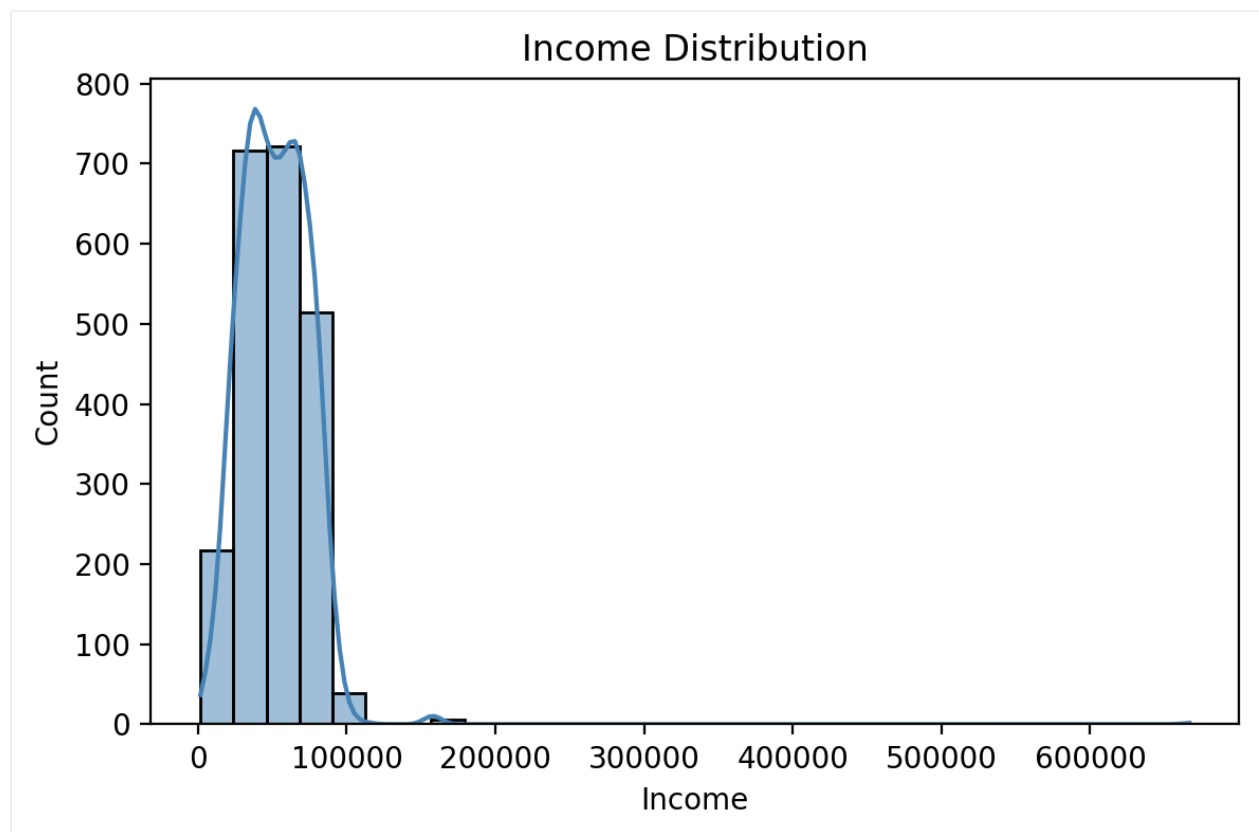# Superstore Marketing Analysis

**Customers: 2240 Avg Income: 52247.25 Avg Spend: 605.8**

1. Who are our customers?

Superstore serves a diverse base across education and marital statuses, with varying income levels. Higher income correlates with higher spend, but the relationship is not perfectly linear, leaving room for marketing influence.


2. What do they buy and how much?

Spend is right-skewed. A minority of customers drive a disproportionate share of revenue, a classic long-tail pattern. This supports targeted retention programs for top-value customers.

