

MONIVISAL TAN, JUNIOR DATA ANALYST



Contents

01

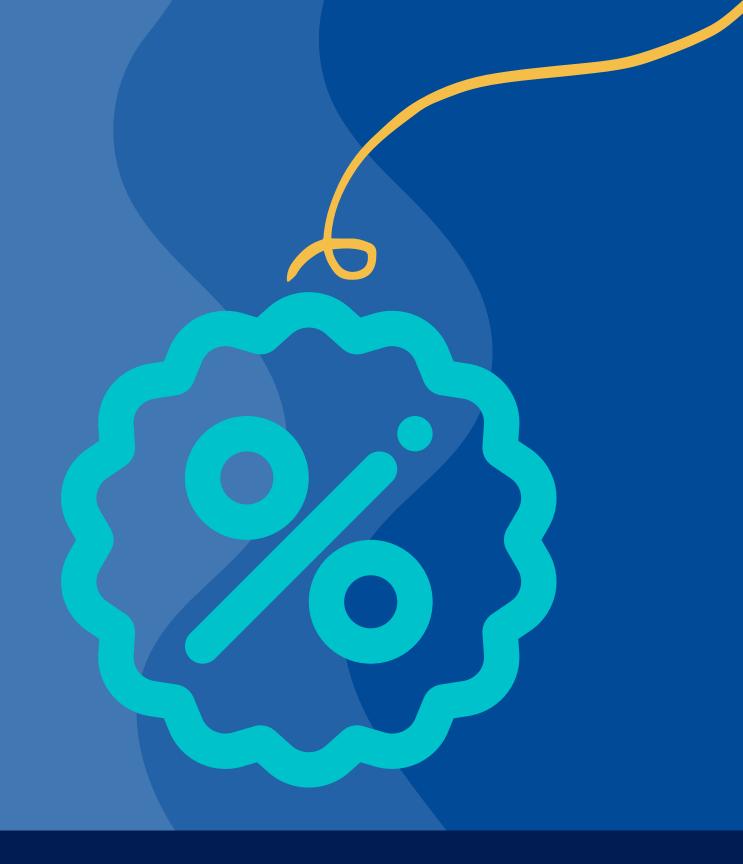
Business Questions

02

Analysis

03

Conclusion and Recommendations



Discount!

To retain the existing customers and attract new ones.

Business Questions



1. Which products as promotional items?

2. Minimum purchase of the promotional products?

3. Any correlation between incomes and purchase behavior in the three channels?

Dataset

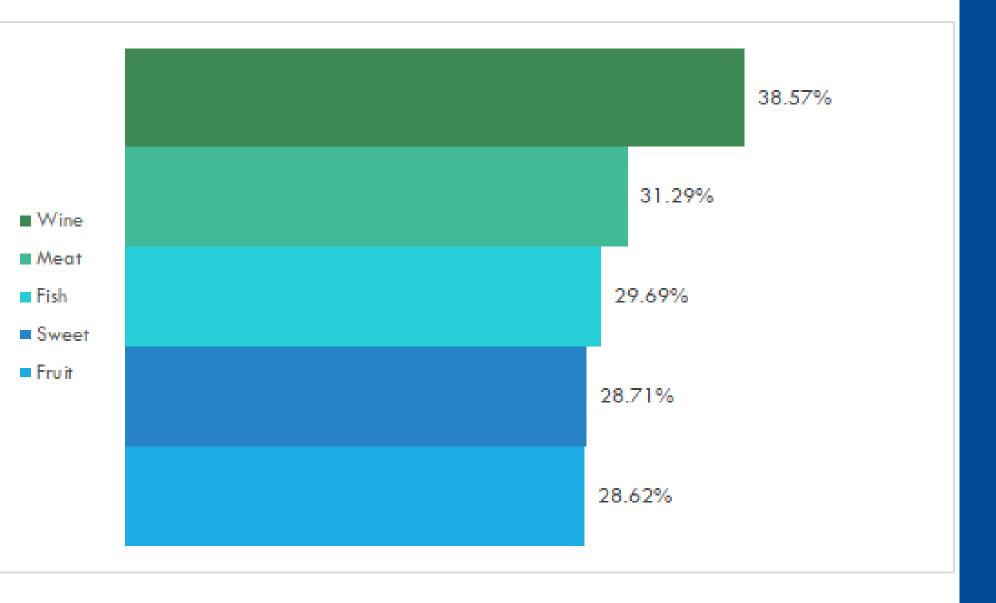
ID	-	Income	Wine	¥	Fruit 🛎	Meat 👗	Fish 🛎	Sweet	NumWebP 🛎	NumCatal *	NumStoref *
	9	\$46,098	3	\$57		\$27		00	9	2	2
1	7	\$60,491		\$637	\$47	\$237	\$12	\$19	6	11	7
	20	\$46,891		\$43	\$12	\$23	\$29	\$1.5	2	1	4
:	22	\$46,31(\$185	\$2	\$88	\$15	\$5	6	1	5
	25	\$65,148	3	\$460	\$35	\$422	\$33	\$12	6	6	7
;	35	\$25,545	5	\$32	\$1	\$64	\$16	\$12	2	2	3
	48	\$55,761		\$136	\$1	\$12	\$0	\$3	4	1	3
	19	\$20,587	7	\$2	\$3	\$6	\$4	\$1	1	1	2
	55	\$56,253	3	\$509	\$0	\$65	\$7	\$11	7	2	9
(57	\$46,423	3	\$68	\$0	\$16	\$0	\$0	2	0	4

