

Project

WIN(E)LIST

Strategic Insights through
Customer Data Analysis

Project by_-

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INTRODUCTION

Why this Dataset?

Our Approach

Objective/Questions

OBJECTIVE

Analyze the Customer Dataset to provide strategic insights and and develop a targeted sales maximization strategy.

Which Customer segment can potentially provide the maximum sales?

Analyze Age Groups, Income Brackets and Marital Status to identify the Target Customer Group.

Which Channel needs to be targeted to maximize sales?

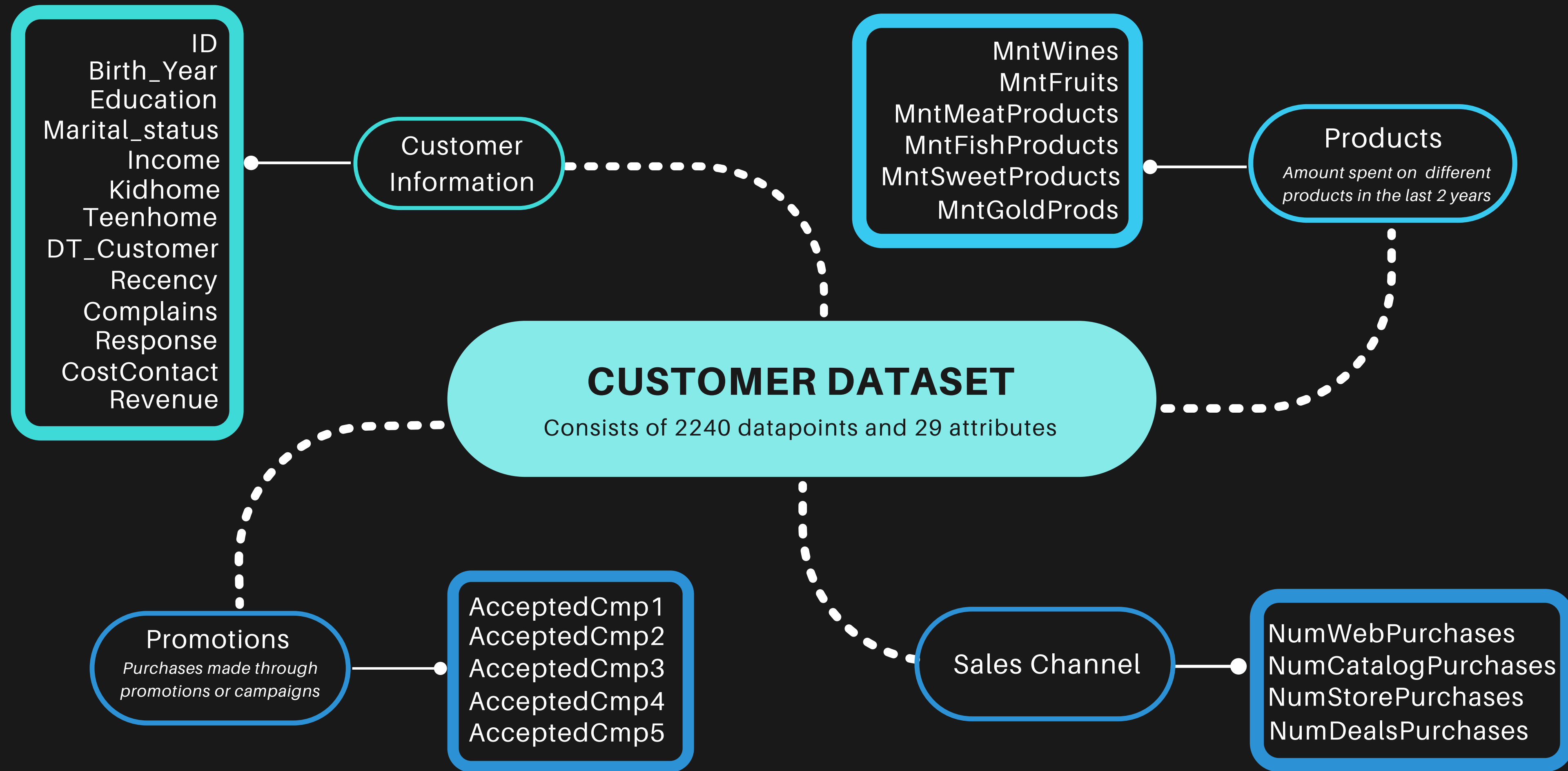
Which Promotion Campaigns were the most successful?

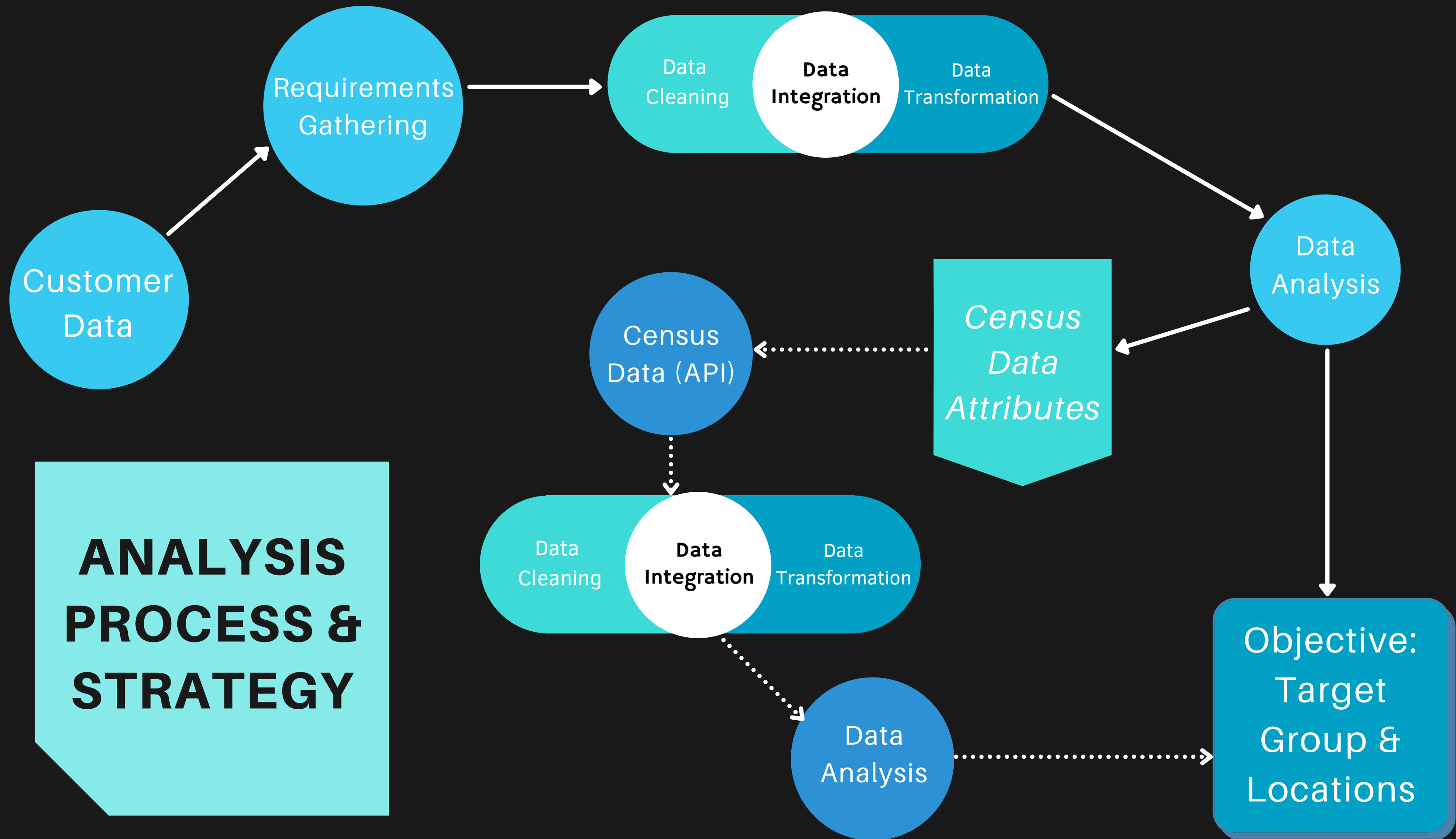
Analyze Campaign performances and identify the most effective Sales Channel.