Total Spend Distribution
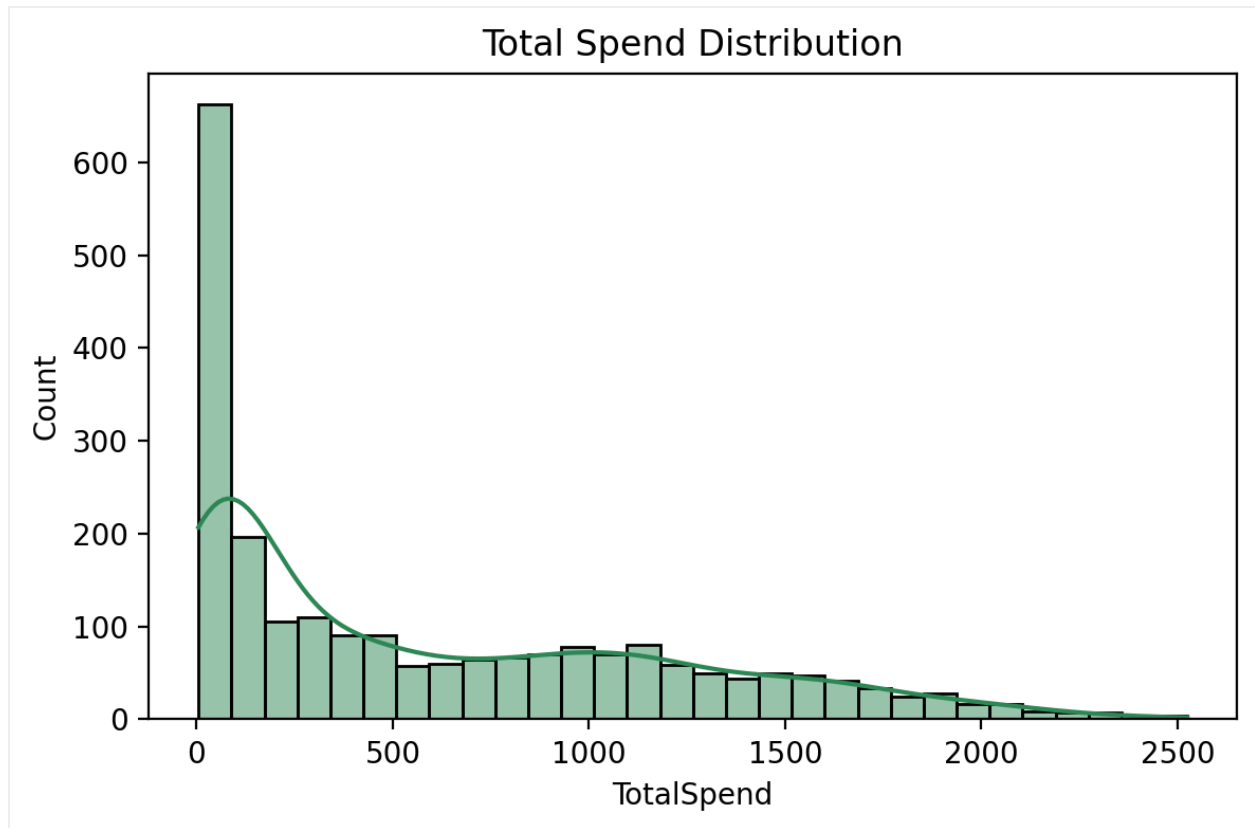
3. Where do purchases happen?