Record of 2,240 customers in the last two years.

1. Which products as promotional items?

How many people spent above the average?

MEAN									
Wine	Fruit	Meat	Fish	Sweet					
\$304	\$26	\$167	\$38	\$27					

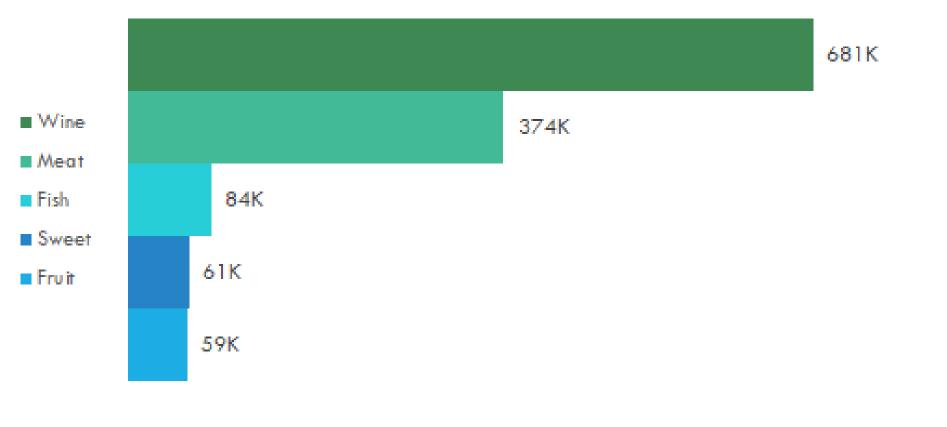


Demand

Wine is in high demand with a 38.57% of customers purchasing it.

Meat with the demand of 31.29%.

Fish with the demand of 29.69%.



Profits

Wine is the best-selling product generating a total sale of \$681K in the last two years.

Meat made \$374K.

Fish made \$84K.

