

Customer Segmentation Infographics

Team: Dimitris Farantos, Andreas Katsaros

The Dataset



Year of birth, Marital status, Number of children



Date became a customer, Days since last purchase



Spent in: Meat, Fish, Sweets, Fruits, Wines, Jewelry



Deals-Web-Catalogue purchases, Campaigns accepted, complains

Columns

29

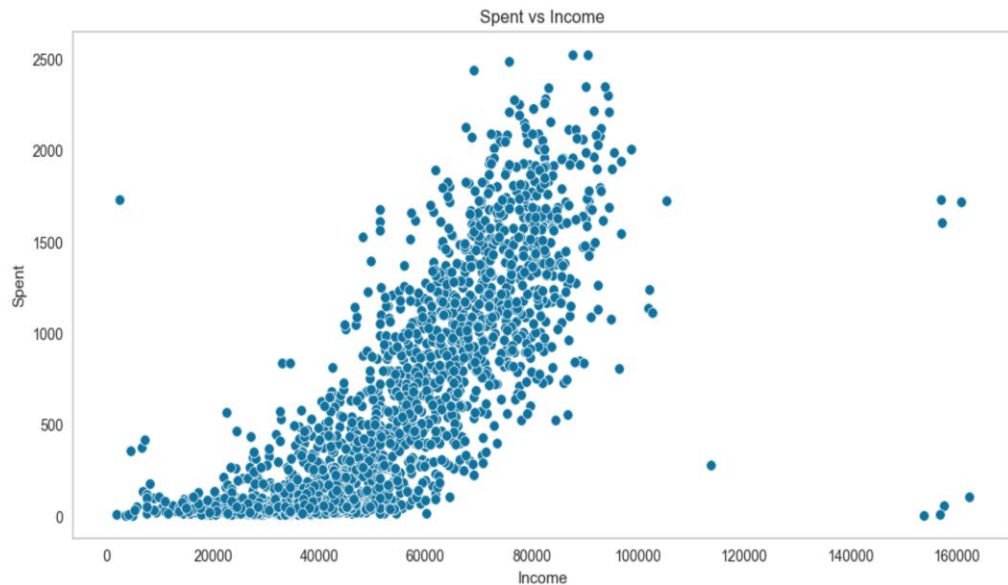
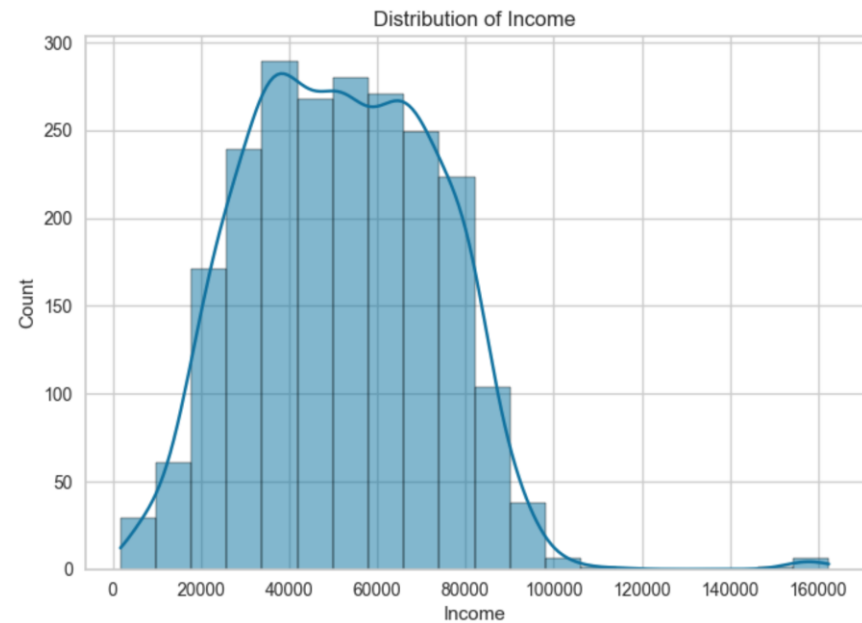
Observations

