

Business Problem Statement – Email Marketing Analysis

The organization maintains a large customer database (~10,000 records) containing demographic and profile information such as customer type (Individual/Business), activation status, location (city/state), gender, age (birth date), marital status, living status, and enrollment date. However, **email marketing campaigns are currently being executed without deep segmentation or data-driven targeting**, which can lead to low engagement, higher unsubscribe rates, and inefficient marketing spend.

! Core Business Problem

The key challenge is to **identify the right customer segments for effective email marketing** by understanding how customer demographics and status influence engagement potential. Without this insight, marketing teams risk sending generic campaigns to inactive or low-value users while missing opportunities to personalize communication for high-potential segments.

Objectives of the Analysis

- Identify **active vs inactive customers** and understand their demographic distribution.
- Segment customers by **type, age group, gender, marital status, and living status** to support personalized campaigns.
- Analyze **geographical patterns (city/state)** to tailor region-specific promotions.
- Understand **enrollment trends** to distinguish new vs long-term customers for lifecycle-based marketing.
- Help the business **optimize email targeting**, improve open/click rates, and reduce campaign costs.

Business Value

By solving this problem, the company can:

- Improve **email campaign effectiveness** through better segmentation.
- Increase **customer engagement and conversion rates**.
- Reduce unnecessary outreach to inactive or low-response customers.
- Enable **data-driven marketing decisions** instead of intuition-based campaigns.