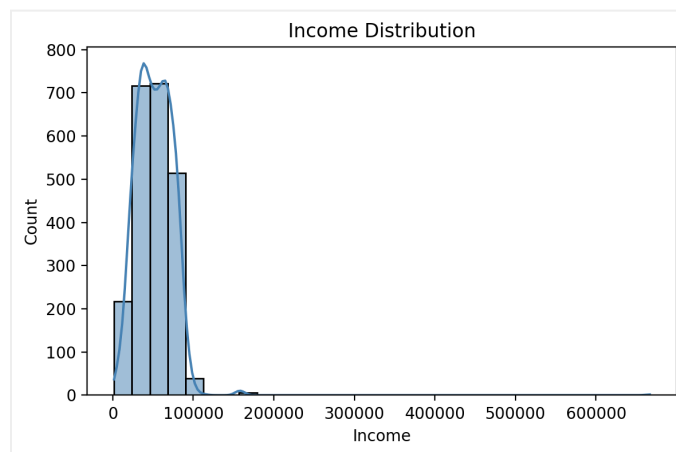


# Superstore Marketing Analysis

Customers: 2240 Avg Income: 52247.25 Avg Spend: 605.8

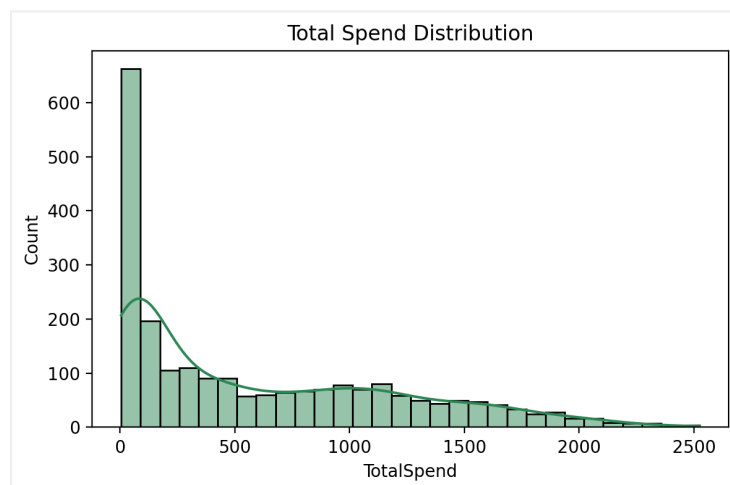
## 1. Who are our customers?

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.



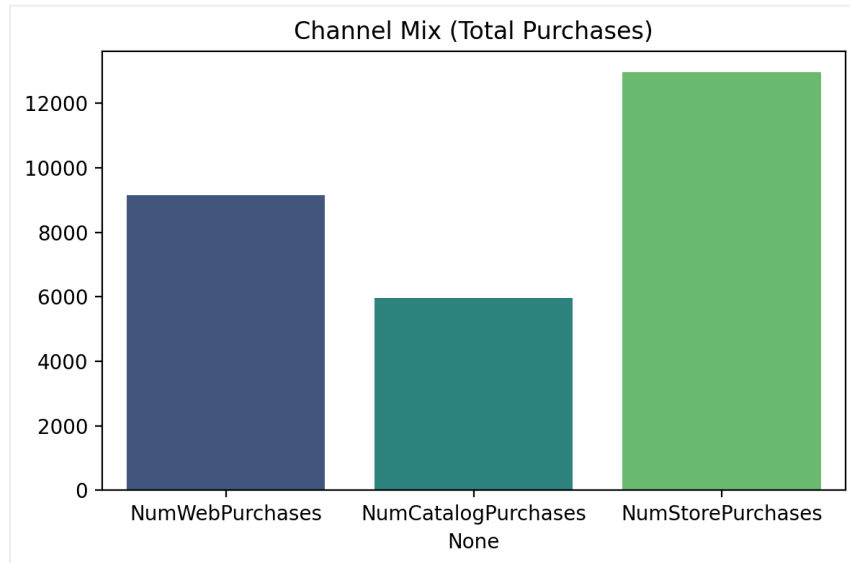
## 2. What do they buy and how much?

