

CUSTOMER PERSONALITY OVERVIEW



Overview

Demography Analysis

Product Analysis

Campaign Analysis

Purchase Analysis

Background Analysis

Insights

DEMOGRAPHIC BREAKDOWN

ID

All

IncomeCat...

All

Education

All

Marital St...

All

Teen Home

3

Kid Home

3

Marital Status

8

Education

5

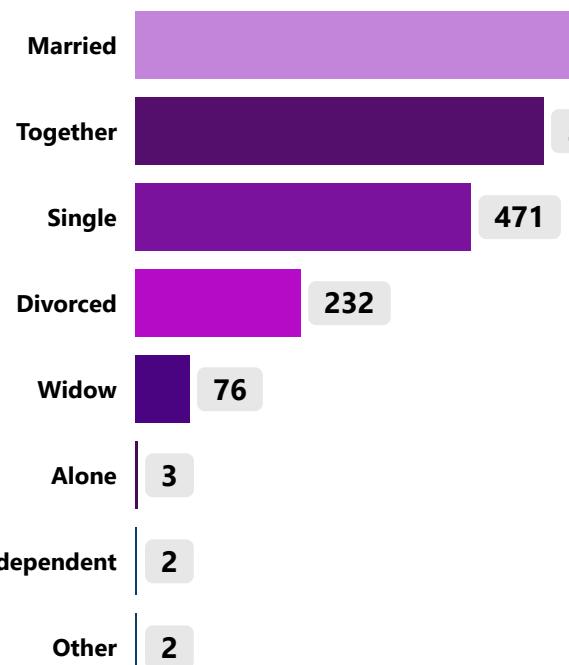
Income Category

3

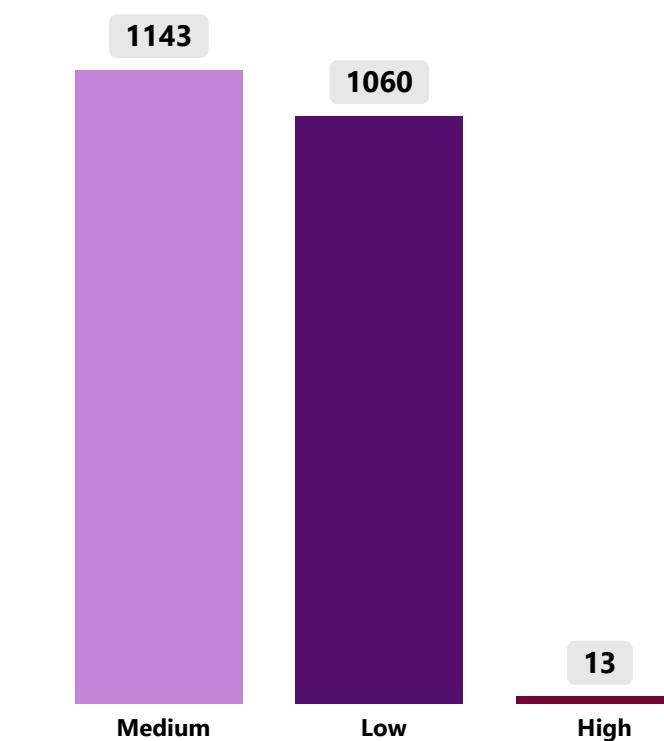
Average Recency

49

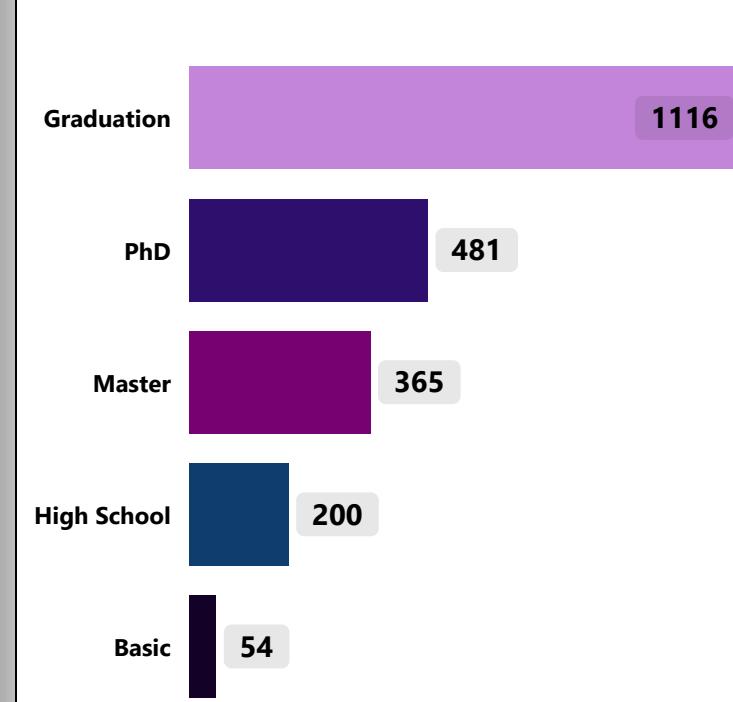
