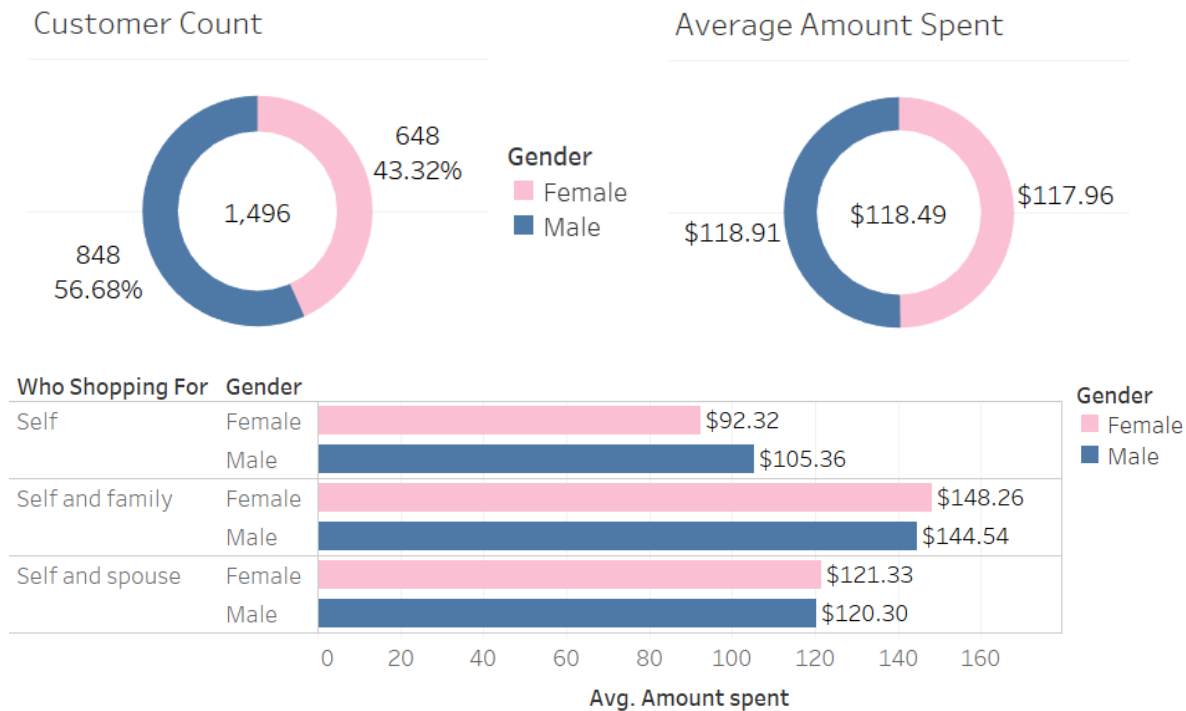


## QUESTION 2: STORE PROMOTIONS & INCENTIVIZATION

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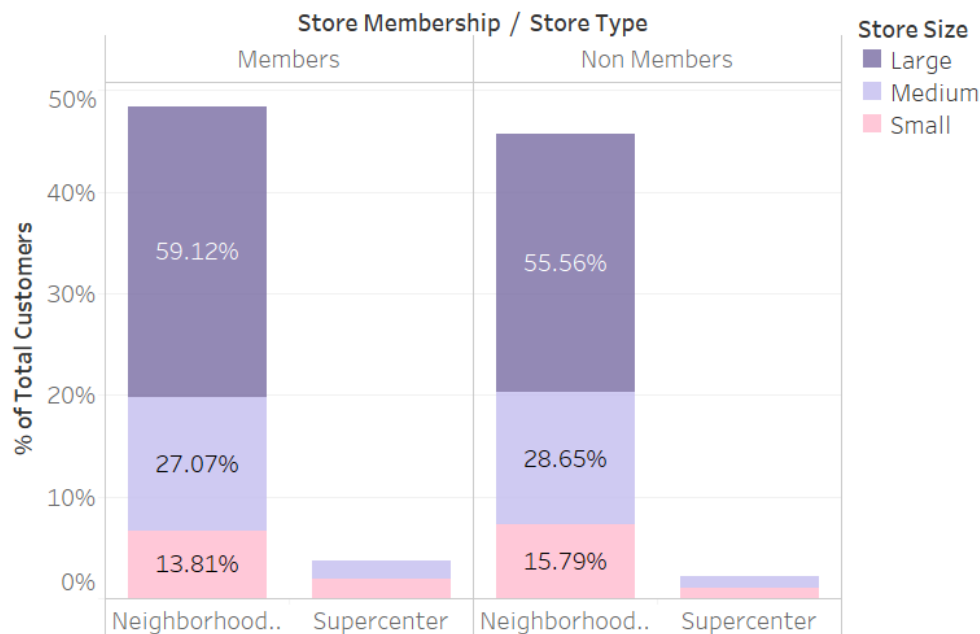
### DATA INSIGHTS – Customer Demographics

