

H&M

# User Personas Analysis

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# Executive Summary

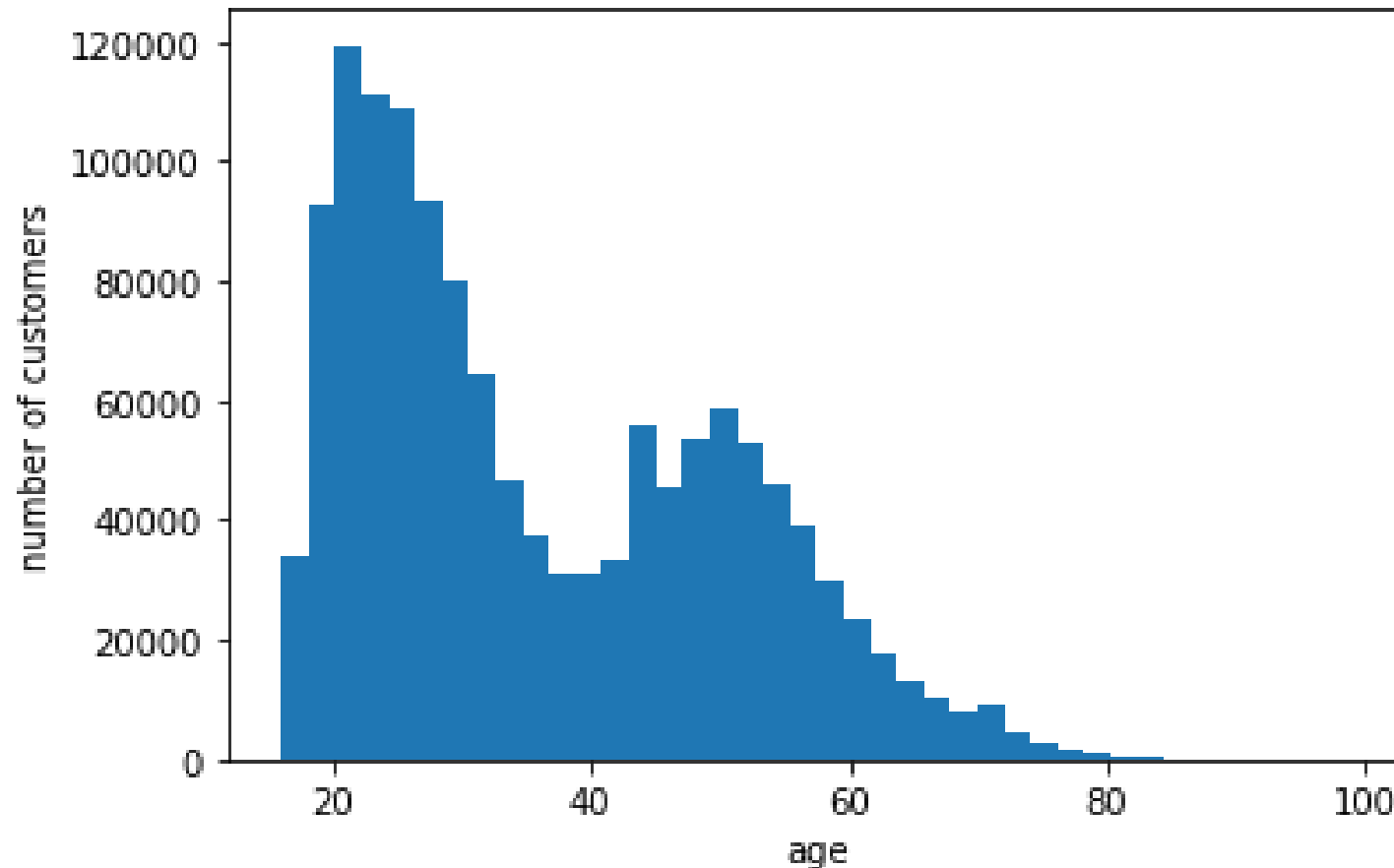
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- ◆ As loyal customers prefer **shopping offline rather than online**, H&M can try to market more offline than online.
- ◆ **Loyal customers mostly age above 30**, so H&M might be can design more styles of garments for young people.
- ◆ Since loyal customers are **the people who like to follow the trend**, H&M can send a promotional message every time there is a new product.
- ◆ While marketing, we can choose **full-body garments** to promote, not to promote only the upper body or lower body. As for garment groups, **blouses** are the best choice for ladies'
- ◆ Although **H&M+** is a small section compared to other main sections, it stills a profitable sections.