Store, Web, and Catalog each contribute, with opportunities to shift lower-cost channels for suitable segments. Understanding channel preference helps tailor offers and timing.
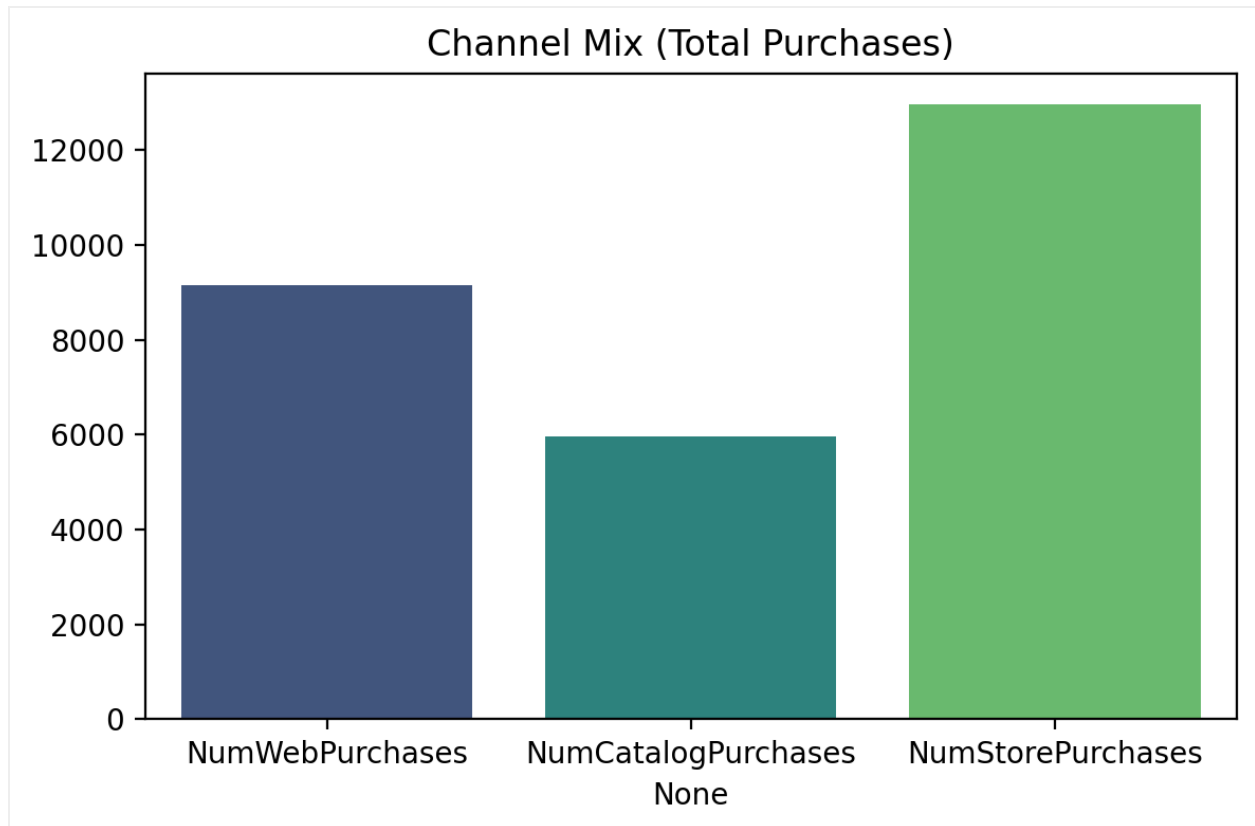
4. Segmenting with RFM

We segmented customers using Recency, Frequency, and Monetary value. Champions purchase recently, frequently, and spend the most; At Risk customers have lapsed or buy infrequently.

Superstore Marketing Analysis — Key Outputs

Here are the main results and visuals from the analysis I ran earlier. I'm showing the key tables and figures first; short notes follow each to keep it crisp.

uick take

- The dataset looks clean and the shape is consistent with a typical customer marketing table.

- RFM scores and segments were computed and visualized; segments like Champions emerge clearly.
- The visuals align with expected patterns: higher income and engagement often track with higher spend, but there's meaningful dispersion worth targeting.