#### Gender Distribution



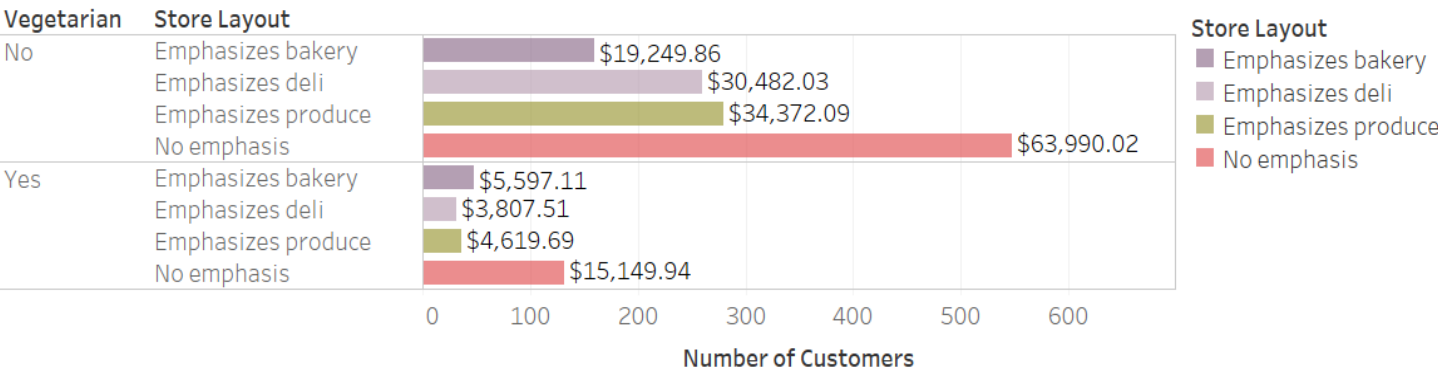
- In the above graphs, we look at the gender distribution of the customers. We observe that the number of male customers is more than female. However, the average amount spend patterns in both the genders are almost equal.
- When we dig deeper into the spending behaviors depending on whom they are shopping for, we see that women tend to spend less on themselves compared to men. On the other hand, the average spend of women is higher when they shop for their family/spouse.

#### Store Type Preference of Members & Non Members



- Customers are more likely to buy at large stores irrespective of their membership. We can leverage this fact for introducing new products.
- Most of our customers go to neighborhood stores, this might be because, we have just 5 supercenters. We may amplify these footfalls at supercenters by better promotion management.

