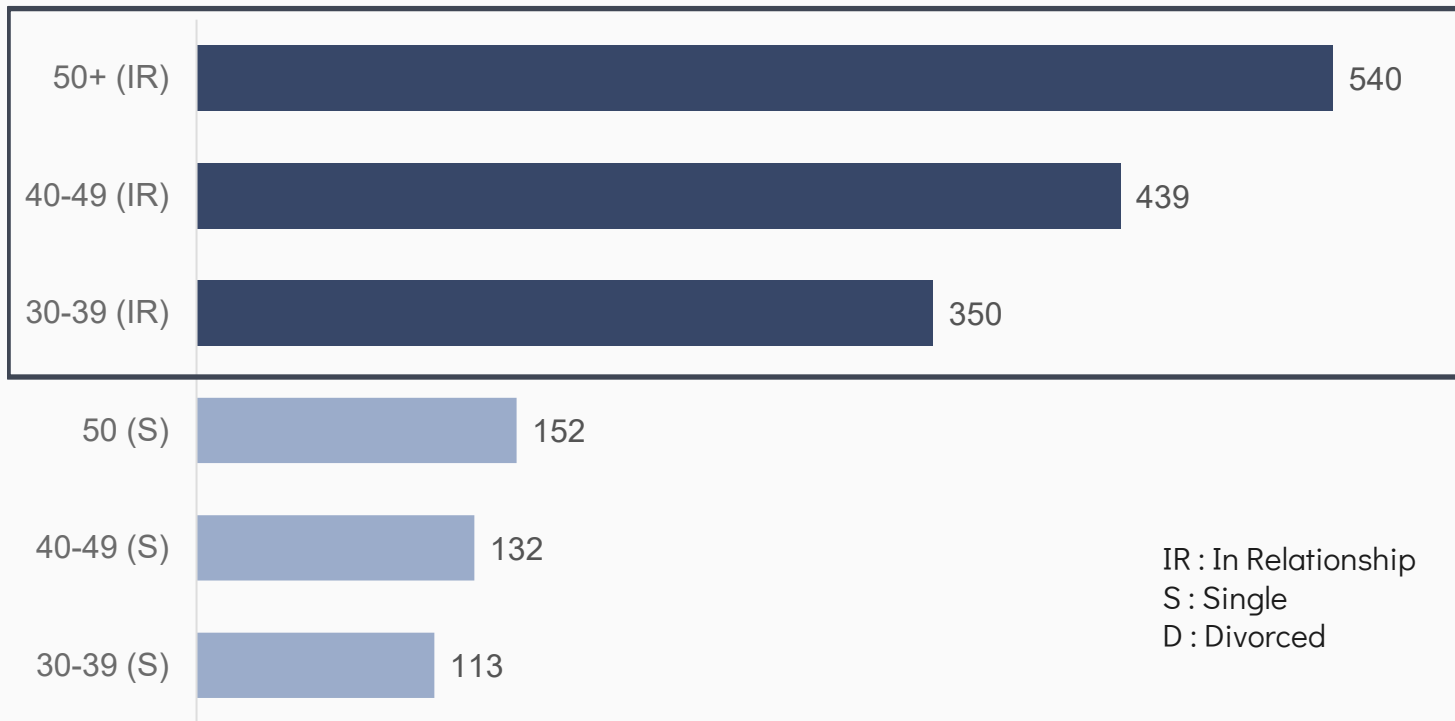


Customer Segmentation Analysis

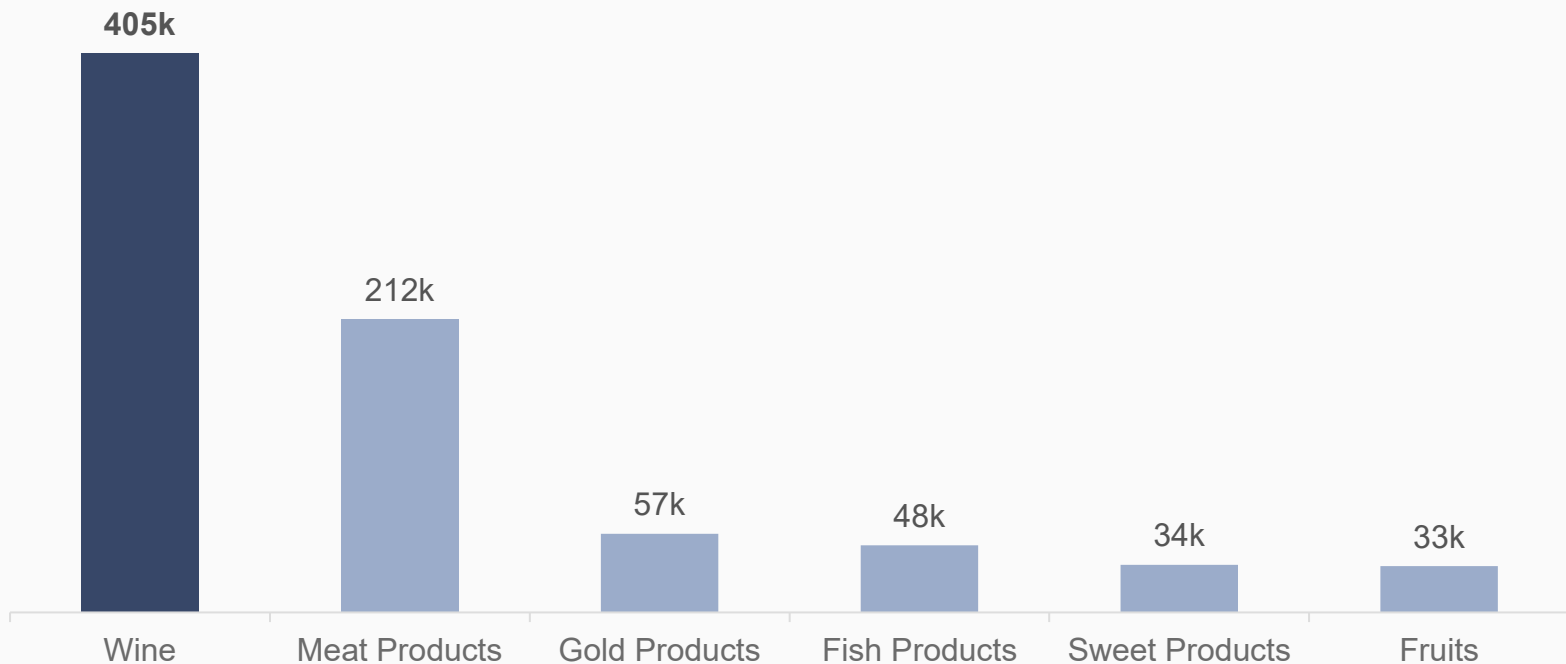
By Alya Nabila Putri