Which Channel needs to be targeted to maximize sales?

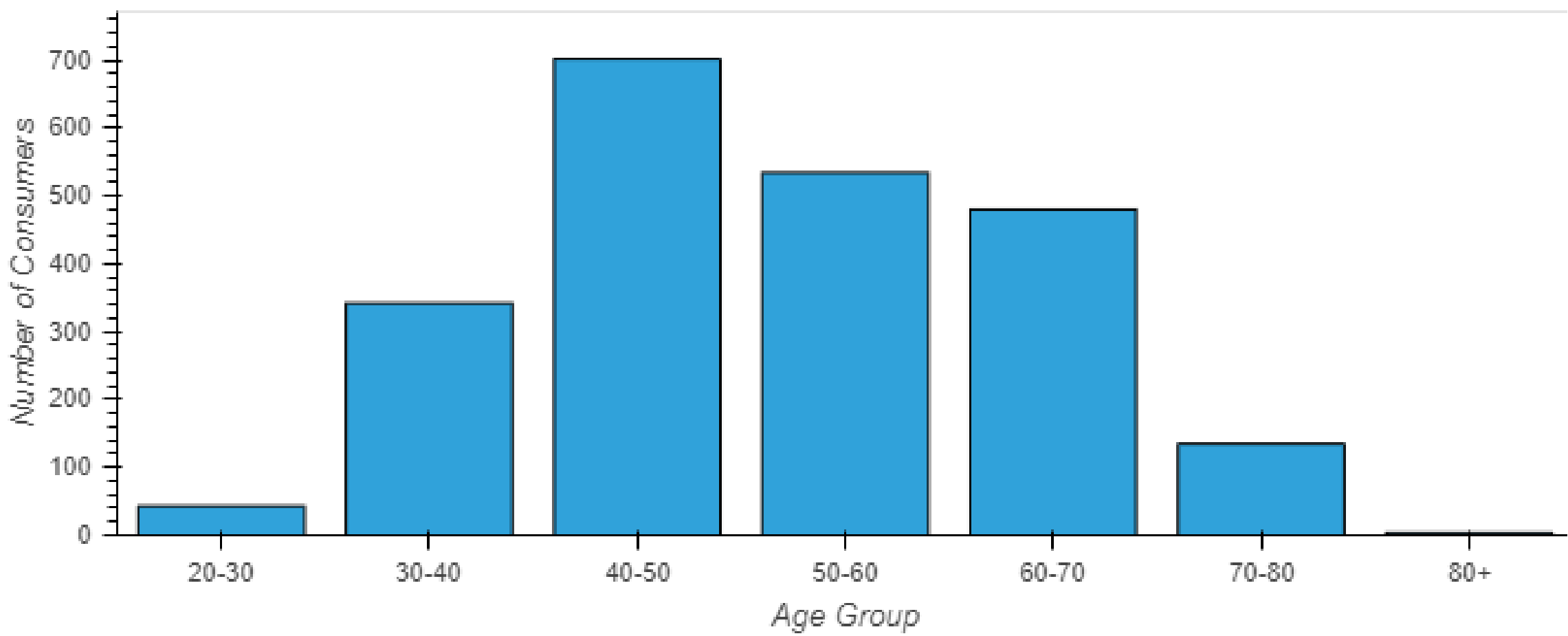
Where would our potential markets be located?

Identify key Locations based on the Target Customer Group to maximize Sales.





