Acquisition Suggestions

Category	Target Segment/Group	Acquisition Suggestions
Electronics	High Value	Target with premium advertising (social media, influencers, tech blogs); Offer exclusive first-time buyer deals; Highlight product innovation and quality; Partner with finance/credit providers for installment plans
Electronics	Regular	Promote entry-level products; Bundle deals for first purchase; Referral programs to attract friends/family; Demo events or pop-up experiences
Electronics	At Risk / New/Low Activity	Retarget with ads featuring new arrivals; Limited-time welcome back offers; Showcase customer testimonials and reviews
Toys	Families / Parents	Collaborate with parenting communities and schools; Launch seasonal campaigns (holidays, birthdays); Free gifts with first purchase; Social media contests for new customers
Toys	Regular	Bundle toys with books or games; Loyalty points for first purchase; Referral incentives for inviting other parents
Clothing	Young Adults / Fashion Seekers	Partner with fashion influencers; First-purchase discounts; Social media ads targeting style trends; Pop-up shops or fashion events
Clothing	Regular	Bundle offers (e.g., buy clothing, get accessories); Referral programs; Highlight sustainable or trending collections
Groceries	Local Residents	Free delivery for first order; Welcome coupons; Partner with local community events; Promote convenience and freshness
Groceries	Regular	Bulk purchase discounts for new customers; Subscription trial offers; Referral rewards
Books	Students / Book Lovers	Collaborate with schools/universities; First-purchase discounts; Book club partnerships; Social media campaigns around reading challenges
Books	Regular	Bundle books with toys or stationery; Referral programs; Highlight bestsellers and new releases

Retention Suggestions

Segment	Predicted Value	CRM Suggestions
High Value	High	VIP services, exclusive offers, personalized recommendations, continuous experience optimization
High Value	Low	Retention incentives, satisfaction improvement, analyze reasons for declining value
Regular	High	Cultivate potential, personalized recommendations, targeted marketing, increase engagement
Regular	Low	Basic communication, automated marketing, small incentives
At Risk	High	Priority win-back, exclusive reactivation offers, analyze reasons for churn, personalized incentives
At Risk	Low	Low-cost reactivation, automated care, reduce resource investment
New/Low Activity	High	Rapid activation, welcome package, first-order discount, focus on initial experience
New/Low Activity	Low	Standardized welcome process, automated offers, focus on first experience

If you want to see the visualization of target segment, positioning statement/map, and core value proposition, please run:

stage3_Product&SalesPatternAnalysis.py