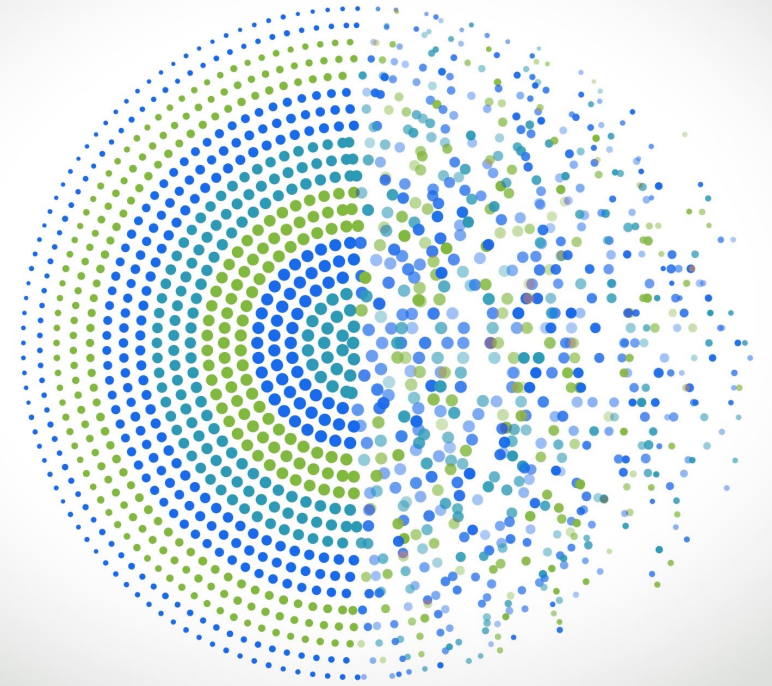


2Market

The Beginning of Investing More Efficiently



Cristina Alonso Robles

April 2023

Methodology

MS Excel

- Sorting, cleaning and organising the datasets.
- Exploratory Visualisations.
- Initial Insights.

Tableau Desktop

- Definition and calculation of the metrics used.
- Dashboard Design.

PostgreSQL – pgAdmin

- Querying the data to gather further insights.





Why 2Market should try and solve this problem?

By analysing and better understanding their customers' profiles and purchase behaviour as well as how their marketing channels perform, 2Market will be able to:

1. Implement more **advanced targeting strategies** based on the customers that spend the most so they can reach their audience and implement **loyalty programs** to maintain their current customers while also making sure they grow their business share in every market.

2. Make **investing decisions more efficiently** by assigning the right amount of budget to the right marketing channels. Those that are more effective at reaching their intended audience and that are driving more sales.

2Market's Business Problem

2Market is not efficient in its business decisions because they are not analysing its customer's profile data nor measuring the effectiveness of its marketing campaigns

Metrics & Attributes

Metrics:

- Average Age of Customers
- Total Purchases
- Total Amount of Products Spend by Category
- Lead Conversions by Marketing Channels

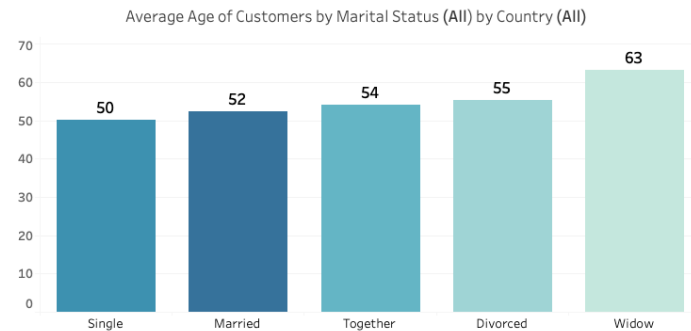
Attributes:

- Marital Status
- Country

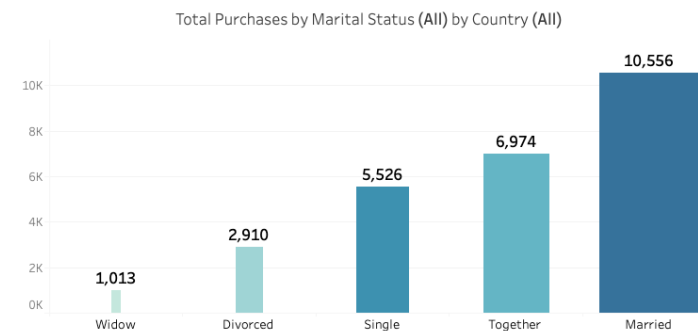
Tableau Dashboard

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2Market



This chart shows the Average Age of 2Market's Customers by Marital Status.
The data can also be filtered by Country (All).