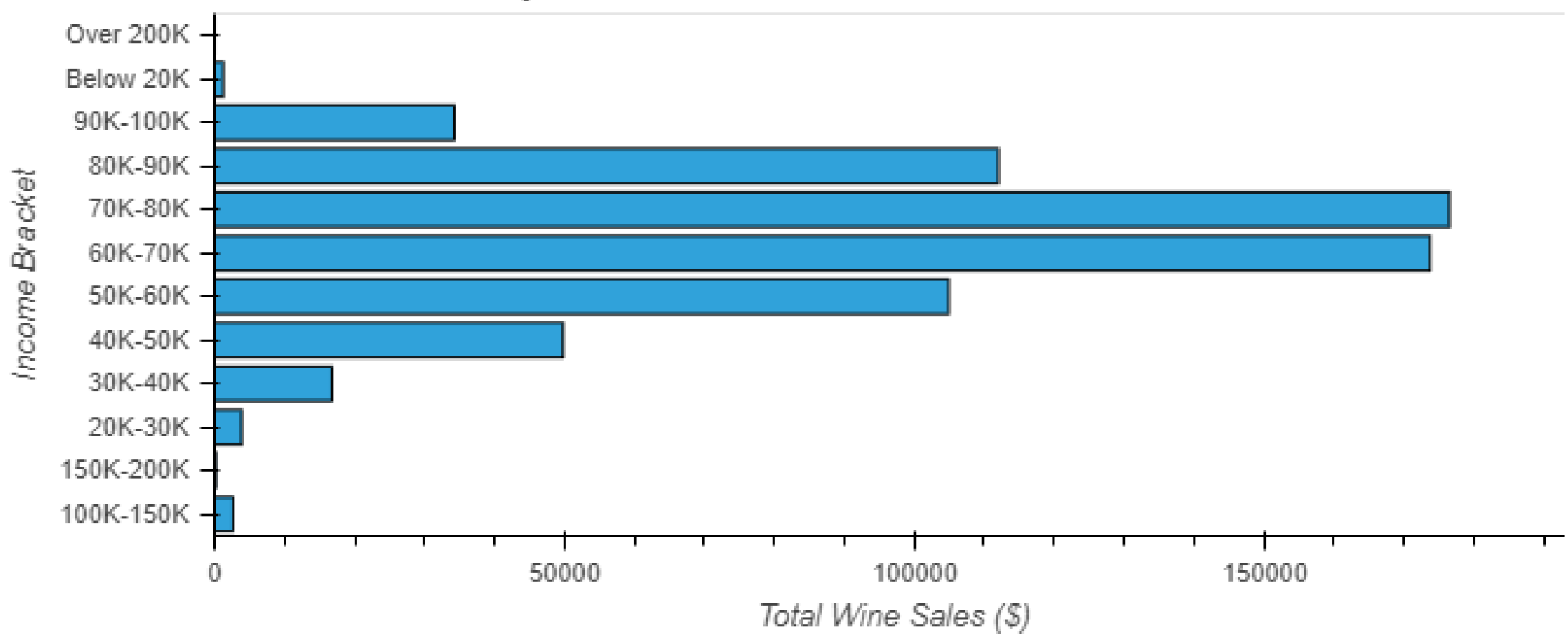
Wine consumption based on Age Groups



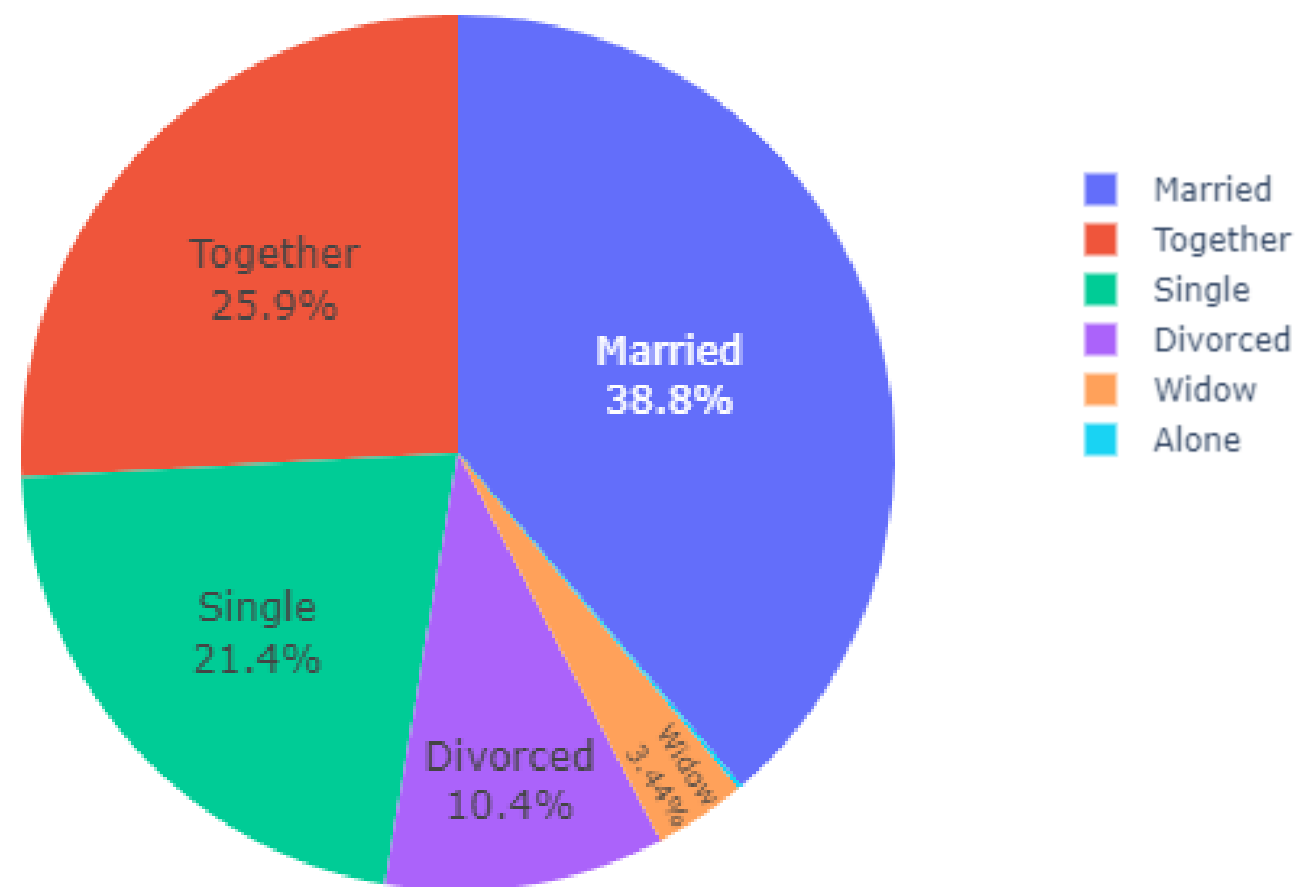
KEY INSIGHTS

Our analysis shows that the maximum number of wine consumers are in the 40-60 age group and in the \$60,000 - \$80,000 income bracket

