

# **BLACKWELL ELECTRONICS**

COSTUMER BUYING PATTERNS

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MOSQUERA**

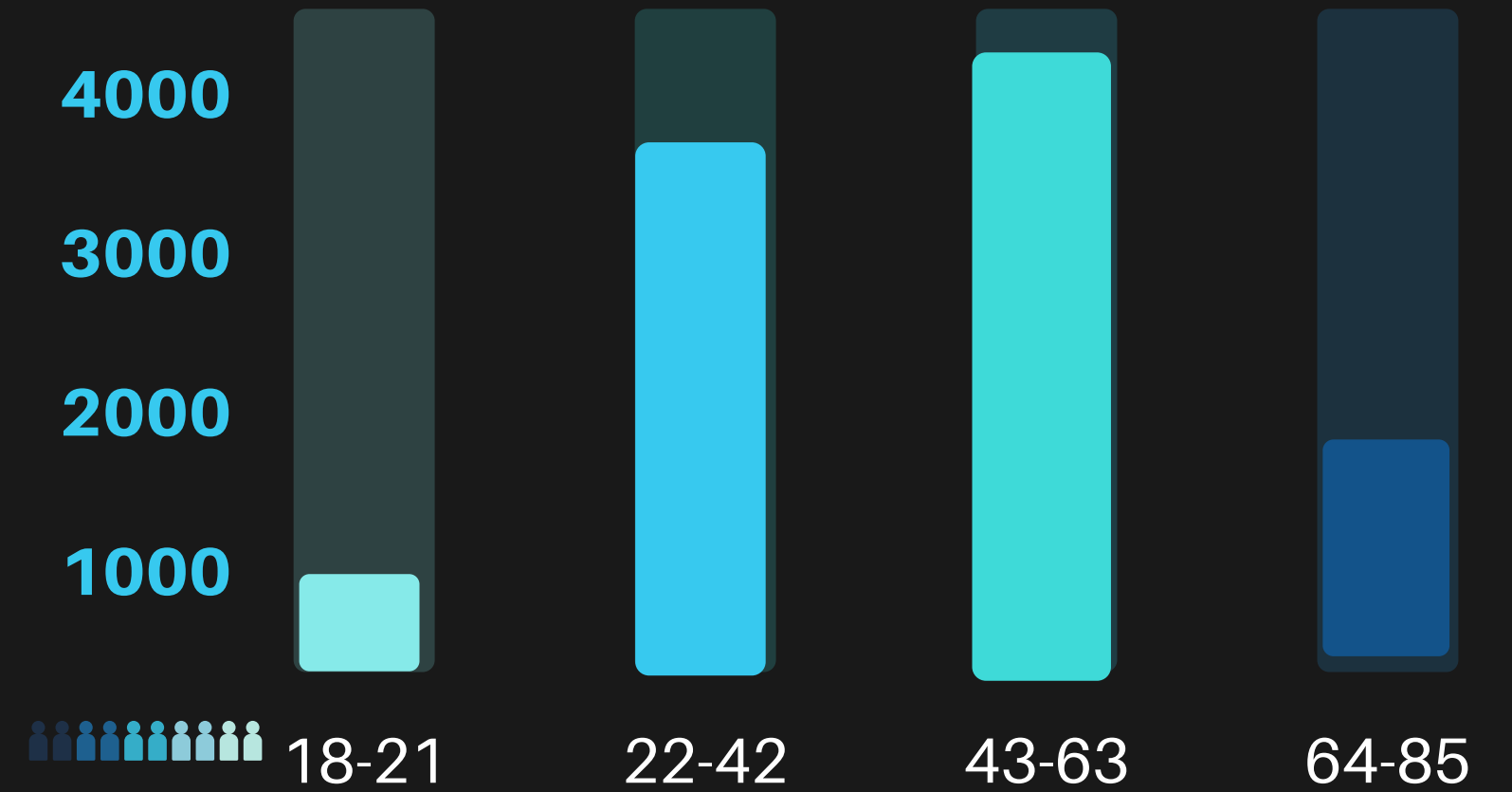
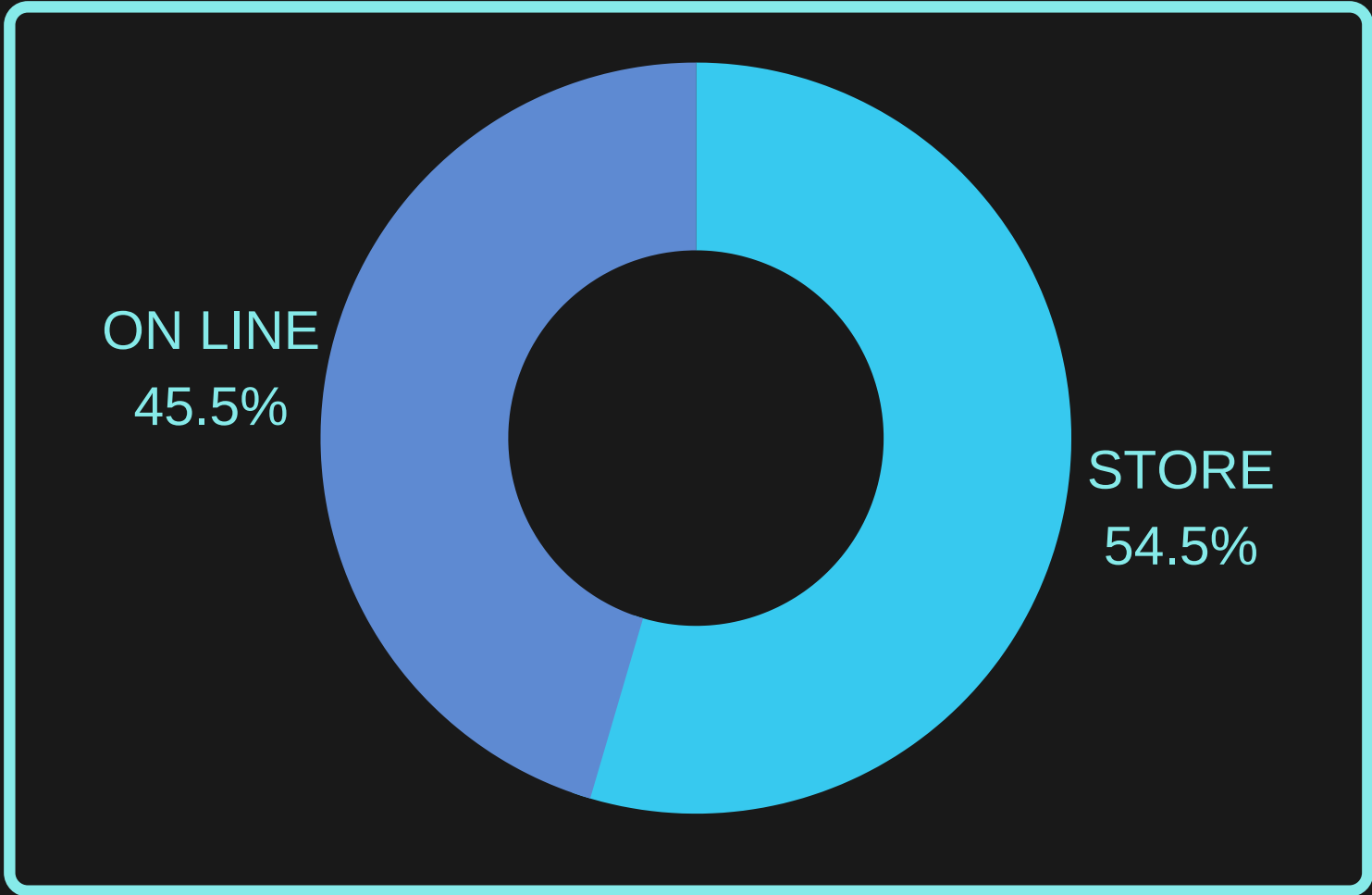
# BLACKWELL ELECTRONICS

