

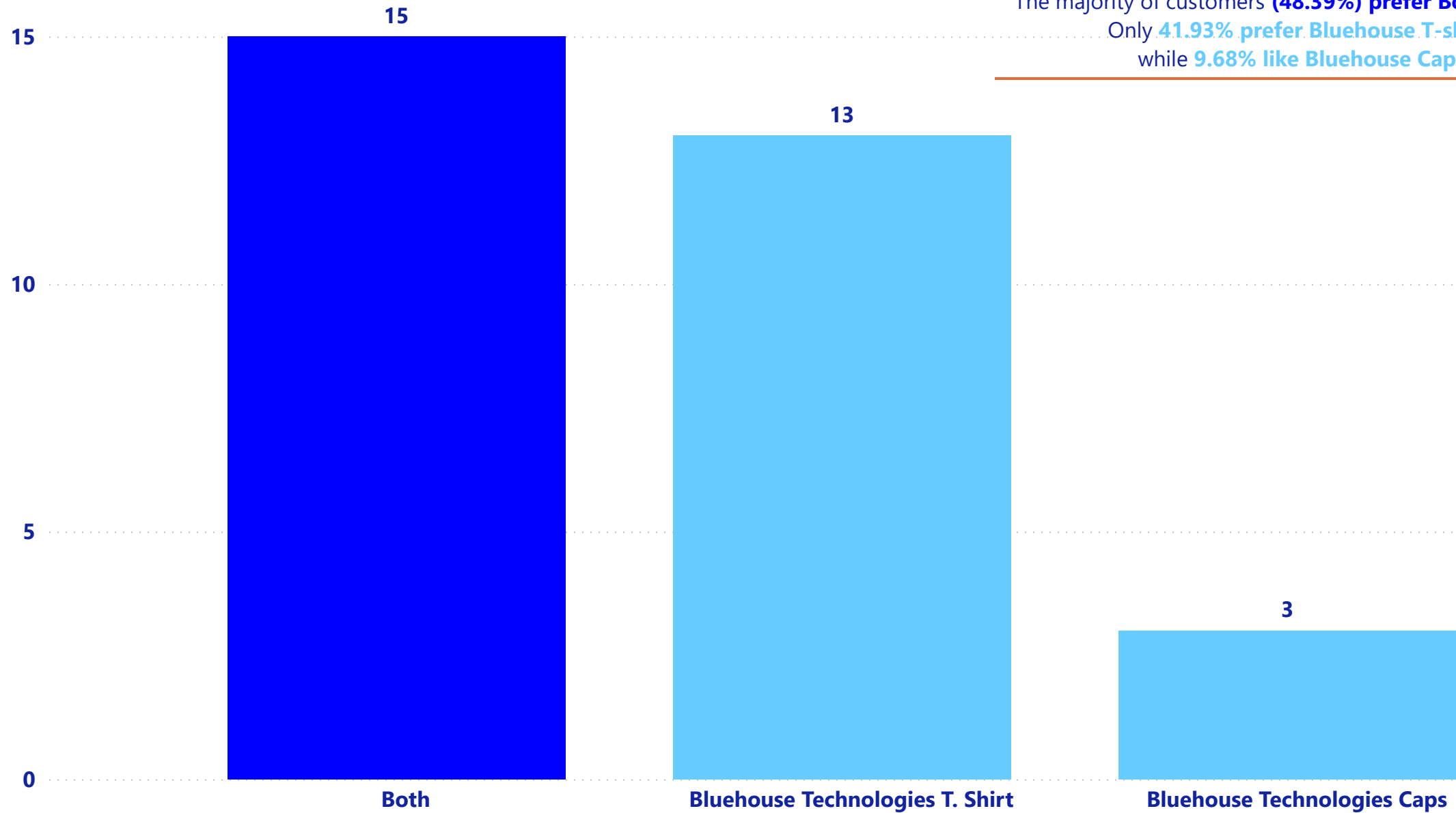


Tech Store Digital Marketing Survey

Creating a Persona For an Average Customer



Product Preference

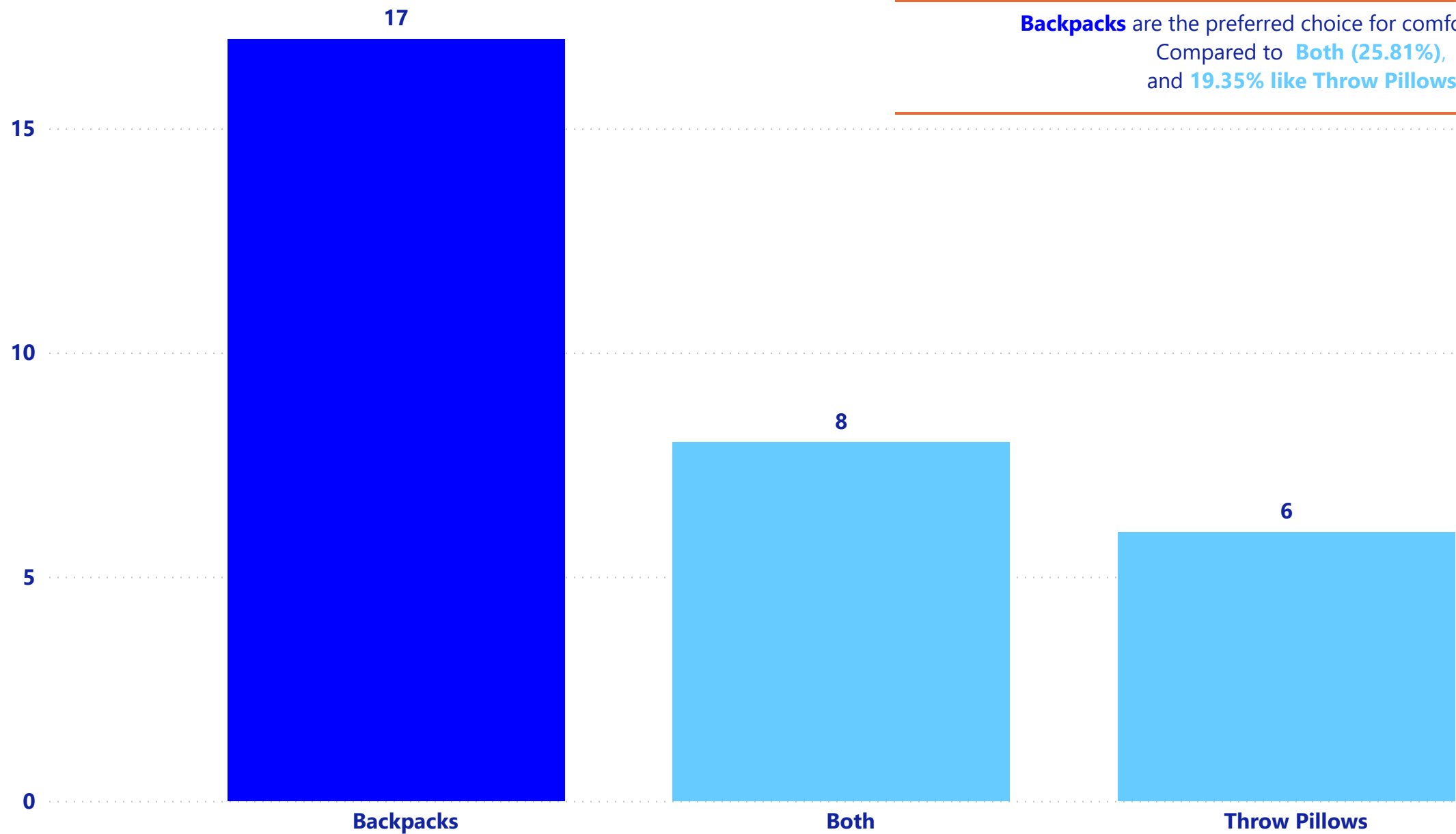


The majority of customers **(48.39%)** prefer **Both Products**.

Only **41.93%** prefer **Bluehouse T-shirt**,
while **9.68%** like **Bluehouse Caps**.