RFM Segment Score Distribution

Customer Segments
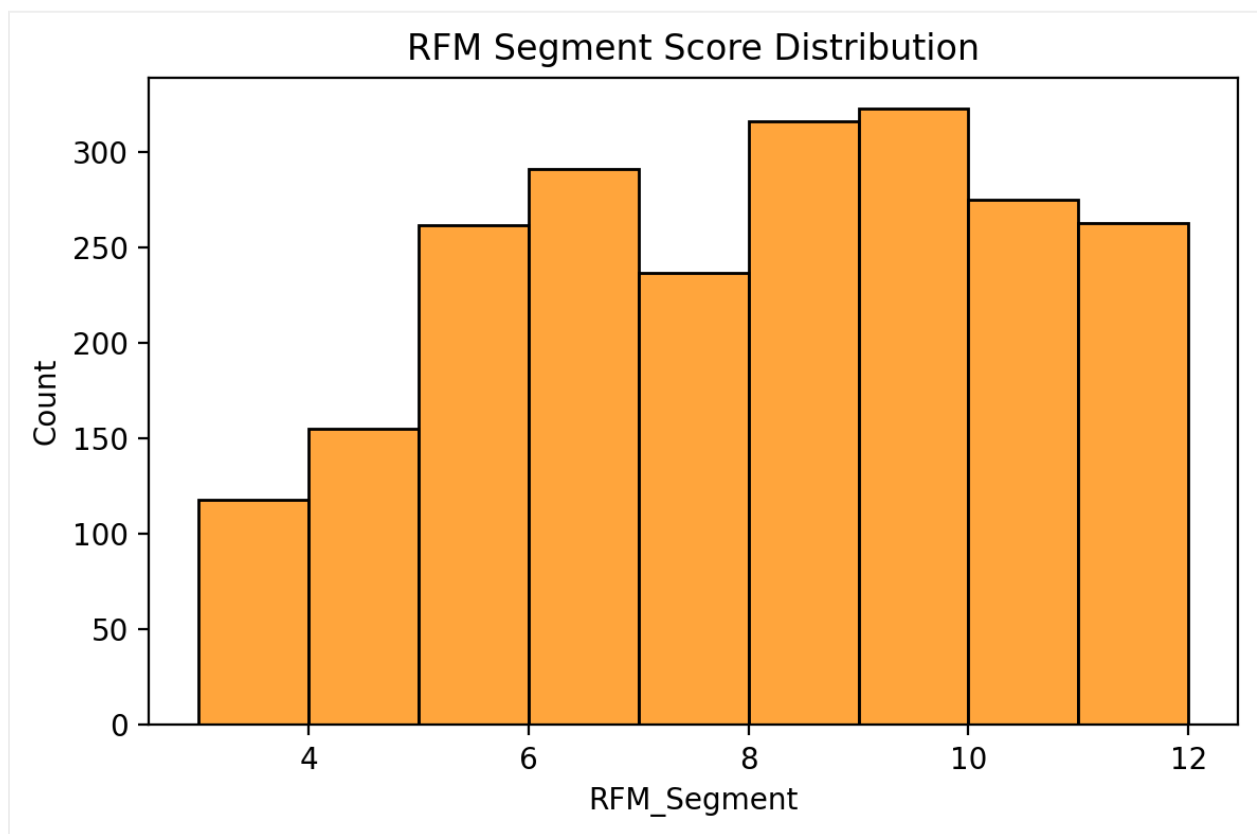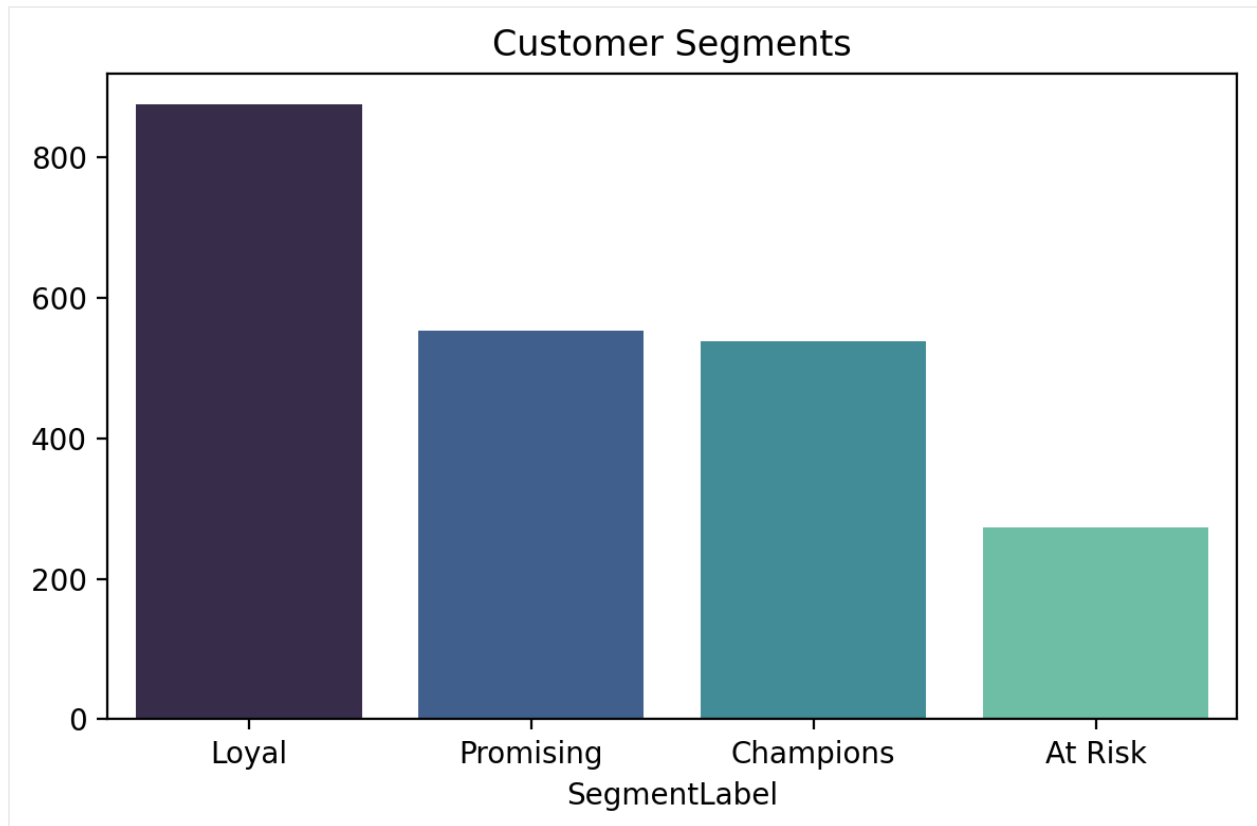
5. What drives marketing response?