**The target of this report is to increase the sales of loyal customers**

# Customers in H&M most age between 20~30 and 40~50

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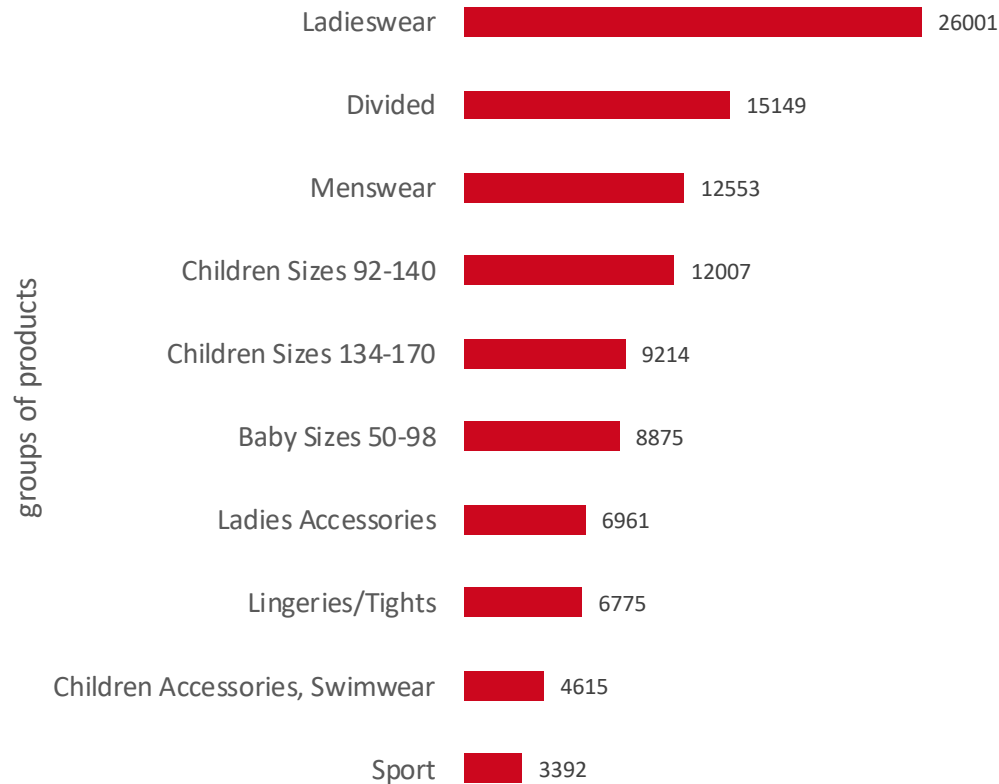


The transactions is from  
2018-09-20 to 2020-09-22,  
around 2 years.

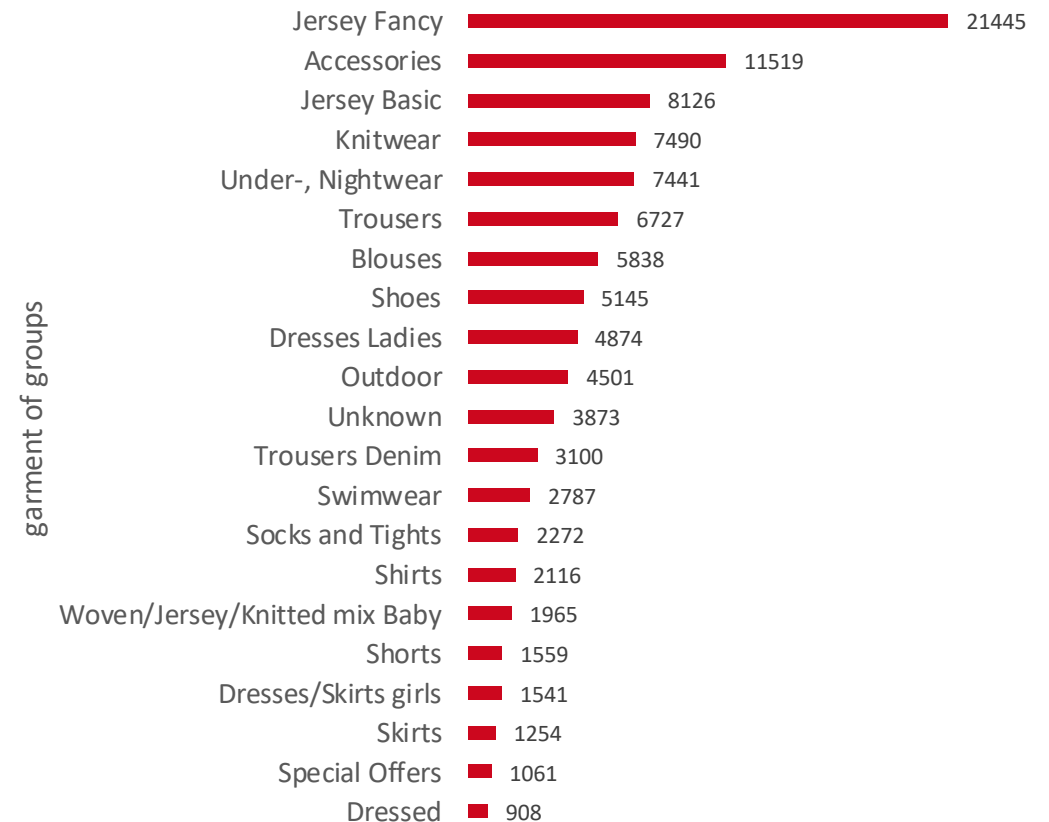
There are 1,356,119 customers  
creating 31,788,324 transactions  
during these 2 years

