

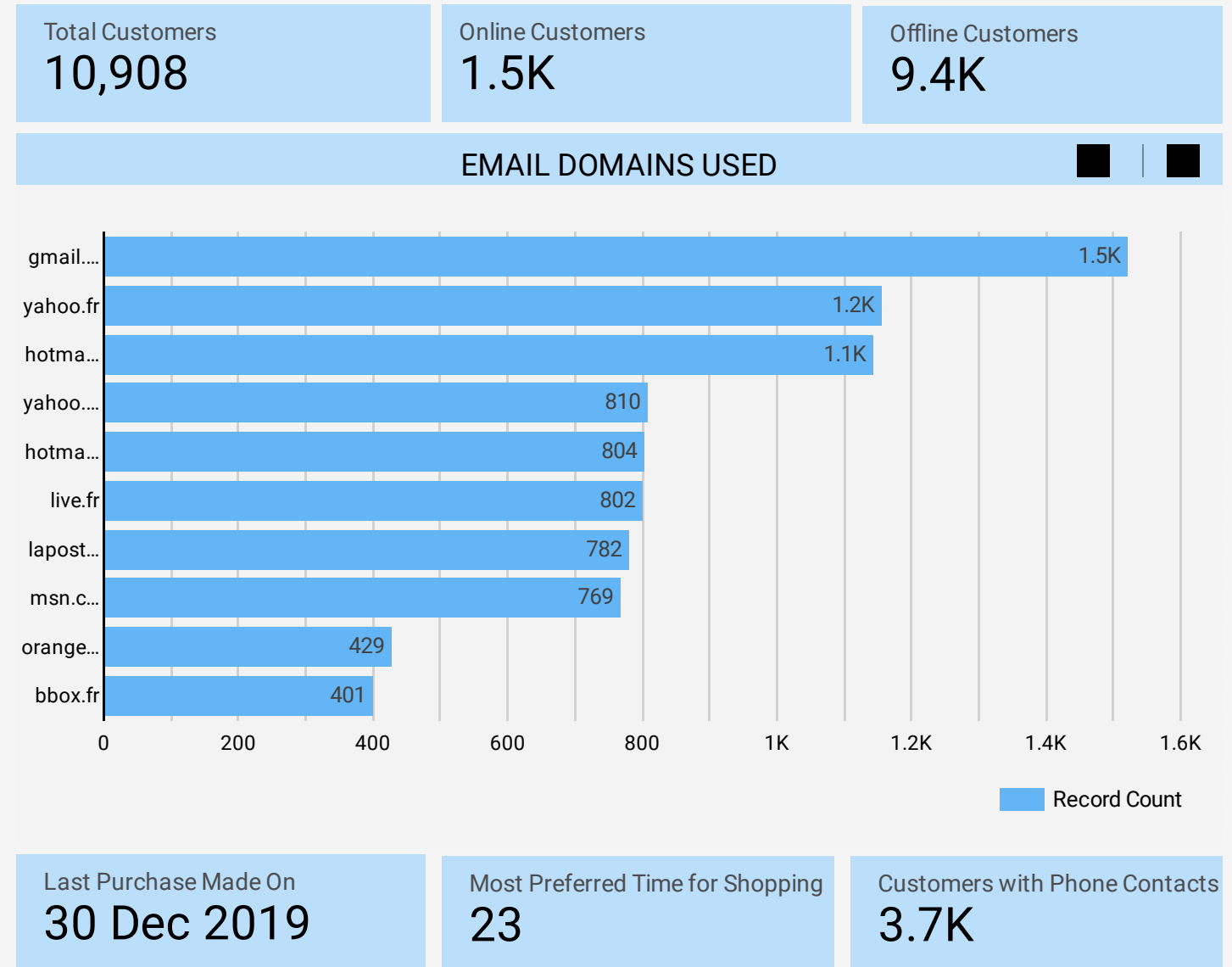
# UNDERSTANDING THE CUSTOMERS BETTER

FROM PERSONAL DATA TO CHANNELS USED : A DETAILED PERSPECTIVE OF OUR CUSTOMERS

In an attempt to get a better understanding of customers, I created a centralized database, showcasing our unique customer base of **10K+** customers until **Dec 2019**. Whilst **86%** of our customers prefer offline shopping, **14%** have adapted online shopping to make a purchase.

In this digital era, it is vital to understand the mediums used by customers. After a detailed analysis, data shows that customers prefer and use Gmail email domain. This gives us an advantageous position facilitating email campaign testing and paid promotions on Gmail.

That said, it is significant that we implement a communication plan for reaching out to our valuable customers.



