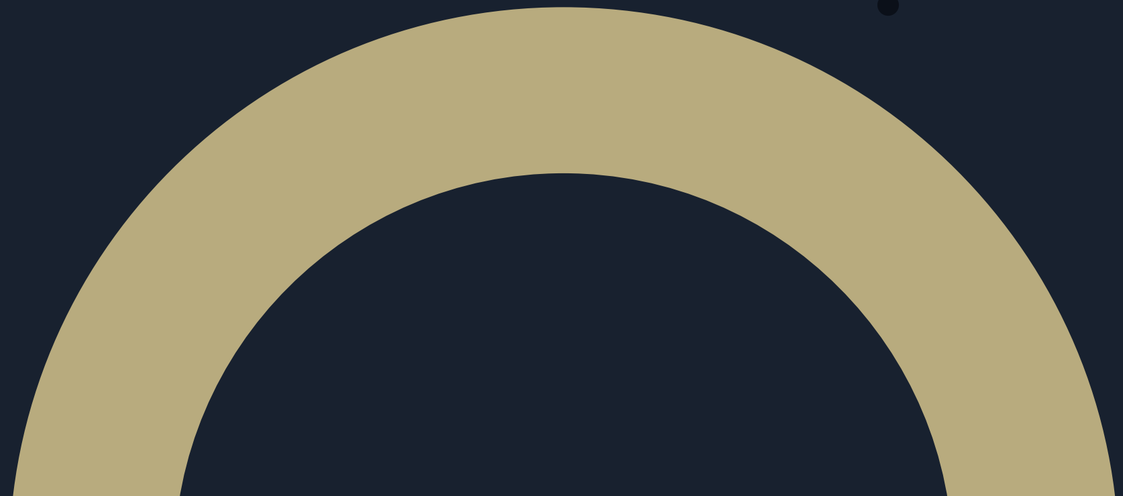
Data Insights

Targeting high value customers based on customer demographics and attributes.

by Erlando Regita



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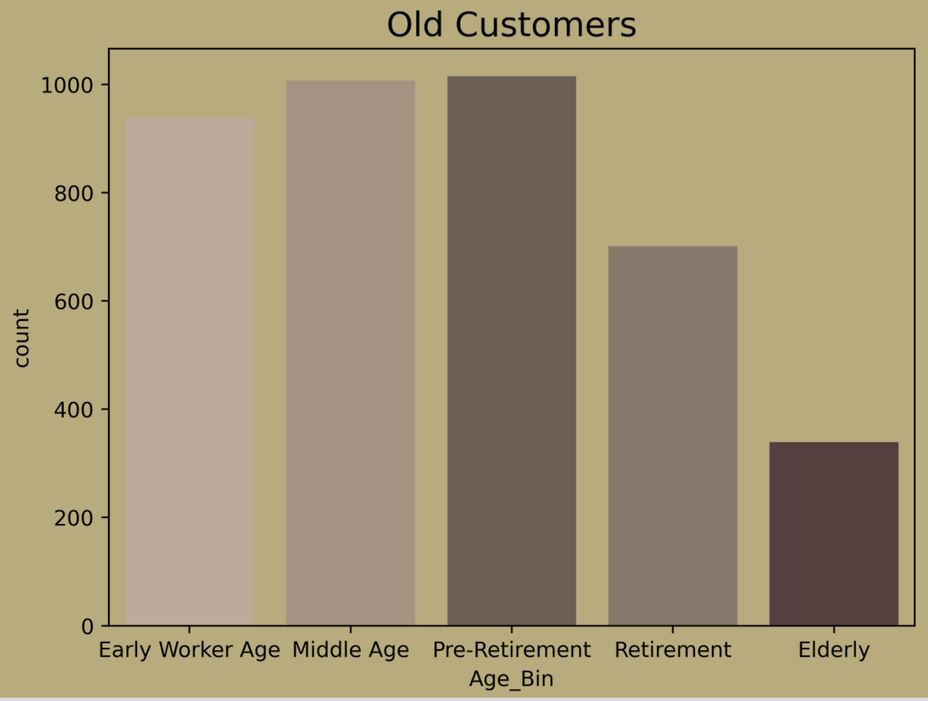
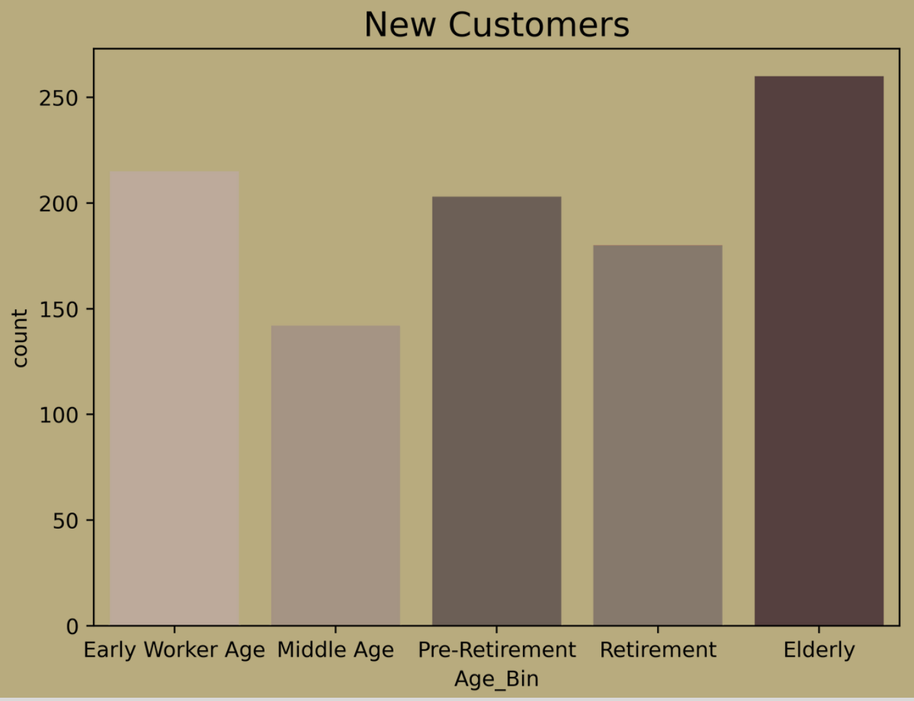
Exploration : Age Group Comparation

