**CUSTOMER SEGMENTATION ANALYSIS**

**Objective**

To find out how the population of Ghana affects the purchasing behavior in each region. And also find out which kind of consumers to target in each region.

**Problems Identified**

Most times marketers focus on the target market alone forgetting that, there are cases where the target market are not the ones who purchase the product but their guardians. Also when marketing a product across the country marketers mostly use the same procedure and this might not be the best options for both the product and the consumer leading to a low purchase of the product.

**Target market**

Marketing companies

Marketing managers / directors

**User Cases**

1. Depending on your product identify the type of consumer to target in each region
2. Identify how to market a product in each region especially when using traditional media

**Information needed**

1. Population of Ghana in each region
2. Age groups in each region
3. Total number of males and females in each region
4. Dependency ratio in each region

**Data needed**

All the data to be used for this project will be taken from, Ghana 2021 population and housing census.