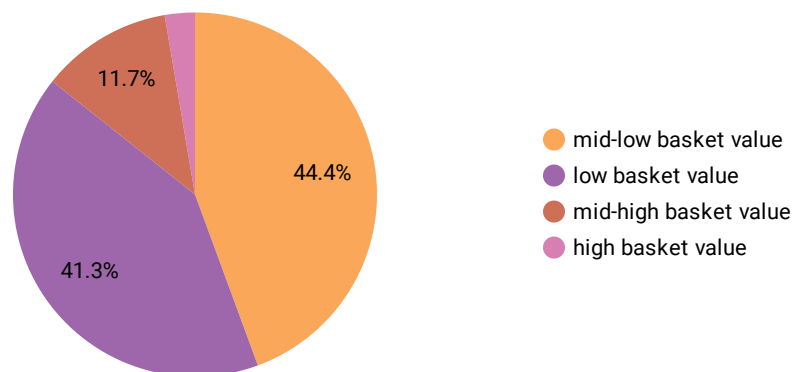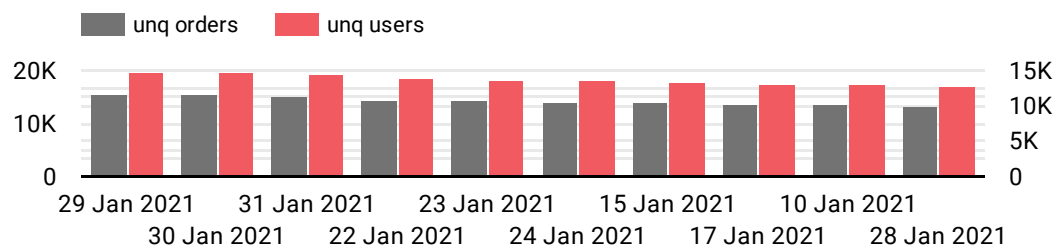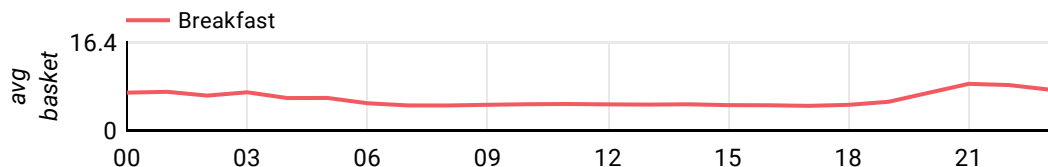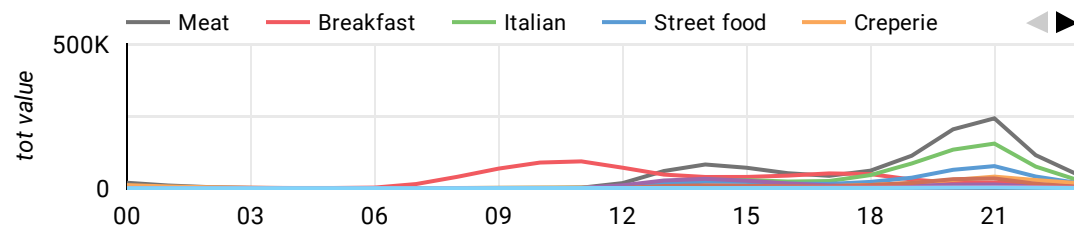# Coffee Segment Analysis for Marketing

cuisine_parent ▾

Hour Order ▾

Total hourly spent by cuisine.

During the morning (6-12) hours 'breakfast' is dominating the orders.

Total spent reaches 90+k euros around 11 am

Average spent by hour for breakfast.

However the average spent in breakfast is small (~4 euros) - this is expected as breakfast items are usually priced lower than lunch or dinner.

Daily order and daily users.

Daily orders are slightly lower than daily unique users, which indicates that we have users that order multiple times per day.

Distribution of order value for breakfast orders for the month we are looking at:
- low value: < 6e basket
- mid-low value: between 6 and 15 e basket
- mid-high value: between 15 and 25 e basket, and
- high value: > 25 e basket

If you filter for 'breakfast only', then more than 80% of the monthly orders are below 15 e. This is to be expected, as breakfast items are relatively inexpensive.

cuisine_parent: Breakfast	(1) ▾

hour of day	▾

	user_id	total basket	nr orders ▾	Order Value per Total Orders	coffee_segments
1.	72180854	85.9	25	3.44	unicorn
2.	83780076	75.75	24	3.16	loyal big spender
3.	56439746	52.5	23	2.28	loyal big spender
4.	36239490	76	23	3.3	loyal big spender
5.	110883138	200	23	8.7	loyal big spender
6.	50885108	108.15	22	4.92	loyal big spender
7.	88091702	74.8	22	3.4	loyal big spender
8.	30098674	75.8	22	3.45	loyal big spender
9.	163021654	92	21	4.38	loyal big spender
10.	93882228	72.3	21	3.44	loyal big spender
11.	87435466	53.4	21	2.54	loyal big spender

1 - 100 / 70131   ‹ ›

We can group our users by how often they order and how much they spent to categories:

- 'unicorn': are clients that order often and spent large amounts

then we can split to:
- loyal: order between 15 and 25 times a month
- occasional: order between 10 and 15 times a month, and
- rare: order less than 10 times a month.

in combination with the amount they spent:
- big spender: total basket > 25e
- good spender: total basket between 15-25e
- avg spender: total basket between 6-15e
- low spender: less than 6e

This combination will give marketing enough granularity to run campaigns with the relevant message and promotions to attract these users.

Breakfast Segments	Total Users
--	
unicorn	1
loyal big spender	128
often good spender	1
occasional big spender	571
occasional good spender	90
rare big spender	4525
rare good spender	9591
rare avg spender	28441
rare low spender	26783
--	
Grand Total	70131

Unicorns and loyal big spenders are the perfect customers as they already have the desired behavior. We don't need to do much, a freebie or a free delivery would be a nice gesture to keep them.

Rare and low spenders are either new users or used to use alternative services. These are users we'll need to convert and attract to order more breakfast. Messaging to ensure that they are aware of the options and discounts that will make ordering breakfast/coffee from us easier would help bring them to the app more often. Passive marketing like posters at a bus stop or a social media post might get them more familiar with the brand can also be helpful for this category (in turquoise).

The rest of the segments (highlighted in red) are the ones that the marketing can add the most value. They can create customer campaigns and offers to convert them to order more often and larger amounts. Or, offer freebies to loyal and occasional low spenders, so that they order more and more often.

Further, we should look into other customer profile data to see if the larger orders are business accounts, like someone having ordered for a meeting and adjust our promotions. The rare and occasional good and big spenders would be good candidates for this (in cyan).