
Clients segmentation

online store “While Still Here”

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Terms of references:

- Segment buyers by consumption profile
- Describe consumer groups
- Give recommendations for email marketing

Data:

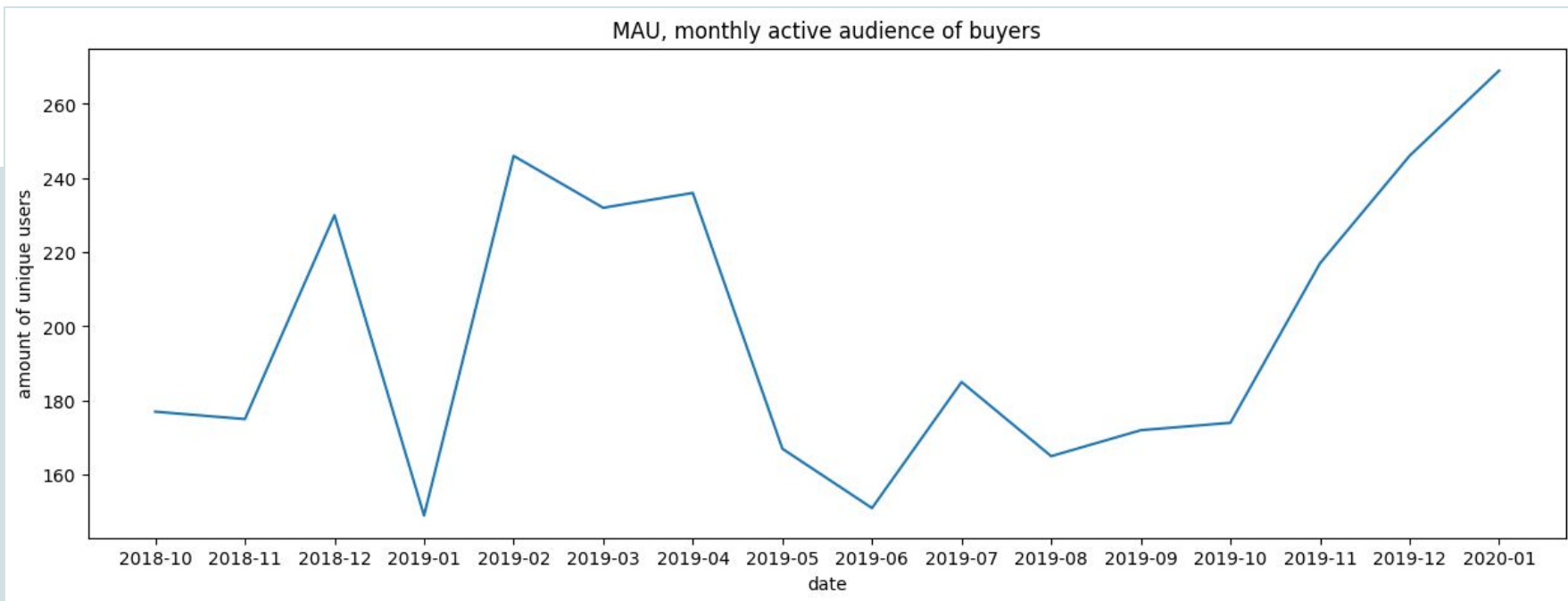
sales of online orders for the period from October 2018 to the end of January 2020.

Conclusions:

- Customers made purchases across 8 categories: Decor, Tools and Stuff, Plants and Seedlings, Bathroom and Toilet Supplies, Household Goodss, Kitchenware, Cleaning Products, and Clothing Care.
- Four consumer segments were identified:
 - One-time Buyers
 - Large Purchases
 - Returned
 - Small Items
- The most profitable segment is “Large purchases”
- The highest number of ordered items in the “One-time buyers” segment
- Recommended for promotion are three segments: One-time buyers, Large purchases, and Returning customers.