# In H&M, the main products group is Ladieswear, and the main garments is Jersey Fancy

Number of Products in each group



Number of Garments in each groups



# 5 top sales in H&M

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product name: Jade HW Skinny Denim TRS  
sales number: 168052



High-waisted jeans in washed superstretch denim with a zip fly and button, fake front pockets, real back pockets and super-skinny legs.

product name: Luna skinny RW  
sales number: 143216



High-waisted jeans in washed, superstretch denim with a regular waist, zip fly and button, and skinny legs.

product name: Timeless Midrise Brief  
sales number: 122143



Fully lined bikini bottoms with a mid waist and medium coverage at the back.

product name: Tilly (1)  
sales number: 105670



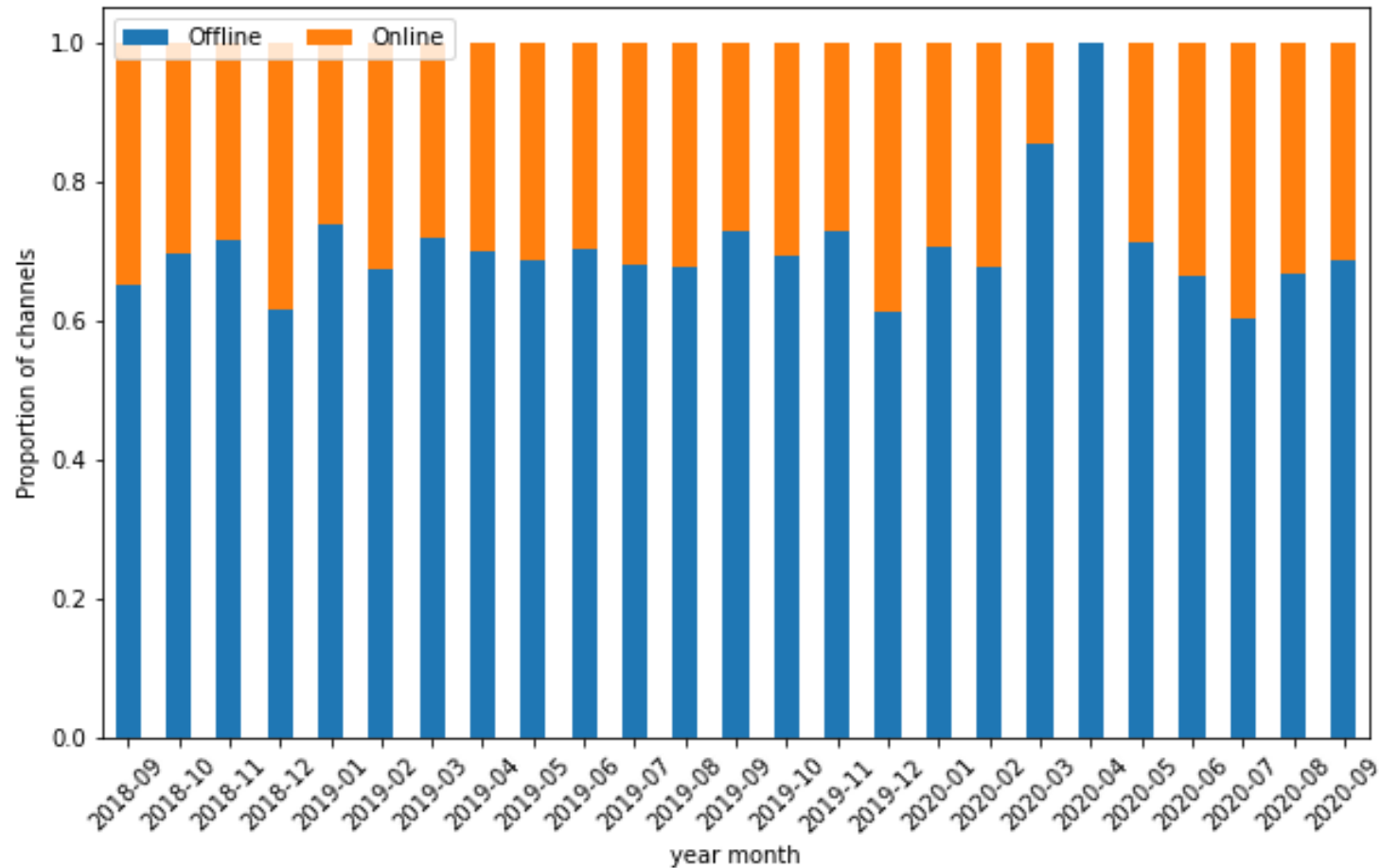
T-shirt in lightweight jersey with a rounded hem. Slightly longer at the back.

product name: Cat Tee.  
sales number: 81304



T-shirt in soft jersey.

