

# SUPERMARKET CUSTOMER SEGMENTATION

## Participants:

- Gravias Marios
- Tragakis Tilemachos
- Chalepas Konstantinos





# MISSION STATEMENT

Our **goal** is to provide **insights** to our business partners about their customers, enabling them to make ***data driven decisions***.

# The Data



## Demographics

Age, Marital Status, Income etc.

## Spending Habits

Amount of \$ spent on different product categories

## Promotion

Number of accepted offers from campaigns



## Purchasing Habits

**Number of purchases** from different **channels** (Web, Catalog or Store)

# OUR PROCESS

## Feature Engineering



01

Data Cleaning Preprocessing

02

03

Dimensionality Reduction

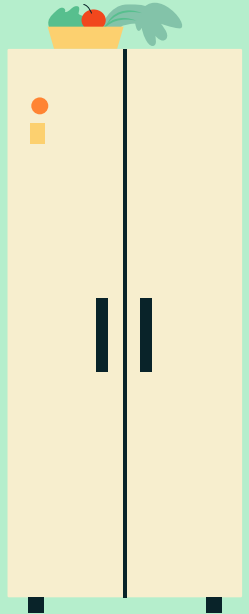
# OUR PROCESS

**04**  
Clustering  
Customer Segmentation

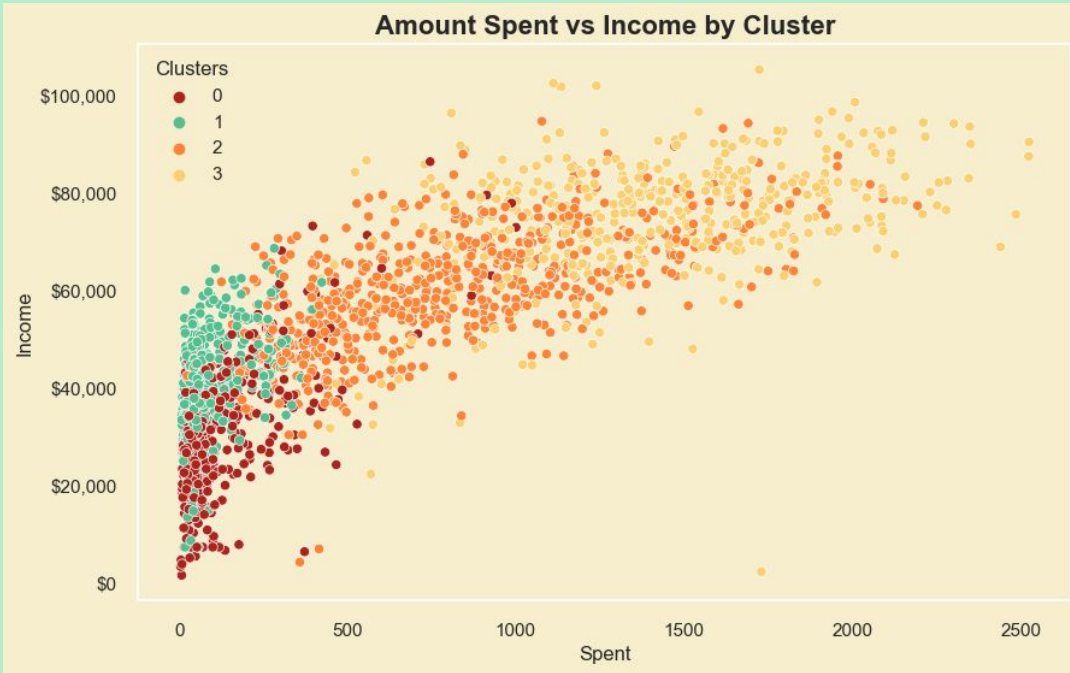
Evaluation

**05**

**06**  
Profiling



# Customer Segmentation



Our clustering analysis revealed **4 significant** customer profiles, offering *insights* for **targeted marketing strategies**.

# Low Earners / Low Spenders (Group 1)



## \$105

Average spend per customer within a 2 year period

### Buying Habits

- 50% Store
- 40% Web
- 10% Catalog

### Offer Acceptance Rate

9%

### Education

Under Graduate



Post Graduate

### Age

44

### Income

~\$30,000

## Mid Earners / Low Spenders (Group 2)



# \$125

Average spend per customer within a 2 year period

### Buying Habits

- 53% Store
- 36% Web
- 11% Catalog

### Offer Acceptance Rate

9%

### Education

Under Graduate



Post Graduate

### Age

56

### Income

~\$42,000



## High Earners / Mid Spenders (Group 3)



# \$817

Average spend per customer within a 2 year period

### Buying Habits

- 45% Store
- 36% Web
- 19% Catalog

### Offer Acceptance Rate

23%

### Education

Under Graduate



Post Graduate

### Age

56

### Income

~\$60,000

# High Earners / High Spenders (Group 4)



## \$1,390

Average spend per customer within a 2 year period

### Buying Habits

- 43% Store
- 26% Web
- 31% Catalog

### Offer Acceptance Rate

42%

### Education

Under Graduate



Post Graduate

### Age

52

### Income

~\$76,000

# Summary

**>90%**

of Total Revenue is generated  
by Groups 3 and 4



**15%**

of Total Revenue is generated  
through offers



**46%**

Of Purchases are made  
through physical Stores



# Outlook

## 4 major clusters of customers

- 1: Low Earners / Low Spenders
- 2: Mid Earners / Low Spenders
- 3: High Earners / High Spenders
- 4: High Earners / Mid Spenders

### Key achievements:

Produced valuable insights to increase business profit through:

- Better **targeted marketing**
- Enhanced **product orders management** minimizing waste & predicting demand trends more accurately

# Outro

*We are looking forward to continuing our partnership  
in shaping a more effective retail landscape!*