Customers by Marital Status



Customers by Income Category



Customers by Education



PRODUCT ANALYSIS

Fish Categ... ▾
All ▾

Fruits Categ... ▾
All ▾

Sweet Categ... ▾
All ▾

Wine Categ... ▾
All ▾

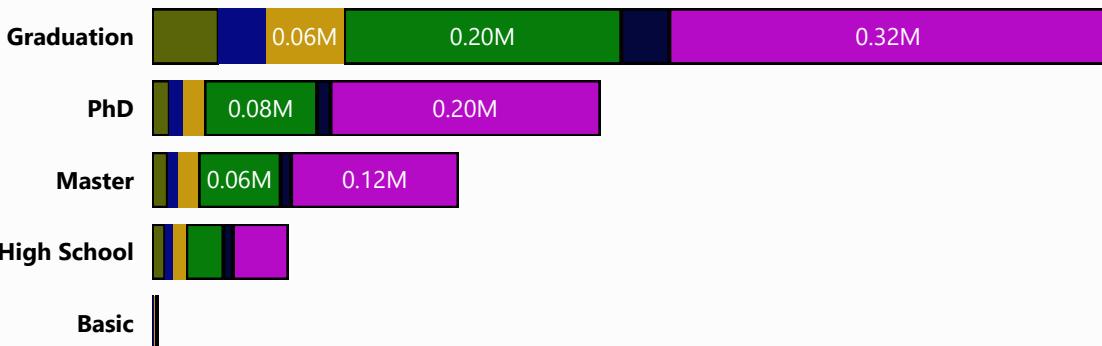
Fruits Categ... ▾
All ▾

Gold Categ... ▾
All ▾

Meat Categ... ▾
All ▾

Product Preferences by Education Level

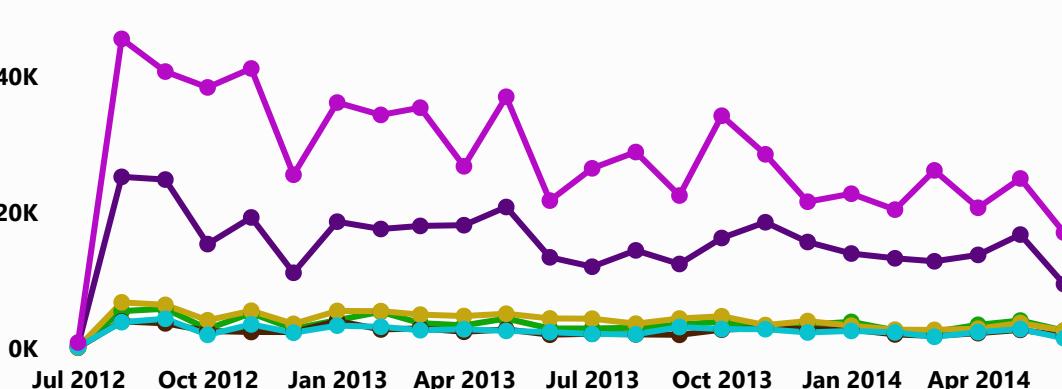
● Fish Products ● Fruits ● Gold Prods ● Meat Products ● Sweet Products ● Wines