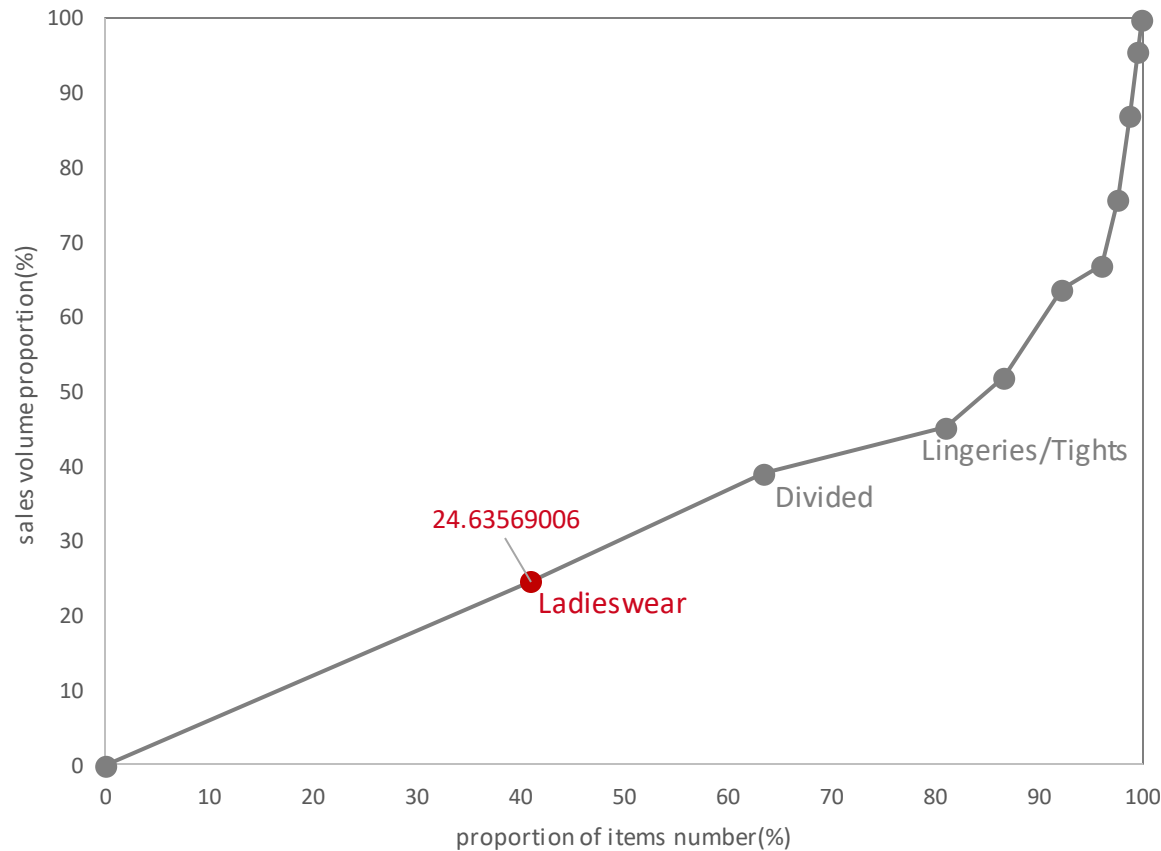
# Offline is still the main sales channel in H&M



