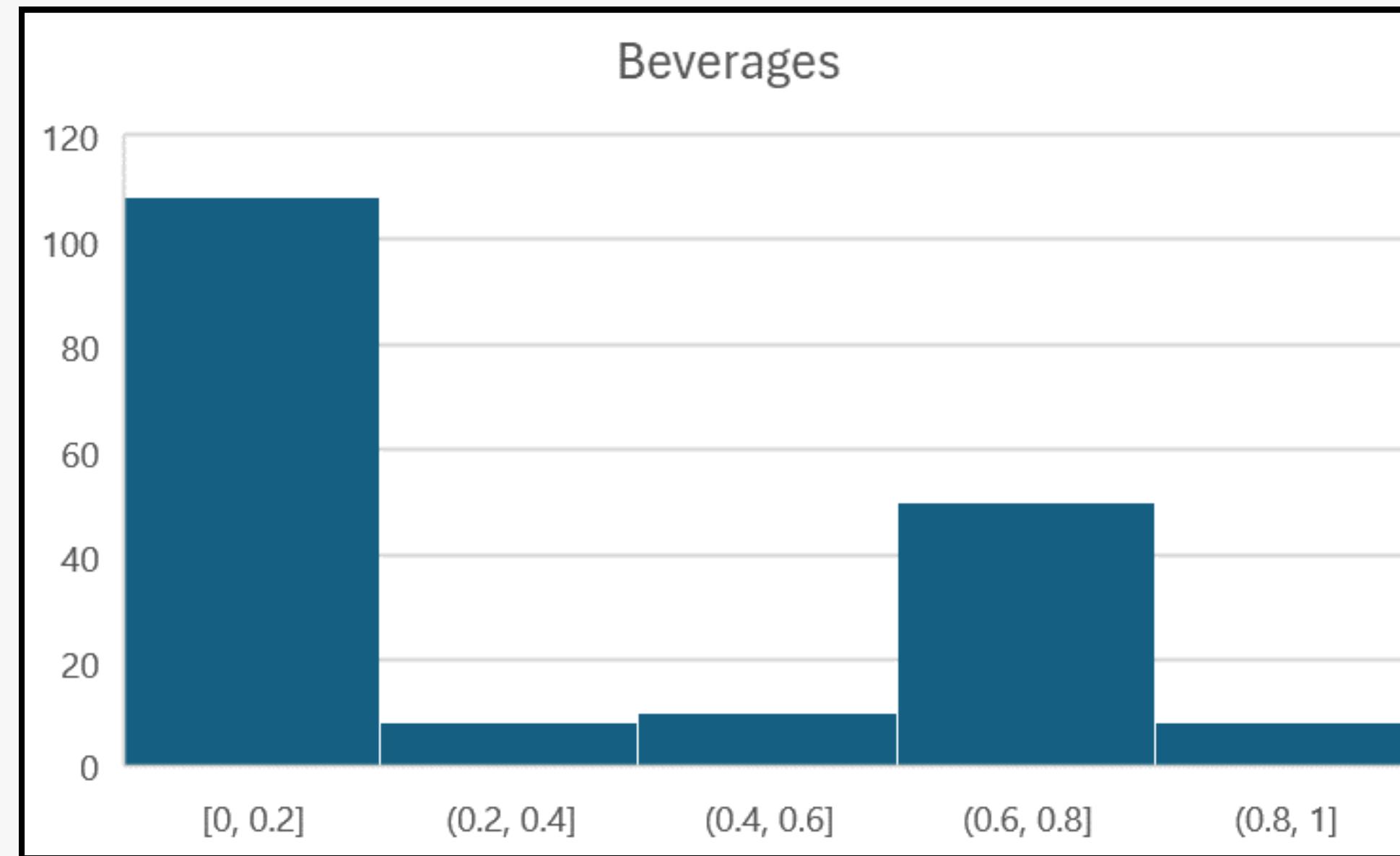
Propensity to buy products

Customer ID	Baby Diapers	Beer	Children's Cereal	...	Toothpaste	Whole Wheat Bread	Wine Glasses
1	0	0	0	...	0	0	0
2	0	0	0	...	0	0	0
...
200	0	0.5	0	...	0	0	0.5