## Vegetarians vs Non Vegetarians

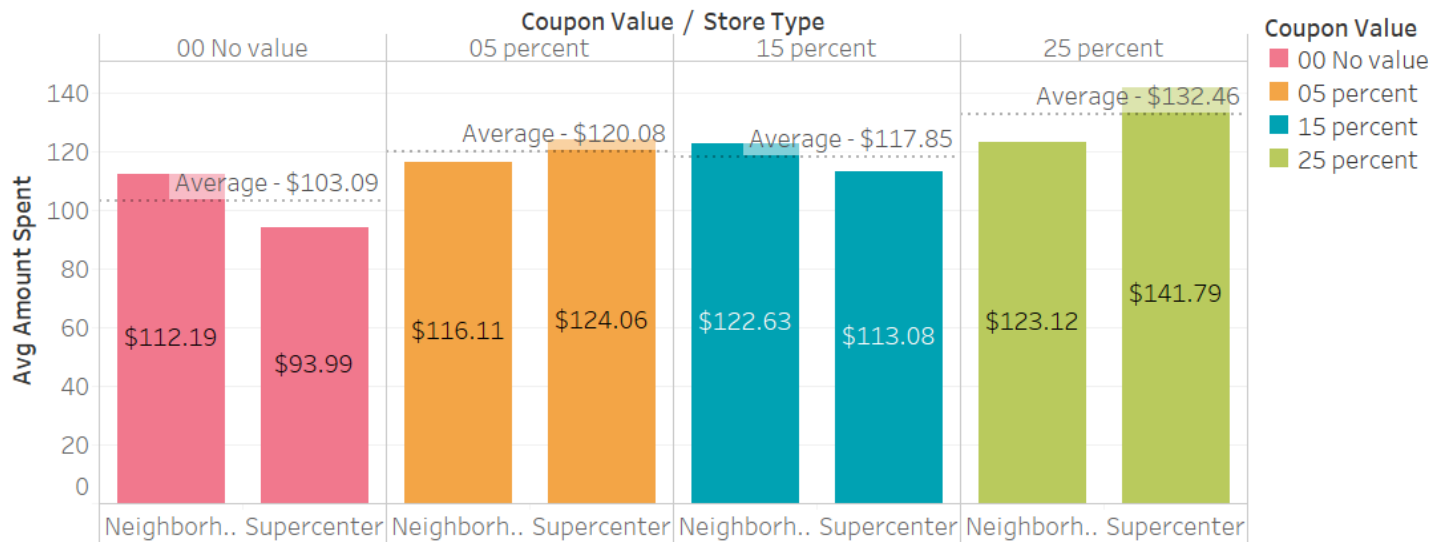


- We can see that the number of non-vegetarians is much higher than vegetarians. However, when we look at the store layout, we see that the vegetarians spend more on bakery emphasized stores.
- On the other hand , Meat eaters prefer shops with better emphasis on Deli and Produce items.

## DATA INSIGHTS – Coupons

Lets have a look at the average amount that was spent when customers used different kinds of Coupons.

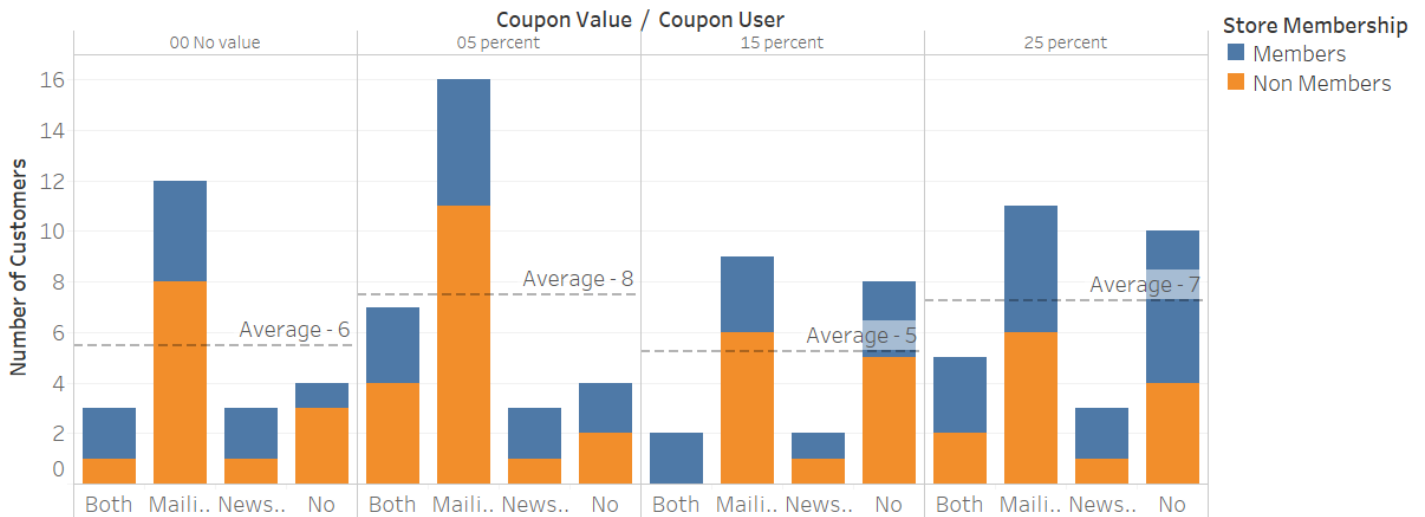
Avg sales for Coupon value across different store types



- Coupons with 25 percent discount have higher average sales than others. Moreover, the average sales when no coupon is availed are much less by ~16-20%.
- Interestingly, we see that at supercenters, the avg amount spent using the 5% and 25% discount coupons are more than average.