2240

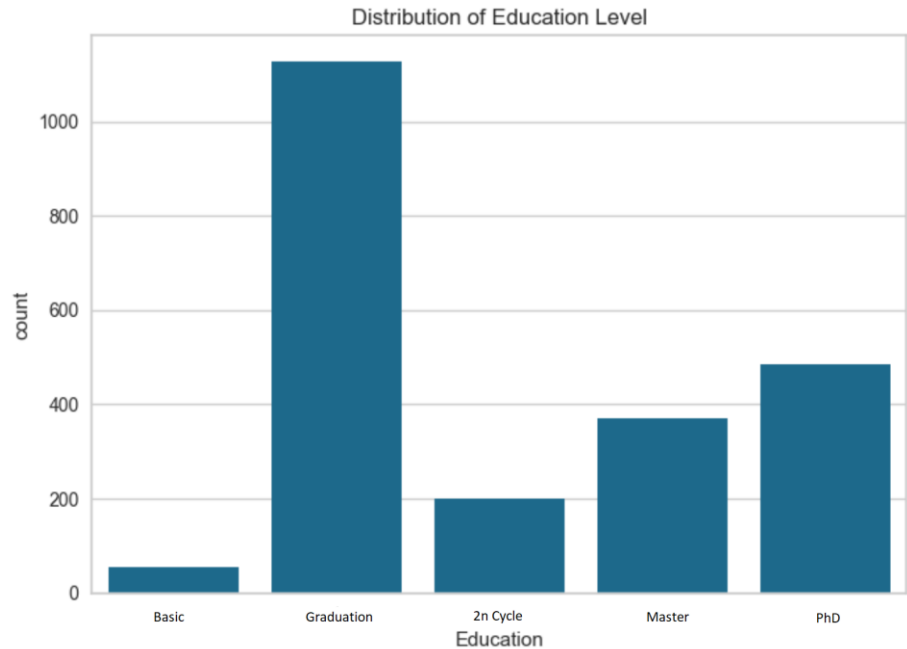
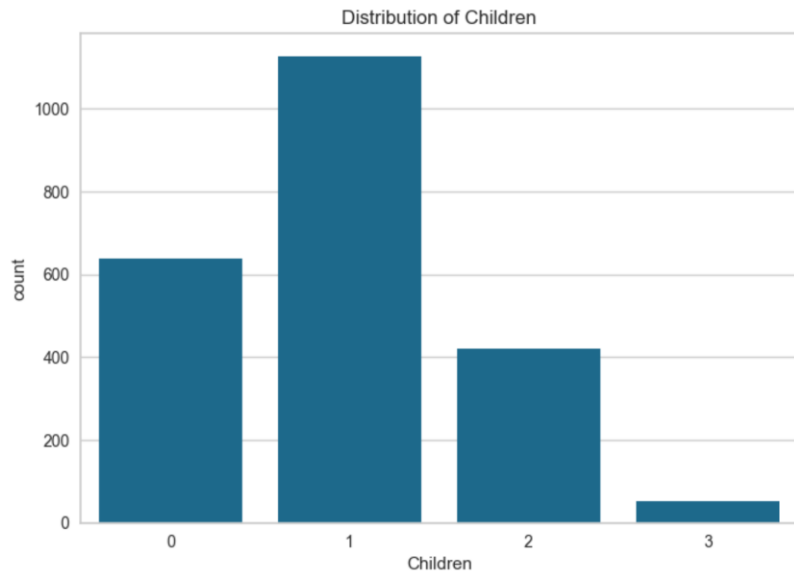
Observation Window