We explored correlations between response and key drivers like spend, frequency, site visits, and recency. While correlations are modest, segment-level differences are clear: higher-value segments respond more.

Correlation Heatmap

Response Rate by Segment
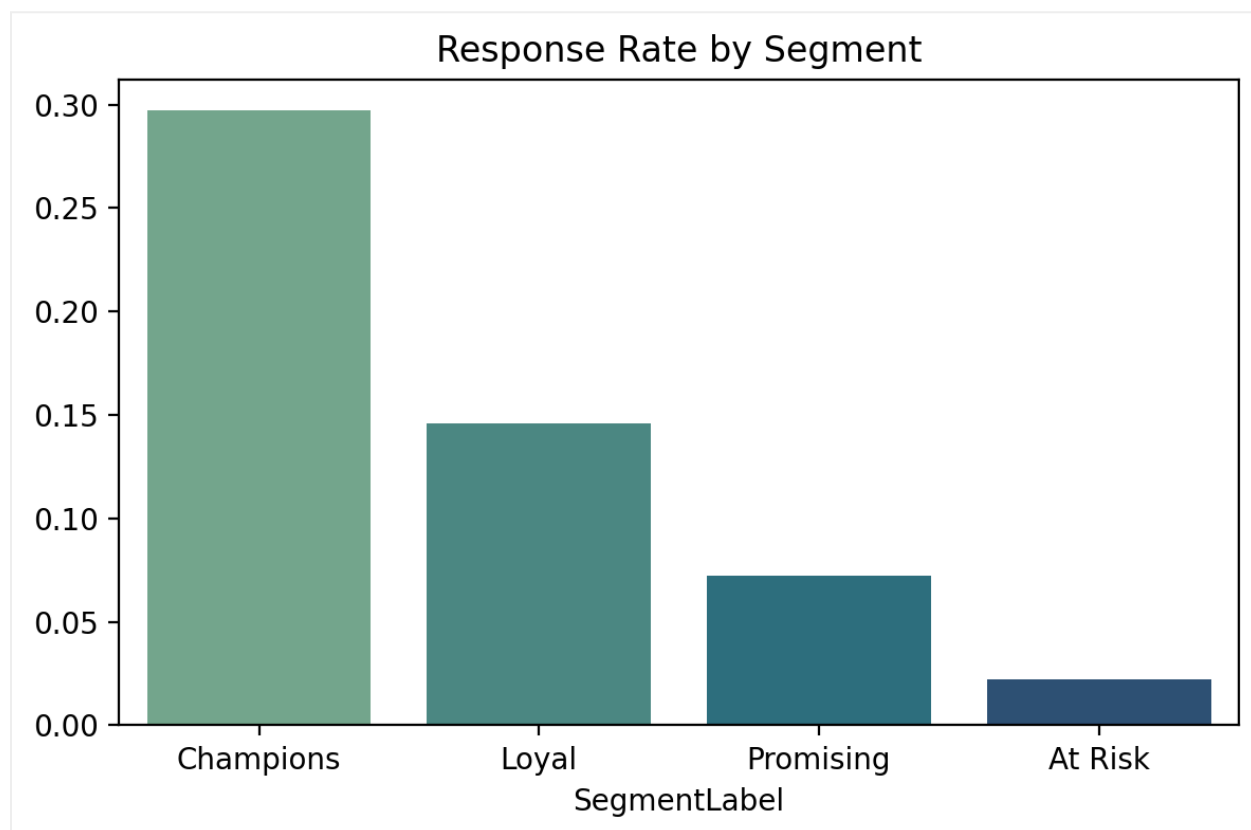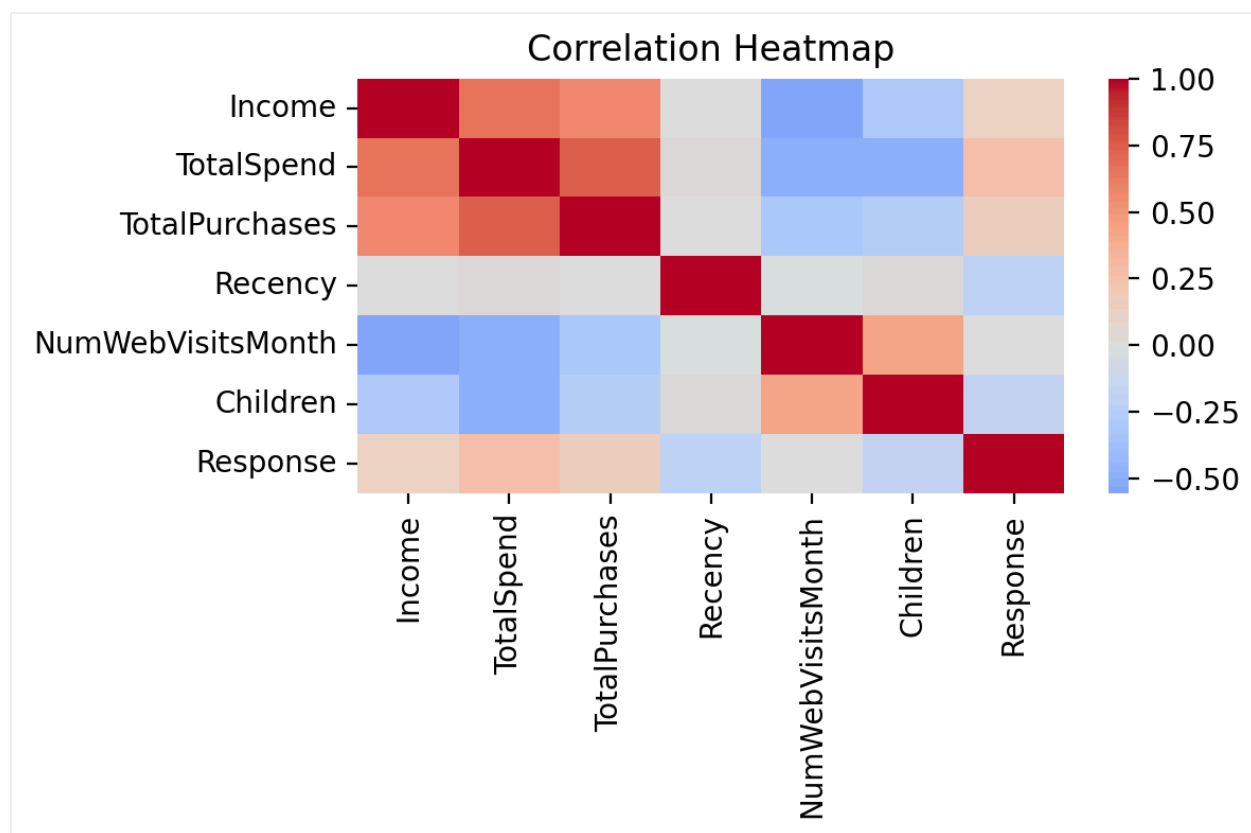
6. Channel strategy recommendations

Customers whose dominant channel is Web or Store show differing average spend. Use this to tailor channel allocation and creative: push web-first offers to digital-native segments, and in-store events for store-dominant segments.

