**Project Goal**  
The aim of this project was to help the company design a more cost-efficient and revenue-driven marketing strategy. Instead of sending broad, one-size-fits-all campaigns, the objective was to identify which customer groups are likely to respond to our marketing offer.

**Technical Approach**  
I applied the RFM model (Recency, Frequency, Monetary) to segment customers into nine groups: Champions, Loyal High-value, New Customers, At Risk, Lost, Promising, Big Spenders, Loyal, and Occasional Buyers. Using Tableau, I built interactive dashboards to visualize behavior and identify patterns across these groups. To translate customer insights into financial impact, I also used Excel to do a break-even simulation. The break-even response rate can be computed by dividing the minimum promotional cost by profit.

**Interpreting Analytics Result**The RFM segmentation revealed that some groups, like Loyals and Occasional Buyers have placed many orders, while others, such as At Risk or Lost customers, had weak engagement. By sending emails only to a 10% sample in each customer segment, the company could gauge the actual response rate for each segment. Then an average response rate can be computed for the whole customer base, allowing a more realistic profit and cost projection.

**Utilizing Analytics Result**  
For the remaining 90% of customers not in the test group, campaigns should only be deployed to those segments that exceed the break-even response rate. This creates a scalable framework for marketing optimization: resources are focused on customers who are statistically more likely to respond. At a practical level, this also enables the company to tailor email content by segment, whether that means exclusive perks for Champions, reactivation campaigns for At Risk customers, or curated product suggestions for Loyal High-Value buyers.

**Techniques**: R for data cleaning, Tableau for visualization, Excel for financial modelling

**Classification method:** PERCENTILE function in Tableau (25th, 50th, 75th)

**Challenges**: using LOD expressions in Tableau