Education	Income	Fish Products	Fruits	Gold Prods	Meat Products	Sweet Products	Wines
Graduation	58835937	48453	34441	56563	201319	34915	318111
PhD	27005896	12928	9690	15586	81644	9787	195874
Master	19314900	11495	7802	14669	59466	7595	121538
High School	9526638	9608	5872	9376	27016	6945	40169
Basic	1096538	921	600	1233	618	654	391
Total	115779909	83405	58405	97427	370063	59896	676083

Product Trends (2012-2014)

● Fish ● Fruits ● Gold ● Meat ● Sweet Products ● Wines



Marital_Status	Income	Fish Products	Fruits	Gold Prods	Meat Products	Sweet Products	Wines
Married	44328307	30395	21981	36719	137888	22926	25697
Together	30509691	22383	14612	24754	95374	15031	17671
Single	24018810	18262	12840	20397	87064	12751	13721
Divorced	12257541	8130	6363	10739	34848	6222	7536
Widow	4292598	3793	2422	4245	14085	2878	2790
Other	144731	411	169	408	625	61	71
Alone	131367	23	12	81	79	21	55
Independent	96864	8	6	84	100	6	64
Total	115779909	83405	58405	97427	370063	59896	676083

CAMPAIGN ANALYSIS

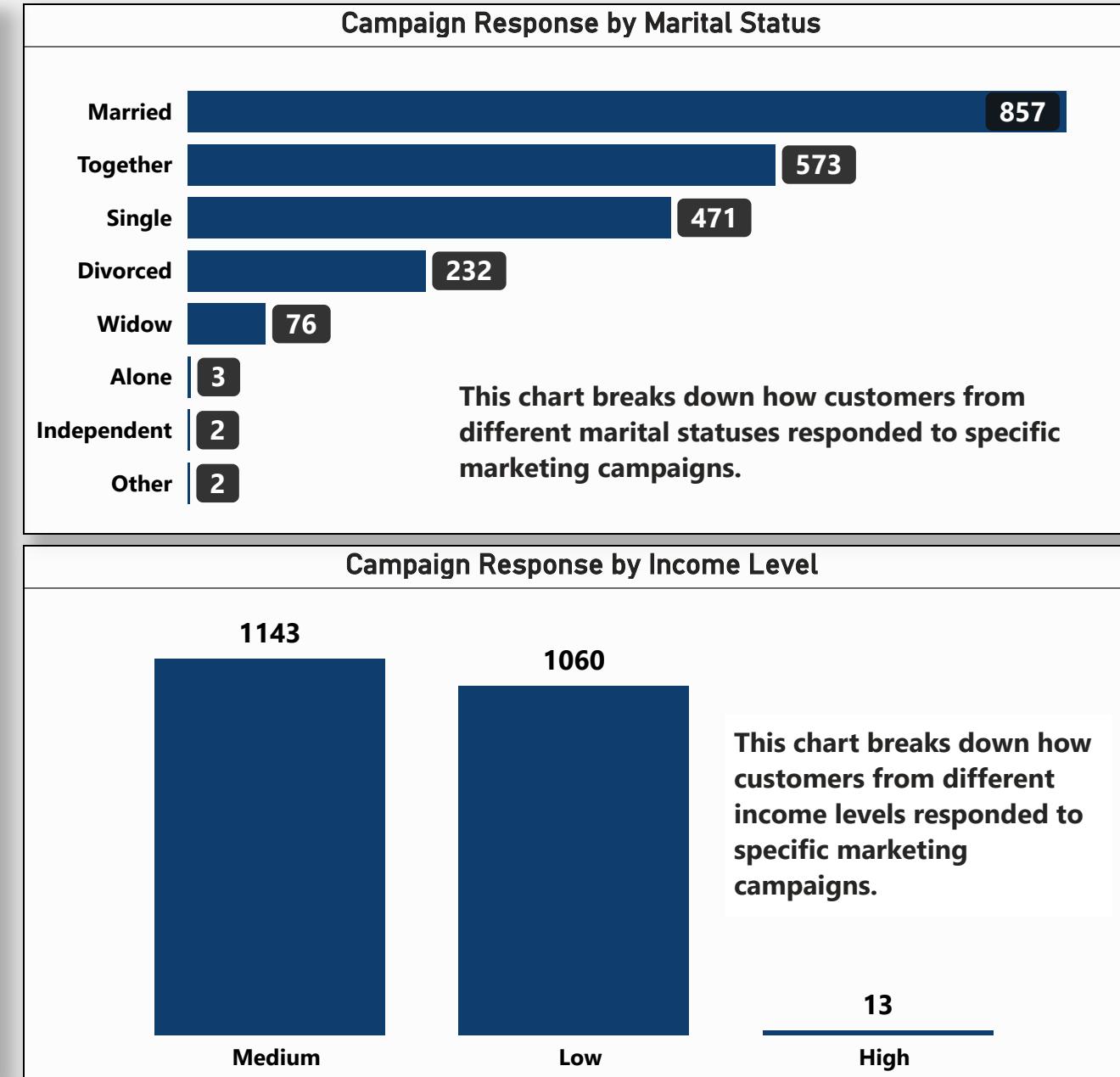
Marital Status

Education

Income Categ...

ID

ID	Education	Cmp 1	Cmp 2	Cmp 3	Cmp 4	Cmp 5
0	Graduation	No	No	No	No	No
1	Graduation	No	Yes	No	No	No
1000	Master	No	No	No	No	No
10001	High School	No	No	No	No	No
10010	PhD	No	No	No	No	No
10022	PhD	No	No	No	No	No
10031	PhD	No	No	No	No	No
10032	Graduation	No	No	No	No	No
10033	High School	No	No	No	No	No
10037	Graduation	No	No	No	No	No
10057	Graduation	No	No	No	No	No
10061	Graduation	No	No	No	No	No
10065	High School	No	No	No	No	No
10067	High School	No	No	No	No	No
10069	Basic	No	No	Yes	No	No
1008	PhD	No	No	Yes	No	No
10084	Graduation	No	No	No	No	No
10089	Graduation	Yes	Yes	No	Yes	Yes
10091	Graduation	No	No	No	No	No

