The datasets consisted of various datasets such as Demographic Information, scanner data for the year of 2011, panel data and delivery stores information.

Household Cleaners market consists of various types of cleaner and disinfectants such as All Purpose, Bathroom and Kitchen, All Surface. The most prominent type of cleaner category being All Purpose. All-purpose cleaner category dominates the market, we will go ahead with that alone.

The All Purpose Cleaner segment is scattered with the top 2 brands contributing to ~ 50% of market share -Pine sol and Clorox Clean Up. Pine Sol is the market leader with 32.4% market share and Clorox is the second most popular with 17.9%. On further analysis we observed that the price per ounce for Clorox was very high when compared to Pine Sol which justified the high-volume sales of Pine Sol. The data was preprocessed by weighting price by ounce, volume per ounce and taking weights for display and features to standardize the results across all cleaner category and brands.

We performed RFM analysis on the dataset to segment our customers based on RFM scores and to identify those customers who are likely to respond to our campaigns and promotions.

The panel data for grocery stores was combined with the product data to identify the brands chosen by different panelists. We ran RFM analysis on household panel data taking Combined PreTax Income, Number of Pets (cats and Dogs), Number of Children, Family Size and Age into account. All our customers are divided into 5 clusters.

After Panel regression, RFM and demographic analysis, we recommend the following:

• Consider reducing the price of Clorox Clean Up order to make it more competitive.

• Design and execute a rewards program targeting old age people and small families whose household income is high as they emerged as loyal customers.

• Try to reach out to low performing clusters through special discounts and offer. Ignore them if they do not show an improvement in performance.

• Small sized adverts were most effective marketing strategy for Pine Sol.

• Coupons and rebates have considerable impact on sales in the case of PineSol so provide more offers to increase sales.

• Price Reduction is ineffective for PineSol.