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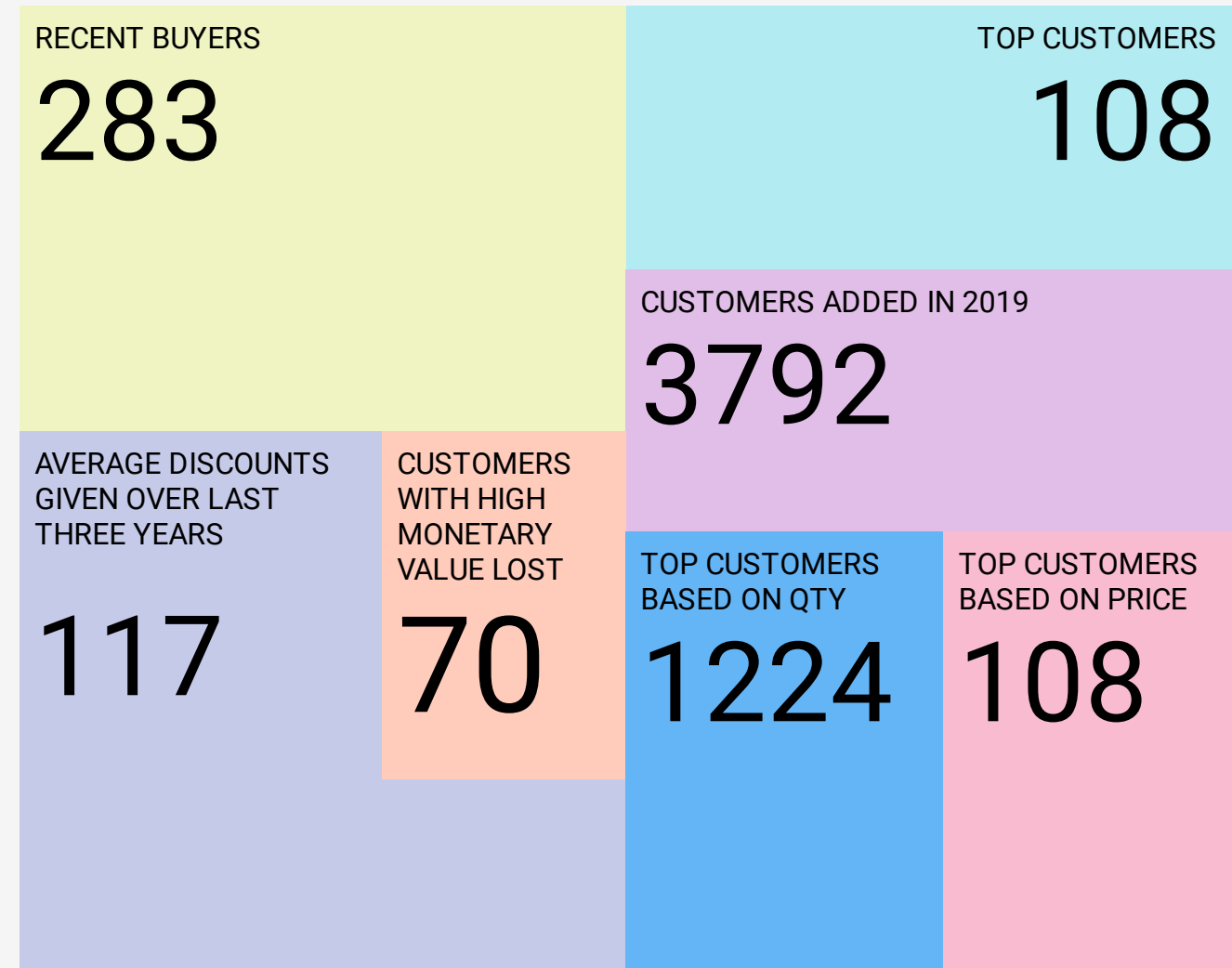
## WHO ARE THE VALUED CUSTOMERS WE WANT TO FOCUS ON ?

It is vital that we focus on specific customers, rather than all. This will help us focus our investment and efforts on the customers who add value to our company. For instance: We need to stay connected to our loyal customers whose monetary value is high.

To get a better perspective of the most valued customers, I used the **RFM** analysis:

Recency shows the customers last purchase, Frequency talks about the number of times he purchased our product/service

Monetary shows how much the customer has spent



*\*Total sales value of upto 500 - for monetary value of customers*

*\*Highest Qty being 4*

# UNDERSTANDING BUSINESS

A RUN DOWN THROUGH THE BUSINESS WITH ANALYTICS

Max Sales Price  
599.2

Min Sales Price  
23.73

I analyzed the sales data based on the month and noted that **January** is the lowest performing month which makes it perfect to promote offers & discounts.

In addition to this, I did a trend analysis to check when customers buy products online and when online sales is comparatively lesser.

Now that I have a clearer understanding about the customers & business, making a POA will be easier.

Month When Min Sale Happens  
**January**

Total Quantity Sold  
**6,351**

Total Revenue  
**447,006.62**