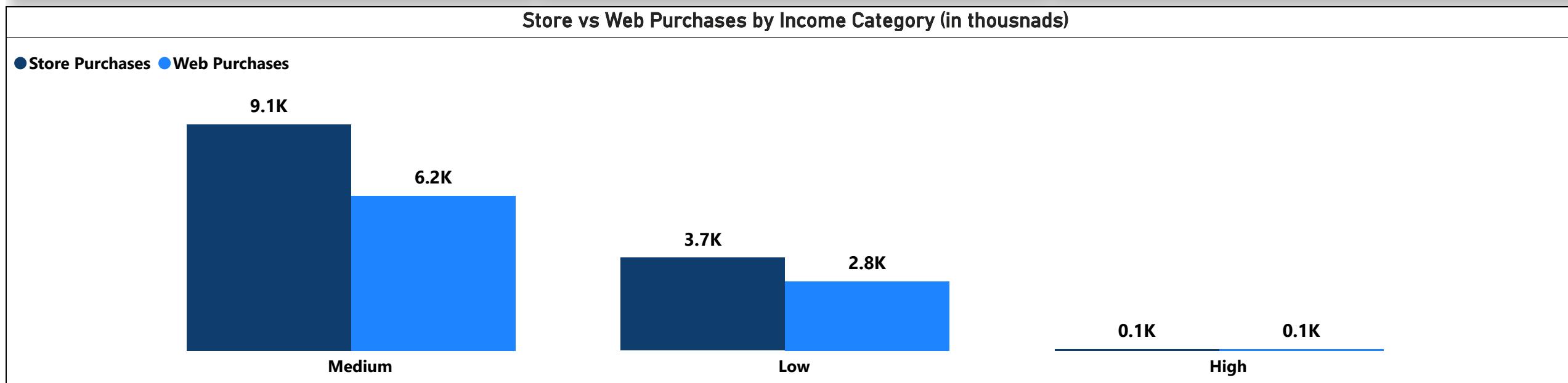
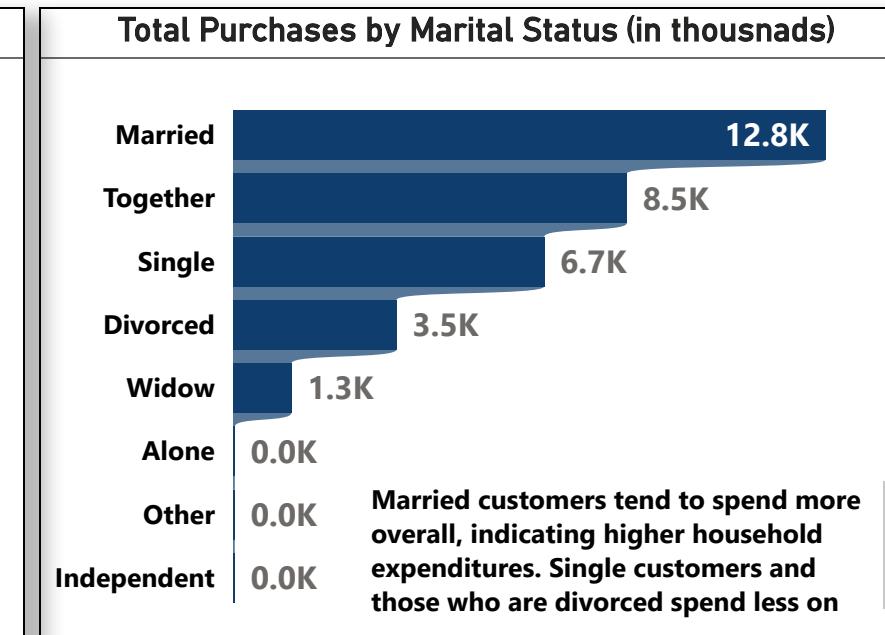