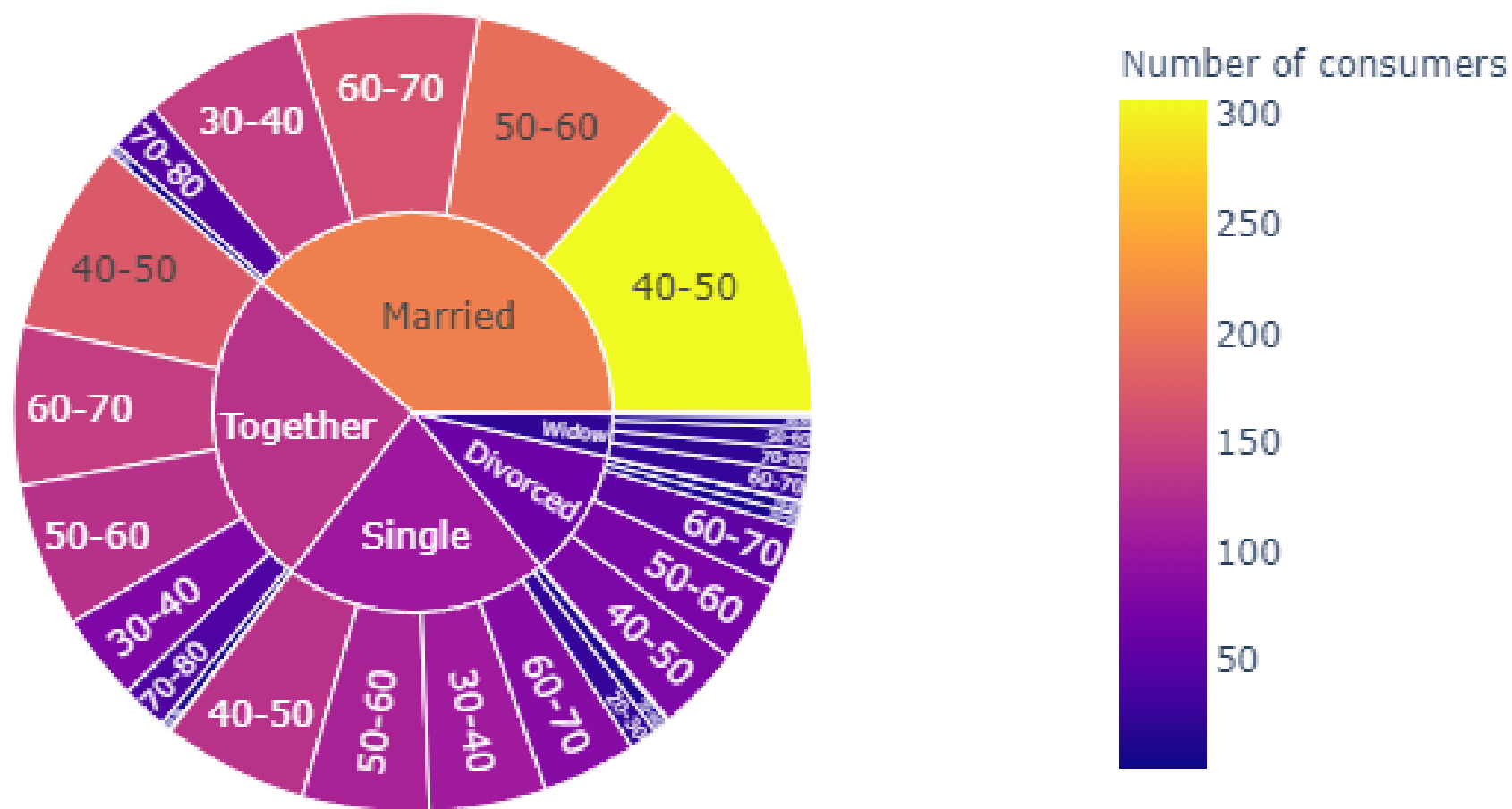
Total Wine Sales per Income Bracket



Wine Sales based on Marital Status



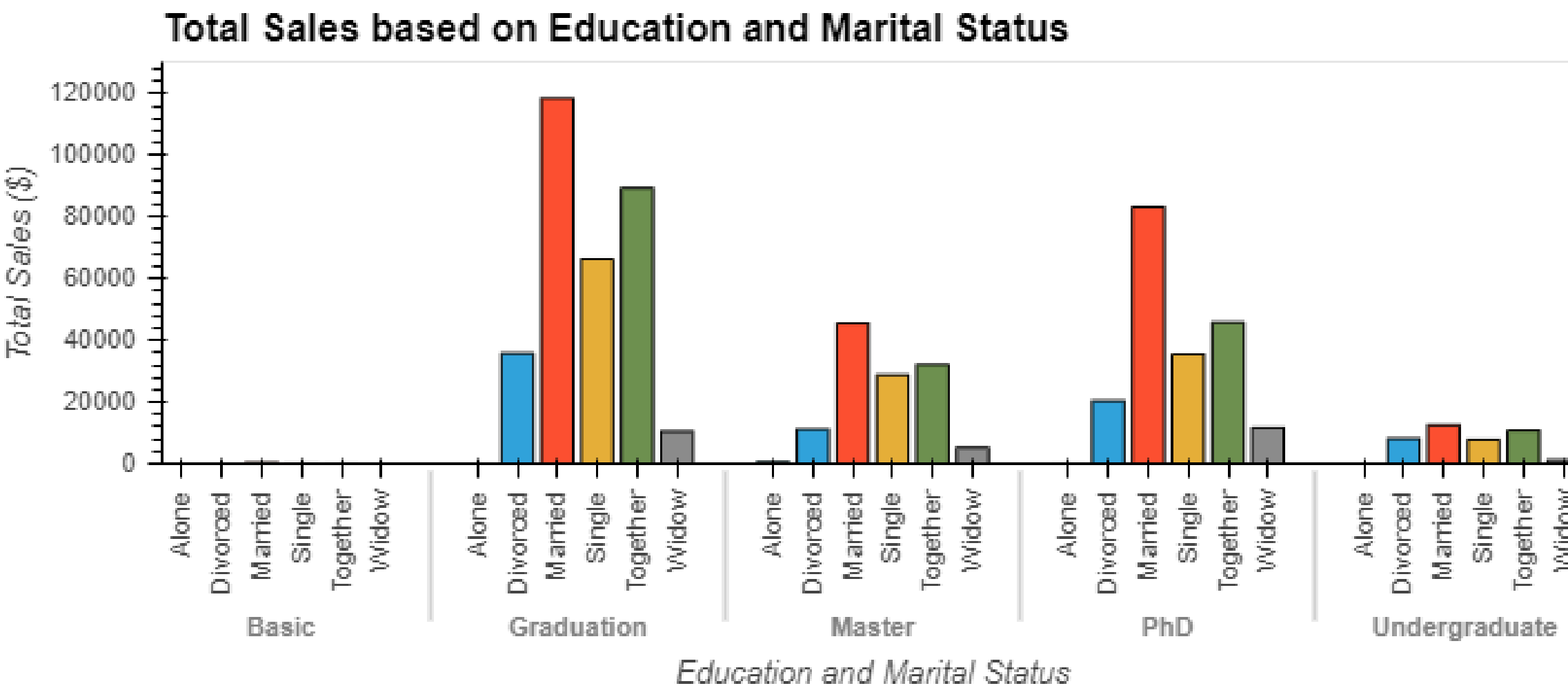
Wine consumption based on Marital Status and Age Group



