Customer Campaign Analysis

Which customers to target for new sweet product?

# Targeting Customers for new sweet product made of fruits

- Last 3 years of customers data was taken and the amount they have spent for sweet products and fruits product.

- We see there is a strong correlation between amount spend on sweet and fruits, which means customers who tends to spend more in sweet products, they also spend more on fruits products.

- Graduate customers are the ones who would by this new product most

- Higher income group and also customers who purchases most should be targeted.

- Customers who have 0 or 1 kids at home should be campaigned before compared to families with higher number of kids

Targeting Customers for new sweet product made of fruits

Higher the income,
higher probability of buying of new product
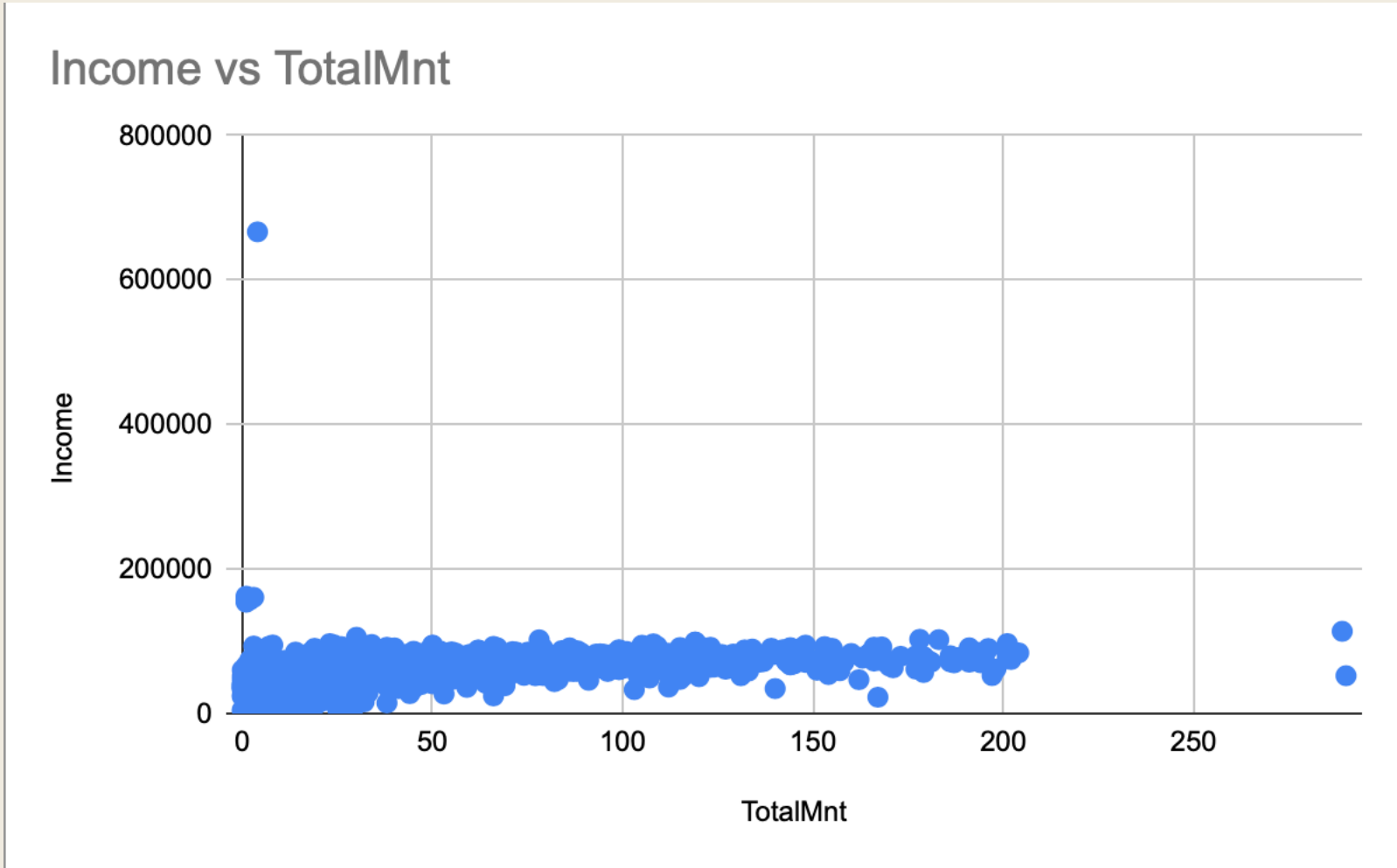
Lower the kids at home,
higher probability of buying of new product
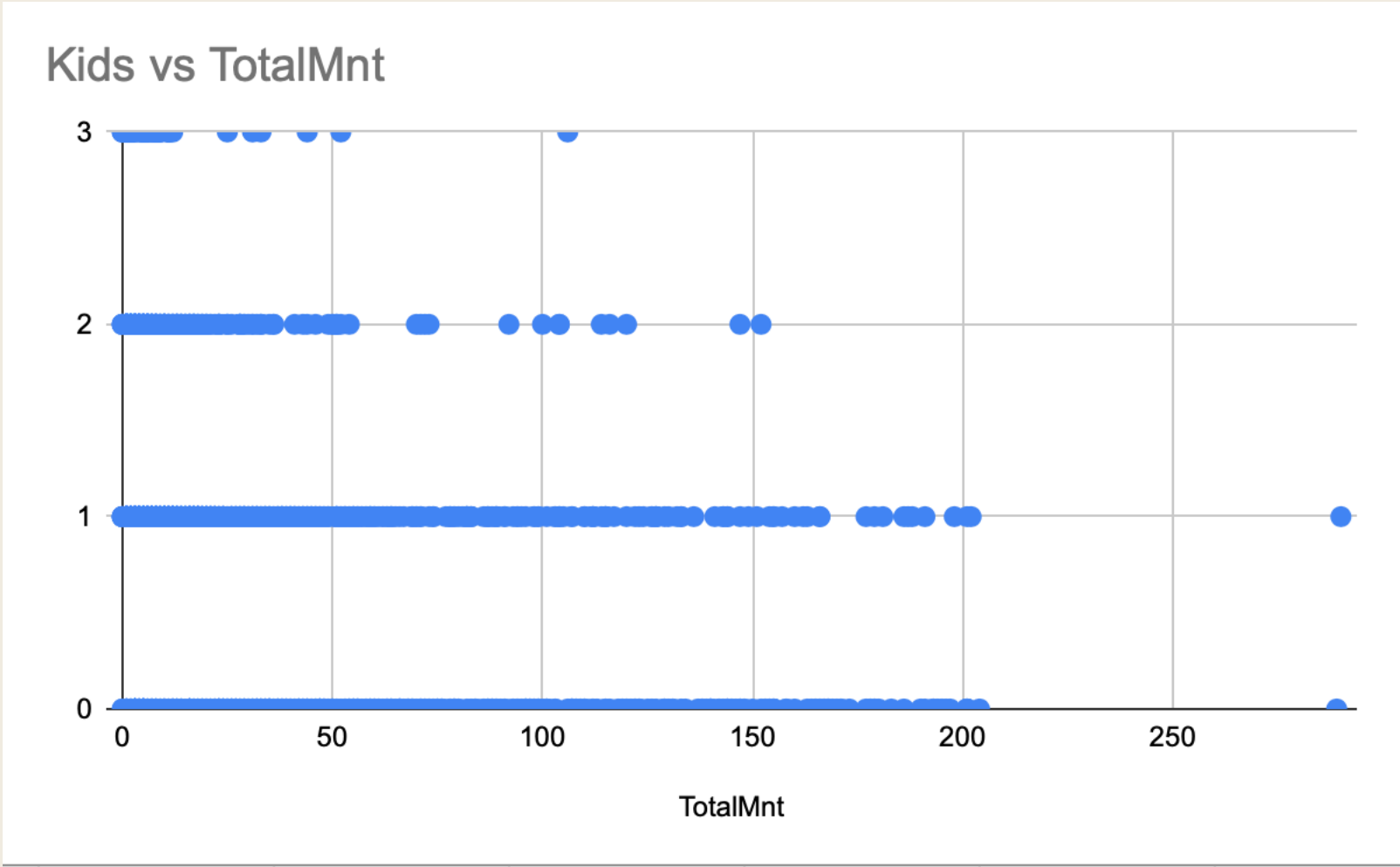
Graduates are more probable to buy new product

Income vs TotalMnt

Kids vs TotalMnt

Education	AVERAGE of TotalMnt
2n Cycle	37.98029557
Basic	14
Graduation	35.49245785
Master	25.20810811
PhD	24.64609053