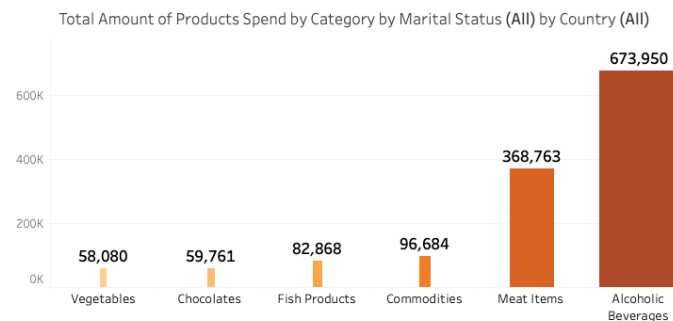
This chart shows the Total Purchases of 2Market's Customers by Marital Status.
The data can also be filtered by Country (All).

Country
(All)

Marital Status
(All)

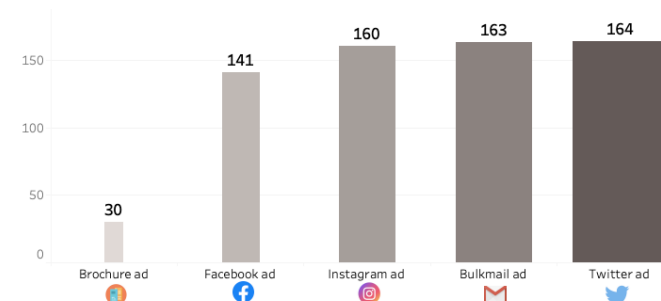
Marital Status

- Divorced
- Married
- Single
- Together
- Widow



This chart shows the Amount of Products Spend that 2Market's Customers spend by Category.
The data can also be filtered by Marital Status (All) and by Country (All).

Lead Conversions by Marketing Channel by Marital Status (All) by Country (All)



This chart shows the number of Lead Conversions by Marketing Channel.
The data can also be filtered by Marital Status (All) and by Country (All).

Product Categories

- Vegetables
- Chocolates
- Fish Products
- Commodities
- Meat Items
- Alcoholic Beverages