Audience growth trend since November 2019

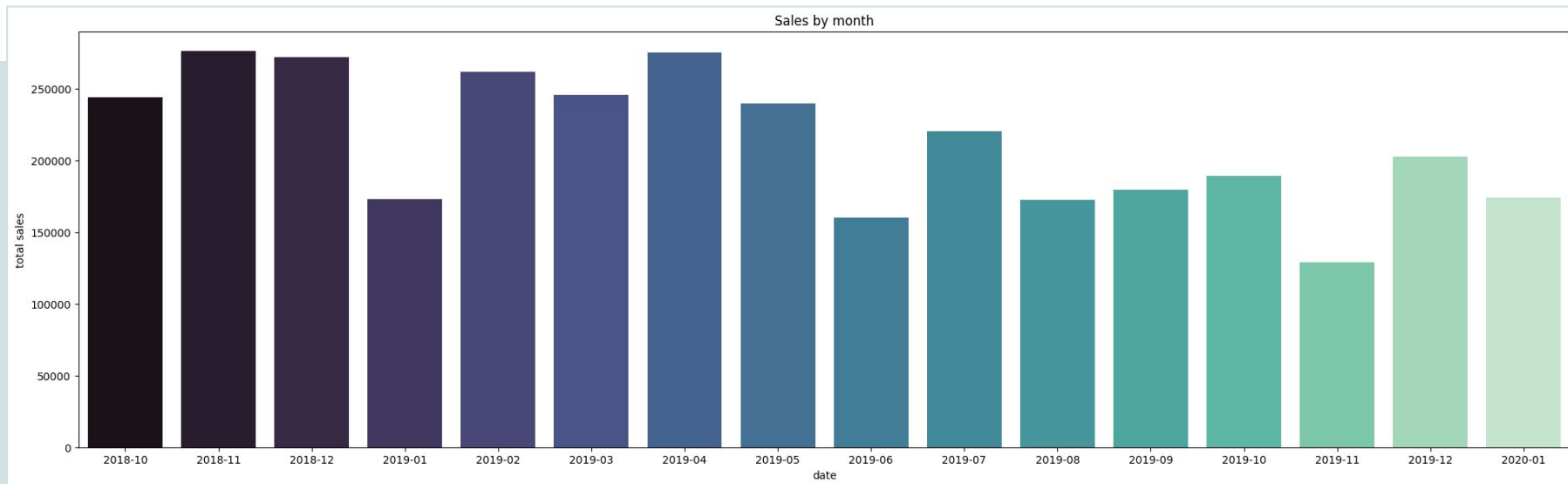
- after March 2019, there was a sharp decline and stagnation in the active buying audience in the store
- from November onwards, the situation started to improve, and we observed a trend towards growth



Decline in sales since March 2019

Despite the growth in the active buying audience, the sales chart does not show a similar trend in revenue:

- November 2019: shows the lowest sales figures
- December-January 2019: results are not above average



