Customer segmentation analysis.
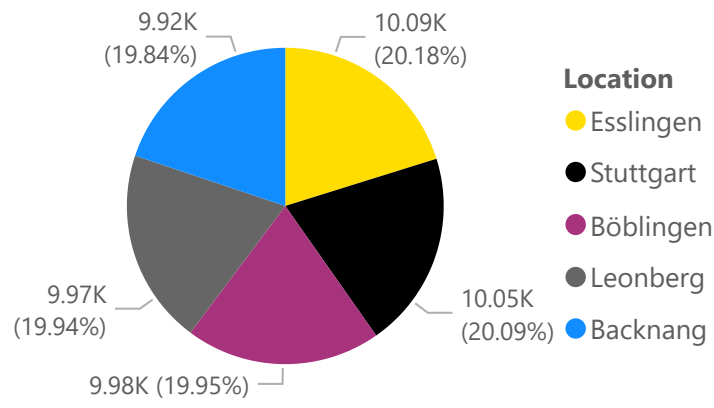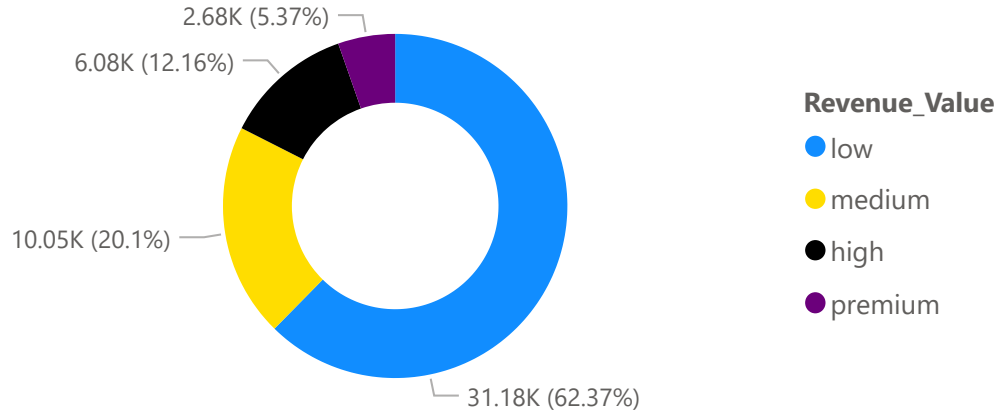
Overview of clients by Location, their revenue value and cluster.
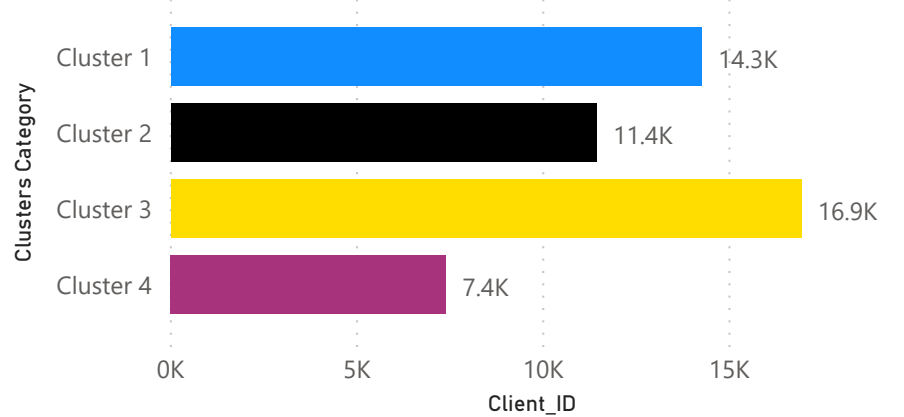
Clients by Location

9.92K (19.84%)
10.09K (20.18%)
9.97K (19.94%)
9.98K (19.95%)
10.05K (20.09%)

Location
- Esslingen
- Stuttgart
- Böblingen
- Leonberg
- Backnang

Client by Revenue_value

2.68K (5.37%)
6.08K (12.16%)
10.05K (20.1%)
31.18K (62.37%)

Revenue_Value
- low
- medium
- high
- premium

Client by Clusters

Cluster	Value
Cluster 1	14.3K
Cluster 2	11.4K
Cluster 3	16.9K
Cluster 4	7.4K

Detailed breakdown - Location , product , and Revenue_value

Location breakdown per product

Location	1/2page	1/4page	3/4page	fullpage	Total
Backnang	3781	1220	1556	3364	**9921**
Böblingen	3827	1189	1601	3359	**9976**
Esslingen	3894	1232	1560	3403	**10089**
Leonberg	3826	1169	1575	3398	**9968**
Stuttgart	3775	1200	1597	3474	**10046**
Total	**19103**	**6010**	**7889**	**16998**	**50000**