¿What For?

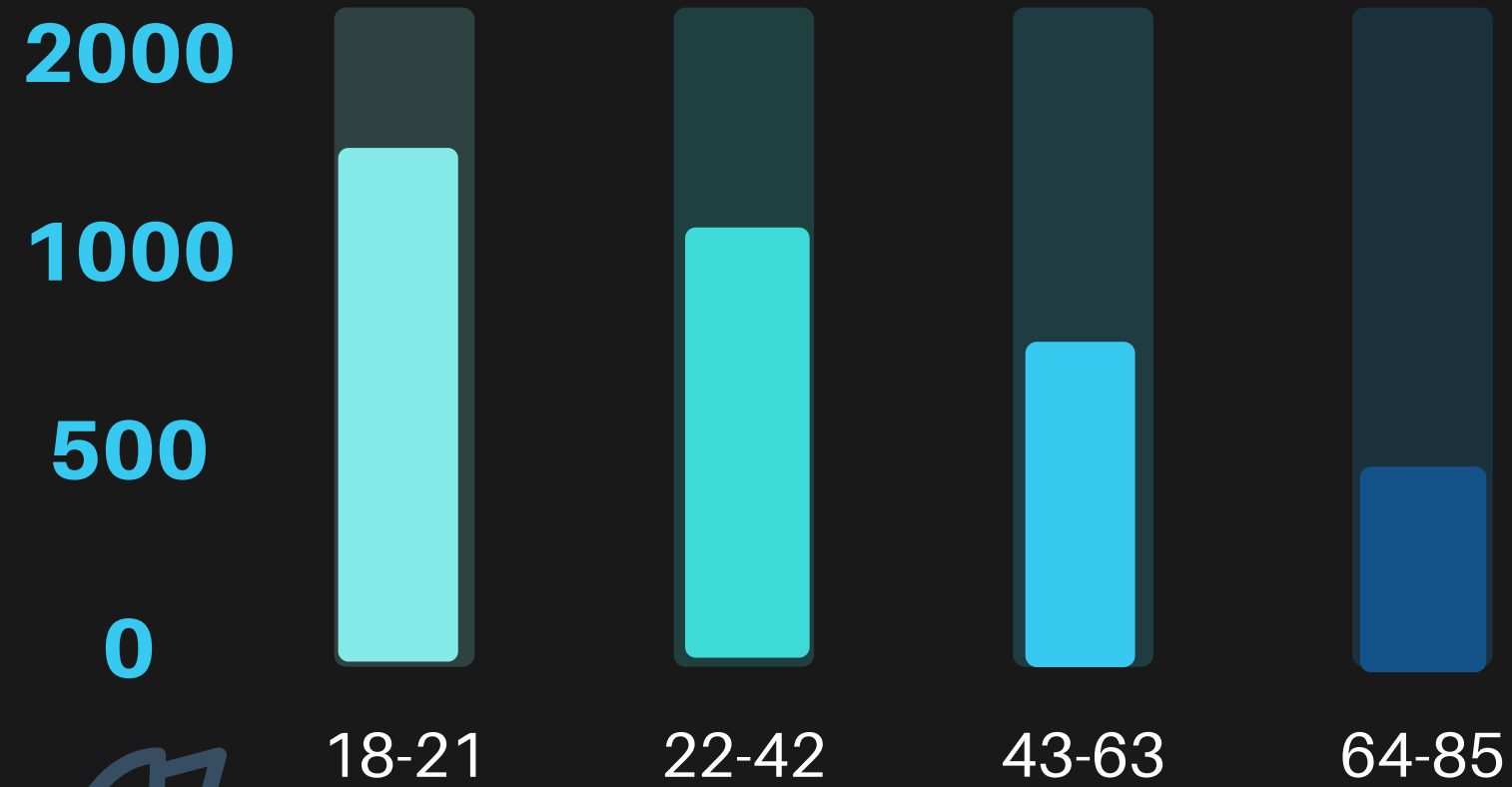
¿How?

¿What did we  
get?

- Customers profile
- Relation or NOT between variables
- Top5 Ranking of sales
- Possibles actions to consider