Marketing Channels

- Brochure ad
- Facebook ad
- Instagram ad
- Bulkmail ad
- Twitter ad

Latest Version Updated: 3 April 2023



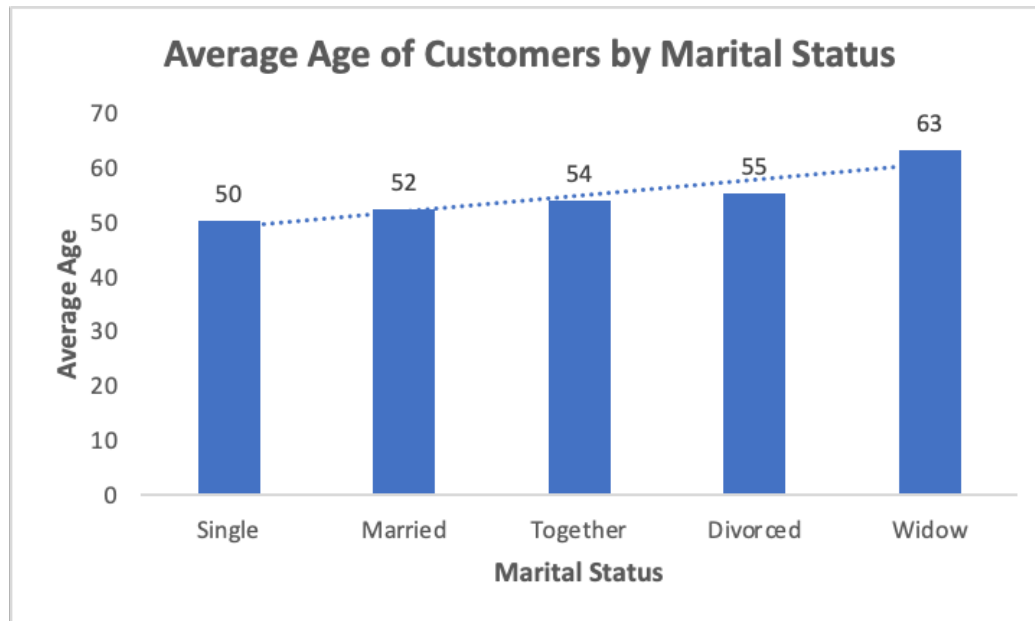
Please use the corresponding filters on the top right-side corner of this dashboard to filter the chart's view by Marital Status and/ or by Country.
Once the filter is applied, all the charts will display the data accordingly to the selected attributes.

```
mirror_mod = modifier_ob.  
set mirror object to mirror.  
mirror_mod.mirror_object  
operation == "MIRROR_X":  
mirror_mod.use_x = True  
mirror_mod.use_y = False  
mirror_mod.use_z = False  
operation == "MIRROR_Y":  
mirror_mod.use_x = False  
mirror_mod.use_y = True  
mirror_mod.use_z = False  
operation == "MIRROR_Z":  
mirror_mod.use_x = False  
mirror_mod.use_y = False  
mirror_mod.use_z = True  
selection at the end -add  
mirror_ob.select= 1  
modifier_ob.select=1  
context.scene.objects.active  
("Selected" + str(modifier_ob.  
mirror_ob.select = 0  
= bpy.context.selected_object  
data.objects[one.name].select  
print("please select exactly  
-- OPERATOR CLASSES --  
types.Operator):  
X mirror to the selected  
object.mirror_mirror_x"  
mirror X"  
context):  
context.active_object is not
```

Insights

The average age of 2Market's customers is 53.

The highest average age by marital status is 63 for Widow Customers



The marital status that has the lowest average age is 'Single' (50) whereas the highest average age was reported for "Widow" (63).

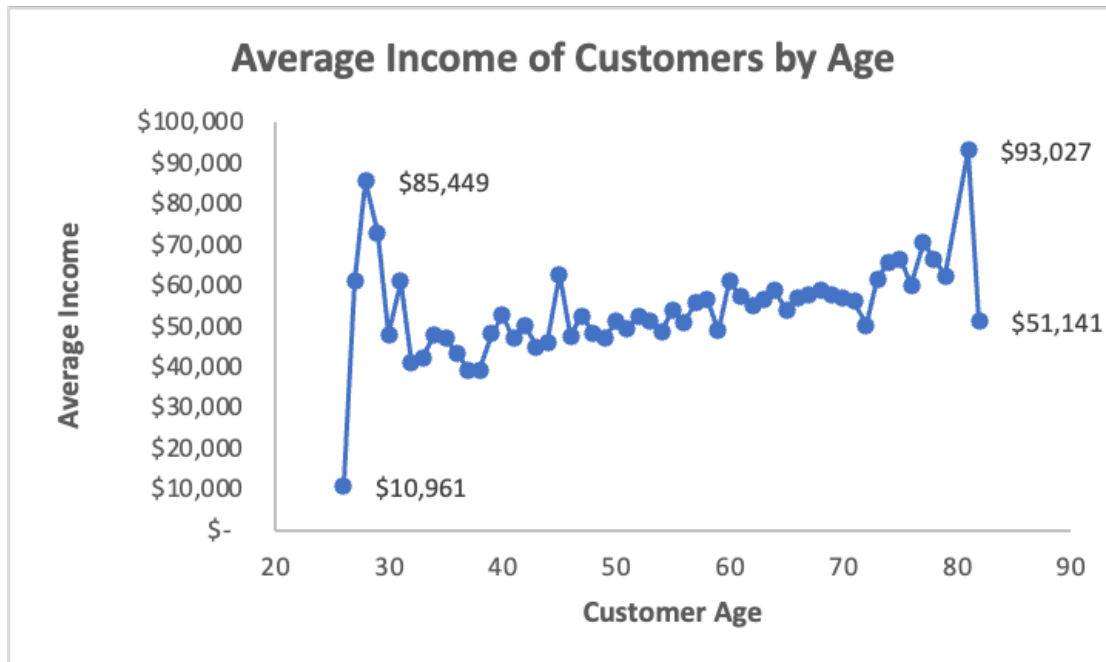
Even though the trend of the average age across the various types of marital status is upward, there is not a big difference between them.