60% of customers are couple aged 30+



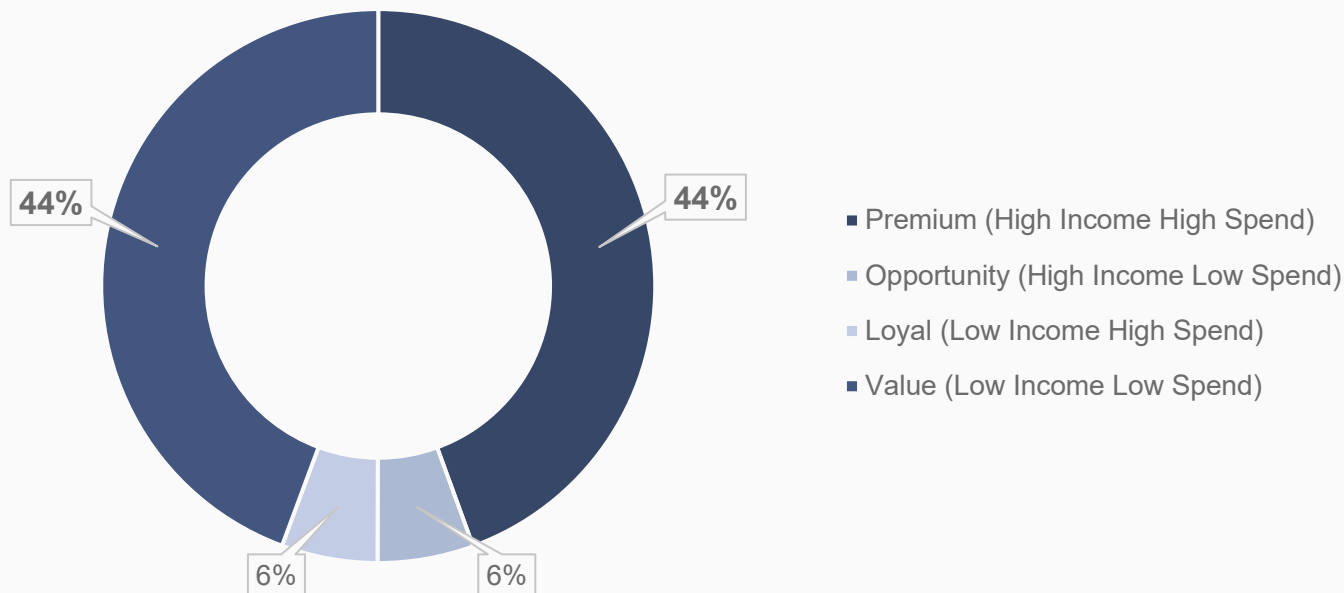
Wine is the top selling product