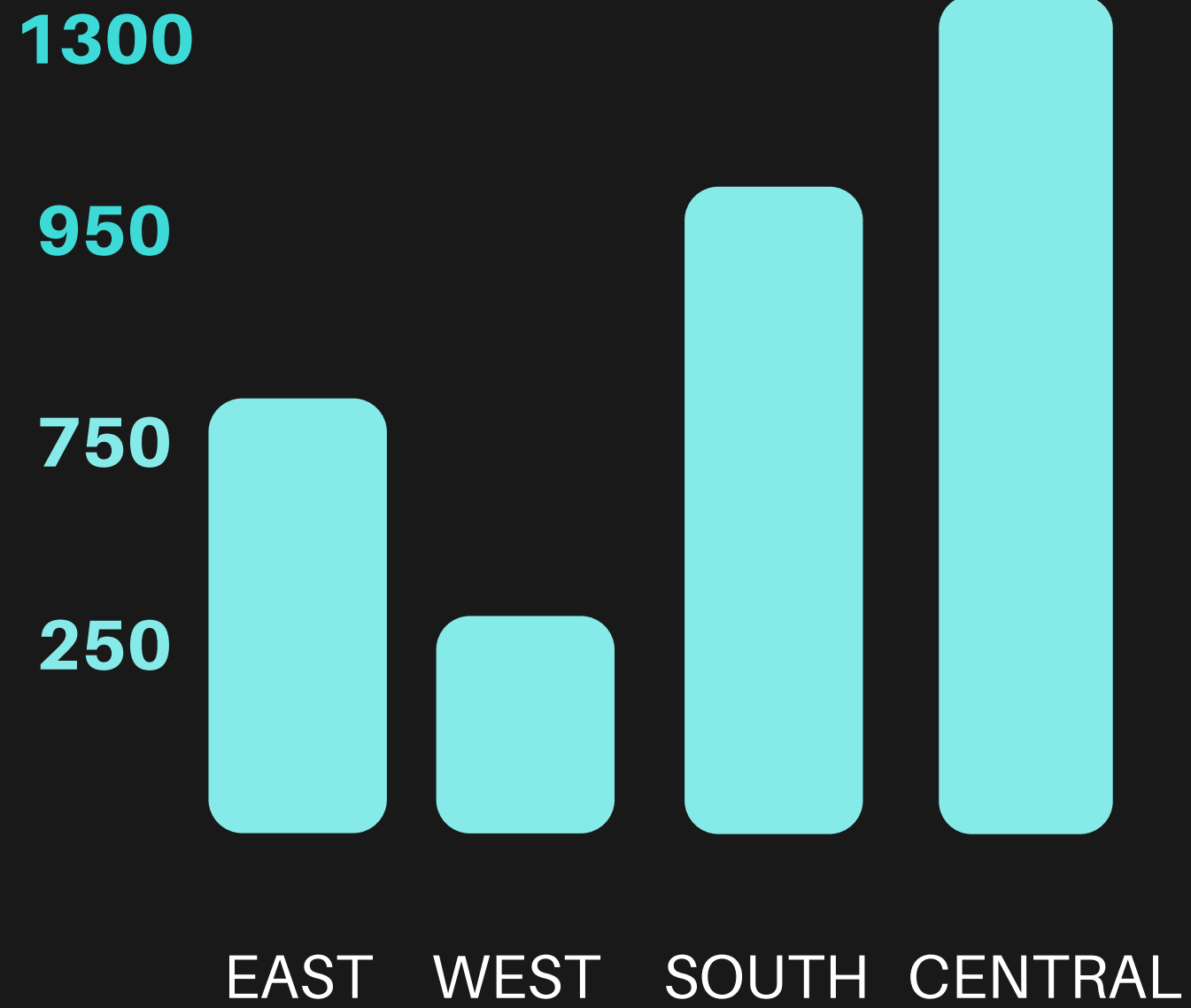


AGE DISTRIBUTION



AMOUNT SPENT BY AGE

# AVERAGE TRANSACTION PER REGION



## REGION DISTRIBUTION



**CENTRAL** + + + + + + + + + + + + + + + +

**SOUTH** + + + + + + + + + +

**EAST** + + + + +

**WEST** + +

# RECAP

- AGE IS NOT LINKED WITH THE WAY OF BUYING (ON LINE-STORE)
- ITEMS ARE NOT RELATED WITH THE AMOUNT OF THE PURCHASE.
- THERE IS A RELATION BETWEEN AMOUNT SPEND, REGION AND THE WAY OF BUYING (ON LINE-STORE)
- CENTRAL REGION TENDS TO HAVE SMALLER TRANSACTIONS IN STORE.
- WEST REGION TRANSACTIONS ARE ONLY ON LINE AND UNDER \$500



# RECAP

- Customers profile
- Relation or NOT between variables
- Top5 Ranking of sales
- Possibles actions to consider



# 1 ACTUAL AND EXISTING PRODUCTS

#PRICE  
#PRODUCT ID#1-5STARTREVIEW  
#PRODUCTDEPTH  
#NEGATIVE-POSITIVE  
#VOLUME  
#PROFITMARGIN  
#NEGATIVESERVICEREVIEW  
#WOULDCONSUMERECOMENDAPRODUCT  
#SHIPPINGWEIGHTLBS  
#PRODUCTWIDTH  
#PRODUCTHEIGHT  
#PRODUCTHEIGHT