Location breakdown per cluster

Location	Cluster 1	Cluster 2	Cluster 3	Cluster 4	Total
Backnang	2855	2256	3338	1472	**9921**
Böblingen	2778	2316	3411	1471	**9976**
Esslingen	2898	2305	3369	1517	**10089**
Leonberg	2797	2278	3419	1474	**9968**
Stuttgart	2923	2277	3395	1451	**10046**
Total	**14251**	**11432**	**16932**	**7385**	**50000**

Location breakdown by Revenue_value

Location	high	low	medium	premium	Total
Backnang	1205	6193	1983	540	**9921**
Böblingen	1210	6189	2038	539	**9976**
Esslingen	1244	6267	2048	530	**10089**
Leonberg	1210	6216	1989	553	**9968**
Stuttgart	1213	6318	1993	522	**10046**
Total	**6082**	**31183**	**10051**	**2684**	**50000**

Analyzing the characteristics of each cluster

Acquisition by Clusters

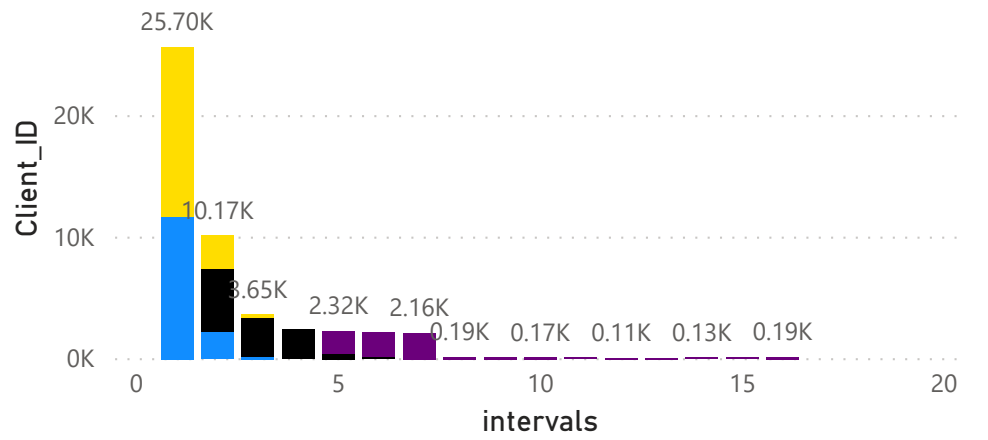Clusters Categ... ● Cluster 1 ● Cluster 2 ● Cluster 3 ● Cluster 4

campaigns 16.59K — 4.8K / 3.8K / 5.6K / 2.4K
Events 16.74K — 4.7K / 3.9K / 5.6K / 2.5K
reffered 16.68K — 4.8K / 3.7K / 5.7K / 2.5K
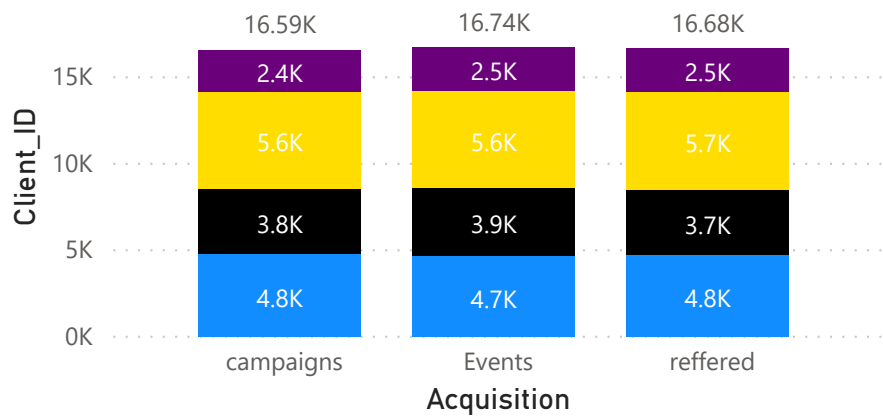
businessTYPE by Clusters