**to increase revenue by
stimulating customers based on
their consumption profiles was
performed**

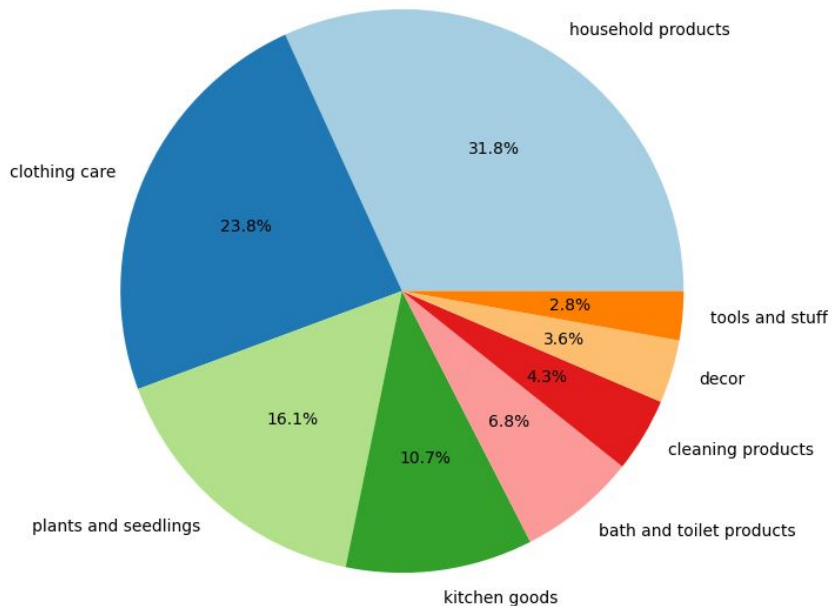
SEGMENTATION

k-means method

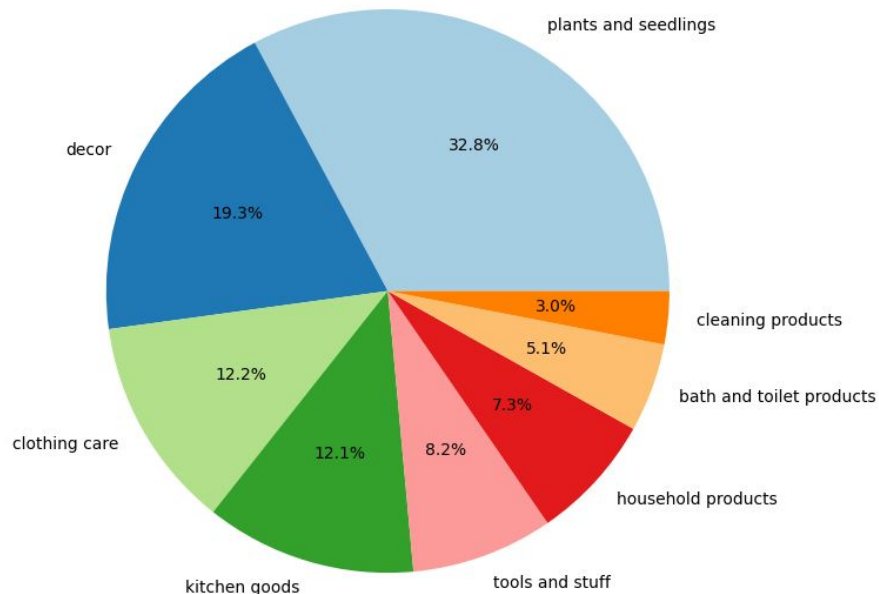
Consumption profiles by categories

- the store's assortment includes the largest number of products from the “plants and seedlings” category
- the most revenue comes from purchases from the “household goods” category
- most of the goods ordered from “plants and seedlings”

Distribution of categories by total sales



Distribution of categories by number of ordered units



Consumer segments

One-time Buyers

- made only **1 purchase**
- average **total spent** are the lowest - **788 rub**
- the average number of **items per transaction** is **4.1**
- The average **unit price** - **439 rub**

Large Purchases

- the **average total spent** in the store by this segment **more** than in other segments - **5 374 rub**
- **the highest average bill** - **4 183 rub**
- also the **highest average unit price** - **3 148 rub**

Small Items

- purchase the **cheapest** items, with an average **unit cost** - **131.2 rub**
- **large number** of item names in a transaction (an average of **12.3 types of items**)
- **large number of items** in a transaction - an average of **44.5 pieces**
- an average **order value** of **2966.2 rub**

Returned

- on average, customers made **2 purchases**
- has **the fewest number of items** per transaction
- more often only **one type of item** in the purchase
- **the lowest average bill**, with a value of **581.6 rub**

Size of segments

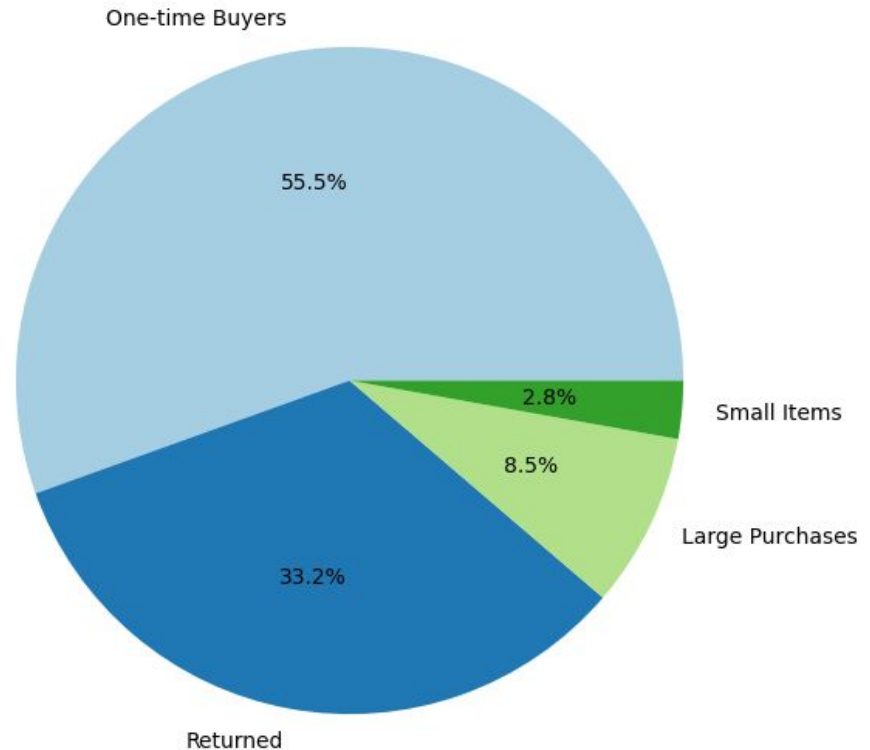
The biggest segment -
"One-time Buyers"