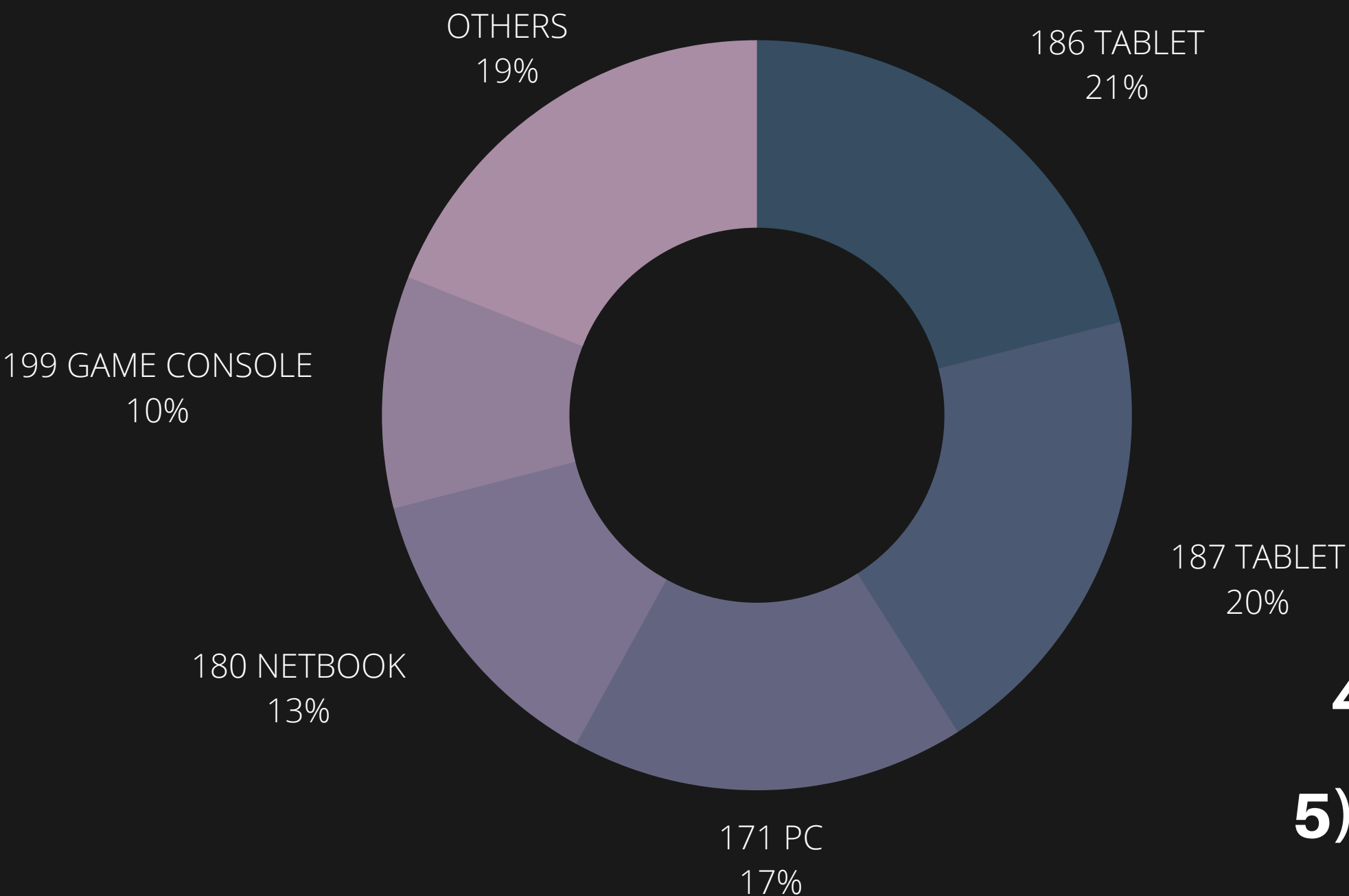
# 2 DATA TAKEN FOR THE MODEL

#PRICE  
#PRODUCT ID  
#3STARTREVIEW  
#2STARTREVIEW  
#5STARREVIEW  
#VOLUME  
#PROFITMARGIN

# 3

MODEL BASED ON THE ACTUAL PRODUCTS

# RANKING OF NEW PRODUCTS SALES



# TOP 5

- 1) TABLET 186-APPLE **\$63,136.24**
- 2) TABLET 187-AMAZON **\$62,331.74**
- 3) PC 171-DELL **\$51,396.68**
- 4) NETBOOK 180-ACER **\$32,553.78**
- 5) GAME CONSOLE 199-SONY **\$29,618.49**



# CONCLUSIONS

- Besides what Martin G suggested customers who shop in the store or online are not related to age ranges.
- It should be necessary to pay attention to the west region to get more costumers, STARTING with marketing campaigns to get in touch with costumers.
- On the other hand, for the Central Region, include a marketing strategy to get customer loyalty
- The ranking has allowed us to have an idea of a possible top5 ranking which may be helpful for any investment activity

**BLACKWELL  
ELECTRONICS**

**FOR FUTURE ANALYSIS**



**GENDER**

**DELIVERY TIME  
OF PRODUCTS**

**SEASONALITY  
OF PRODUCTS**

**PROMOTIONS**