

# Audience Insights & Behavioral Trends

Comprehensive analysis of Haksoss Café's combined super-elite and aspirational clientele, including behavioral patterns, engagement trends, and actionable insights for targeting and retention.

## Demographics

- Age: 20–50 (Young Urban Trendsetters & Urban Professional Elite)
- Income: \$25k–\$120k/year
- Gender: 50% Male / 50% Female
- Location: Alexandria, urban districts
- Education: College to Master's or higher

## Psychographics

- Lifestyle: Busy professionals and trend-focused young adults seeking premium and social experiences
- Values: Quality, exclusivity, aesthetics, prestige, convenience
- Interests: Specialty coffee, fine dining, lifestyle content, social networking
- Personality: Sophisticated, ambitious, socially influential, adventurous

## Engagement Behavior

- Social Media Engagement: 11.3% average rate across channels
- Email Open Rate: 35%
- CTR: 3.8% on campaigns featuring VIP offers
- Top Platforms: Instagram, TikTok, LinkedIn
- Content Preference: Hero visuals, curated experiences, seasonal offers

## Purchase Behavior

- Average Spend: \$25–\$50 per visit
- Loyalty Sign-ups: 1,070 members
- Conversion Rate: 6.2%
- Repeat Purchase Frequency: 1.5–2 visits/week
- ROAS: 4.11:1

## Preferences & Influencers

- Favors premium coffee blends, seasonal specials, and curated offerings
- Influenced by social proof, VIP exclusivity, and peer recommendations
- Responds to personalized campaigns and loyalty perks
- Engages in referral programs and shares premium experiences online

## Opportunities & Insights

- Introduce short-form videos for Instagram/TikTok to boost engagement
- Offer dynamic, exclusive seasonal offers for retention
- Leverage email segmentation for personalized VIP campaigns
- Use influencer partnerships to attract aspirational young urban elites
- Highlight premium, curated experiences to differentiate from competitors