Clusters Category ● Cluster 1 ● Cluster 2 ● Cluster 3 ● Cluster 4

businessTYPE	Total	C1	C2	C3	C4
Adult Educa...	5.53K	1.6K	1.3K	1.9K	
Art_Gallery	5.53K	1.6K	1.3K	1.8K	0.8K
Boat_Tours	5.63K	1.6K	1.3K	1.9K	0.9K
Book_Store	5.58K	1.6K	1.3K	1.9K	0.8K
Furniture	5.60K	1.6K	1.3K	1.9K	0.9K
Hotel	5.48K	1.5K	1.3K	1.8K	0.8K
luxury_item	5.48K	1.5K	1.2K	1.9K	0.8K
Photography	5.56K	1.6K	1.3K	1.9K	
Resturant	5.62K	1.6K	1.3K	1.9K	0.8K
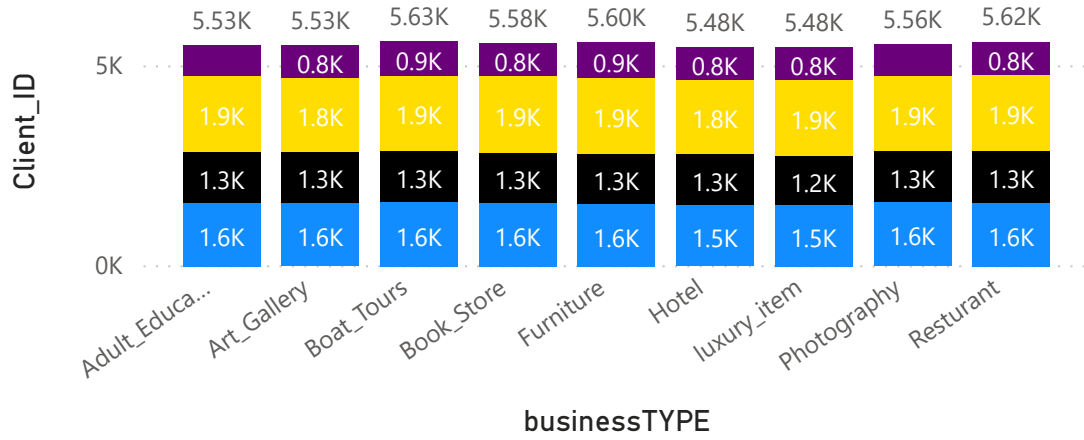
purchase intervals by Cluster

Clusters Category ● Cluster 1 ● Cluster 2 ● Cluster 3 ● Cluster 4

25.70K, 10.17K, 8.65K, 2.32K, 2.16K, 0.19K, 0.17K, 0.11K, 0.13K, 0.19K

Products by Clusters

Clusters Categ... ● Cluster 1 ● Cluster 2 ● Cluster 3 ● Cluster 4

products	Total	C1	C2	C3	C4
1/2page	19.10K	4.4K	3.7K	5.2K	5.8K
1/4page	6.01K				
3/4page	7.89K		4.5K		
fullpage	17.00K	6.9K	2.0K	8.1K	
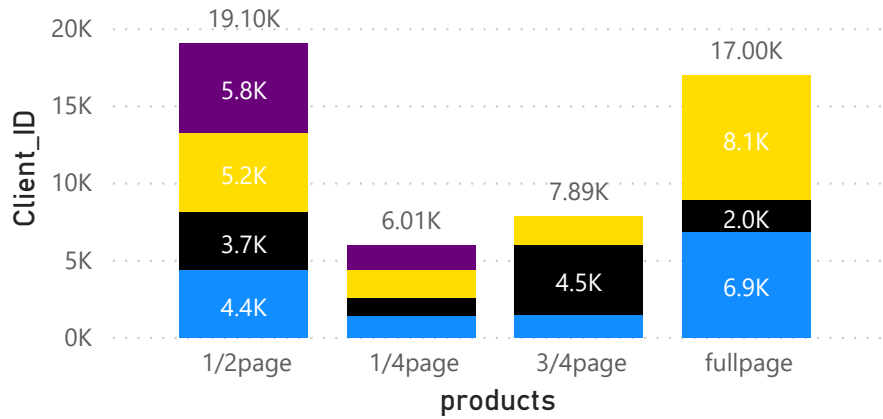
Revenue_Value by Clusters

