RECOMMENDATIONS

Consumer Behavior Analysis

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Based on Customer Segmentation

Identify demographics that consistently show higher average purchase amounts and loyalty scores.

Prioritize these segments in marketing, retargeting, and loyalty initiatives.

Offer **exclusive benefits** (early access to sales, premium support, cashback) for customers in high-loyalty brackets for retain and upsell them.

Use the profile of high-spending loyal customers to target **similar new customers** through paid ads.

When loyal customers tend to purchase from specific **product categories**, promote those more visibly on the homepage, search results, and recommendations.

Launch a **referral program** where existing loyal users are rewarded for inviting others

Regularly track **return rate**, **frequency of purchase**, and **purchase intent** for these segments to quickly identify shifting behavior.

Recommendations based on Predictive Analysis

	Customer Satisfaction	Return Rates	Discount Sensitive Categories
1.	Invest in Post Purchase Support.	Help users explore better and faster with intuitive filters	Customers who respond to discounts in specific categories should be retargeted accordingly
2.	Expand loyalty incentives like points, VIP tiers, or exclusive deals.	Products requiring more research should have better onboarding.	Use experiment-driven marketing to test different discount thresholds.
3.	Enhance Product Quality and Descriptions.	Add Product comparison tables and detailed videos.	Don't offer unnecessary discounts for categories with low discount sensitivity.

Based on
TIME RELATED PATTERNS

Send promotional emails or run ads Monday–Friday:
- ◆ Mid-morning (10–11 AM) ◆ Post-lunch (2–4 PM)

Launch weekday-only flash deals to further boost conversion.

Offer **limited-time discounts** only valid Monday–Thursday to create urgency and drive early-week sales.

As many weekday shoppers use desktops at work: Ensure fast loading speed and minimal distractions.

Roll out **new arrivals, app updates, and big promotions** early in the week

Based on social Media Influence..

Gender

Create gender-inclusive campaigns but consider **slightly tailoring content to male audiences**, who show marginally higher influence.

Income

Promote mid range products for middle income

And

Premium products for high income.

Occupation

Run **student-focused campaigns** (discounts, student influencers, meme content).

Consider **time-of-day targeting** when students are most active online (e.g., evening hours).

Retail and Ecommerce

Based on type of devices lead to higher conversion rates:

➜ Optimize desktop UX even more
➜ to increase mobile purchase frequency:
 - One-click checkout
 - Faster load times
 - Mobile-exclusive discounts

Based on payment methods lead to higher conversion rates:

➜ Encourage more credit card
➜ adoption
➜ Provide incentives for debit or cash users to increase frequency
➜ Ensure PayPal/Other digital wallets are smooth

Based on Occupation Influencing Purchase Frequency:

➜ Create targeted campaigns for high-occupation segments to encourage loyalty or upsell.
➜ For middle-tier: offer incentives to increase frequency