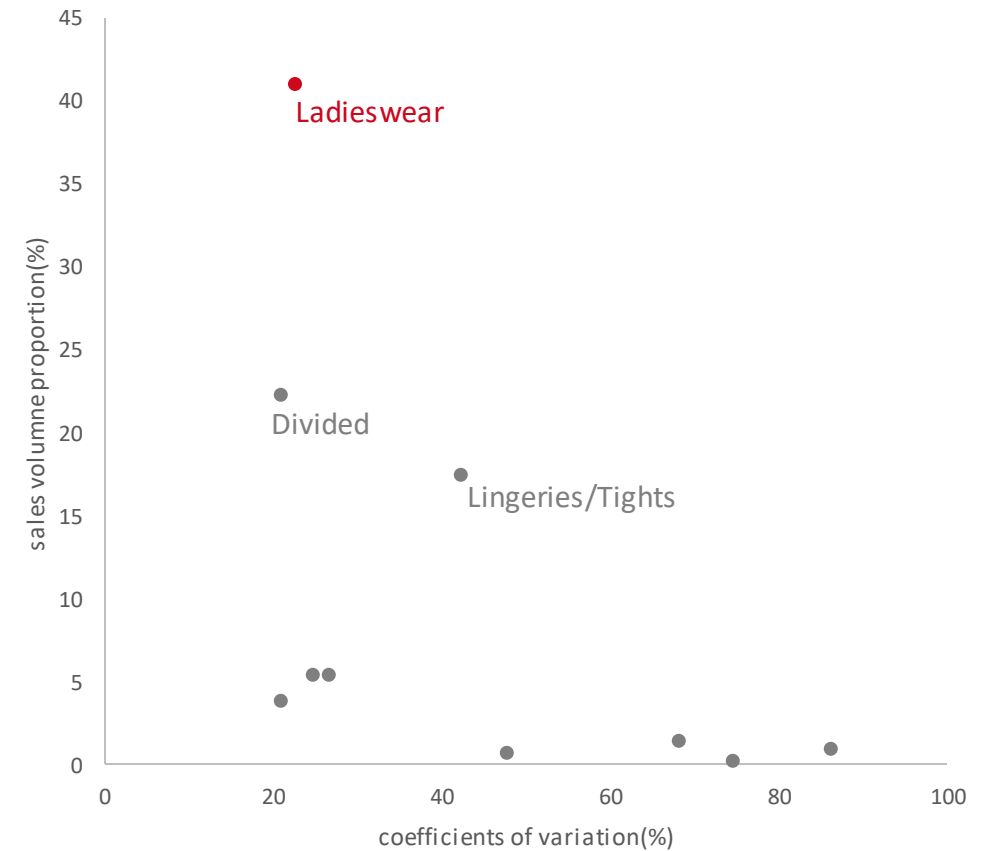
There are missing data on 2020-04

# Ladieswear is the most valuable and most stable group of products

ABC analysis to different index name of products

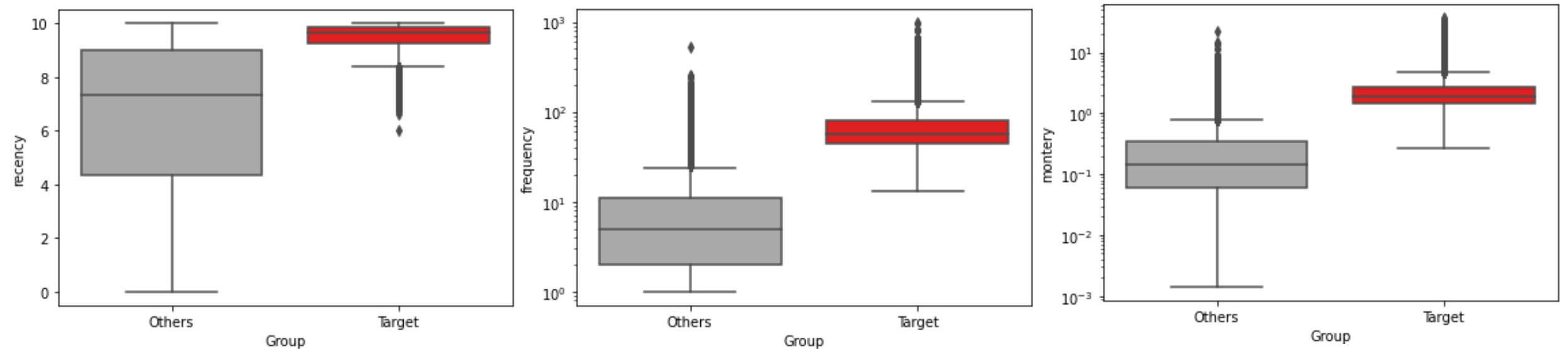


ABC and XYZ analysis