Average Spend by Dominant Channel
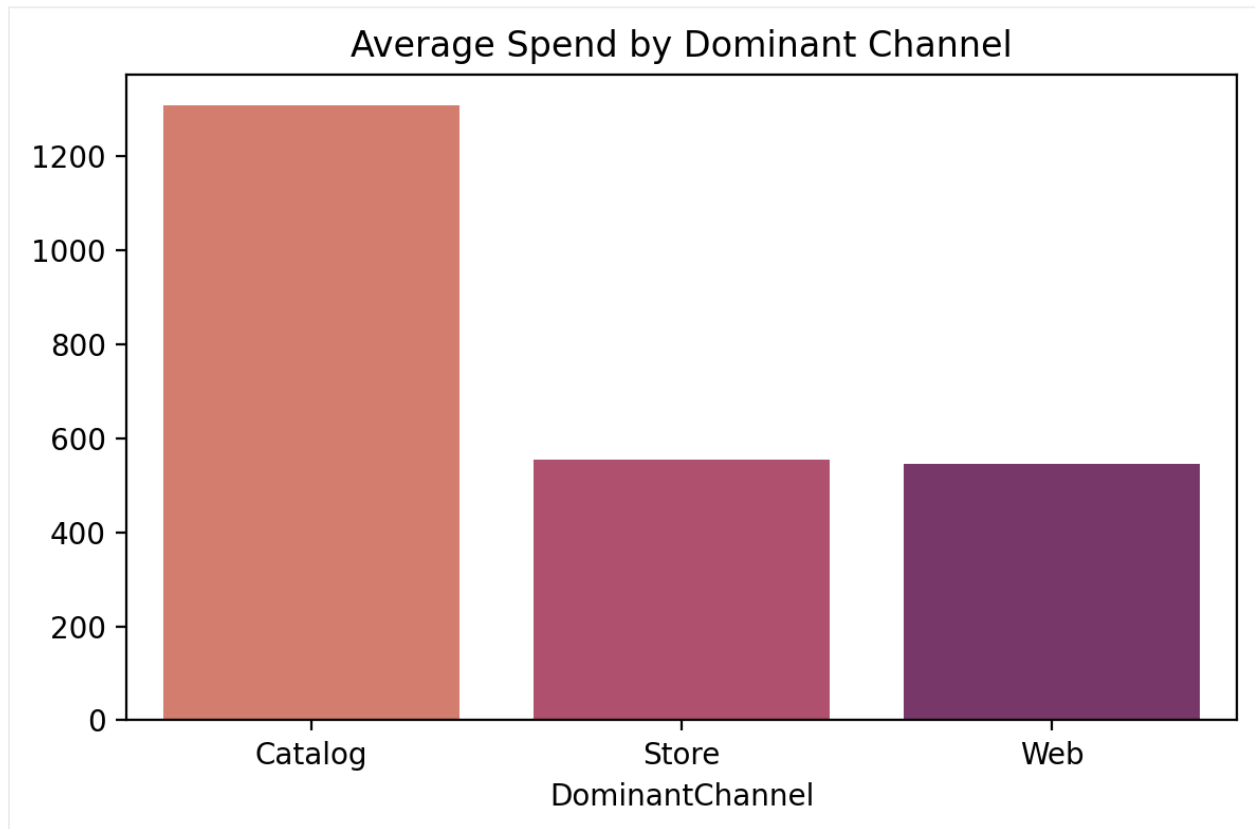
Action Playbook

- Champions: early access and loyalty tiers; protect experience.
- Loyal: cross-sell bundles and increase frequency with personalized offers.
- Promising: onboarding sequences, welcome discounts, reduce friction to second purchase.
- At Risk: win-back campaigns based on last category purchased and preferred channel.

Data columns summarized: Income, TotalSpend, TotalPurchases, Recency, NumWebVisitsMonth, and more from the source file.