Example case

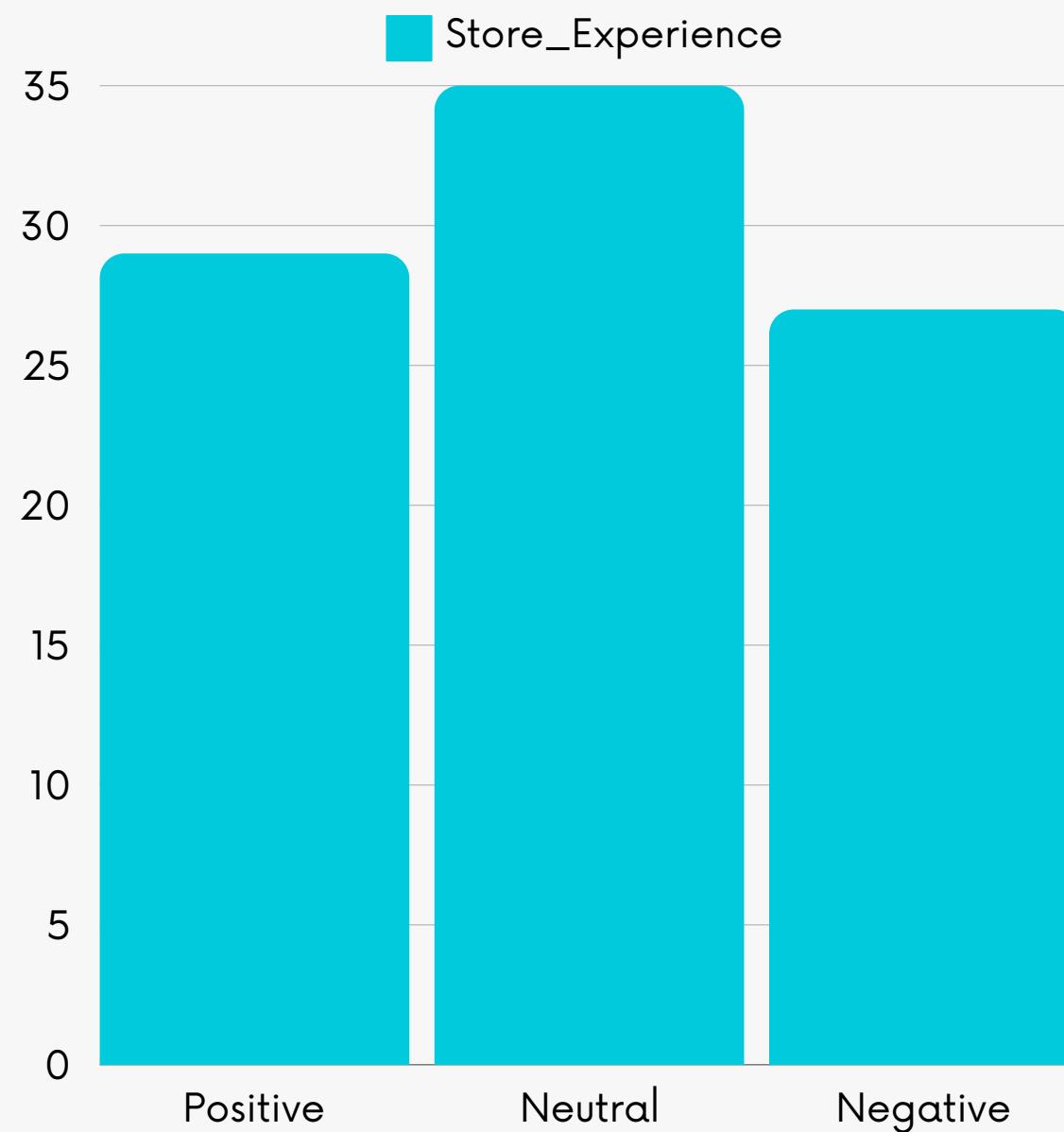
If the marketing team wants to run a campaign for a specific product, they can select customers based on their propensity to buy that product in the CDP.

