

# Customers Segmentation Analysis

1000ml

#### **TABLE OF CONTENTS**



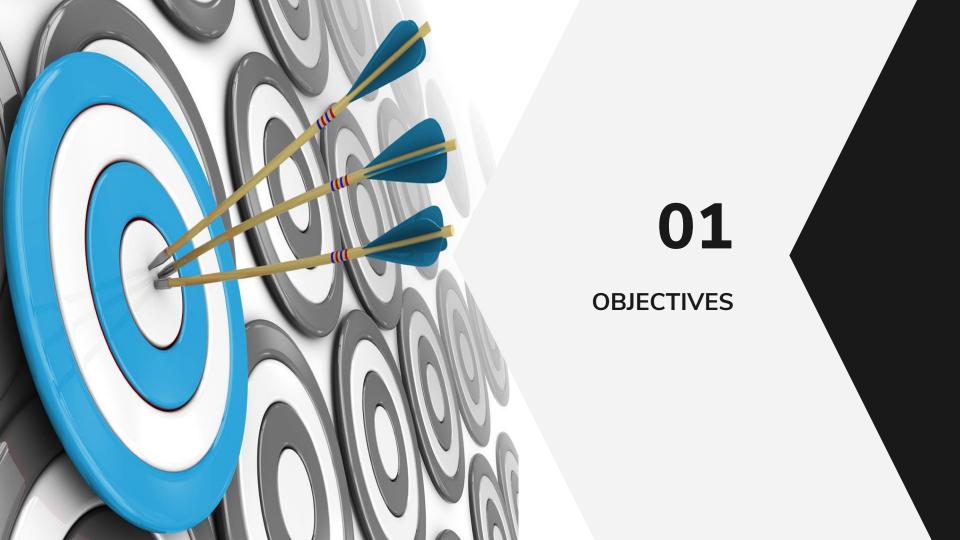
Why this analysis is done?



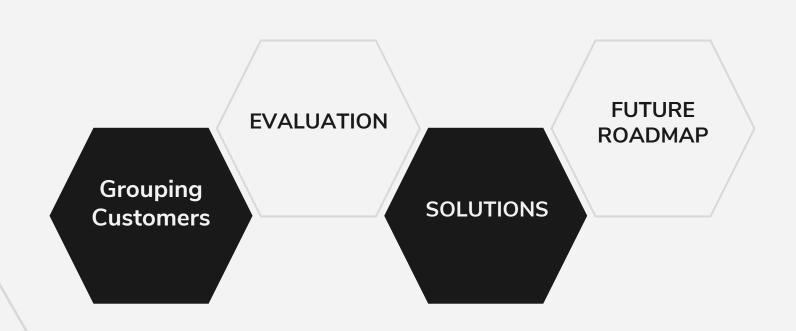








### **OBJECTIVES**

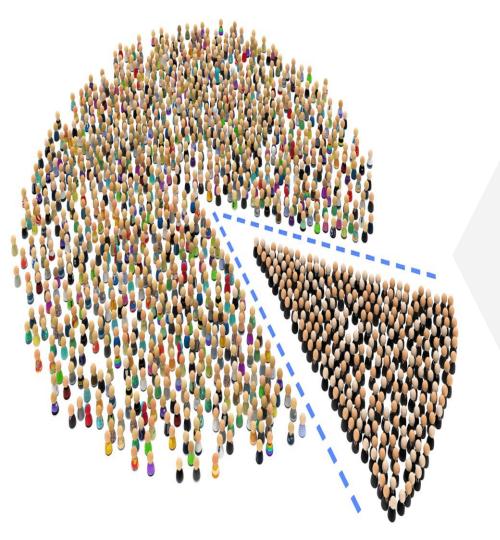




### **GENERAL INFORMATION**

- 2.5 M rows of data for each product transaction
- From August 2006 to July 2008
- 5000 customers
- Total purchase : 4.8 M\$ in 3 years