55.5% of sample / 1343 people

The smallest segment -
"Small Items"

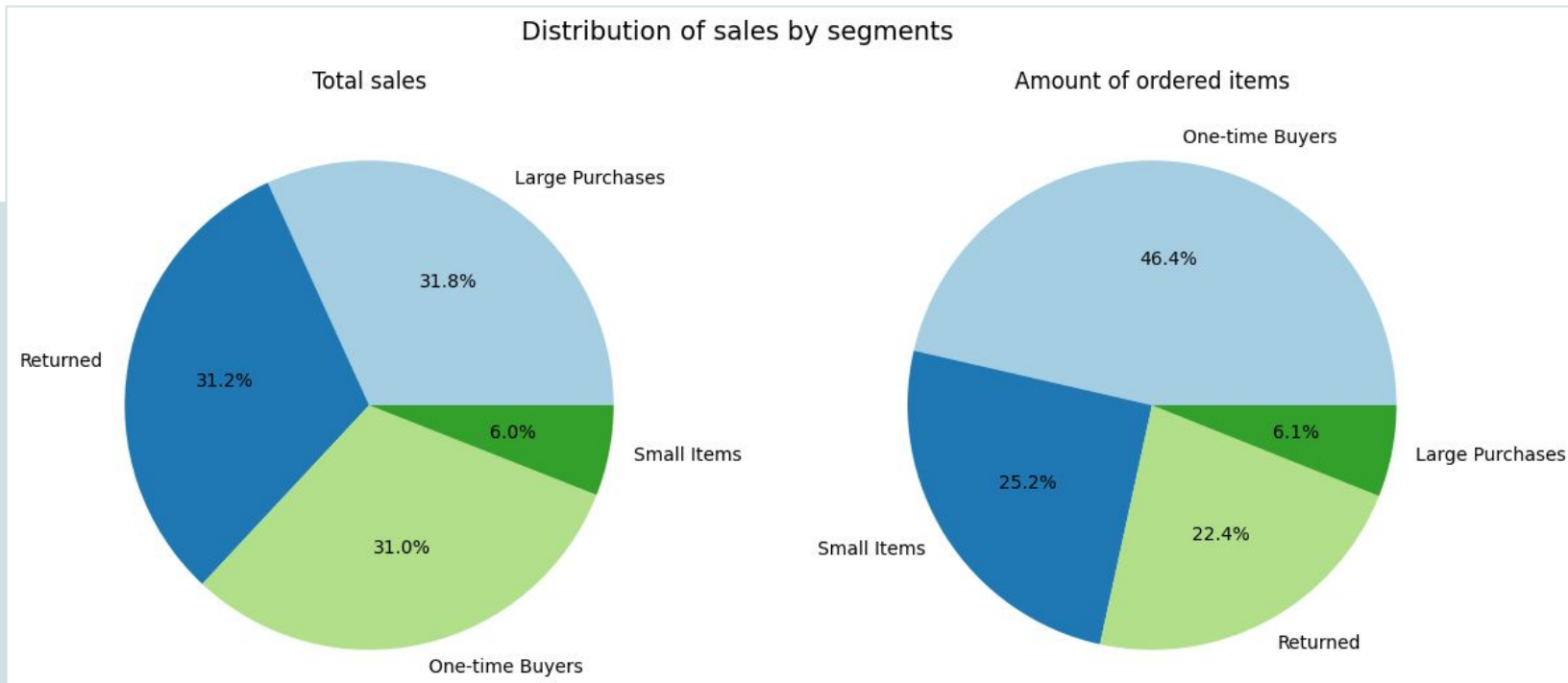
2,8% of sample / 68 people

Distribution of clients by segments



Distribution of sales between segments

- The "Large Purchases" segment brings in the most revenue, accounting for 31.8% of the total revenue for the period.
- The "Small Items" segment generates the least revenue, only 6.1%.
- Customers from "One-time Buyers" ordered the most products, accounting for 46.4% of the total for the period.