# Loyal group can be caught by GMM with RFM model

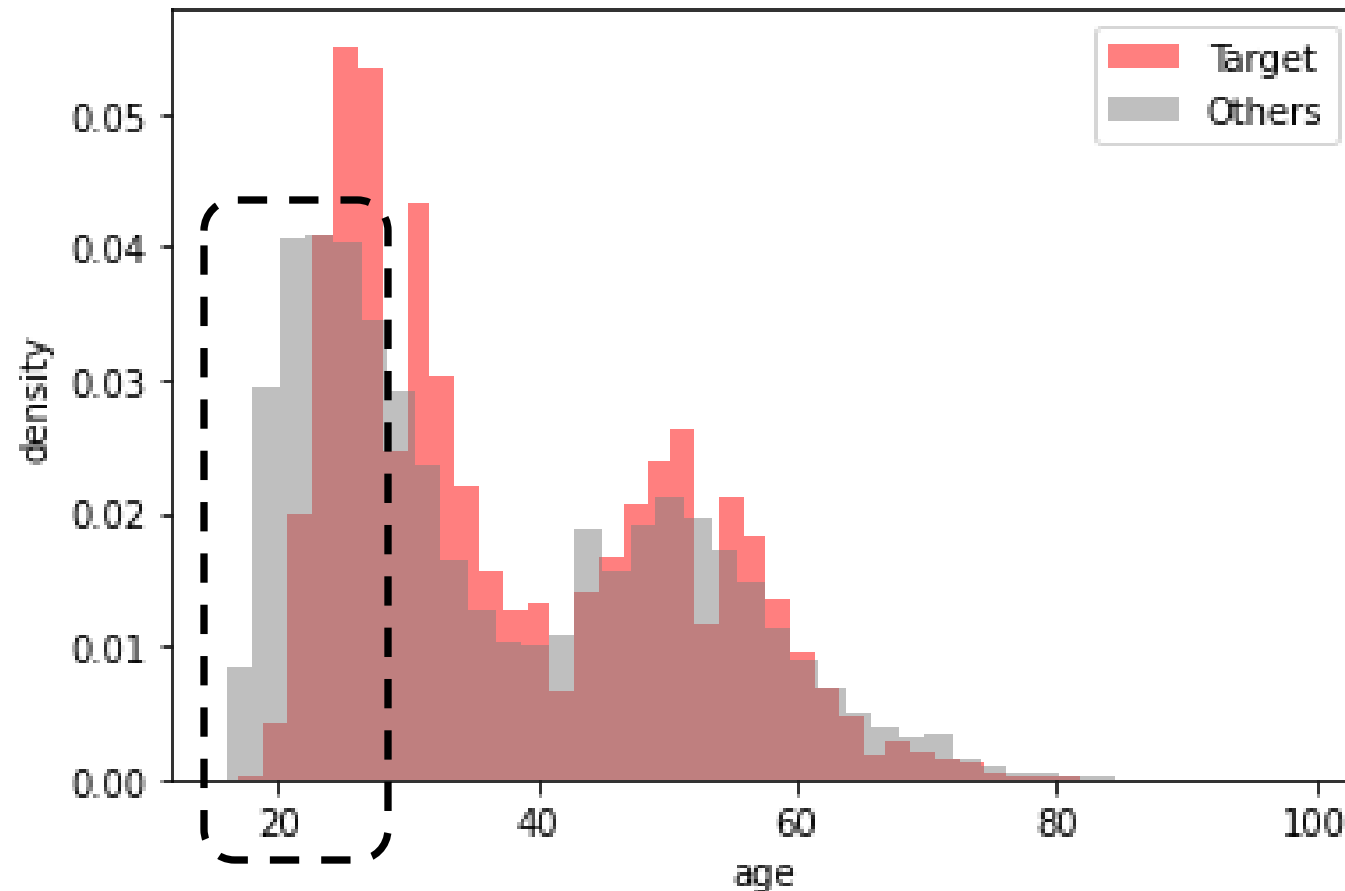
According GMM models, we can find the loyal customers as our target group



For the target group, there are only **73,030** out of 1,044,894 customers, but they contribute **38.4%** of sales number and **41.3%** number of sales.

