

# Online Mall Customer Analysis

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# Executive Summary

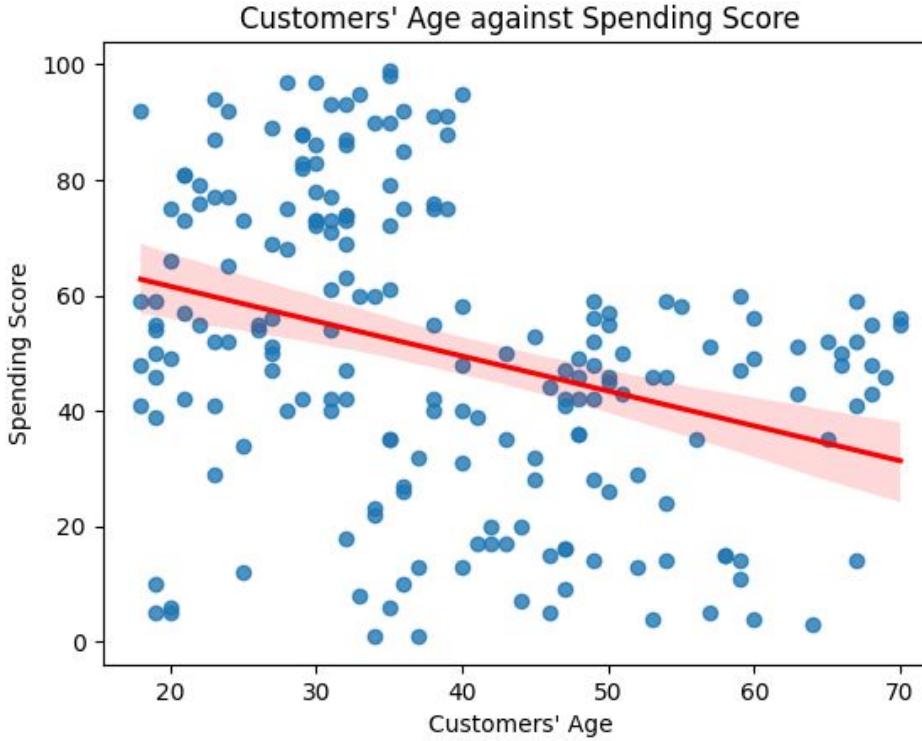
**Objective:** Identify the key factors influencing customer spending and define distinct customer segments.

**Situation:** A UK-based non-store online retailer, serving a diverse digital customer base, recorded transactions between 01/12/2010 and 09/12/2011. This presentation provides an overview and analysis of those transactions to uncover spending patterns.

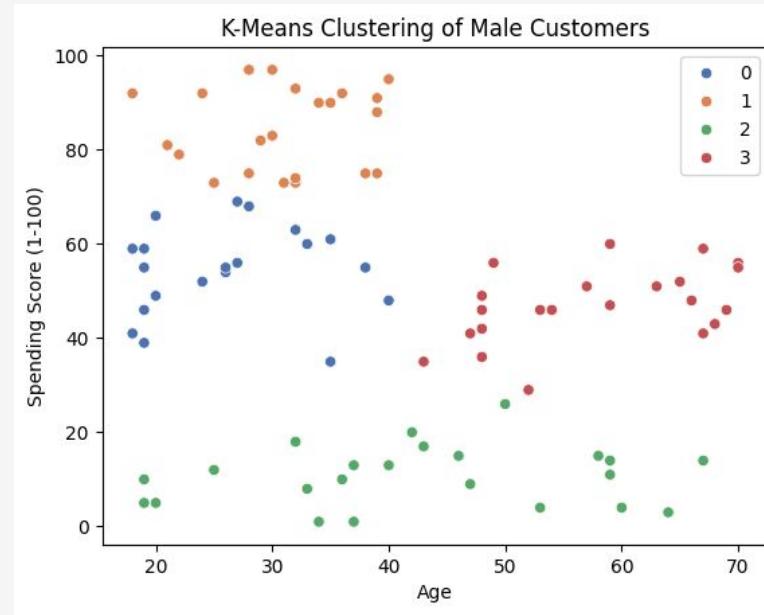
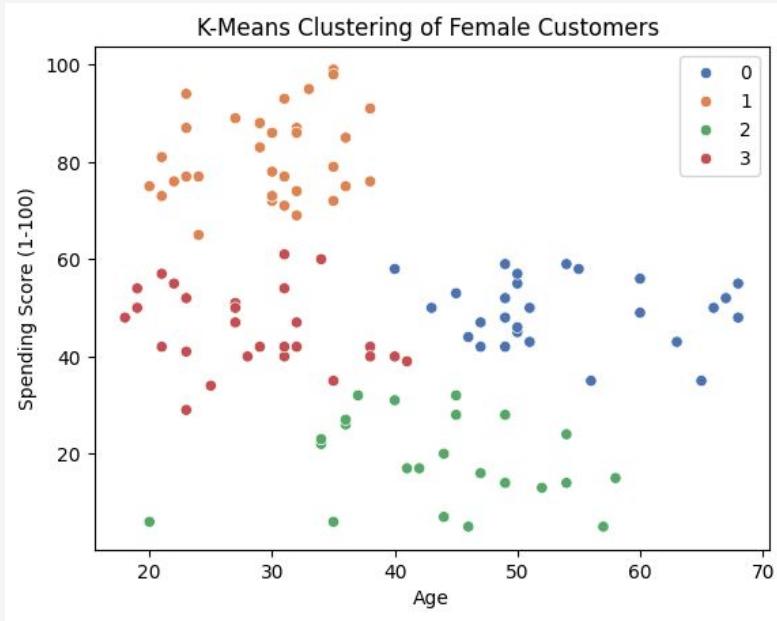
**Complication:** Sales growth has slowed, signaling the need for strategies that drive stronger engagement and increased spending.

**Resolution:** Leverage customer segmentation to personalize marketing and tailor product development, ensuring offerings align with customer needs and behaviors.

# Age vs Spending: Youth Leads the Way



# Market Segments



# Recommendations

## Target Younger Customers

The younger the customer, the higher the spending score. Thus, invest in products that attract younger buyers.

## Developed Tailored Marketing Strategies

There are 4 customer segments for both female and male customers. Personalizing marketing campaigns according to these segmentation will increase engagement.

## Establish a loyalty program

Combine average spenders into one large segment and design budget-friendly rewards to boost their scores while encouraging low spenders to increase spending.

# Thanks!

Do you have any questions?

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# Appendix 1: Dataset

Dataset: Online Retail

Source: Kaggle

Description:

<https://www.kaggle.com/datasets/yasserh/customer-segmentation-dataset>

Variables: Invoice Number, Stock Code, Description, Invoice Date, Unit Price, Customer ID, Country.

Numeric Variables: Invoice Date, Unit Price, Customer ID.

Looking at clusters based on total price and total quantity per customer

# Appendix 2: Code

<https://colab.research.google.com/drive/1fU6pmIKWjb8QOYPoH6GKGRt4yQNgE79x#scrollTo=hRgKvTtLzFqm>