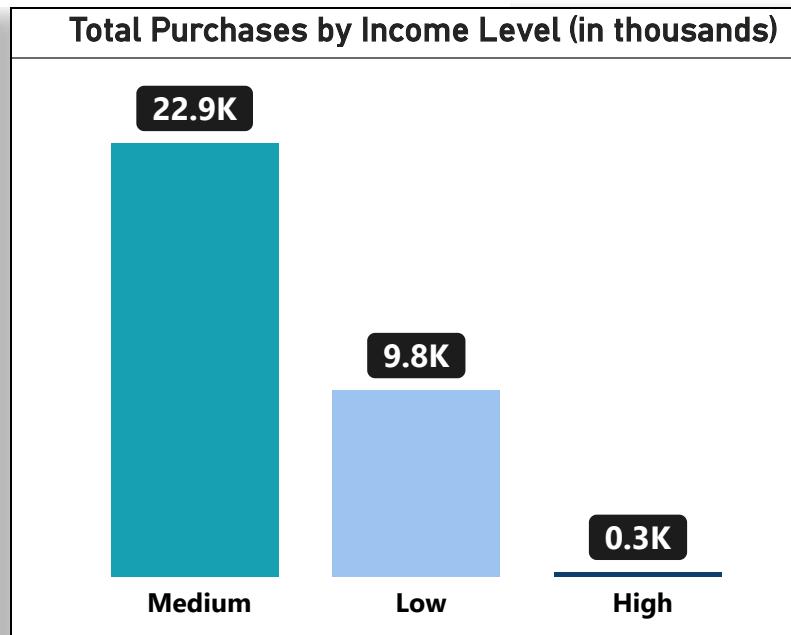
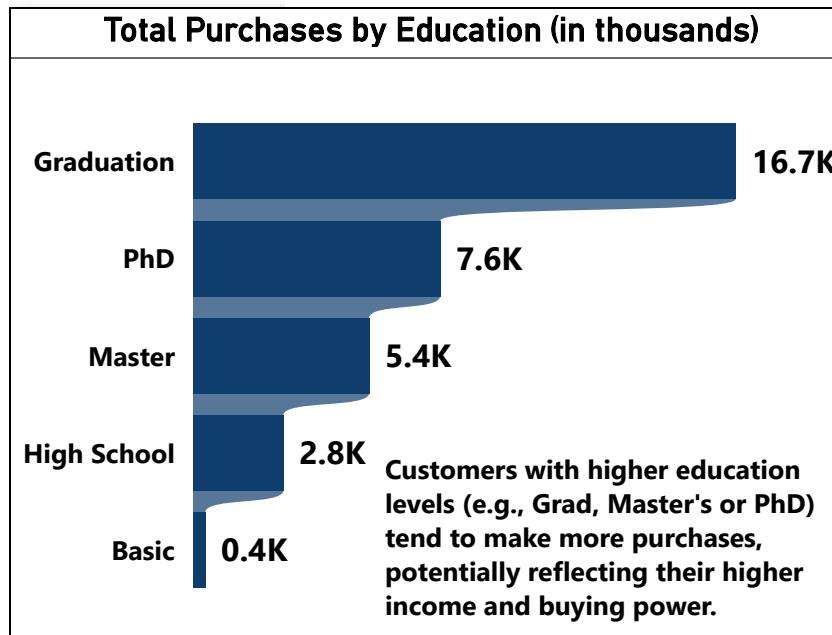