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.



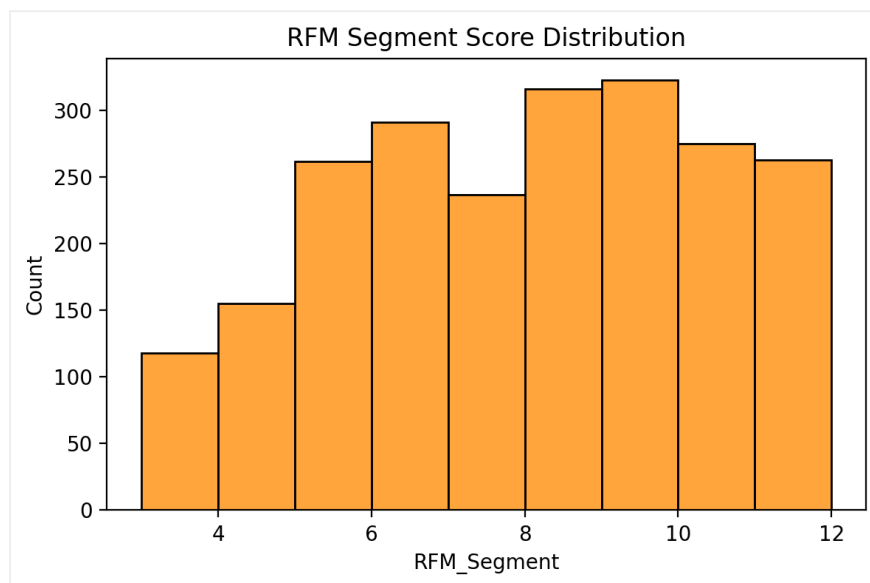
### 3. Where do purchases happen?

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.

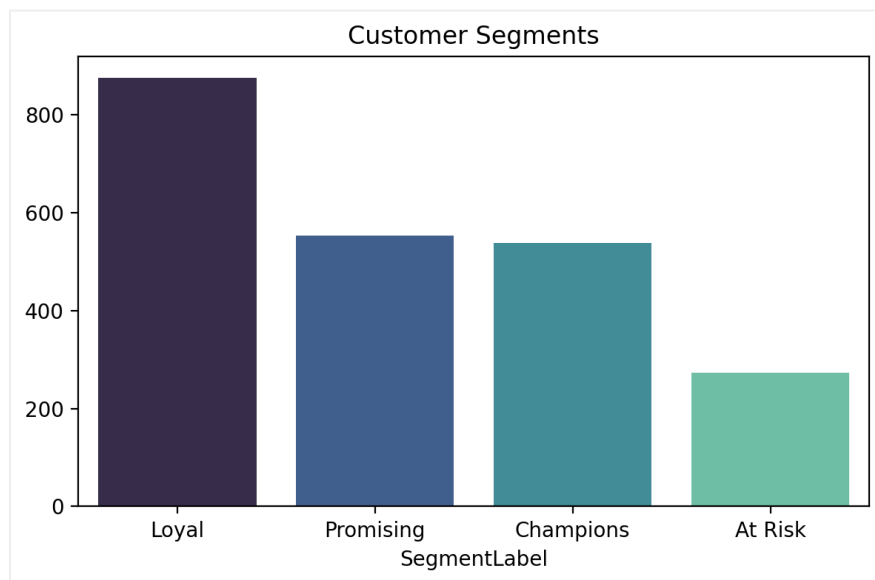


## Superstore Marketing Analysis — Key Outputs

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.