For example, there are 58 customers with a propensity score of over 0.6 for purchasing beverages

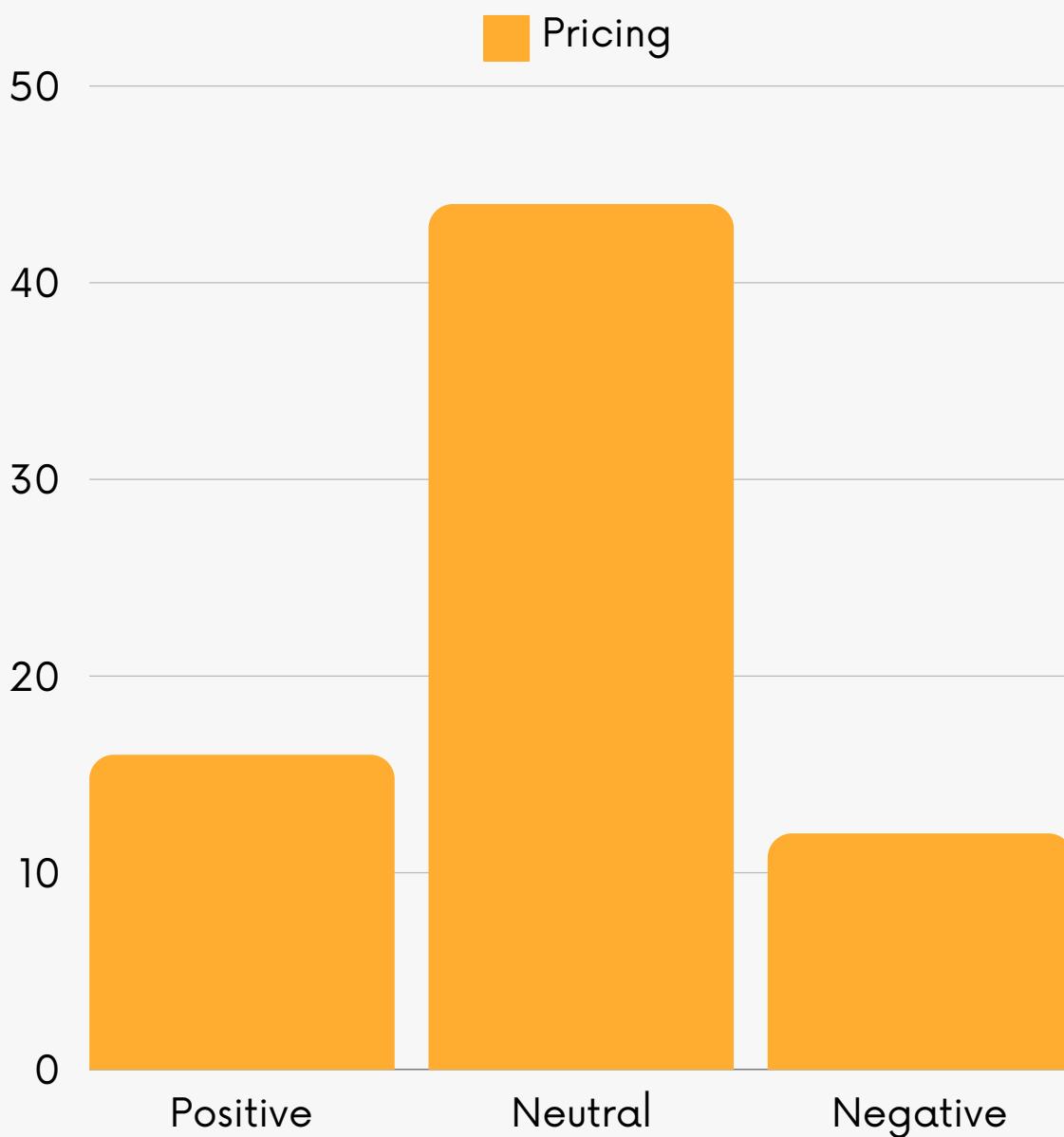


VOC

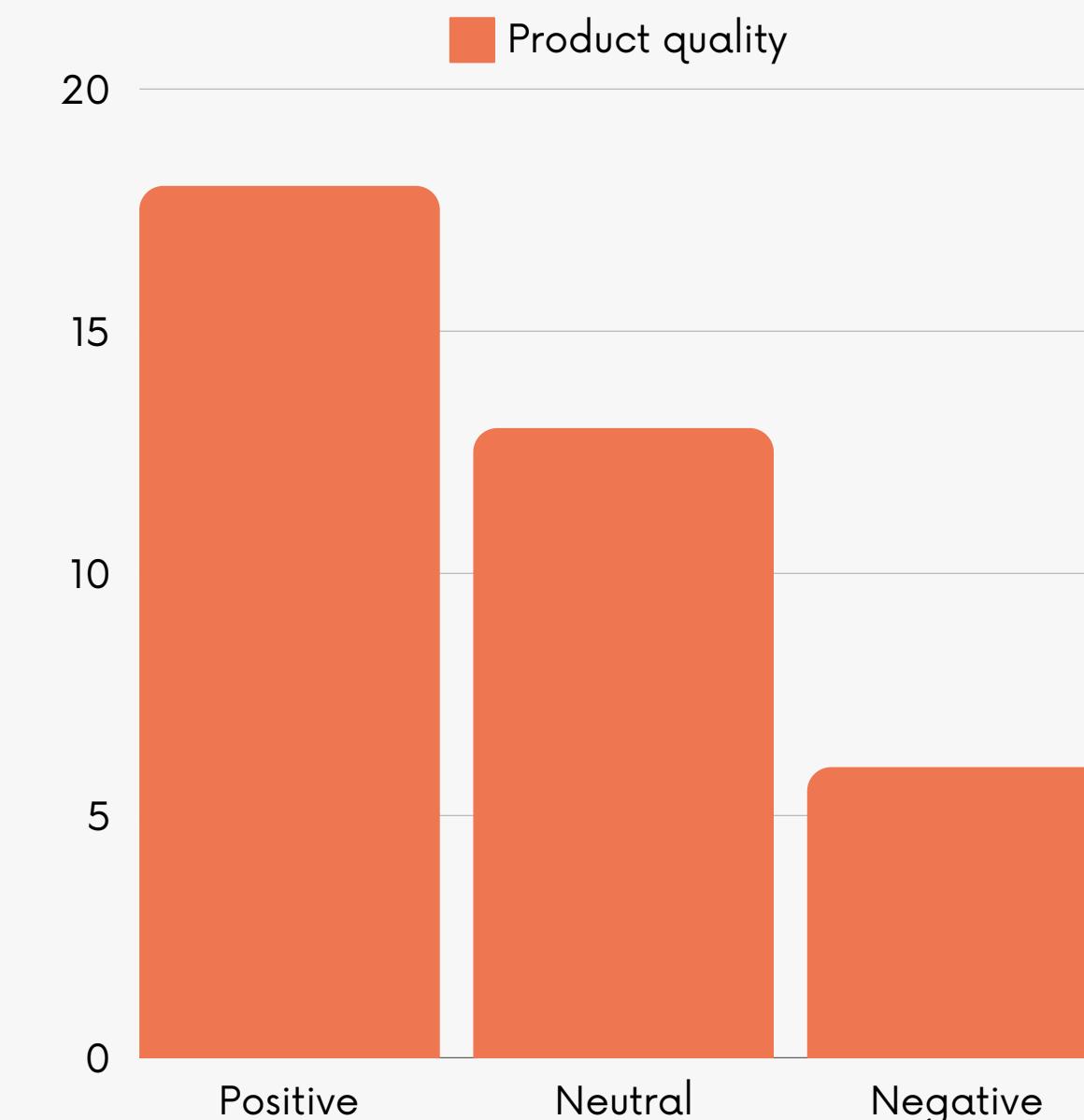
Positive = 29
Neutral = 35
Negative = 27