PURCHASE ANALYSIS

Income Categ...

Year

PurchaseC...



BACKGROUND ANALYSIS

Marital Status
All

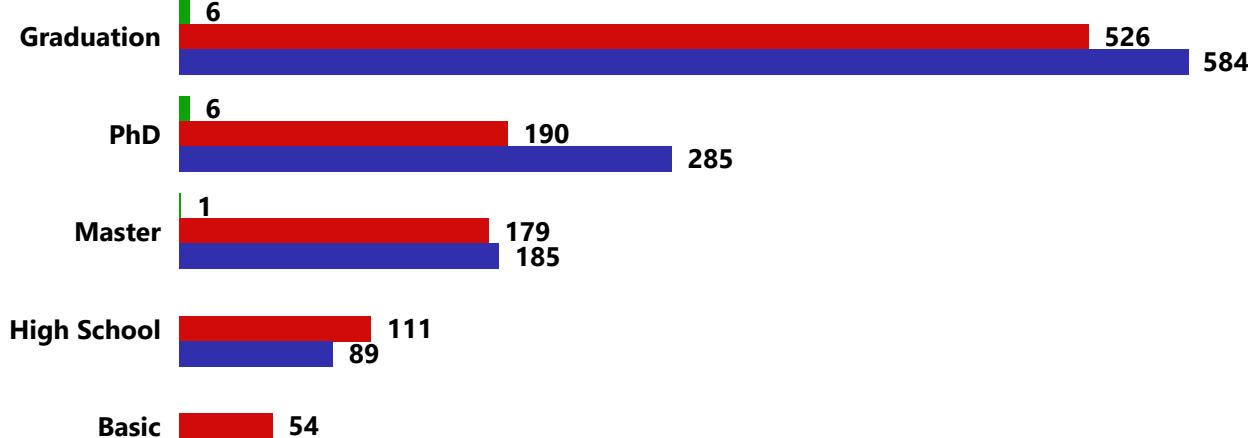
Education
All

ID
All

Complain
All

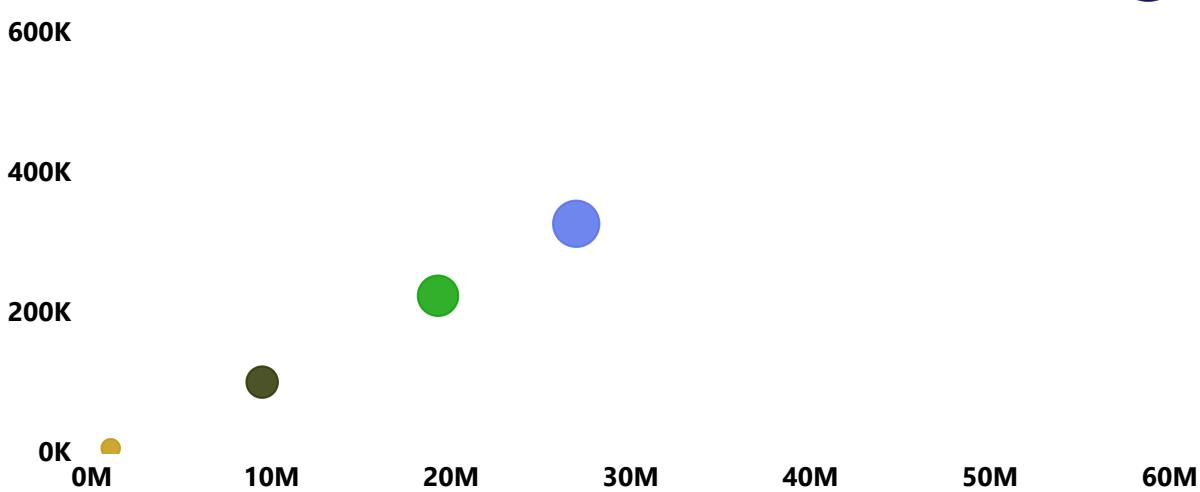
Complaint Comparison by Education and Income

Income Level ● High ● Low ● Medium



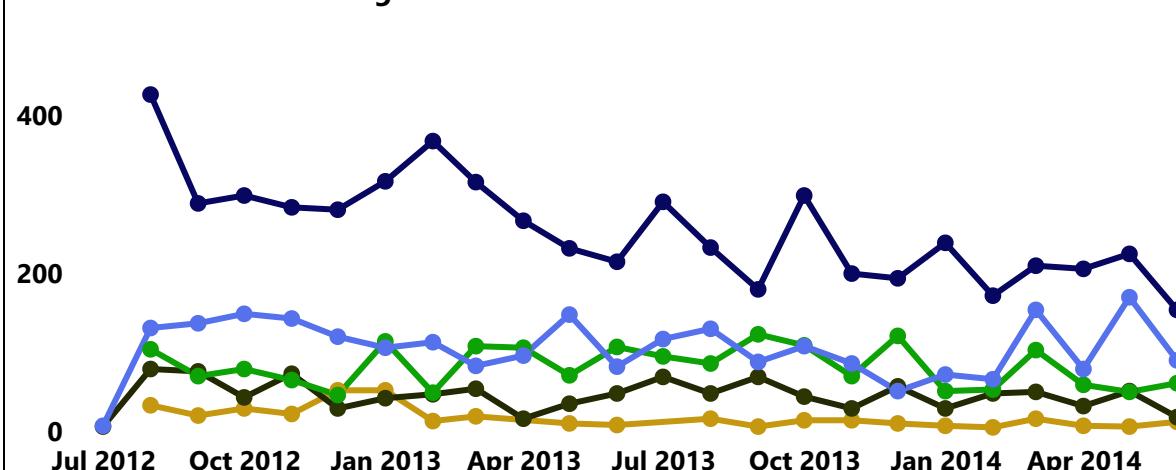
Income, Spending and Recency by Education