Segment 1: "Small Items"

Customers who buy many inexpensive items at once in our store.

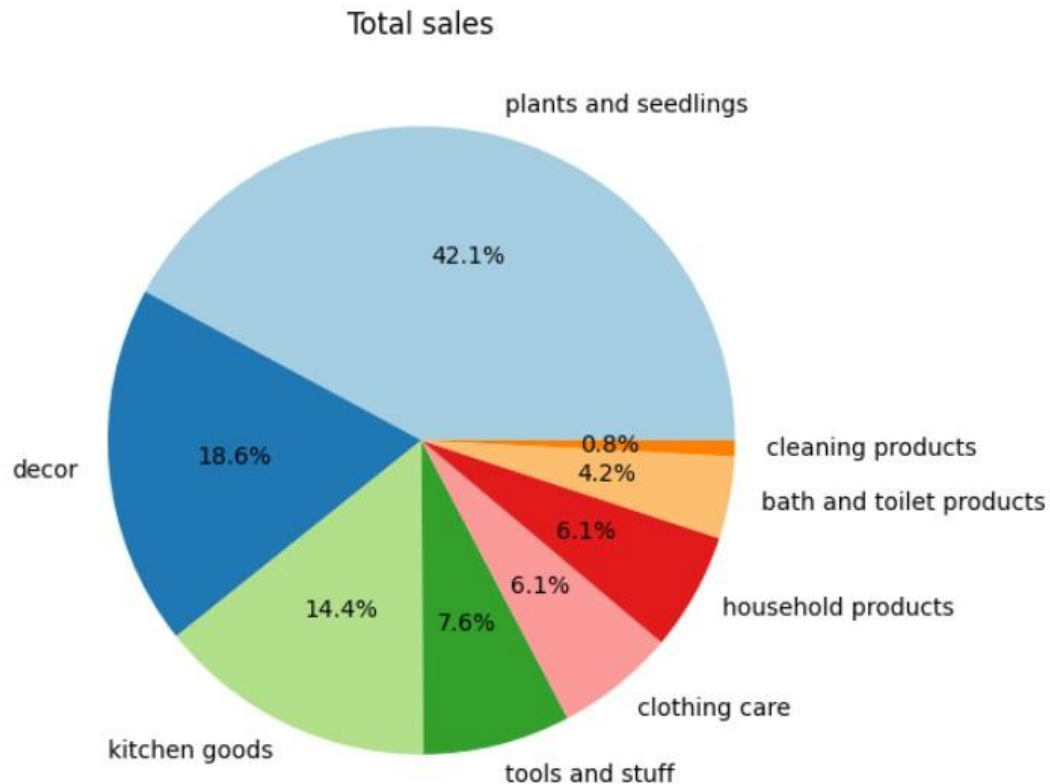
The category "**Plants and Seedlings**" is the **leader** in this segment both in terms of revenue and the number of ordered units.

The **top 3** categories by **profit** include:
"Decor" and "Kitchen Goods".

The **top 3** categories by sold **items** include:
"Decor" and "Kitchen Goods".

due to the small number and
low sales in this segment

not recommended for promotion



Segment 2: “Returned”