The average income across all customers is US\$ 52,237

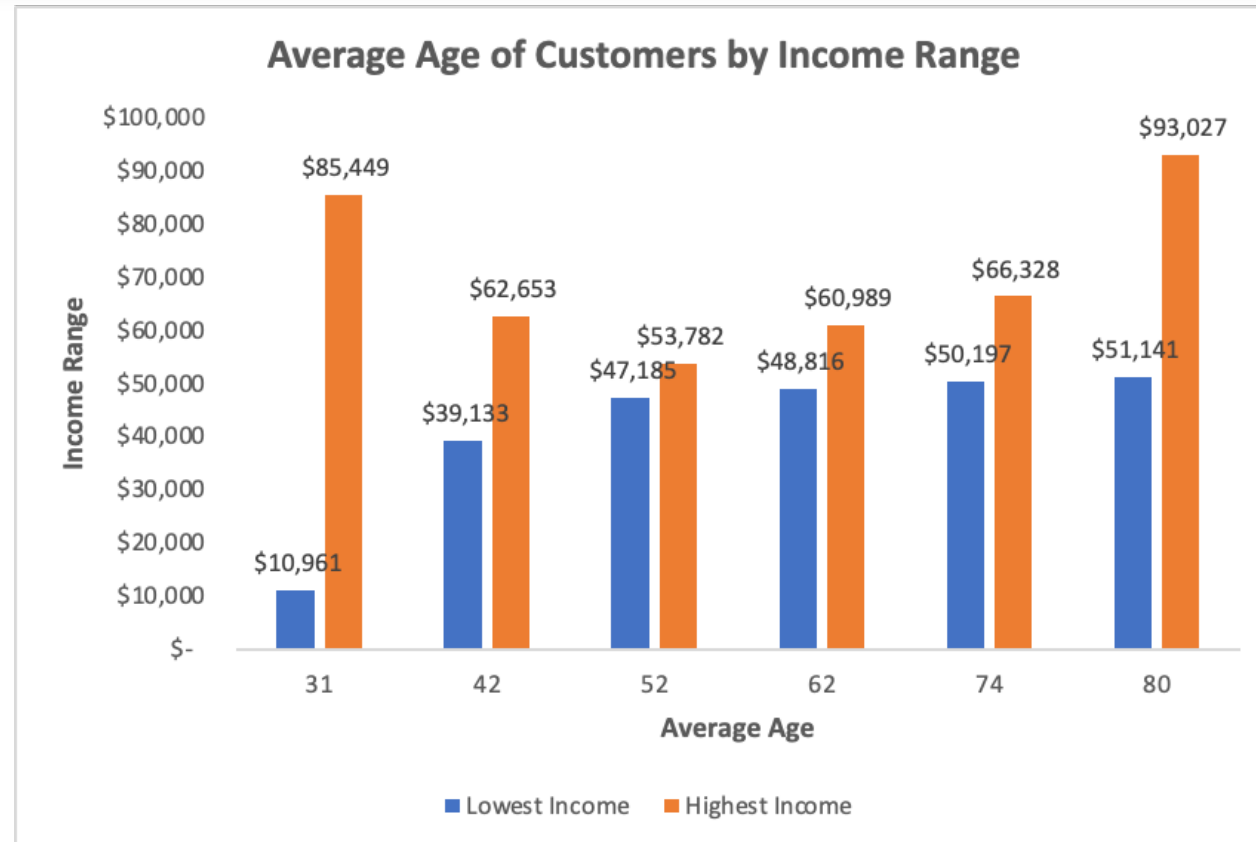
The average age of customers who earn a yearly income between US\$90,000 and US\$100,000 is **51**.