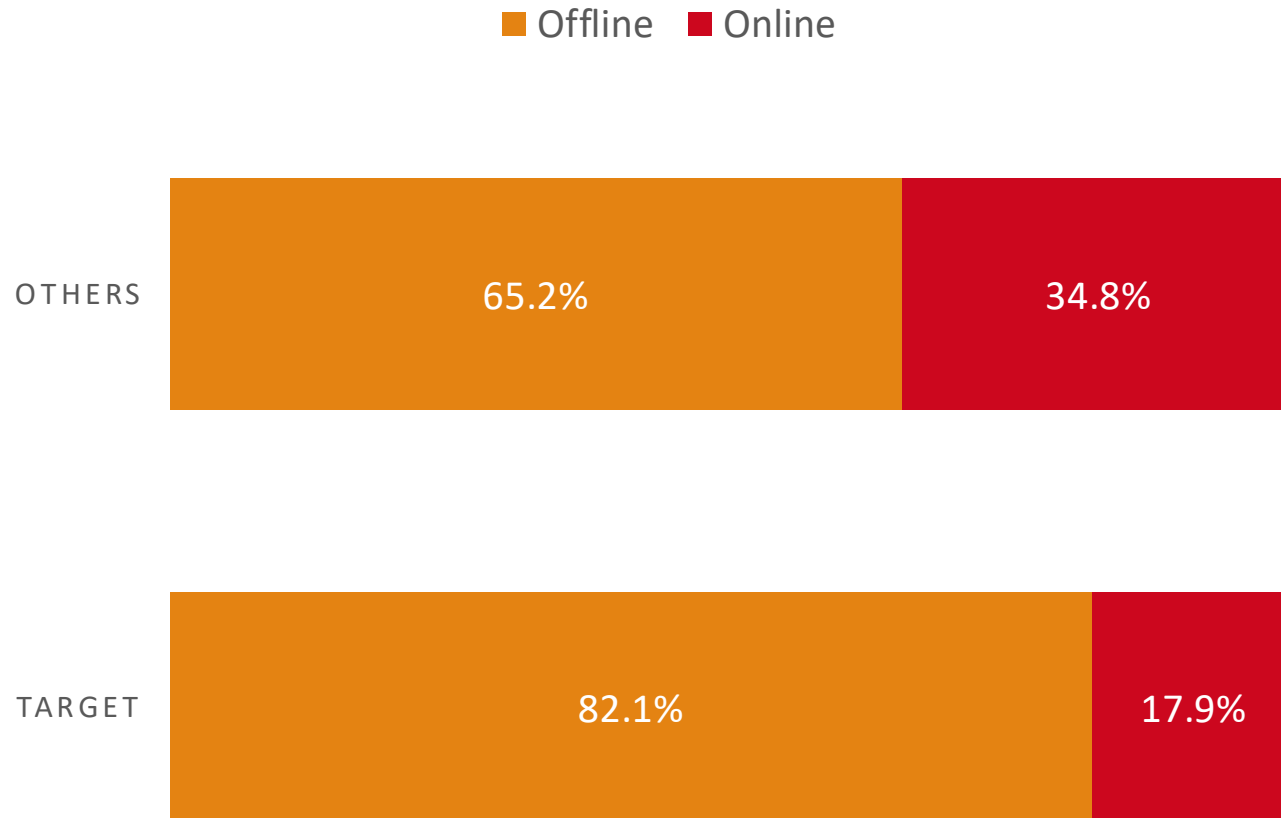


# Target Customers are all above 20



Target customers are fewer young people, it could be the high price of products, or the style of clothes is not for young people.

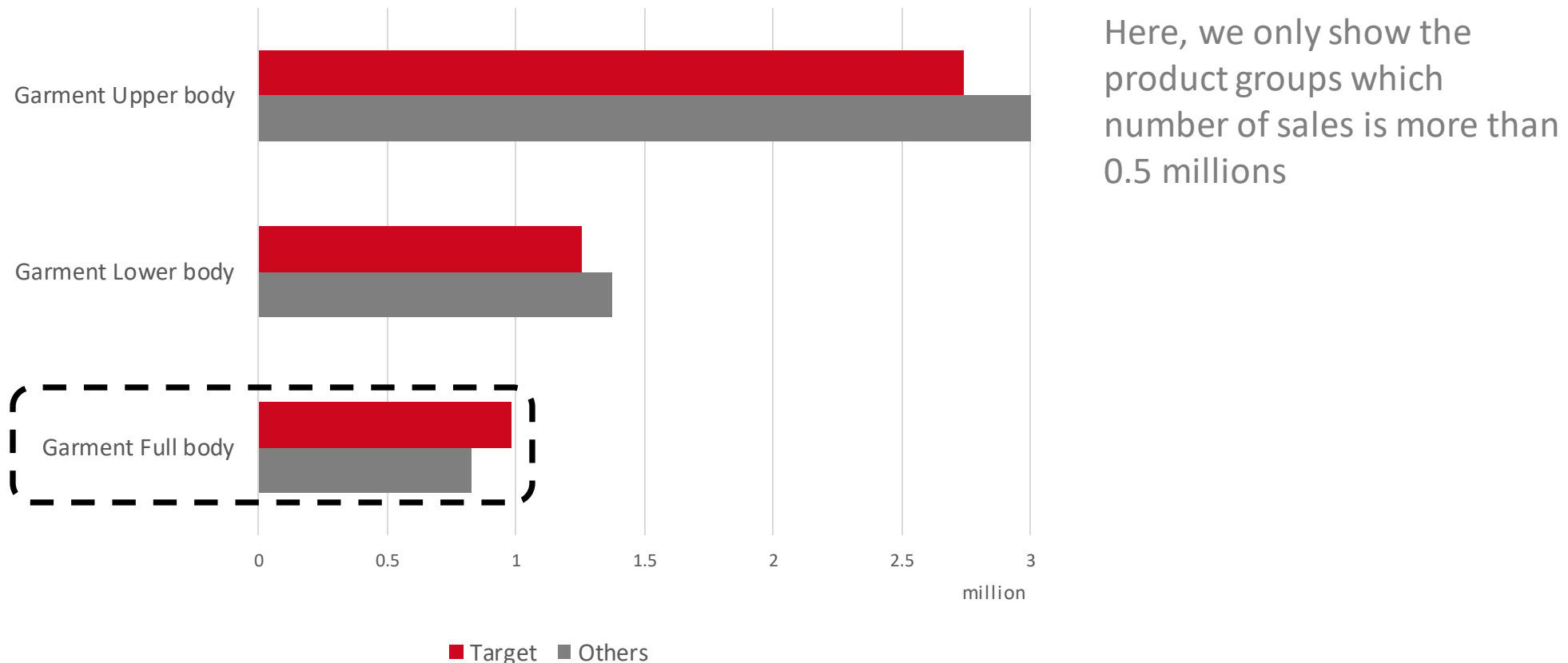
# Target customers tend to **shop offline** rather than online



Target only have **17.9%** of sales are made from online, while other people have 34.8% of sales are made from online