Top selling products by most customers



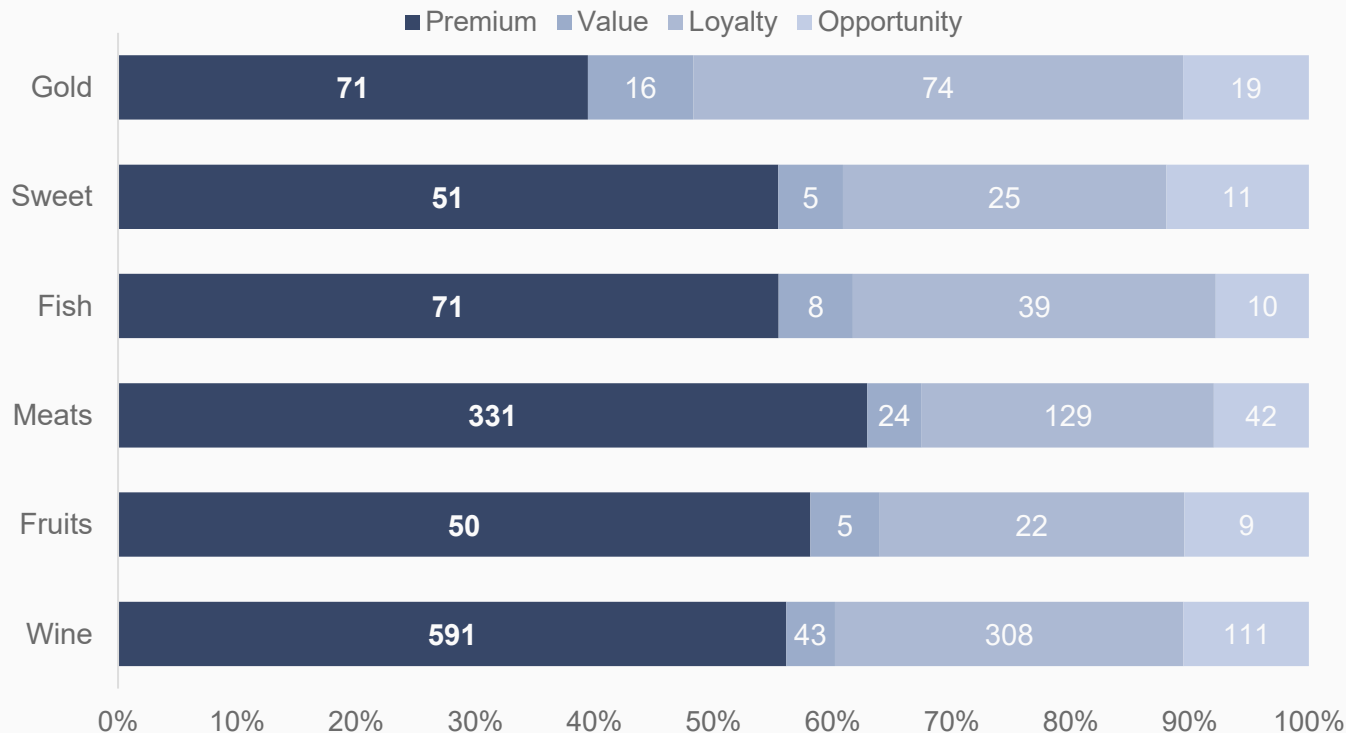
Premium and Value segments dominate

customer segmentation by