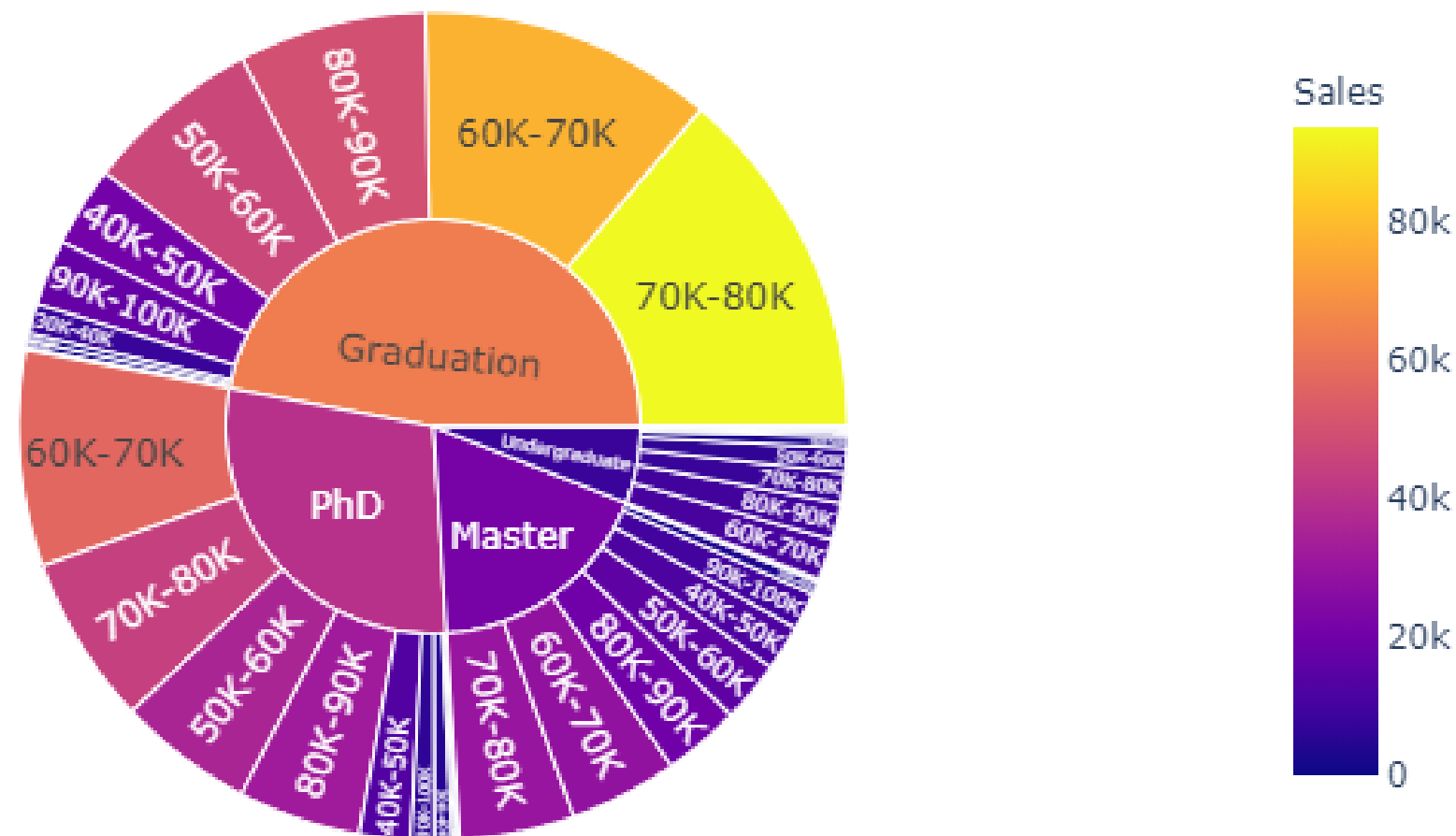
KEY INSIGHTS

Married and Together customers contribute to over 60% sales

A majority of our consumers in the Married and Together bracket are between 40-60 years



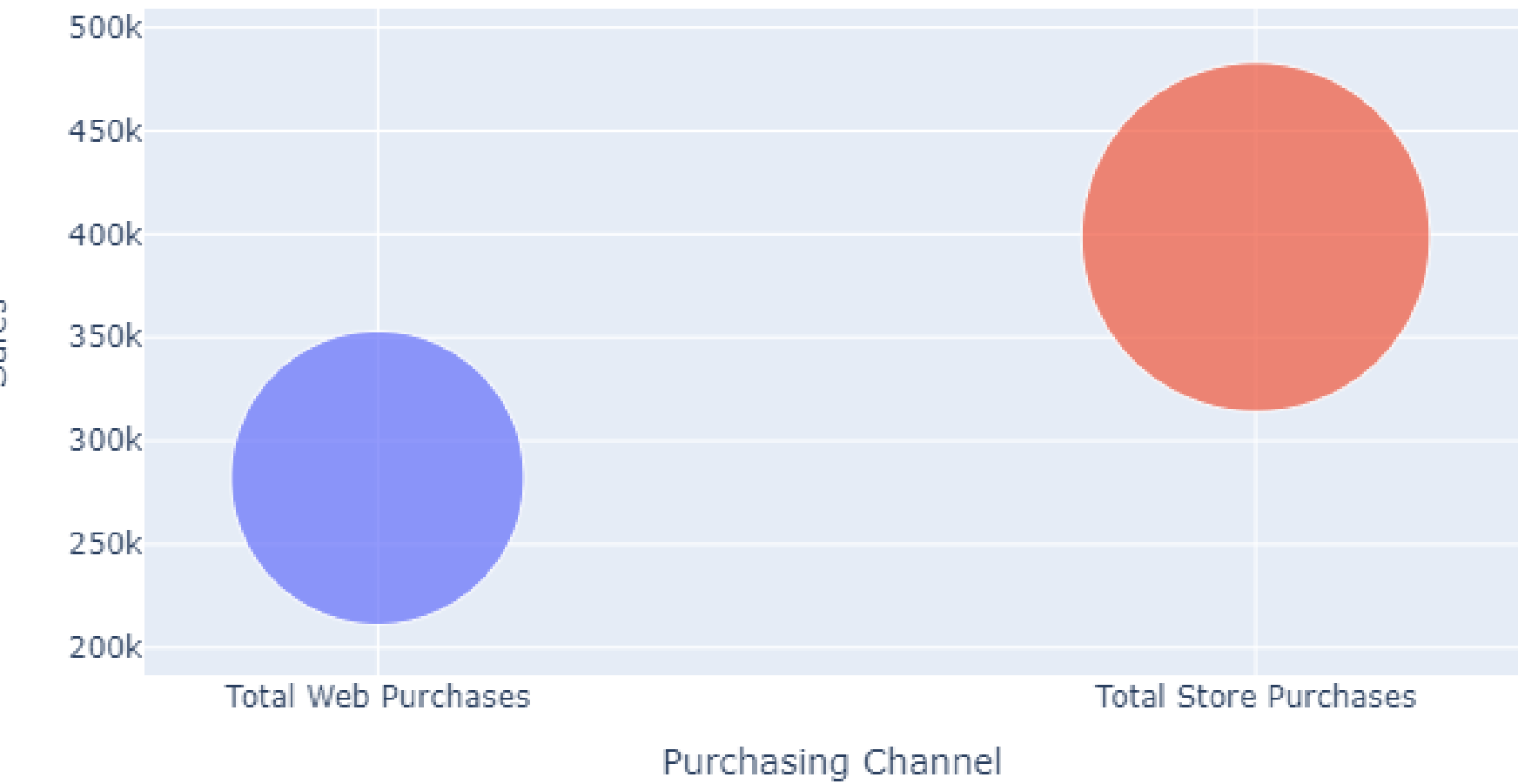
Wine Sales based on Education and Income Bracket



