

## Conclusions & Next Steps

**Based on this comprehensive analysis, the key findings are:**

- Target Customers: Focus

on the top-performing customer segments identified in the analysis

- Sales Drivers:

Customer frequency and average transaction value are key drivers

- Marketing Strategy:

Develop targeted campaigns based on life stage and premium status

- Product Strategy:

Consider product bundling and premium product development

- Store Optimization:

Optimize layouts and product placement based on customer preferences The detailed segment analysis provides specific recommendations for each customer group, enabling data-driven marketing and product development decisions.