

Strategic Recommendations

1. Marketing Strategies for High-Value Customer Segments

- Implement personalized marketing campaigns targeting different wealth segment.
- Offer loyalty programs or Cashback to reward frequent buyers.
- Use data-driven marketing (e.g., running adds on social media platforms) to reach customers similar to high CLV individuals.
- Promote premium product or high value product lines through social media platform frequently used by high-value segments.

2. Business Expansion Opportunities Based on New Customer Locations

- Explore partnerships with local businesses or influencers in emerging locations to increase brand awareness.
- Consider opening service centers or logistics hubs near high-growth areas to reduce delivery time and boost customer satisfaction.

3. Product Offering Enhancements Based on Transaction Trends

- Consider bundling accessories or value-adds with frequently purchased products to increase transaction size. (e.g., Add on feature in E commerce website)
- Introduce seasonal or limited-edition items during high transaction periods to create urgency and excitement. (e.g., Big Billion Day Sale on Flipkart)

Video Link: <https://drive.google.com/drive/folders/1D0tcPc--kpdzh4ctvIdnjh2XP5wgb-C4>