In the chart to the left, we can see the distribution of the average income by customer's age. Even though the lowest income is reported among the youngest customers, we can also see that the second highest average income is also reported among the youngest group.

The same happens for the lowest and highest average income among the oldest group, indicating **that the average income is not necessarily an indication of an older customer**.



There is no correlation between the age of the customers and the income of those who earn between US\$90,000 and US\$100,000



	Total Amount of Product Spend	Products Popularity
Marital Status	<p>The customers that spend the most by marital status are those who are married, followed by those who are “together” in a relationship and the “single” in the third place.</p> <p>Divorced and widow customers are the ones who spend the least.</p>	<p>Alcoholic beverages is the category most popular across all countries and marital status considering the amount spend by product in each country and by each marital status group, followed by meat items, commodities, fish products and chocolates. Vegetables is the category less consumed by customers.</p>
Country	<p>Spain leads the list of countries by total amount of product spend, followed by South Africa and Canada.</p> <p>Montenegro is at the far away for these, being at the bottom of the list.</p>	

Products Popularity based on whether there are children or teens in the home	Amount spent per product vs. Marketing Channel Effectiveness
<p data-bbox="86 629 901 772">When there are kids or teens in the home, customers spend less in products in general.</p> <p data-bbox="86 833 950 1176">By category, alcoholic beverages remain the most product bought by customers with kids or teens at home, followed by meat items, commodities and fish products and this trend is the same across all households regardless of the presence of kids or teenagers in the home.</p>	<p data-bbox="996 454 2410 539">Married customers are the ones who buy more products influenced by social media campaigns.</p> <p data-bbox="996 605 2384 691">Instagram is the primary platform that influences their purchases, followed very closely by Twitter and Facebook.</p> <p data-bbox="996 756 2415 842">The next customers on the list are those that declare to be ‘together’, followed by the single and divorced customers.</p> <p data-bbox="996 908 2435 993">Widow’s customers are the least likely to purchase influenced by social media ads.</p> <p data-bbox="996 1059 2410 1202">The effectiveness of all the marketing campaigns is greater in Spain, followed by Canada and South Africa. Lead conversions are coming primarily from Instagram ads and Twitter, followed by Facebook.</p> <p data-bbox="996 1268 2181 1303">Montenegro remains the country with the least lead conversions.</p>

Conclusions & Recommendations

2Market's **Customer-Persona** is a 53-year-old individual who is either married or is in a relationship.

They earn on average an annual **income** of **USD 52K**. They might or not have kids or teens in the home but regardless of this, **the trend in the purchase behaviour by product category and by marital status across all countries remains static.**

2Market should consider applying a **customer-centric approach** when developing their business and marketing strategies and apply **different strategies by Country due to different lifestyles and socio-economic factors.**



Develop and grow

Develop and grow your alcoholic beverages range of products and meat items.



Customer Feedback

Send a survey to your customers to know more about their preferred brands of alcoholic beverages and to get insights on whether they value organic meat products.



Fidelity Card

Make sure you reward your most valued customers by sending them Birthday's cards and seasonal deals.



Social Media

When it comes to investing in your marketing campaigns, Twitter is the marketing channel where you should invest the most, followed by Bulkmail campaigns and advertising on Instagram and Facebook.

Data Sample By Country | Recommendations

There are massive differences in the number of customers by country collected in the datasets.