Comfort Preference

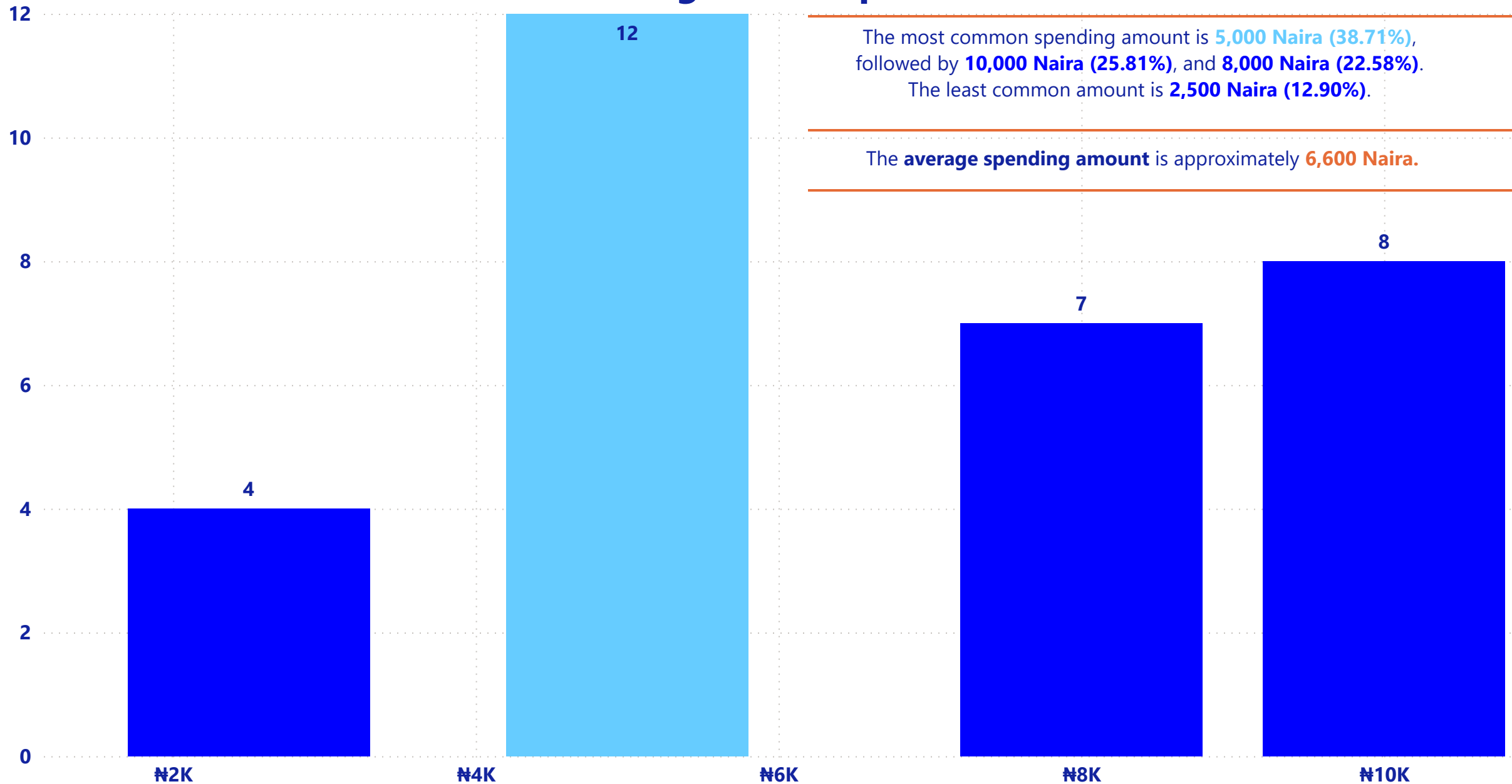


Backpacks are the preferred choice for comfort **(54.84%)**

Compared to **Both (25.81%)**,
and **19.35% like Throw Pillows.**



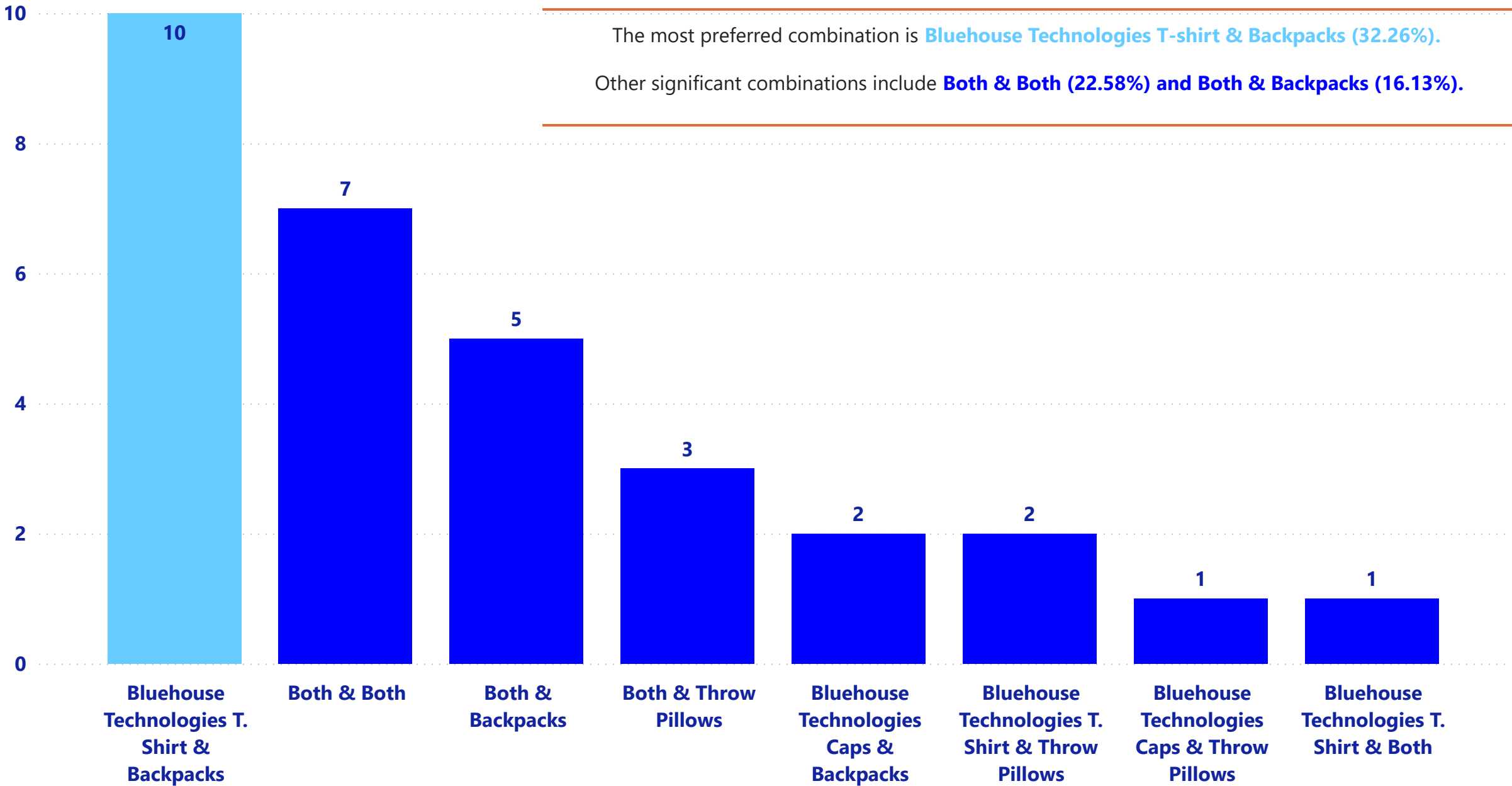
Willingness to Spend



Combination Preferences

The most preferred combination is **Bluehouse Technologies T-shirt & Backpacks (32.26%)**.

Other significant combinations include **Both & Both (22.58%)** and **Both & Backpacks (16.13%)**.



Data Analysis with Separate Willingness to Spend for Each Category

Product Preference ▲	Count	Total Spending	Average Spending
Bluehouse Technologies Caps	3	₦12,500	₦4,167
Bluehouse Technologies T. Shirt	13	₦81,500	₦6,269
Both	15	₦112,000	₦7,467
Total	31	₦206,000	₦6,645

Comfort Preference	Count	Total Spending	Average Spending
Backpacks	17	₦104,000	₦6,118
Both	8	₦66,000	₦8,250
Throw Pillows	6	₦36,000	₦6,000
Total	31	₦206,000	₦6,645



Persona for an Average Customer



Name: Alex

Demographics:

- **Age:** 25-35
- **Gender:** Male or Female
- **Occupation:** Young Professional
- **Lifestyle:** Active and casual



Preferences:

- **Product Preference:** Bluehouse Technologies T-shirts
- **Comfort Preference:** Backpacks



Willingness to Spend:

- On **Bluehouse Technologies T-shirts:** 6,269 Naira
- On **Backpacks:** 6,118 Naira
- **Combined Products:** 7,858.5 +/- 391.5 Naira (for those who prefer both categories)



Recommendations for Stakeholders

Survey Improvement:

- **Separate Spending Amounts:** Future surveys should collect willingness to spend amounts separately for each product category to provide more accurate pricing strategies.

Product Strategy:

- **Focus on Popular Products:** Prioritize marketing and stocking Bluehouse Technologies T-shirts and Backpacks, as these are the most preferred items.
- **Introduce Combo Offers:** Offer bundled deals for T-shirts and Backpacks to attract customers who prefer both and are willing to spend more.

Marketing Campaigns:

- **Targeted Ads:** Use targeted advertising focusing on the preferences and spending habits identified in the survey.
- **Flexible Pricing:** Adjust pricing strategies based on the average willingness to spend for each category to maximize sales.