03
CUSTOMERS GROUPS

## CUSTOMERS GROUPS

- All the numerical and categorical variables considered
- 2 distinct groups
- Group A: 3057
- Group B: 1943
- Most variables change substantially



	SPEND MEDIAN
Α	11.14
В	8.87

#### WHICH VARIABELS CHANGE A LOT



Products diversity



Customers age and preferences



Baskets characteristics



Time



Stores



### **PURCHASING DIVERSITY**

#### **GROUP A**

#### **GROUP B**

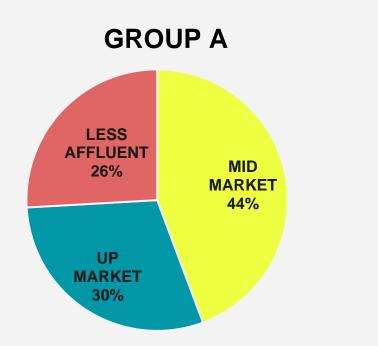
#### IN 3 YEARS ON MEDIAN...

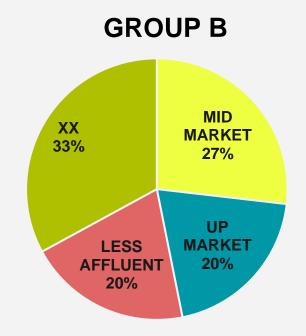
- Bought 215 different products
- Selected 6 of 9 main product groups

- Bought 16 different products
- Selected 4 of 9 main product groups

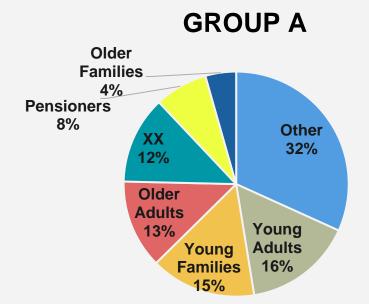
Recommendation: Providing Group B with some promotions

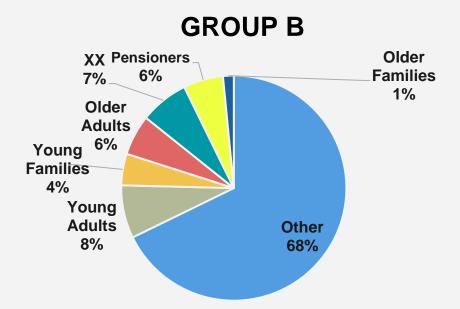
# CUSTOMERS PRICE SENSITIVITY (NOW CLASS XX CATEGORIZED)





### **CUSTOMERS LIFE STAGE**





### **BASKET FEATURES**

#### **GROUP A**

#### **GROUP B**

#### IN 3 YEARS ON MEDIAN...

- Experienced 3 basket types of 4
   (Full Shop, Small Shop, Top up,
   XX)
- Have 3 basket sizes

- Experienced 1 basket types of 4
- Have 2 basket sizes

Recommendation: Providing Group B with some discounts if they change their basket characteristics regularly

# PURCHASE TIMING (HOURLY PROMOTION NEEDED)

#### **GROUP A**

#### **GROUP B**

#### IN 3 YEARS ON MEDIAN...

Come to the stores on 13 different hours

 Come to the stores on 2 different hours

Recommendation: Design some hourly promotion to motivate Group B customer in various times

# STORE LOCATIONS (POSSIBLE UNBALANCE WORK LOAD)

#### **GROUP A**

#### **GROUP B**

#### IN 3 YEARS ON MEDIAN...

- Purchased at 4 different stores
- Went to 4 different regions

- Purchased at only 1 store
- Went to only 1 region

Recommendation: If the stores work load are unbalanced, provide some discounts on less crowded ones for Group B



# FUTURE WORKS

- Repeating the clustering with more recent data
- Create a model for sales prediction