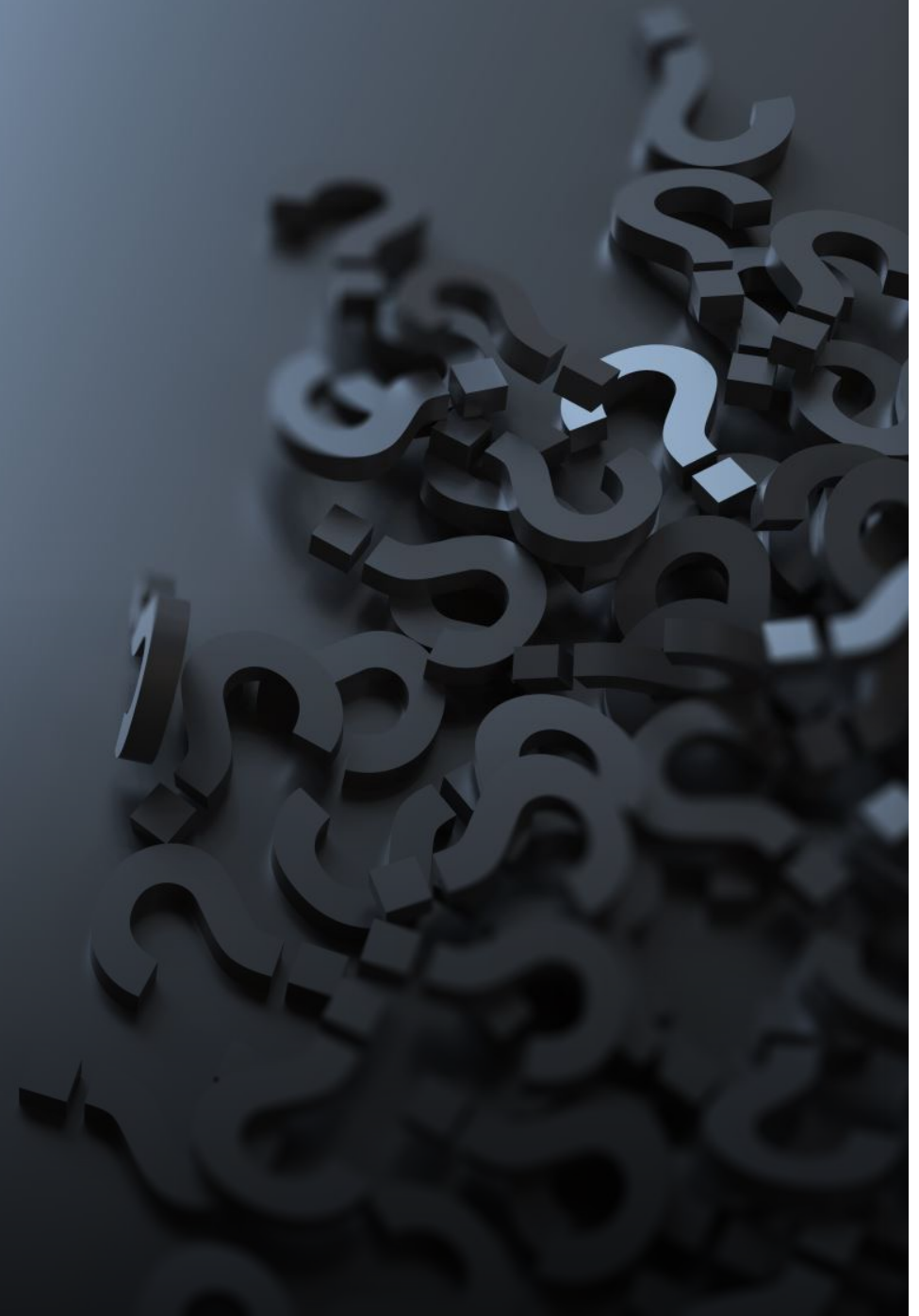
Montenegro has only **3 customers** in the list and **Spain** has **1092**.

This is clearly reflected across all metrics in the analysis, making Spain the country with the greatest spend of products across all categories and with the highest number of lead's conversions.

Based on this, it is important to note that the insights gather from **this analysis might not be comparable between countries and should be considered only as a reference of the customers behaviours and marketing channels efficiency in those specific markets.**

It is highly advisable that for the next analysis, **the number of customers by country is approximately the same, or at least establish a minimum sample of customers per country.**

Q & A



Thank You

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