A1: Direct Mail Household EDA

Visualizing & Analyzing Data with R: Methods & Tools - DAT-5323 - BMBAN1

Audrey Anne Arocha

March 29, 2023

**Written Supplemental for Actionable Insights**

**Product Management**

BBY can adjust product management efforts to better serve the identified target market based on the demographic and behavioral insights found.

***1 - Product Strategy***

* Adjust pricing levels to fit the upper middle class market.

BBY should ensure that the pricing strategy employed by its stores are fit for the middle- to upper middle class markets. Included in this pricing strategy would also be product quality. These are income earners who will likely want quality, durable, and long-lasting products worth its price point.

* Ensure presence of products catered and marketed to senior citizens.

The higher the age bracket, the higher number of customers. This may be driven by the brand appeal or that as the market grows older, more shift to BBY. Nonetheless, BBY needs to ensure that they sell products designed, catered and marketed to senior citizens or individuals approaching retirement.

* Focus on building relationships with distributors of products for healthy living.

There is high interest for health and fitness in the target market which could be driven by the recent emphasis on healthy living post-pandemic (SWSN, 2022). It was also reported that this could also be due to an ageing population in America (Broom, 2022). It is also important to note here that this is not just physical health but also mental health (Broom, 2022), which could also be a new area BBY could explore for new product opportunities.

***2 – Store Design***

* Ensure that stores have accessibility features for the elderly and have staff to assist in their purchasing.

It has been reported that some retailers have lost billions by not being able to cater to elderly and disabled individuals (Alexiou, 2022). Given the demographic profile of the target consumer of BBY, this would be an enormous waste of opportunity if the physical stored of the business are unable to serve their customer base. In fact, BBY should not only adhere to the minimum accessibility features of a retail store, it should go beyond the same and ensure utmost convenience for their consumer base.

* Stores also feel expensive or luxurious while being convenient so it fits the financial capacity of the target market.

As was mentioned in pricing strategy, the store design should fit that of the upper middle class. This does not necessarily mean investing in store design renovations. This could simply be in the form of ensuring displays are organized, stores are clean, and store ambience is appealing. Stores should be both convenient and enticing to the upper middle class.

**Marketing Strategy**

Using the findings on consumer interests, preferences and habits, various marketing strategies can be delivered more efficiently and effectively.

***3 – Content***

* Generate content on the identified interests of the target market, like Health & Fitness, Finance, and Family.

Specifically on Health and Fitness, together with increase in products catering to healthy living, the overall marketing strategy of BBY could be shifted in be more inclusive of health-related messaging. For example, articles about mental health, physical fitness and losing weight which could be directed to products sold by the stores.

* Content must be worded and designed for educated and employed individuals.

This means that content should not be manipulative or coercive. It should be research-backed, in such a way that would be more influential and persuasive to highly educated professionals. Health-related content should also be affiliated with research institutions.

* There must also be content generated for those at retirement age.

Content should be compassionate. The customer base seems to be more appealed to useful and relevant products. Elderly consumers would not necessarily care for what is trendy or what is not.

***4 - Channels***

* The brand may benefit from expanding marketing through workplace partnerships, highway signs, and retirement community placements.

Internet presence is great. However, it may not be sufficient. The consumer base may not be very active in social media, particularly the elderly working class or of retirement age. It could still be beneficial to have traditional channels of marketing, or at least focused channels like retirement community placements and partnerships.

* Online content must also be very accessible. That is, customers see them right away and they are not placed in niche areas of the internet.

It is difficult to assume that this consumer base will have constant and proficient access to the internet. As such, whatever online marketing content BBY has, it must be easily accessible. It may not be beneficial for BBY to have marketing content in more niche areas of the internet like gaming and beauty.

Works Cited

Alexiou, G. (June 30, 2022). Retailers lose billions by not signposting product accessibility – new report. *Forbes*. <https://www.forbes.com/sites/gusalexiou/2022/06/30/retailers-lose-billions-by-not-signposting-product-accessibility--new-report/?sh=33cd8064b079>

Broom, D. (February 15, 2022). 6 trends that define the future of health and wellness. *World Economic Forum.* <https://www.weforum.org/agenda/2022/02/megatrends-future-health-wellness-covid19/>

SWNS. (October 26, 2022). Over 70 percent of americans are more health-conscious post-pandemic. *New York Post.* <https://nypost.com/2022/10/26/over-70-of-americans-are-more-health-conscious/>