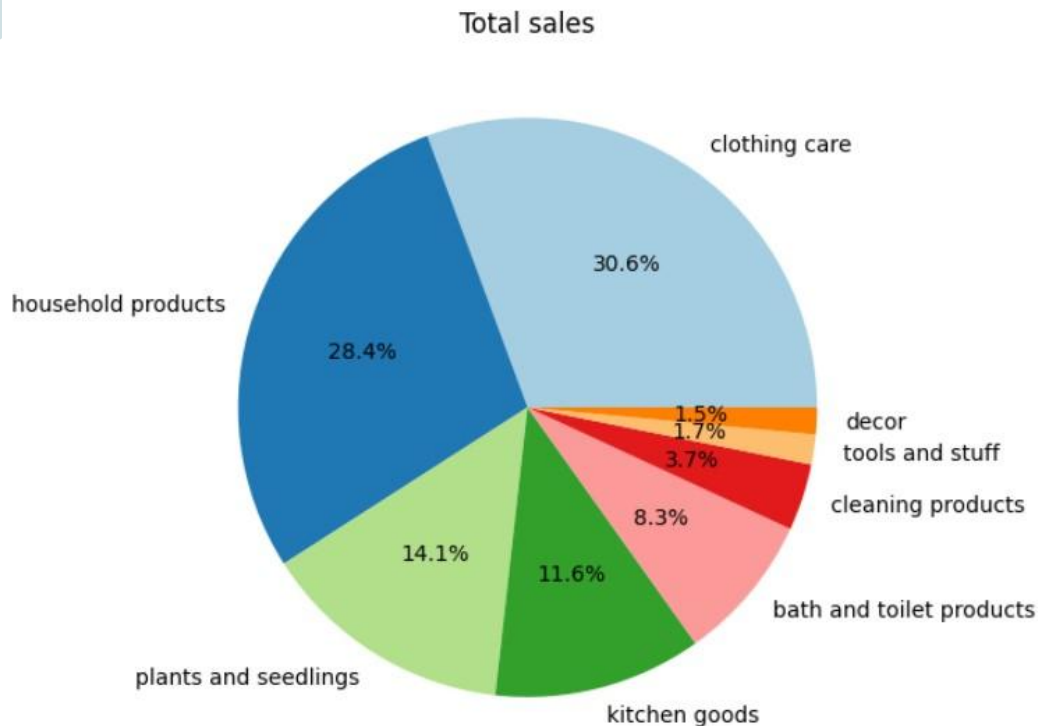
Those who made repeat purchases in our store, mostly these repeat purchases occurred in the last 3 months of the analyzed period.

The category **"Plants and Seedlings"** is the **leader** in this segment in terms of revenue.

The **highest number of items** were ordered in the **"Clothing Care"** category.

The **top 3** categories by **profit** include: "Household Products" and "Plants and Seedlings".

The **top 3** categories by sold **items** include: "Clothing Care" and "Kitchen Goods"

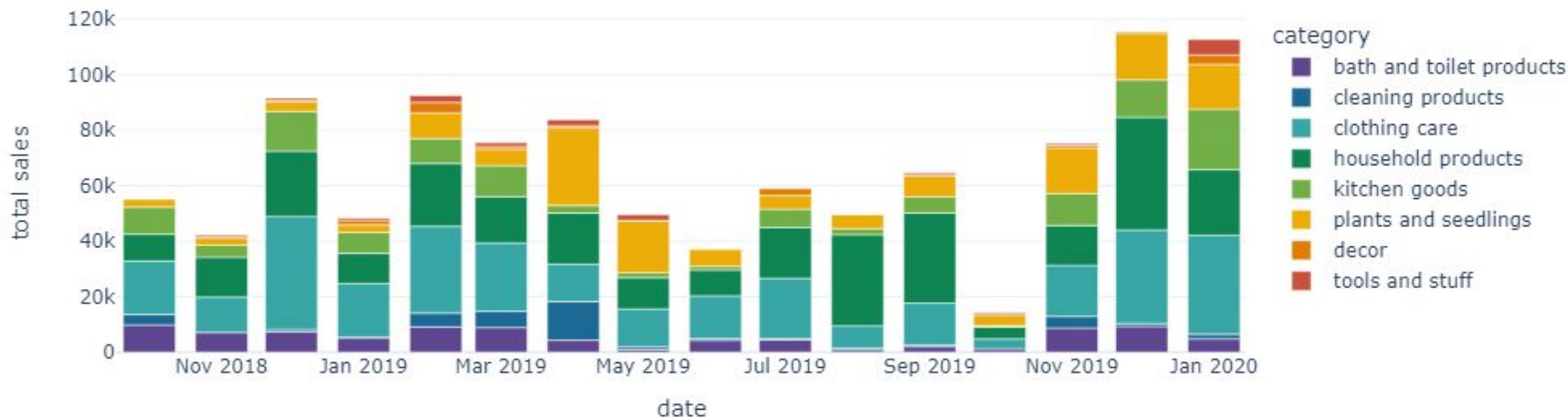


Segment 2: "Returned"

recommendations

- In the last 3 months, we observe a return of customers and an increase in sales for the following categories: clothing care, household items, kitchenware, plants and seedlings.
- Sending out products from the "Household Goods" category from July to September.
- "Clothing care" can be promoted in December to March and July.
- "Cleaning products" can be highlighted from February to April.
- "Plants and seedlings" - February, April, May and September.