Education ● Basic ● Graduation ● High School ● Master ● PhD



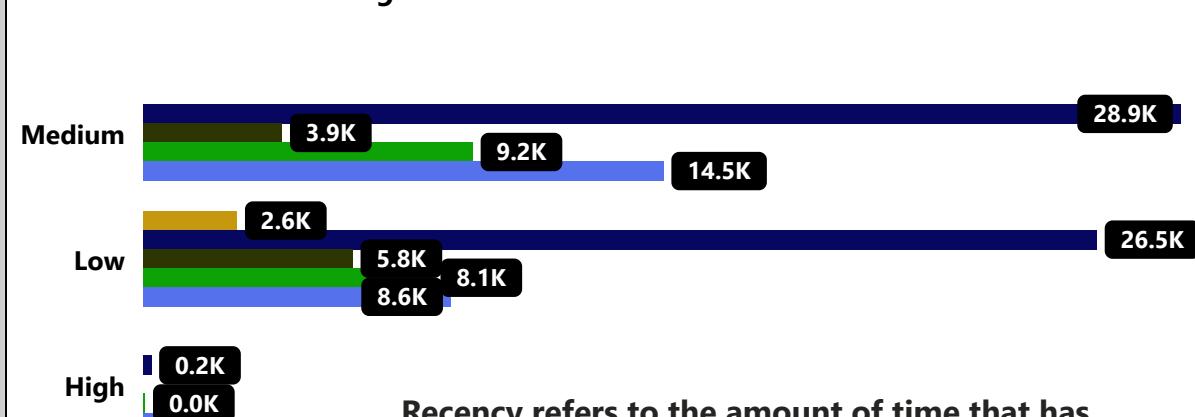
Monthly Web visits by Education (2012-2014)

● Basic ● Graduation ● High School ● Master ● PhD



Customer Recency Based on Income and Education

● Basic ● Graduation ● High School ● Master ● PhD



Recency refers to the amount of time that has passed since a customer's last interaction or

INSIGHTS AND RECOMMENDATIONS

1. Given the large number of store purchases, increase in-store promotions and customer engagement strategies. To boost online sales, consider enhancing web-based incentives such as free shipping, discounts, or limited-time offers. The catalog purchasing channel may benefit from digital integration, such as offering QR codes or exclusive offers to catalog users.

2. **Demographic Breakdown:** Majority of customers are married (857) and together (573). Most customers fall into medium (1,143) and low (1,060) income brackets. Majority are graduates (1,116), followed by PhD (481) and Master's holders (365).

The company's customer base skews toward higher educational attainment. Marketing messages can be tailored to emphasize quality, value, and sustainability, appealing to educated consumers. Promotions or product bundles targeting married customers could be effective, as they have the largest representation.

3. **Product Preferences by Education Level:** Graduates and PhD holders have the highest purchasing power across all product categories, especially for wines, meat, and gold products.

Target these groups with premium offerings, particularly in wines and meat products, as they appear to value higher-end products. Graduate and PhD holders could also be ideal candidates for loyalty programs or exclusive membership tiers.

4. **Product Trends (2012-2014):** There is a consistent demand for products like wine, meat and gold.

Continue focusing on these high-demand categories. Seasonal promotions can help maintain sales momentum for consistent products. Introducing limited-edition or seasonal flavors could further stimulate interest.

5. **Campaign Response by Marital Status and Income:** Married individuals have the highest response rates to campaigns. The highest responses come from the medium-income bracket.

Marketing campaigns should focus on the medium-income, married demographic. You could create family-centric promotions or bundles to appeal to their household spending habits.

6. Medium-income earners and graduates have the highest recency scores.

Introduce re-engagement strategies, such as emails or promotions, targeting those with declining recency scores. Graduates and medium-income customers may respond well to personalized offers or exclusive deals encouraging them to return sooner.

Final Recommendations:

- **Focus on Medium-Income, Married Customers:** This group represents the bulk of spending and has a higher response rate to marketing campaigns. Tailor offers that emphasize family and value.
- **Invest in Omnichannel Strategies:** Both in-store and online shopping experiences are vital. Enhance both channels and use cross-promotion to encourage shopping in multiple ways.
- **Target Educated Consumers:** Higher-educated individuals are responsible for a large portion of purchases. Appeal to their preferences with high-end, sustainable products and exclusive benefits.
- **Address Complaints:** Focus on complaint management, especially for graduates and medium-income customers. Providing excellent customer service and swift resolution to issues will improve retention in this valuable segment.