# **Project Proposal**

## Executive Summary

The digital marketer team of an e-commerce platform aim to track customers behavior. To achieve this, the executives have tasked the analysts with identifying trends and common behaviors by segmenting the customers by age. The deliverable will be used for marketing campaigns and to propose new product targeted at specific client segment.

**Who**

The target audience will be the digital marketers from the e-commerce team, a group of 4 people - three man and one woman- aged mostly between 35 to 40 years, with on member aged 53.

The report should use a clear layout, with good font size and tidy formatting.

They are comfortable with visualizations; though they may struggle interpreting raw numbers.

This group have over 16 years of marketing experience, and the deliverable will help them identify valuable key insights, fundamental for the success of a marketing campaign when targeting specific segments.

Although executives won’t directly use the report, they planned to attend the presentation to understand overall customer behavior.

**What**

The dataset contains purchase records for each customer in 2024. In addition, it includes demographic informations (Marital status, Age, Income and Occupation level), and behavioral habits (purchase frequency, amount, category, etc.).

Initially, the dataset required minimal cleaning: there were no duplicates or missing value, only some formatting and datatype issues.

The dataset appears to be reliable to generate the report.

The column age will be used to segment the different customers.

*Possible challenges*

Given the number of features, it might be difficult to decide which variable to include in the report. It is crucial to ensure each segment is described accurately using the right variables.

**Why**

The purpose of this report will be to provide the marketers the tools for data-driven marketing campaign based on characteristics of each segment.

Thanks to this report the platform can enhance their offer and tailor it around each customer, moreover the customer experience and sales will benefit from it.

The executive of the e-commerce platform would like that the marketers could, after the presentation, have a clear vision of what our customer characteristics and behavior of our customers are.

**How**

The report will be presented via Teams due to maintenance of the office building, forcing the form of the presentation to be suitable to be viewed on desktops.

Timeline: 30min + 15min for questions and/or discussions

The presentation will be and sort of infographic where a single dashboard will fit the whole overview of the overall situation, then a button filter placed on the same dashboard will show only the desired segment.

The structure must be tidy, easily comprehended, also I could be useful separated using different shades of colors the demographics data from the behavioral visualization