# Target customers prefer **Garment Full body** than only upper or lower

Product group names in Ladies wear



# Target customers tends to buy **Womens Trend and H&M+** more than others

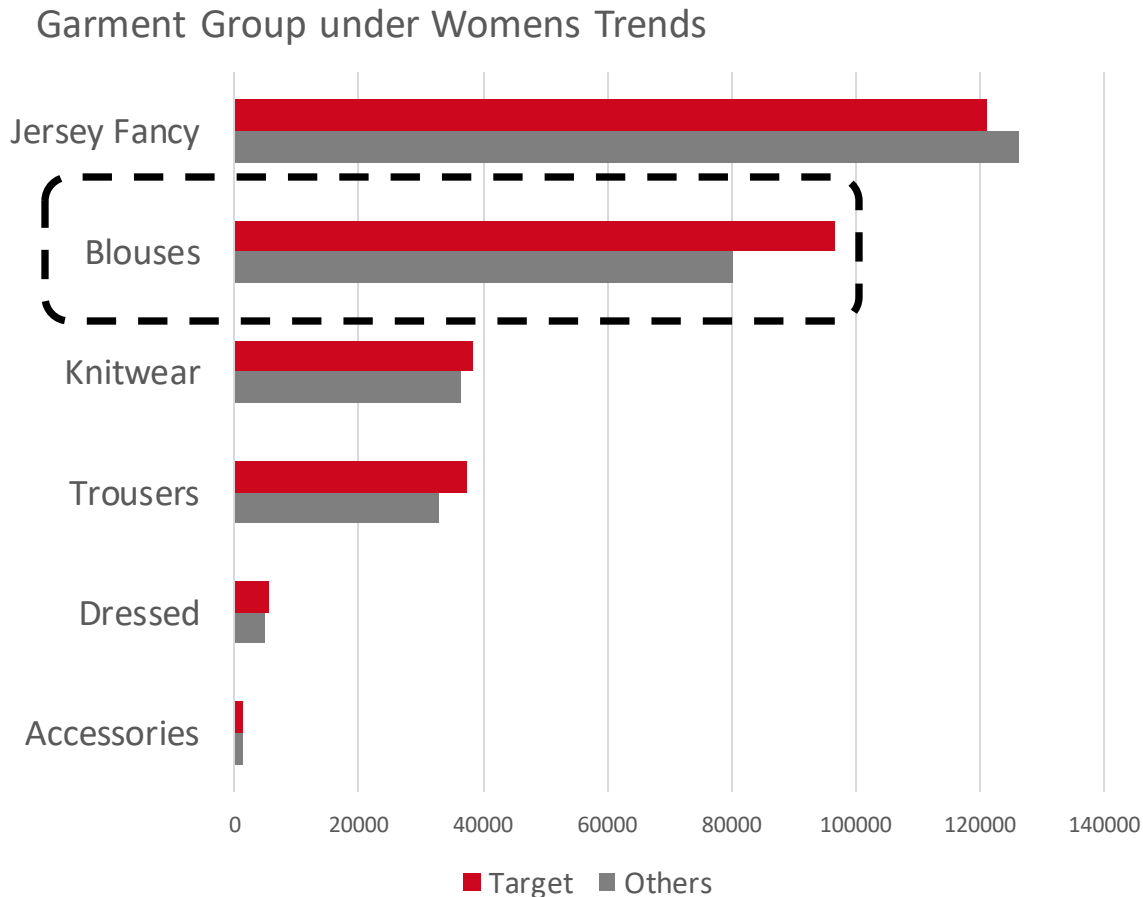
## Sections of products in Ladies wear



H&M+ means Women plus size clothing.

Womens Trend means the fashion of ladies' wear at that time

# Under Womens Trends, target customers more like **Blouses**



product name: Wilde top  
sales number: 168052



Top in a textured weave made from a viscose blend with a square neckline, short puff sleeves with narrow cuffs and adjustable buttoning, and a seam at the hem with a gently flared peplum. Partly lined.

# Persona of target customers

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- ◆ We name our target customer as Anna
- ◆ Anna is not young people, that is, Anna could be **above 25**
- ◆ Anna tends to buy clothes **offline** rather than online
- ◆ Anna loves **garment full-body** group of products, that is, Anna loves to buy the same style of the upper AND lower body.
- ◆ Anna could be an **overweighed woman**, and she likes to buy the garments under H&M+
- ◆ Anna also could be the woman who keeps up the date, and she probably buys **blouses** in H&M.

# Marketing Strategy Recommendation

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- ◆ H&M can try to promote offline activities with online marketing or integrate online and offline marketing activities.
- ◆ Since the target customers are the people who like to follow the trend, H&M can send a promotional message every time there is a new product.
- ◆ While marketing, we can choose full-body garments to promote, not to promote only the upper body or lower body. As for garment groups, blouses are the best choice for ladies'
- ◆ Although H&M+ is a small section compared to other main sections, it stills a profitable sections.
- ◆ H&M might be can design more styles of garments for young people.

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Thank you~