income and spending



Premium: The Top Spender

Average Spend by Segmentation

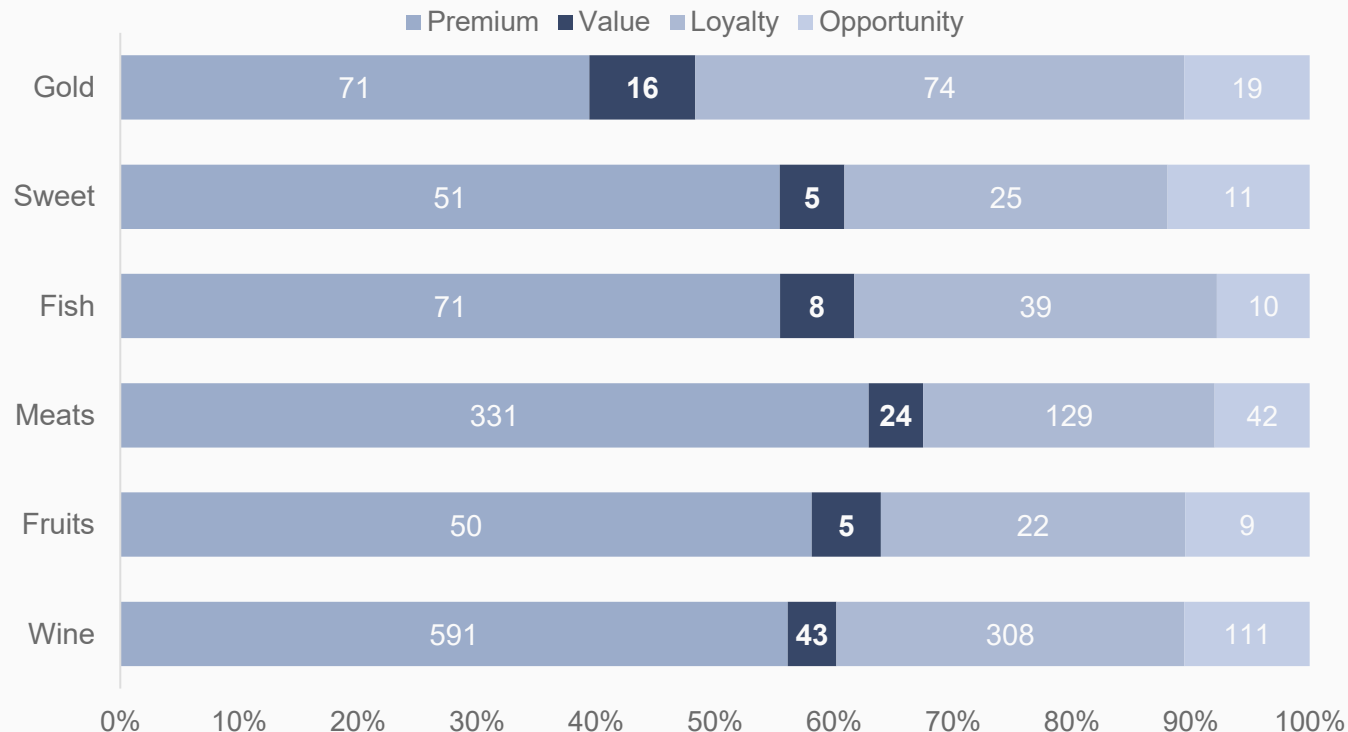


Insight:

- The Biggest spend almost all products

Value: The Price Sensitive

Average Spend by Segmentation

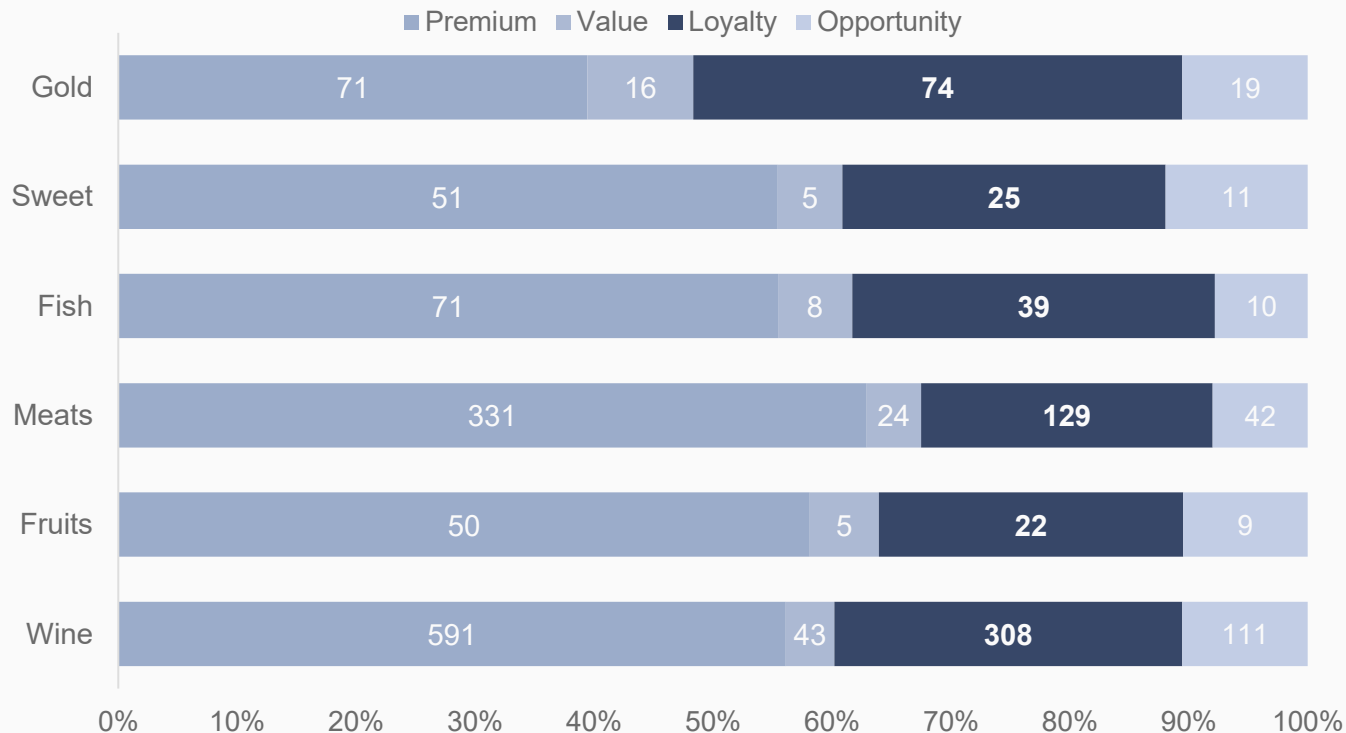


Insight:

- Larger base but low spend in all category

Loyalty: The Consistent Spender

Average Spend by Segmentation

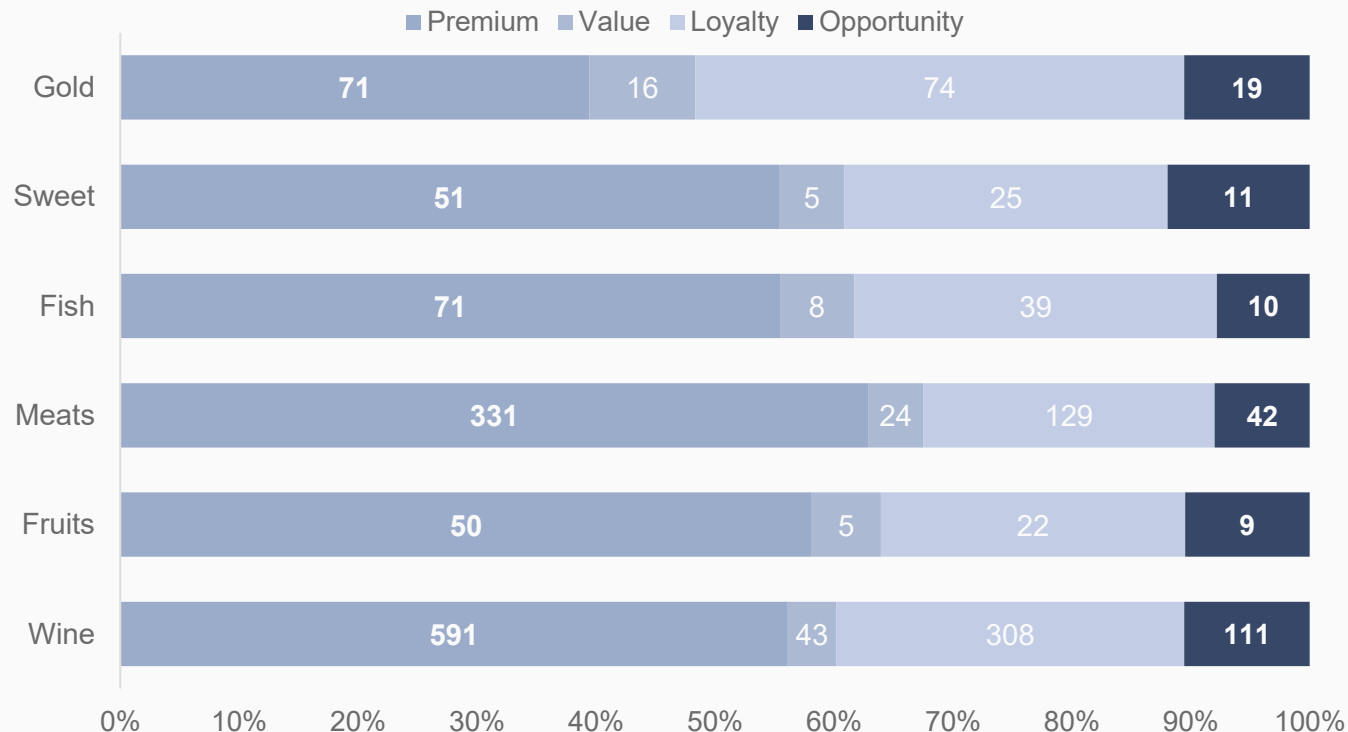


Insight:

- Spend above average consistently despite lower income

Opportunity: The Potential Gainers

Average Spend by Segmentation



Insight:

- Spend under average despite high income

Conclusion

- Premium and Value segments dominate the customer base
- Value and Opportunity segments need strategies to maximize growth

Recommendation

Value Segment

- Focus on product awareness & education
- Run low-cost, broad campaigns.

Opportunity Segment

- Offer exclusive promos, reminders, or loyalty perks
- Use personalized re-engagement (email, vouchers, discounts)
- Focus on activation to boost purchase frequency

Thank You