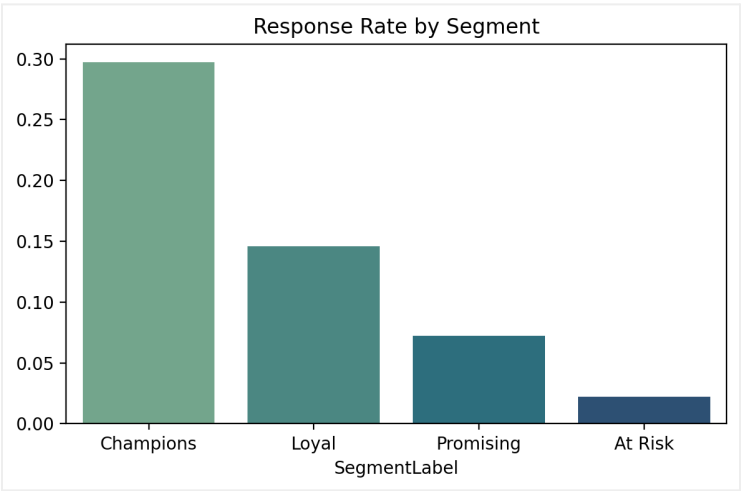
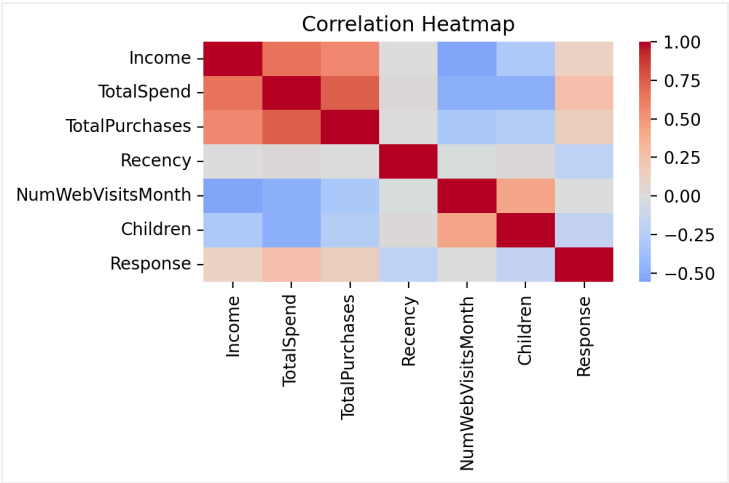
### Quick take

- 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.



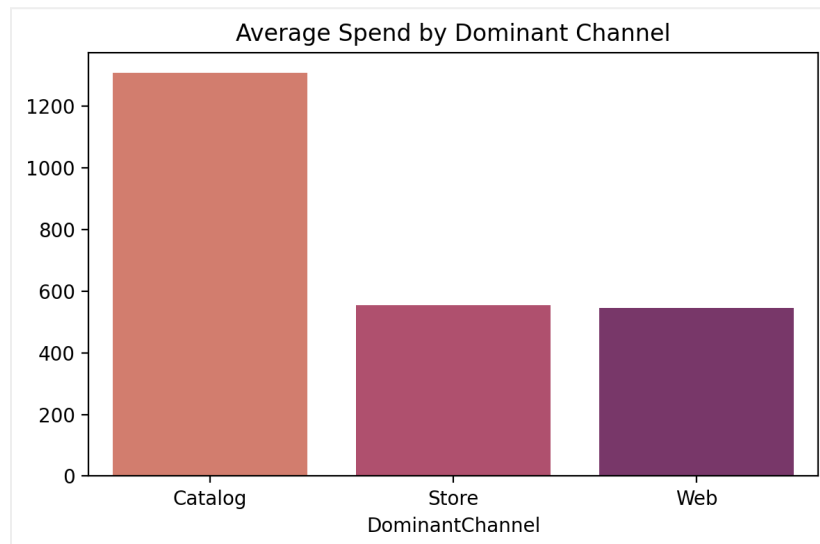
## 5. What drives marketing response?

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.



## 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.



## 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.