

Customer Segmentation & Product Profitability

Problem:

Businesses often struggle to target marketing effectively, leading to wasted resources and missed opportunities. The goal is to identify profitable customer segments and top-selling products for better-targeted campaigns.

Key Insights:

1. Product Profitability:

- **Issue:** Not knowing top products leads to inefficient marketing.
- **Insight:** Products like **Dorito Corn Chip Supreme** and **Smiths Crinkle Chips** drive high sales and should be prioritized in marketing efforts.

2. Customer Segmentation:

- **Issue:** Generic marketing fails to address distinct customer needs.
- **Insight:** **Older families** and **premium customers** are the highest value segments. Targeting them with tailored offers will drive revenue.

3. Loyalty Behaviour:

- **Issue:** Without understanding loyalty, retention efforts fall short.
 - **Insight:** Loyal customers favor non-premium products like **Kettle Tortilla Chips**. Personalizing offers will strengthen loyalty.
-

Strategic Recommendations:

1. Enhance Loyalty Programs:

- Offer rewards to repeat customers to improve retention.

2. Expand Top Products:

- Focus on best-selling snacks and introduce new flavors.

3. Optimize Marketing:

- Highlight top-performing products and use customer reviews for credibility.

4. Cross-Sell & Upsell:

- Bundle related items and promote premium versions to loyal customers.

5. Year-Round Engagement:

- Engage customers with ongoing promotions, not just seasonal offers.
-

Conclusion:

By targeting high-value customer segments and focusing on top-selling products, businesses can improve marketing efficiency, drive higher sales, and retain loyal customers.