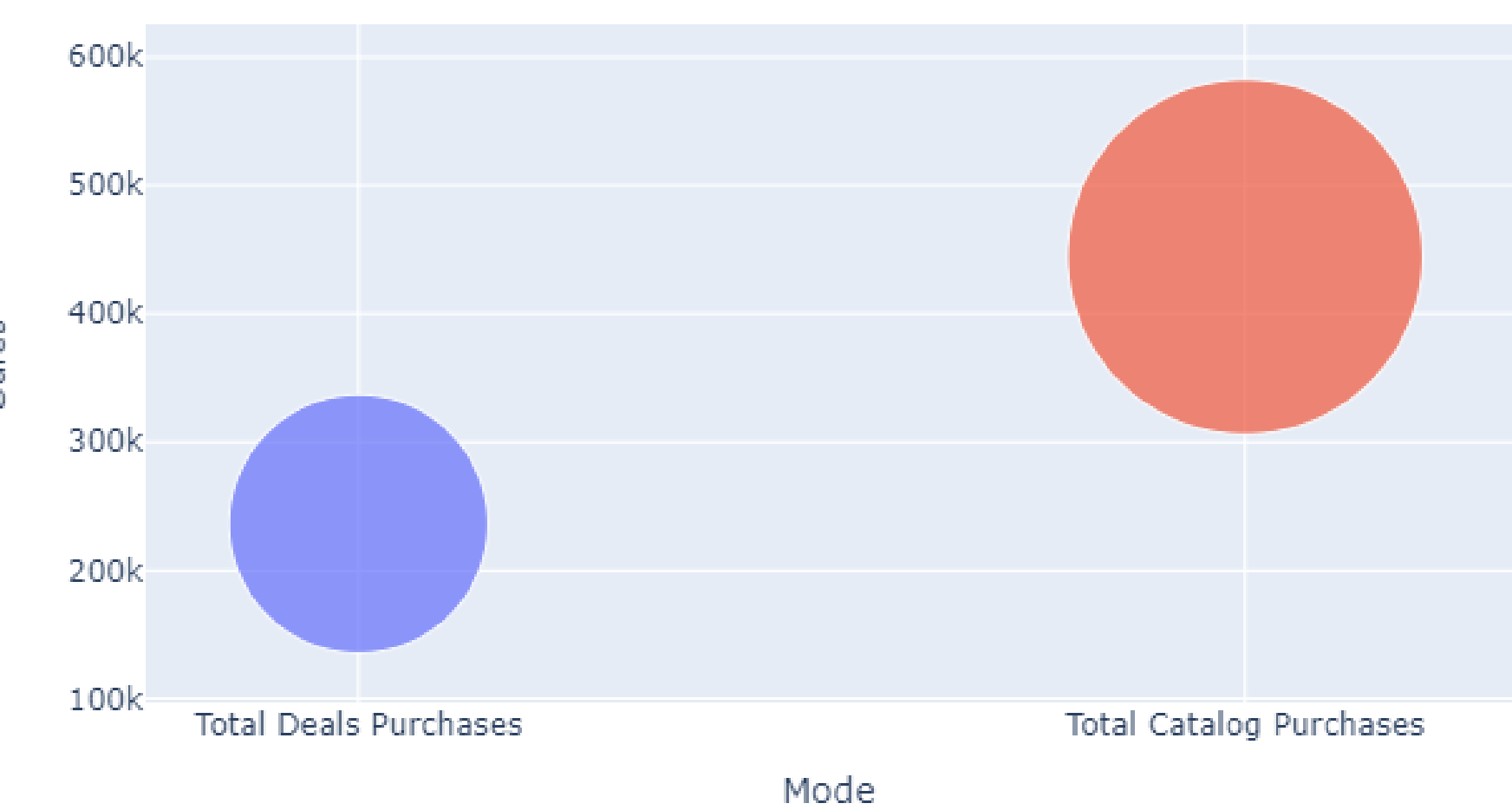
KEY INSIGHTS

This chart confirms that a majority of our consumer are well educated (primarily Graduates) and fall within the \$60,000 - \$80,000 income bracket