Clusters Categ... ● Cluster 1 ● Cluster 2 ● Cluster 3 ● Cluster 4

Revenue_Value	Value	detail
high	6.08K	5K
low	31.18K	14K / 17K
medium	10.05K	10K
premium	2.68K	2.68K
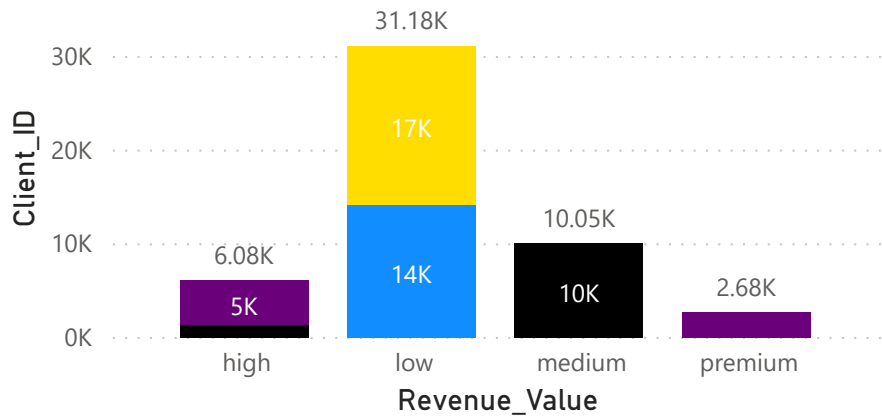
Yeargroup by Clusters

Clusters Categ... ● Cluster 1 ● Cluster 2 ● Cluster 3 ● Cluster 4

Yeargroup	Total	detail
0-6years	9.81K	6K / 2K
15-22years	13.25K	3K / 8K
7-14years	13.08K	8K / 3K
above23yea...	13.87K	3K / 9K
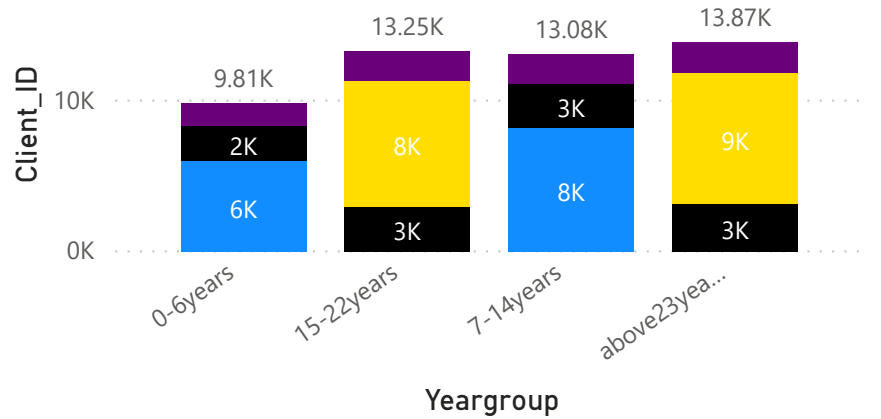
Insights and recommendations

Cluster 1

- **number of clients - 14,251 (28.4%)**

- <u>All</u> been in business between 1 to 14 years.

- <u>All</u> client belong to the Low revenue_value.

- product preference - 47% fullpage ,30% 1/2page.

- Over 80% of the group purchase our product once.

Recommendation

- Remarketing campaigns to be focus on these group.
- 1/2page and fullpage to the included in campaigns.

- Campaign designed to capture Start-ups.

Cluster 2

- **number of clients - 11,432 (22.8%)**

- Years in business - proportional distributed.

- Value in terms of revenue -over 95% Medium .

- product preference - 38% 3/4 page , 32% 1/2page.

- Purchased product between 1-6 times.

Recommendation

- Focus to customer retention strategies.
- Upsell to fullpage.
- Managing these group will lead to more referals from them and save money on our acquisition budget.
- Details on client support in this cluster.

Cluster 3

- **16,932 clients (33.8%)**

- <u>Years</u> in business - 15 and over 23 years.

- Revenue Value - 100% -Low.

- Product preference 47% (fullpage), 30% (1/2page).

- Purchased our product 1-2 times.

Recommendation

- Remarketing campaigns to be focus on these group.
- 1/2page and fullpage to the included in campaigns.
- Campaign designed to capture Established companies.
- <u>Experienced</u> account manager to investigate their business and prepare campaign that will attract these group of company.
- Market research focus.

Cluster 4

- **7,385 clients**

- Years in business - distributed between 0-31 years

- Revenue value - high and premium

- Product preference 78%(1/2page) 22%(1/4page).

- Purchased our product 5-16 times.

- These clients are Loyal to our company.

Recommendation

- Customer loyal programs.
- Focus to customer retention strategies.
- After sales service and support.
- Cross-sell and upsell strategies for this group.
- Special care to build trust and strong relationship.