Promotional Products



Ol

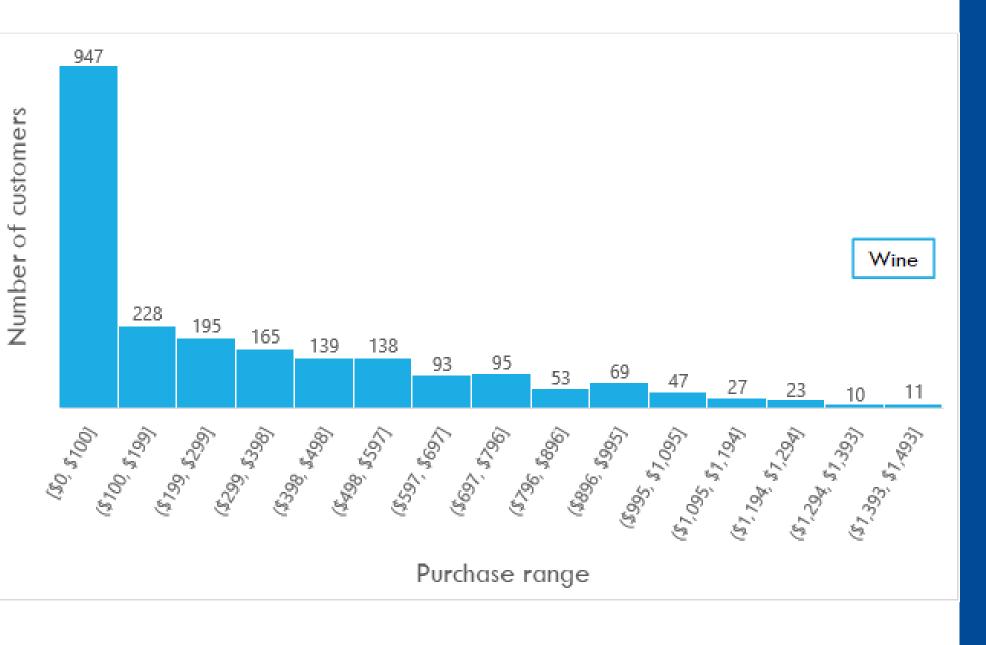
Wine

02

Meat

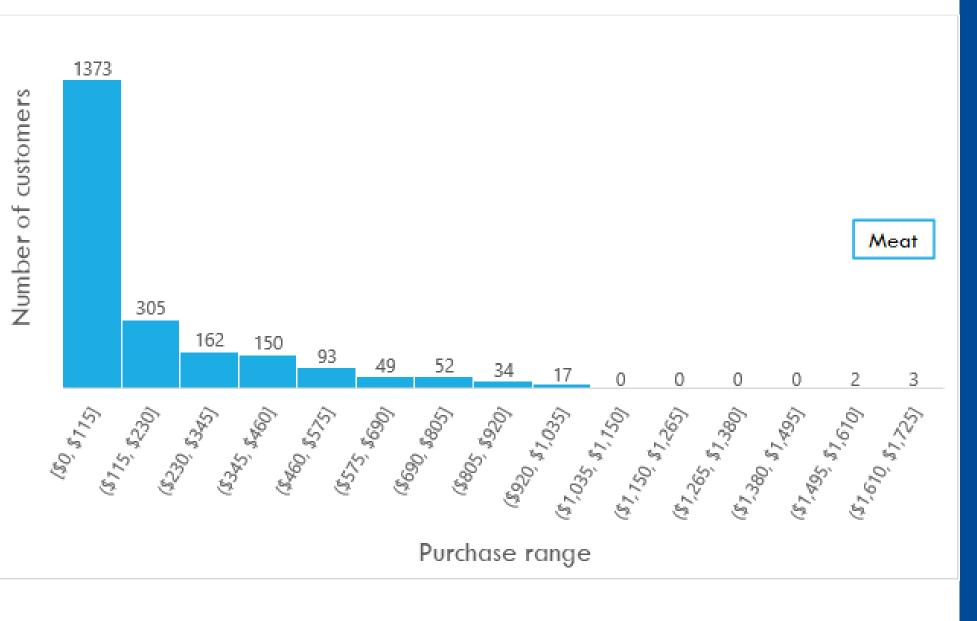
03

Fish



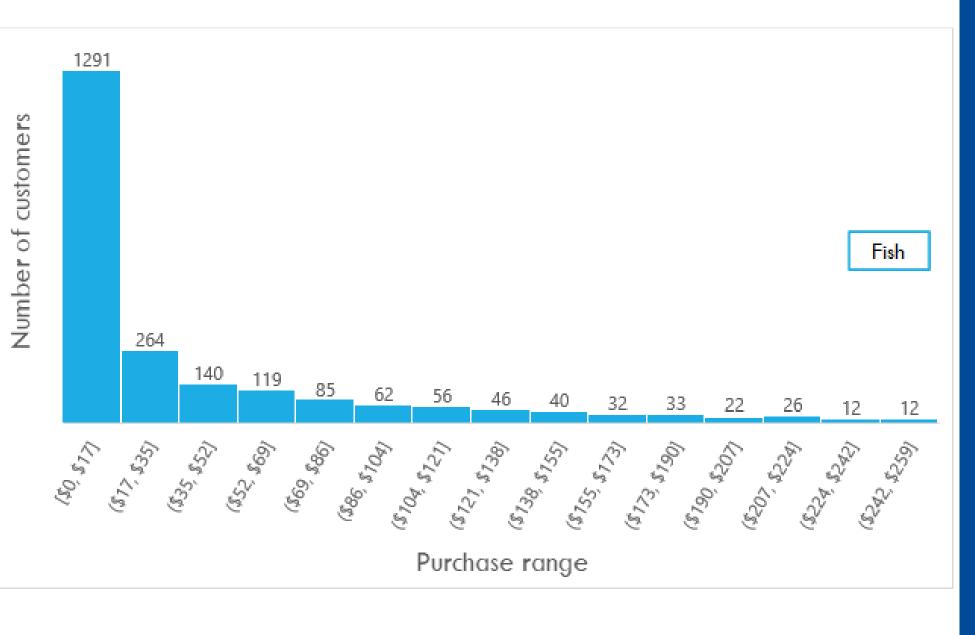
2. Minimum purchase of the promotional products?

947 customers purchased wine under \$100 in the last two years.



2. Minimum purchase of the promotional products?

1,373 customers purchased meat under \$115 in the last two years.



2. Minimum purchase of the promotional products?

1,291 customers purchased fish under \$17 in the last two years.