Segment 2 "Returned" sales by month



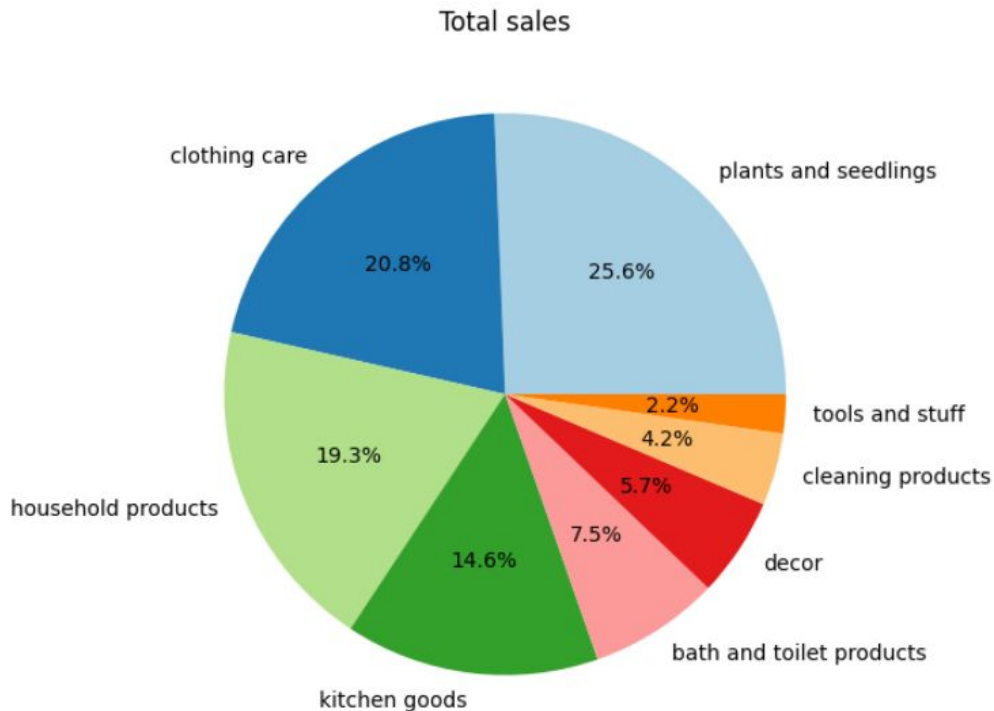
Segment 3: "One-time Buyers"

For this segment, customers typically made one-time purchases in our store and spent the least amount of money on shopping.

The category "**Plants and Seedlings**" is the **leader** in this segment both in terms of revenue and the number of ordered units.

The **top 3 categories** by **profit** include:
"Clothing Care" and "Household Products".

The **top 3 categories** by sold **items** include:
"Decor" and "Kitchen Goods".

