

The background features a light gray field with abstract geometric shapes in blue and dark blue at the corners. On the left, a series of horizontal lines with small circles at their ends, resembling a circuit board, extends towards the center. On the right, similar lines extend from the edge towards the center.

Customer Segmentation Analysis for Snapdeal

Insights and Actionable Recommendations

Introduction

- **What is Customer Segmentation?**

“Segmenting customers based on purchasing behaviour and preferences to improve targeting and engagement.”

- **Why it Matters?**

“Understanding different customer types allows businesses to personalize offerings, enhance retention, and drive revenue.”

- **Business Challenge:**

“How can we identify high-value customers, re-engaged dormant ones, and convert new customers into loyal buyers?”

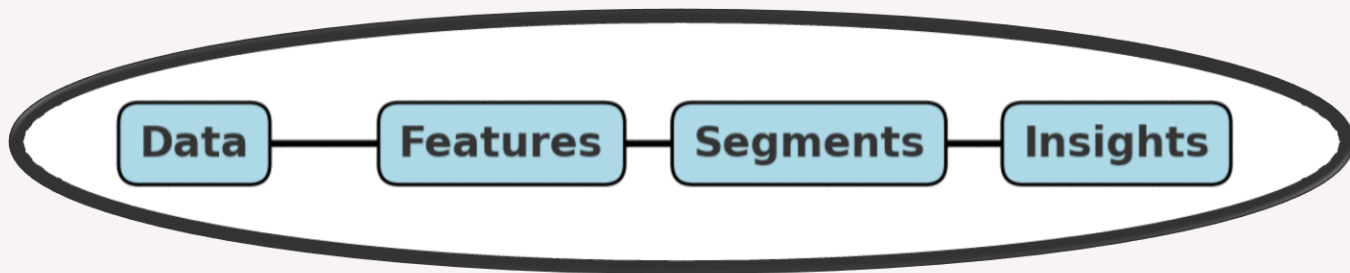
- **Presentation Goal:**

“We’ll dive into segments that matter most and explore actionable strategies to solve these challenges.”

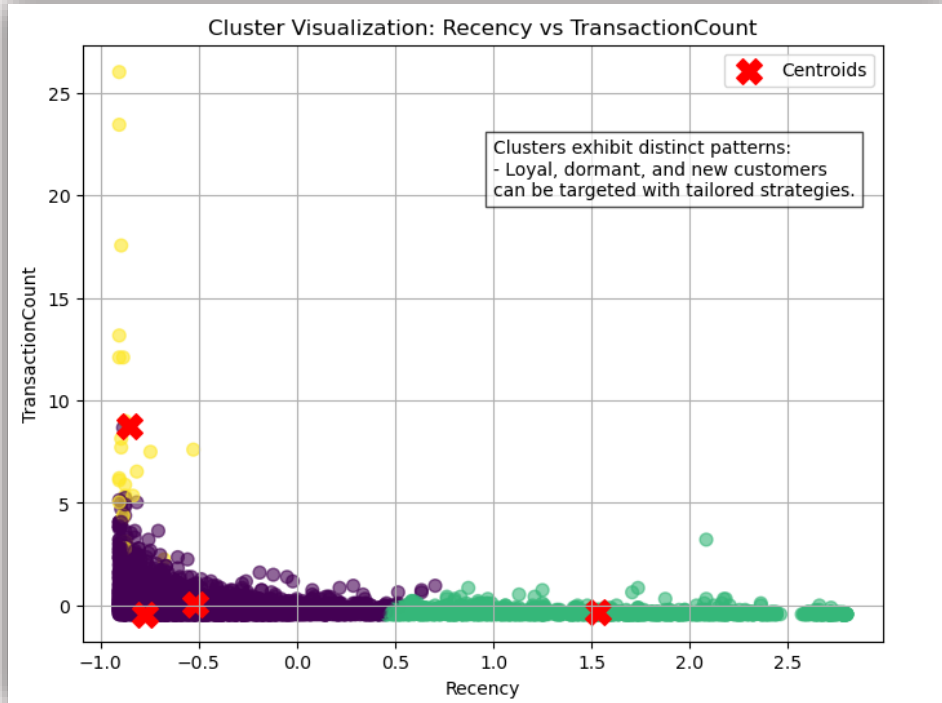


From Data to Insights: The Segmentation Journey

- **Collect Data:** Transaction history, customer behaviour.
- **Extract Features:** Key metrics like frequency, recency, spend.
- **Segment:** Apply clustering to group customers.



Visualizing Customer Segments for Strategic Insights



- **Cluster 1 (Purple):**
Customers with very low recency and transaction counts, likely dormant customers.
- **Cluster 2 (Green):**
Regular but infrequent shoppers with moderate recency.
- **Cluster 3 (Yellow):**
High Transaction counts but lower recency, indicating frequent shoppers or potential loyal customers.
- **Centroids** represents the **average behaviour** of each cluster.

Actionable Insights: From Data to Strategy

Based on **K-means clustering analysis**, we have identified key customer segments. These segments help us understand customer behavior and drive targeted strategies.

Customer Segments	Characteristics & Behaviour
High-Value Loyal Customers	<ul style="list-style-type: none">- High recency, frequency and revenue- Likely to respond to loyalty programs
Frequent Shoppers with Low Spending	<ul style="list-style-type: none">- High frequency, low revenue- Potential for upselling
Infrequent High-Spending Customers	<ul style="list-style-type: none">- Low frequency, high revenue- Target with personalized offers
Dormant Customers	<ul style="list-style-type: none">- Low recency, frequency and revenue- Re-engagement campaigns

Turning Insights into Actions: Tailoring Strategies for Customer Segments



High-Value Loyal Customers

- **Behaviour:** Frequent & High Spenders.
- **Action:** VIP rewards, exclusive offers.



Infrequent High-Spending Customers

- **Behaviour:** High spenders, low frequency.
- **Action:** Reminders, limited-time offers, loyalty programs.



Frequent Shoppers, Low Spending

- **Behaviour:** Frequent, low-value purchases.
- **Action:** Upsell, bundle deals, personalised discounts.



Dormant Customers

- **Behaviour:** Inactive customers.
- **Action:** Re-engagement campaigns, targeted discounts.

Driving Actionable Insights for Success

Unlocking targeted marketing opportunities, increase customer retention, and drive higher revenue by tailoring strategies to each segment's unique behaviors.



Conclusion: Turning Data into Business Growth

- By strategically implementing customer segmentation insights, we can enhance customer engagement, optimize marketing efforts, and ultimately drive sustainable business growth.
- Let's transform data into action and see measurable results in customer loyalty and profitability.






THANKS!

- Pranali Pednekar

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RESOURCES

Vectors

- [Blue background with technological style](#)

Icons

- [Icon Pack: Data Analytics | Lineal](#)

Other

- <https://www.flaticon.com/>