Now we will also analyze for the Customers who had the Coupons but did not buy anything.

## Coupon user Vs Coupon Value for Customer with 0 spend



- In the above graph, we see that on an average the customers with 5% coupons (of mailing) have not availed their coupons
- Non-members are more likely to not avail their coupons at our store. On a side note, had we had more amount of data for unavailed coupons, we could have better insights.

## TARGET AUDIENCE FOR COUPON ROLLOUTS

### Discussion:

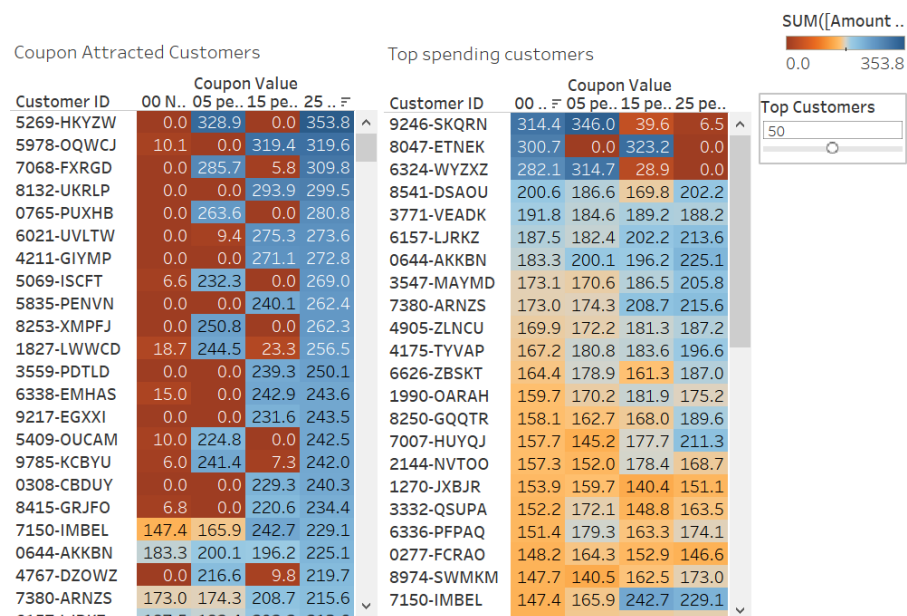
As a part of trading and promotion management strategies, organizations aim at targeting customers for generating high revenues as well as retaining customer base. Therefore, we need to analyze and come up with the high valued customers that would use our coupons in order to increase their engagement. To do this, we will analyze their spend patterns, shopping style & demographics.

### Recommendation 1:

To drive higher Sales and enhance customer base, we should target on customers who fall under two segments:

1. Top spending customer without coupons
2. Top spending Customers with coupons

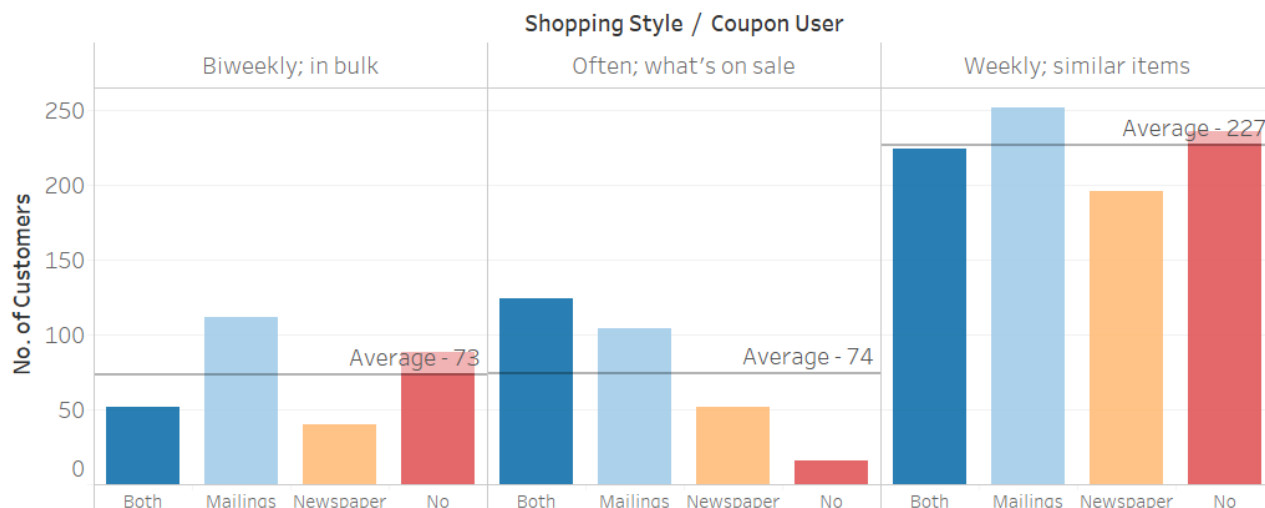
Lets see the dashboard below that would allow us to pick the top customers that we can target.



- We can see that the top customers who spend only when they have coupons, spend higher than routine customers. To retain such customer footprints, we can roll out online coupons(preferably high valued) to them.
- On the other hand, for the top spending everyday customers, we can give them mid ranged coupons to increase our sales.

### Recommendation 2:

#### Customer footfall by Shopping Style Vs Coupon User



- When we look at the shopping style w.r.t Coupon users , we can notice that on an average the number of customers that buy weekly are higher than the other two.
- Therefore, we can roll out more coupons to the customers who buy Biweekly/Often. This might increase their frequency of visiting the store and bring more revenue.

### Recommendation 3:

Store Member	Amount Spent	Number of Customers	Avg Amt Spent
Members	\$93,043.81	780	\$119.29
Non Members	\$84,224.44	716	\$117.63

- Spend patterns of members/nonmembers are similar, so we can give coupons to our people in both the groups with some planned strategy.
- For instance, we can give low valued coupons to nonmembers and higher valued coupons to members. This would attract people to join our membership program.

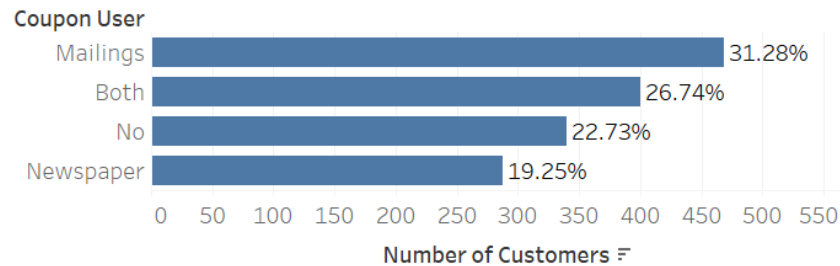
## TARGET STORES/AUDIENCE FOR NEW PRODUCT RELEASE

### Discussion:

Customer visibility is an important aspect that drives the launch of any new product. Stores aim for better marketing techniques of these products, so that they more sold. In this problem statement, we will analyze the ways by which we can come up with strategies to promote new items sales.

### Recommendation 1 - Medium:

- As of now, assuming that the online medium is not introduced, we need to analyze the highly used medium by which the promotional offers are availed by the customers. Let us look at a graph below:



We can issue the new product promotions using mailing as it is by far the most used medium.

### Recommendation 2 - Product:

- The customers that can be targeted highly depends on the category of product.
- For instance: If we have Deli/Produce products, the coupons should be provided to non-vegetarians. This is because they tend to more likely buy them.

### Recommendation 3 - Store:

Store Size	Distinct count of Store..	Number of Customers	Avg. No. of Customers ..
Large	28.0	808.0	29
Medium	18.0	436.0	24
Small	14.0	252.0	18

- As observed in the insights graph for store size, we know that Customers spend at large stores is the highest. Therefore, if a product is released at larger stores first, we can have higher visibility.
- We had seen in our insights graph for store type that most of the customers visit in neighborhood stores. We can release our products with attractive discounts at supercenters thereby increasing the customer footfall.