8/1/2012 - 6/12/2014

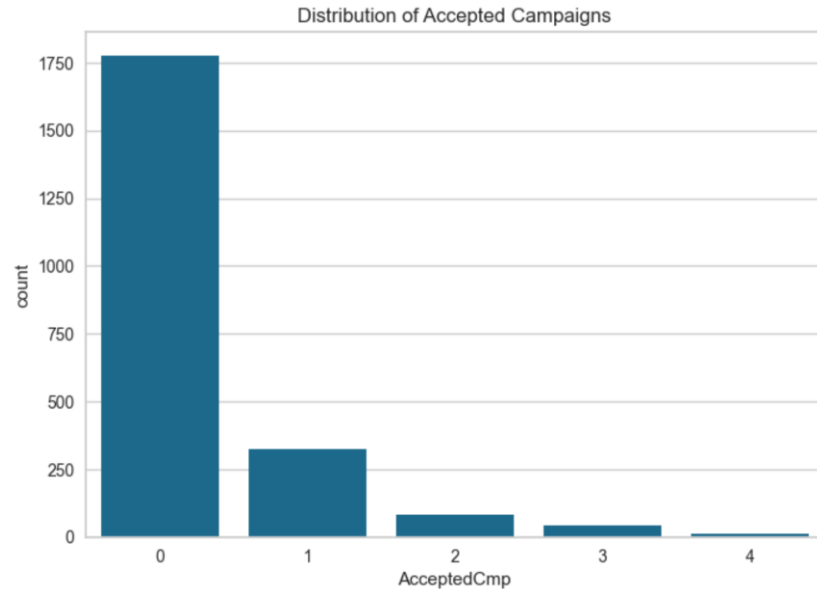
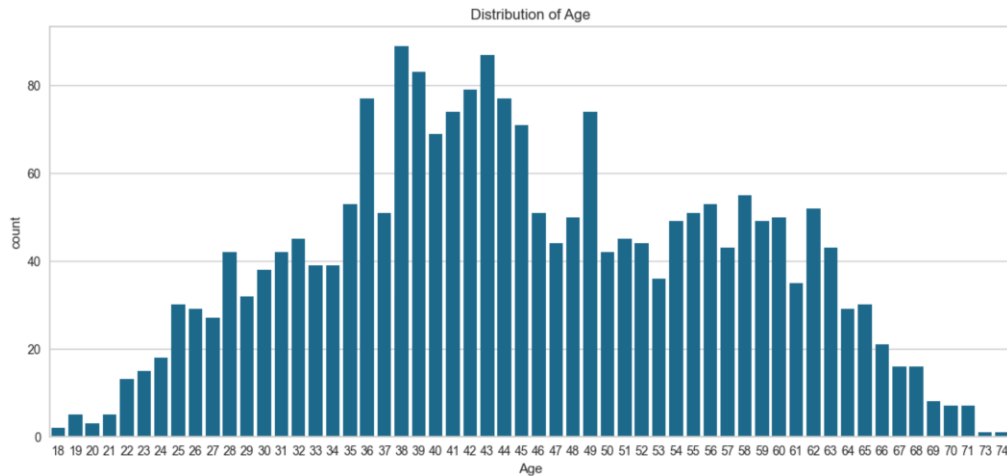
Exploratory Data Analysis



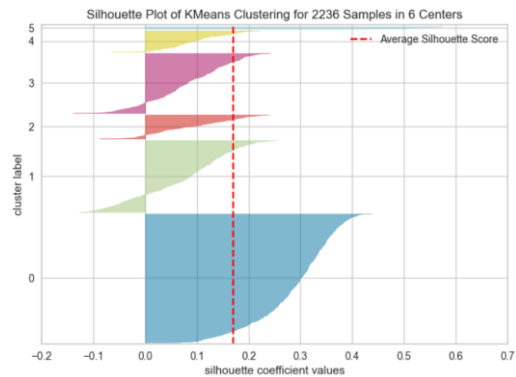
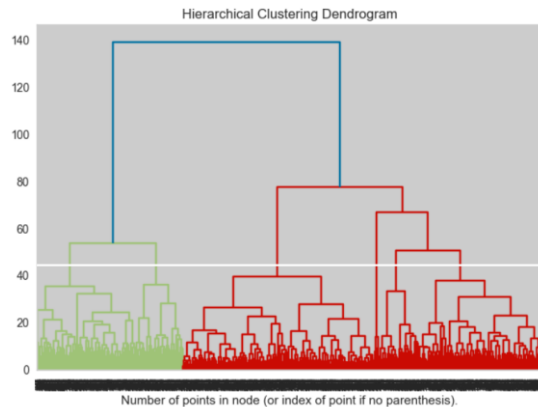
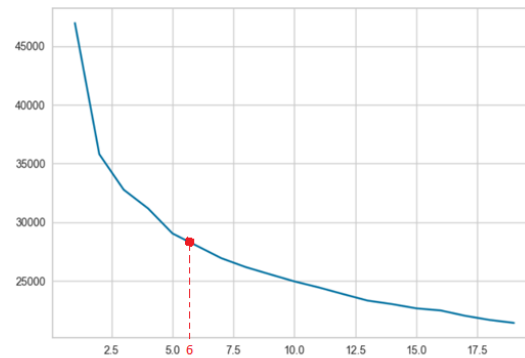
Exploratory Data Analysis