Channel Performance - Store vs Website



Channel Performance - Deals vs Catalogs

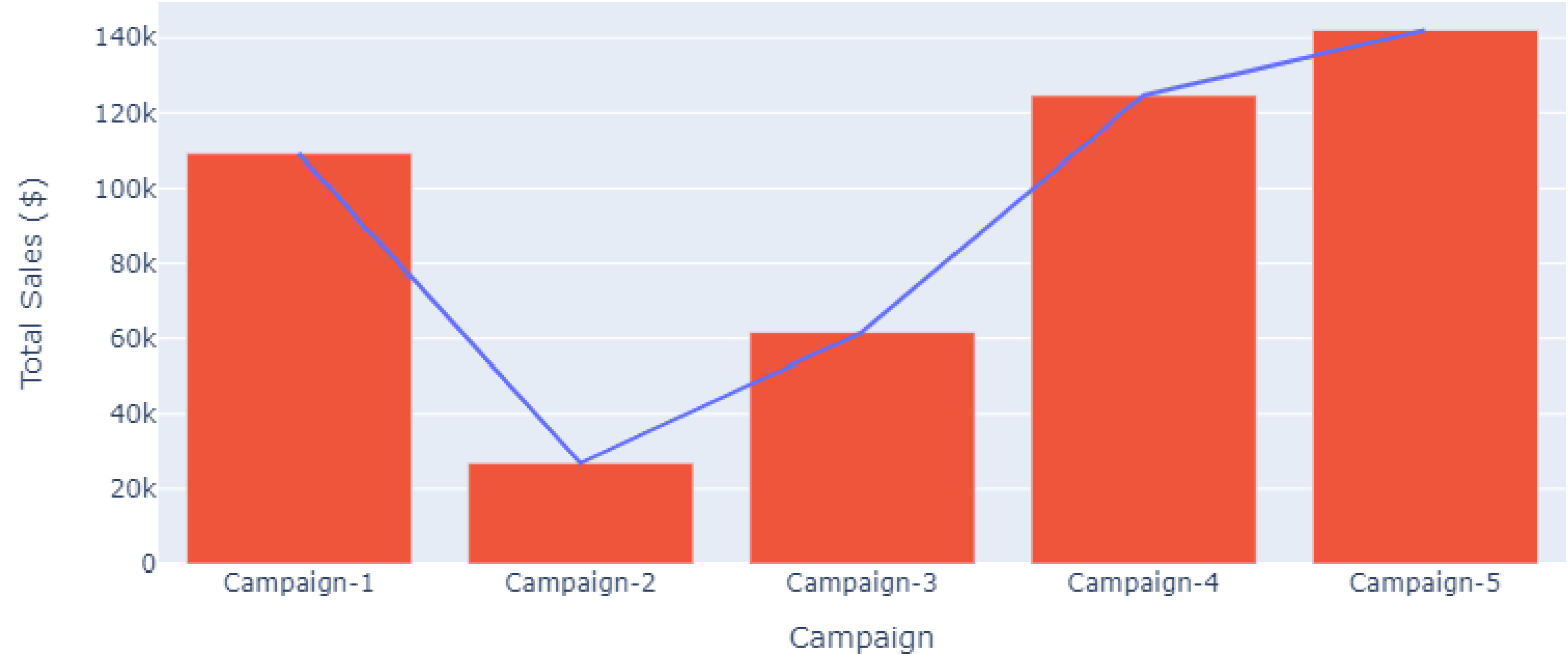


KEY INSIGHTS

The analysis shows that in-store purchases are significantly higher than web-store purchases

Catalogues are an effective medium to drive in-store sales, while Sales seem to be unaffected by Deals

Total Sales generated for past Marketing Campaigns



KEY INSIGHTS

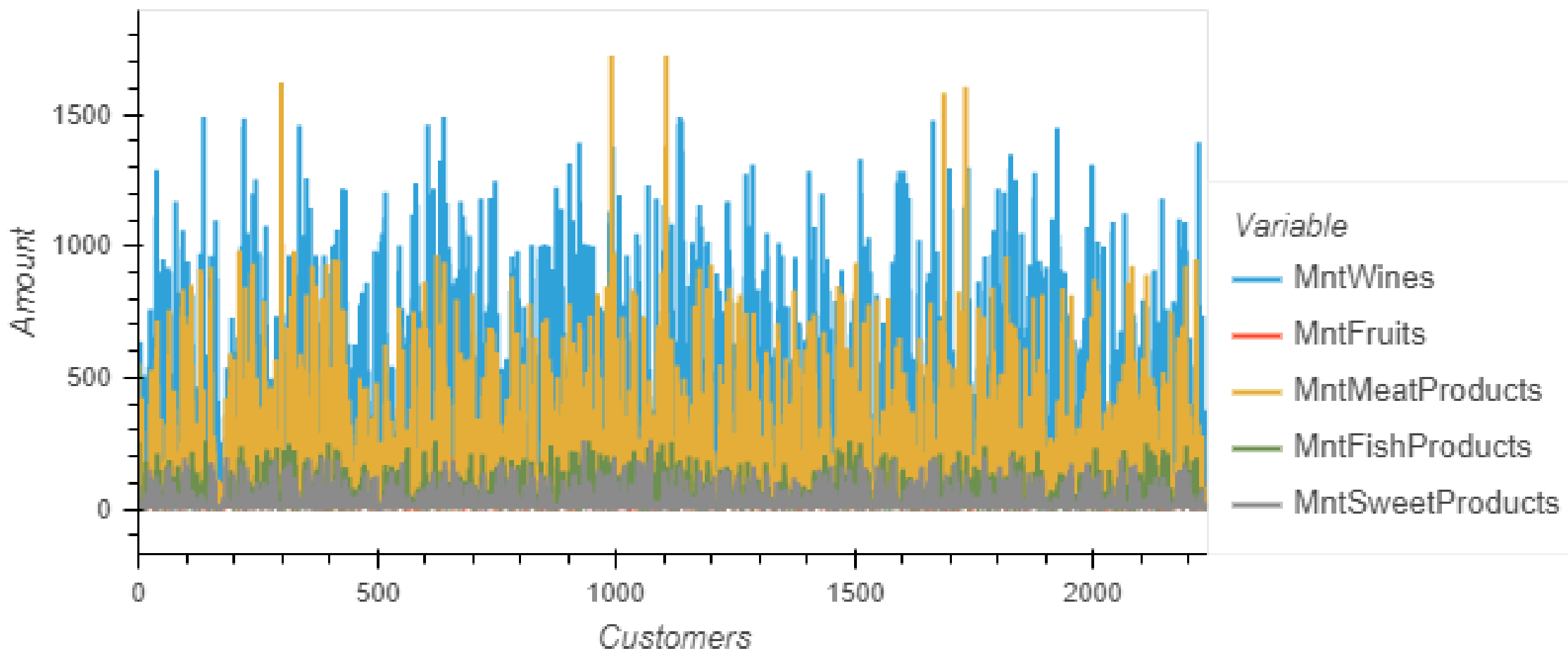
Campaign 5 has been the most effective in sales conversion.