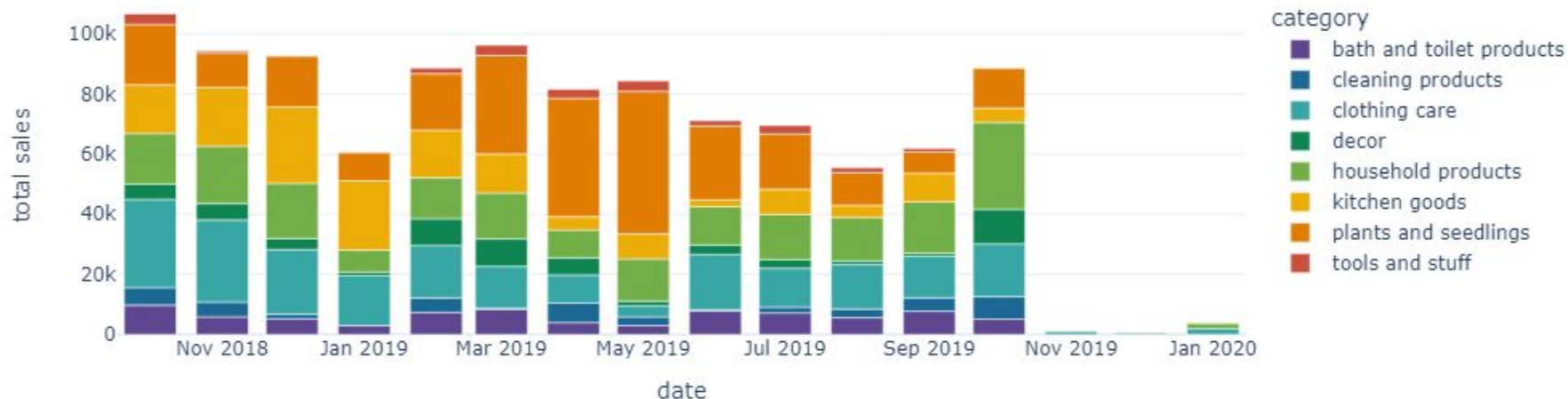


Сегмент 3: "One-time Buyers"

recommendations

- Products from the "Household goods" category are better to include in the newsletter in September-October.
- From March to May, seasonal offers from the "Plants and Seedlings" category can be included in the newsletter.
- Additionally, "Kitchen Items" can be tested in the newsletter in November-January.

Segment 3 "One-time Buyers" sales by month



Segment 4: "Large Purchases"

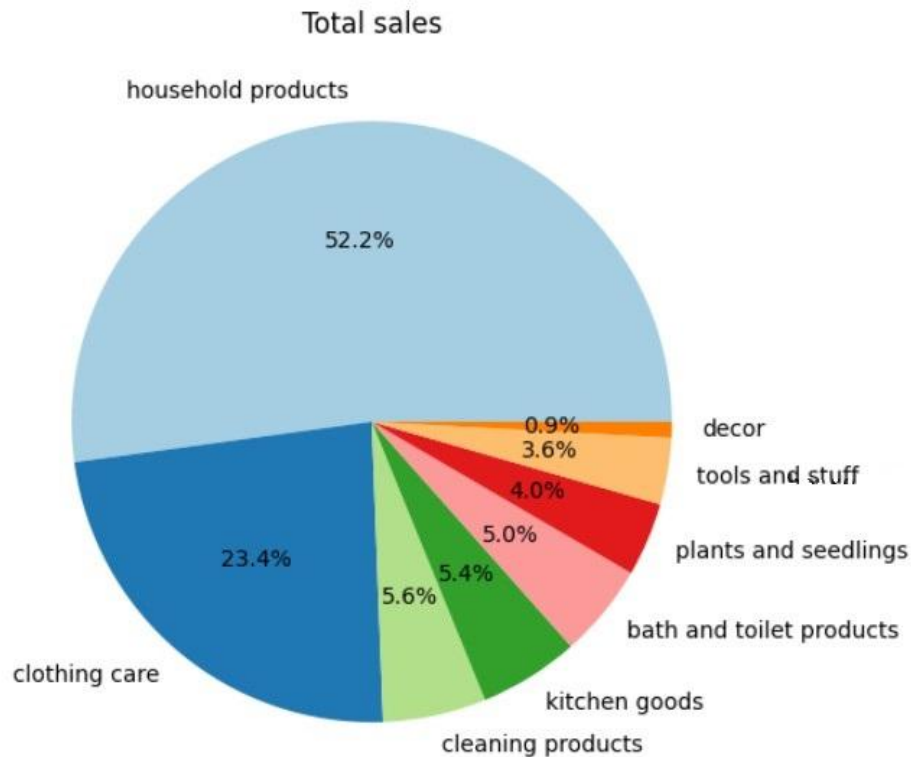
They make expensive purchases in our store, characterized by the highest average order value and total spending on shopping.

The "**Household Products**" category accounts for **52.2%** of the total **revenue** in this segment.

The **highest number of items** were ordered in the "**Clothing Care**" category.

The **top 3** categories by **profit** include: "Clothing Care" and "Cleaning Products".

The **top 3** categories by sold **items** include: "Household Products" and "Plants and Seedlings".



Segment 4: "Large Purchases"

recommendations

- When forming an advertising campaign for this segment, the emphasis should be on "household" categories: "Household products" and "Clothing Care"
- In July, October, and December, we focus on "Clothing Care", while other months can be mixed.
- In September, December, and February highlight "Kitchen Items"
- From February to January, we focus on "Cleaning Products"

Segment 4 "Large Purchases" sales by month