Exploratory Data Analysis

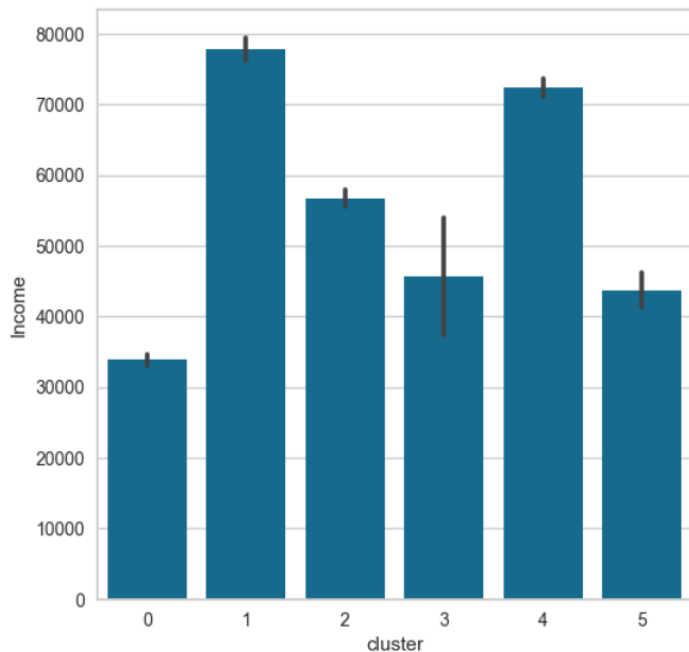


Customer Segmentation Infographics

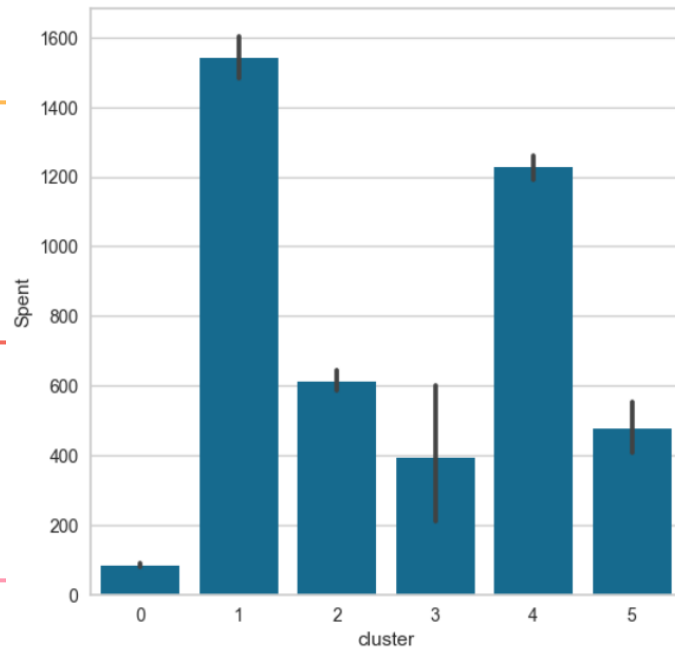


Graphs on our clusters

Income

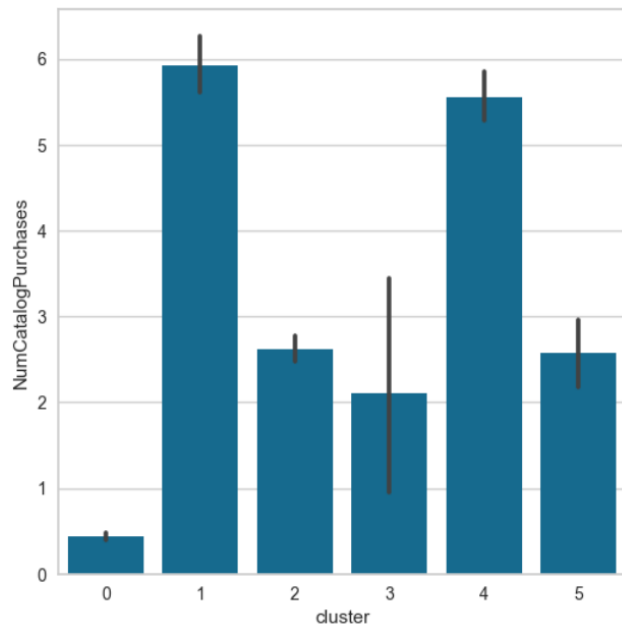


\$ Spent

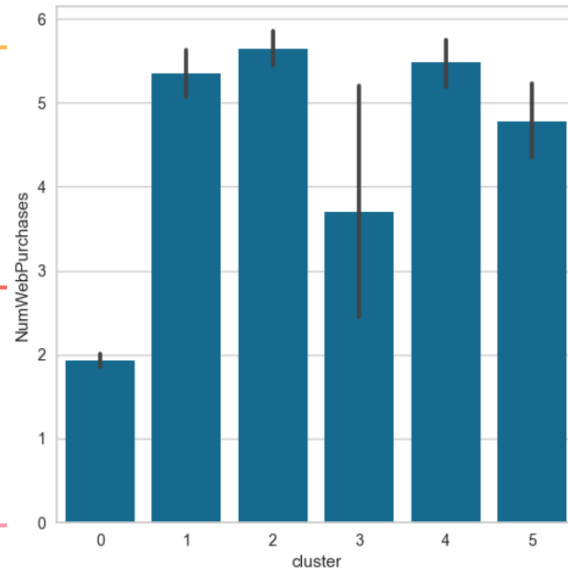


Graphs on our clusters

Campaign Response

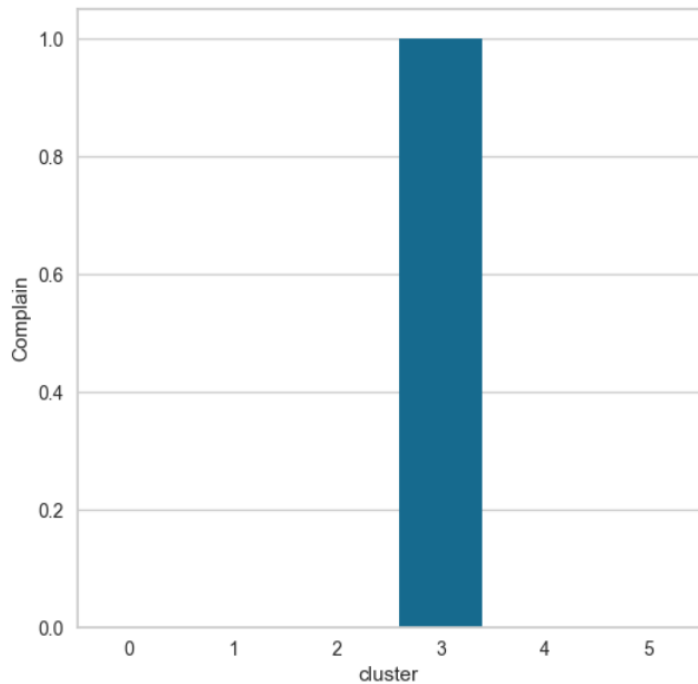


Online Shopping

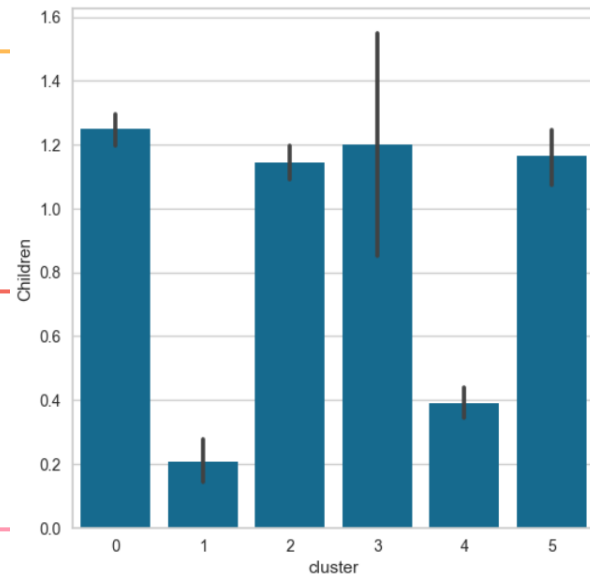


Graphs on our clusters

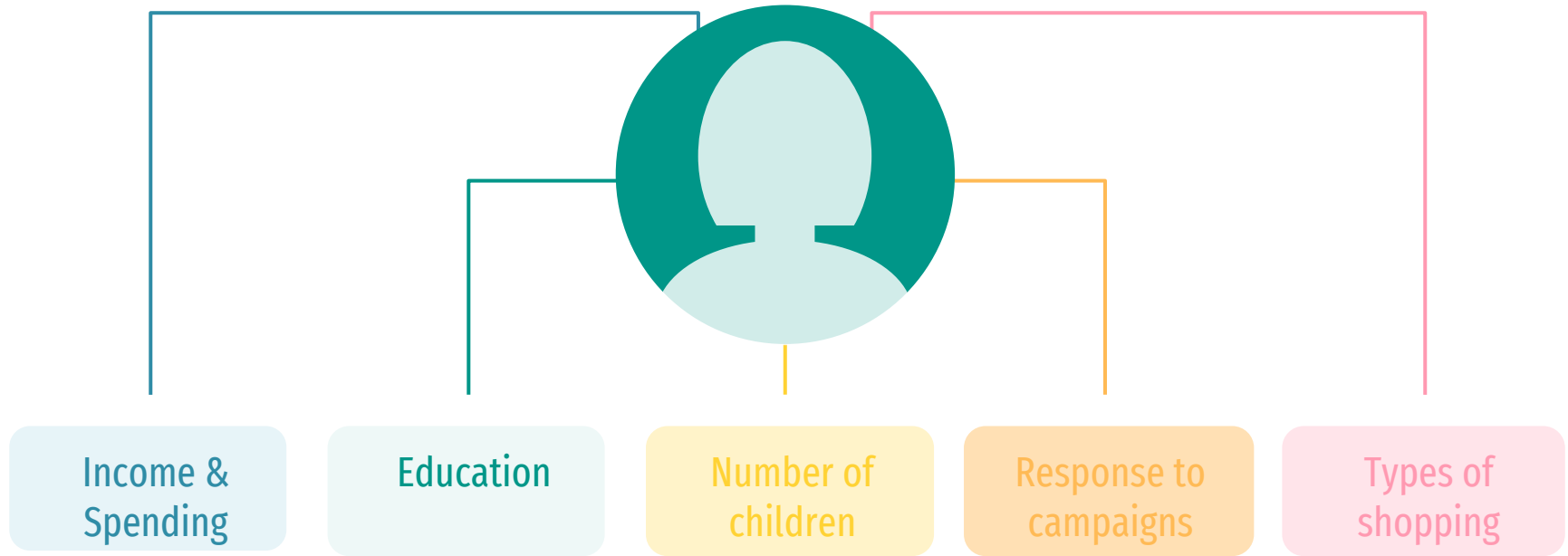
Complains



Number of Children



Factors Considered in Clustering Analysis



Customer Segmentation Results

01

Family Savers

Low income families with moderate education levels who prioritize saving money for their children.

02

Elite Shoppers

High-income individuals with high levels of education who respond to campaigns and make large purchases & shopping both online and from catalogs.

03

Bargain Hunters

Moderate-income individuals with high education levels who are actively looking for deals & shopping online.



04

Struggling Families

Low-income families with low education levels who have complaints, possibly related to financial difficulties.

05

Affluent Shoppers

High-income individuals with moderate education levels who make significant purchases & shopping both online and from catalogs.

06

Educated Shoppers

Low-income families with high education levels who respond to campaigns and are interested in deals & shopping online.

Proposals

01

Family Savers

Offer a savings plan that includes discounts on children's products or educational materials.

02

Elite Shoppers

Launch a loyalty program offering exclusive deals on high-end products and early access to sales events.

03

Bargain Hunters

Daily or weekly emails featuring the best deals on popular products.



04

Struggling Families

Discounts on groceries and household essentials.

05

Affluent Shoppers

Personalized shopping experiences, including home delivery services and personal shopper consultations.

06

Educated Shoppers

Provide access to educational content about smart shopping and exclusive discounts on a variety of products.

Dimitris Farantos



Andreas Katsaros



Thank you 😊

Feel free to ask any questions or offer suggestions for improvements!