Overall, Campaign performance is seen to be improving after every iteration

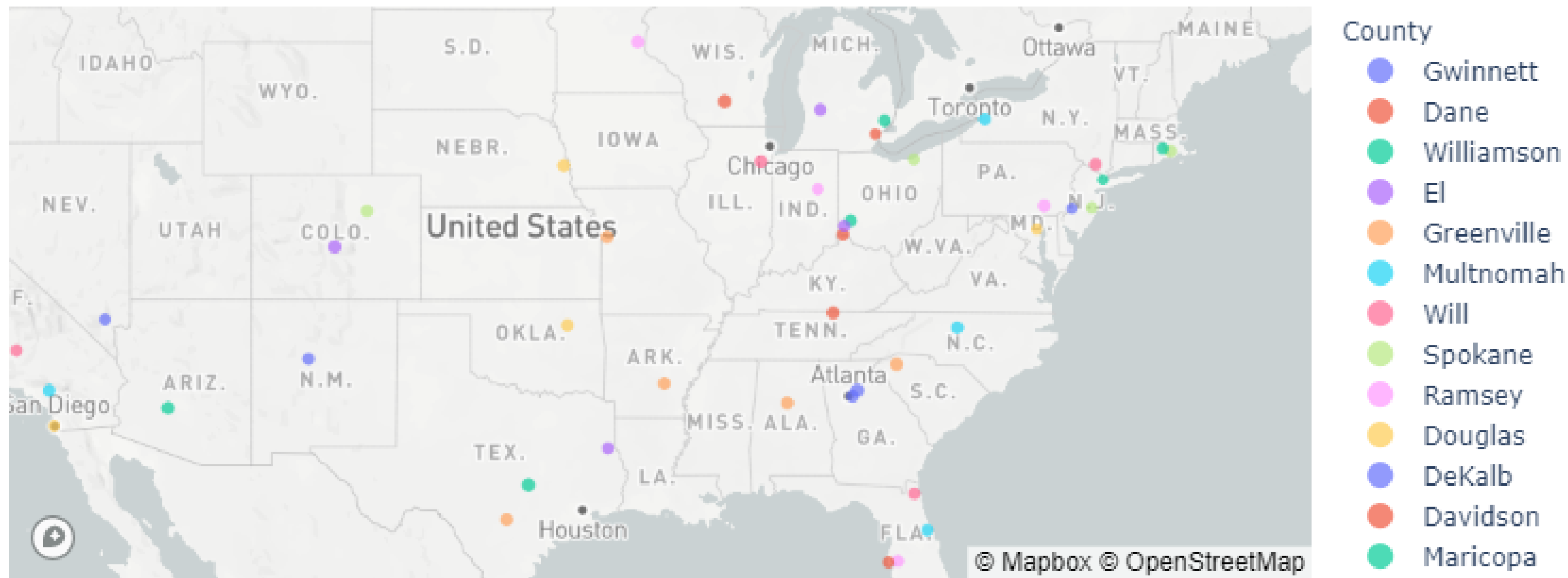
KEY INSIGHTS

Analysis shows that customers spend the most on Meat Products along with Wine purchases, thus opening up the possibility of improving sales by offering promotions on Meat Products

Food Basket Comparison



Top Wine Counties in US



KEY RECOMMENDATIONS

Comparing Census Data to our Target Customer Group, the above locations offer the greatest potential to maximize Sales as they have the highest Target Customer population

Continue with the marketing campaign and switch the spend of marketing dollars from deals to campaign as they are comparably more effective

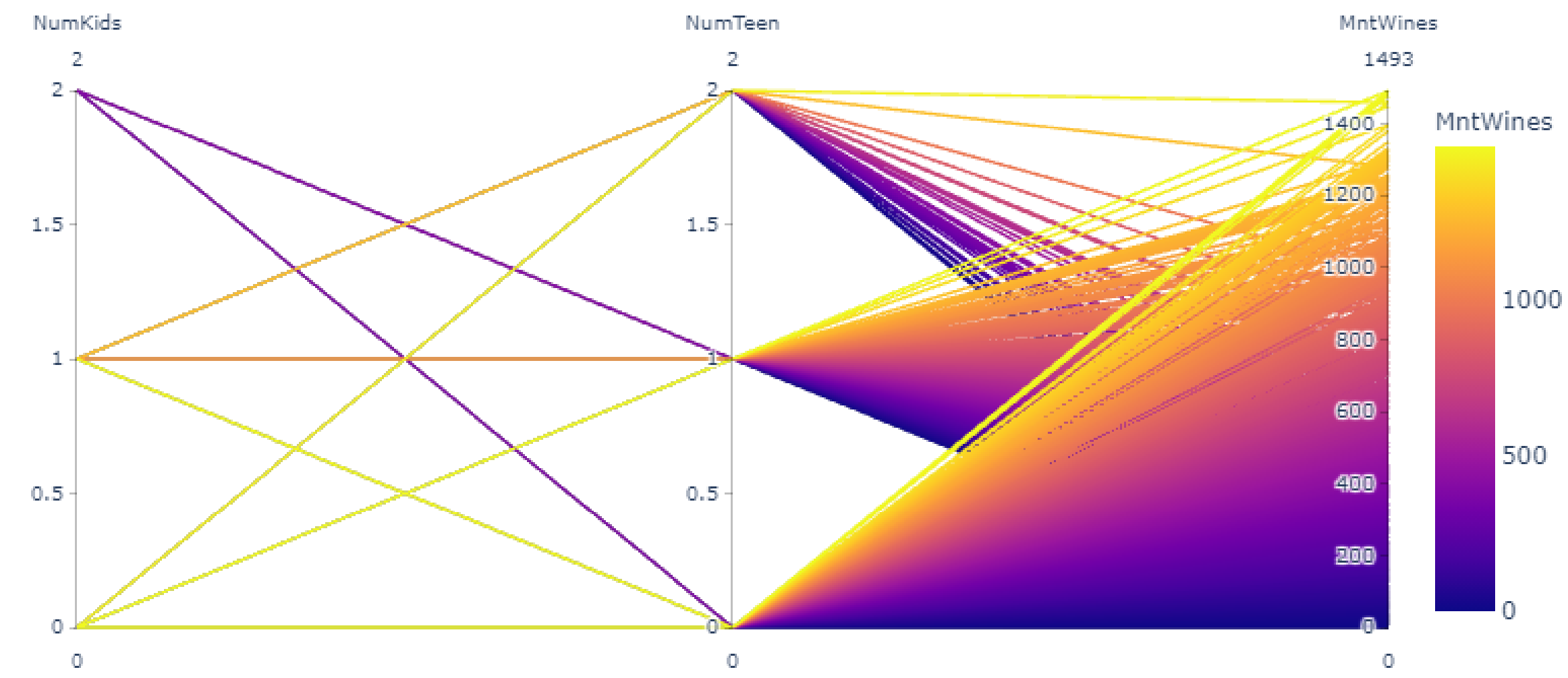
CHALLENGES

Time Constraint

Summarized Data

Unanswered Questions

Customers with Kids / Teen purchasing wine



KEY INSIGHTS

Our analysis does not show any correlation between the Sales and the number of Kids/Teens in the Customer's family