Minimum Purchase

Wine

\$100

Meat

\$115

Fish

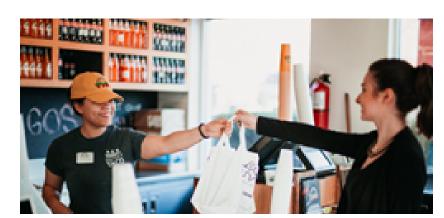
\$17

3. Any correlation between incomes and purchase behavior in the three channels?

Sales Channels



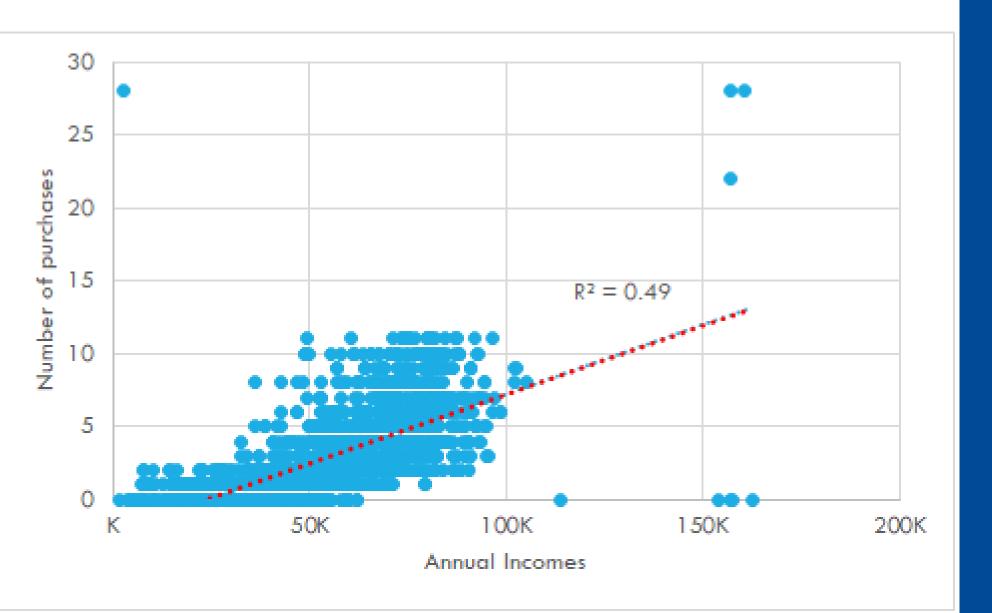




Correlation?

Incomes



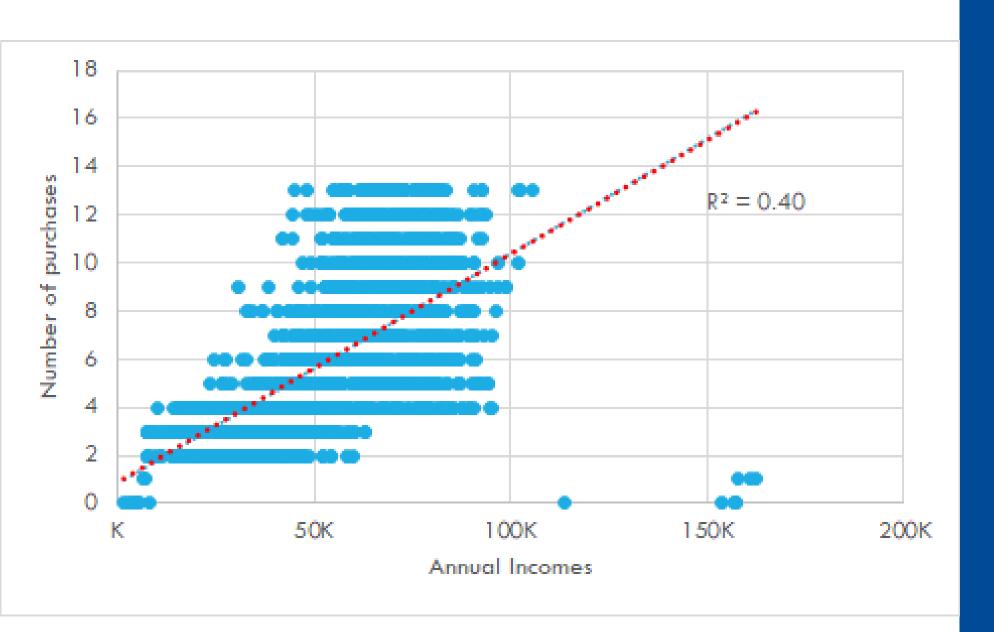


Income vs Catalogue

When incomes become higher, the number of catalogue purchases relatively increase.

But it's not applied to everyone.

Little correlation!



Income vs Store



Income vs Web

Conclusion and Recommendations

Top 3 product

Wine

Meat

Fish

Minimum purchase

Wine: \$100

Meat: \$115

Fish: \$17

Little correlation between incomes and Purchase behavior

consider other attributes for designing marketing content (e.g. education, age group,...)