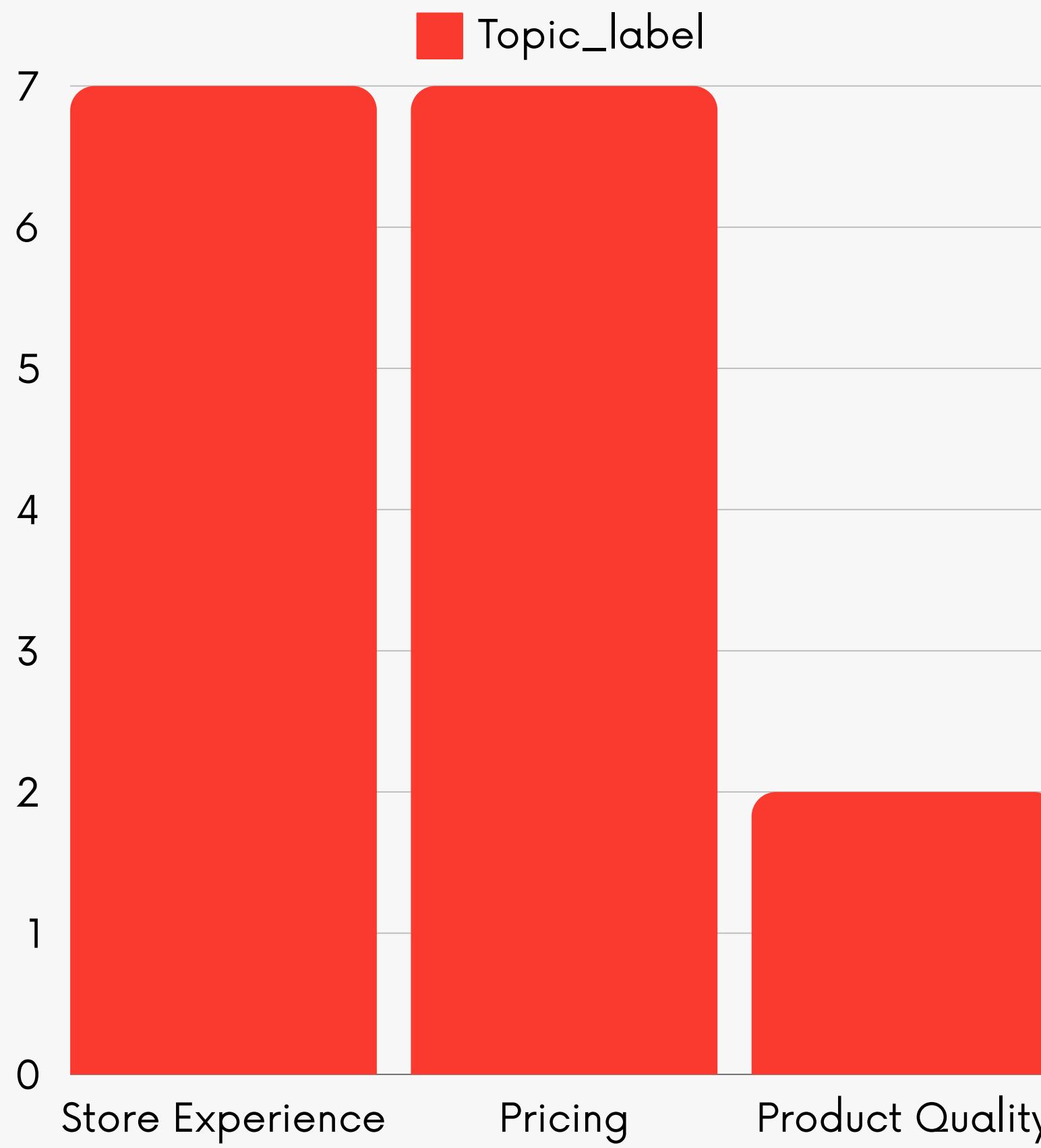
Positive = 16
Neutral = 44
Negative = 12



Positive = 18
Neutral = 13
Negative = 6



VOC CHURN

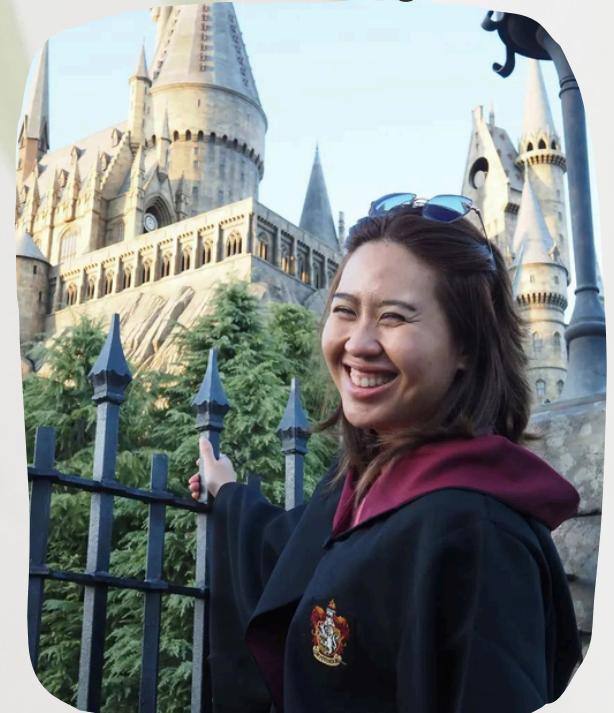


Store Experience = 7
Pricing = 7
Product Quality = 2

TEAM MEMBER



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Warit
Yodsurang



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Nattarin
Gonchim



6610424008
Pimchanok
Peukpattanaruk



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THANK YOU

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