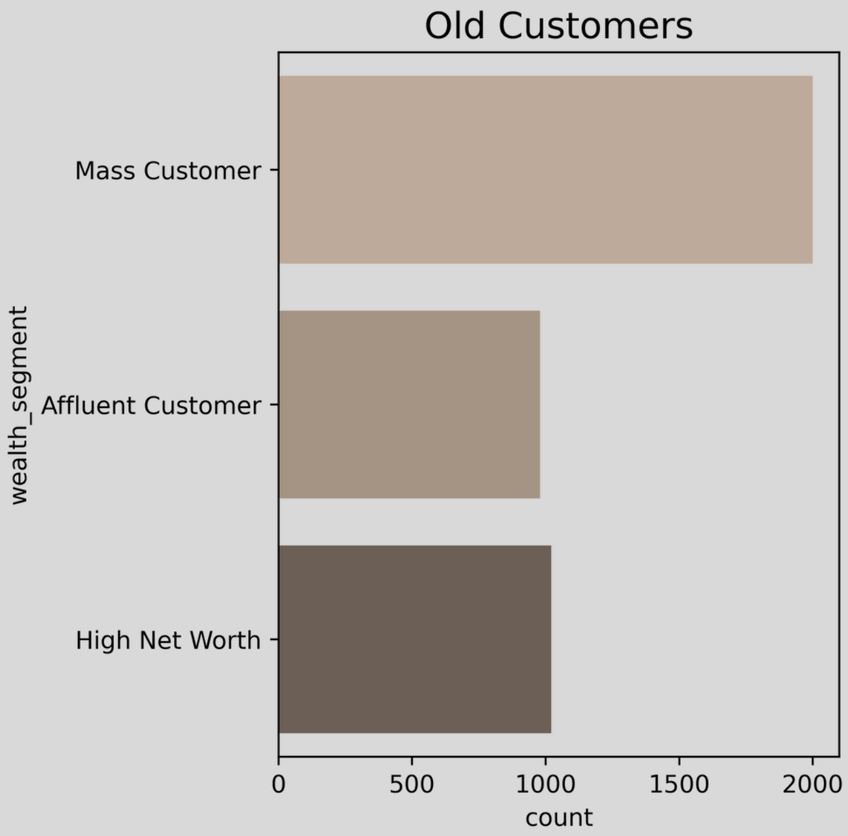


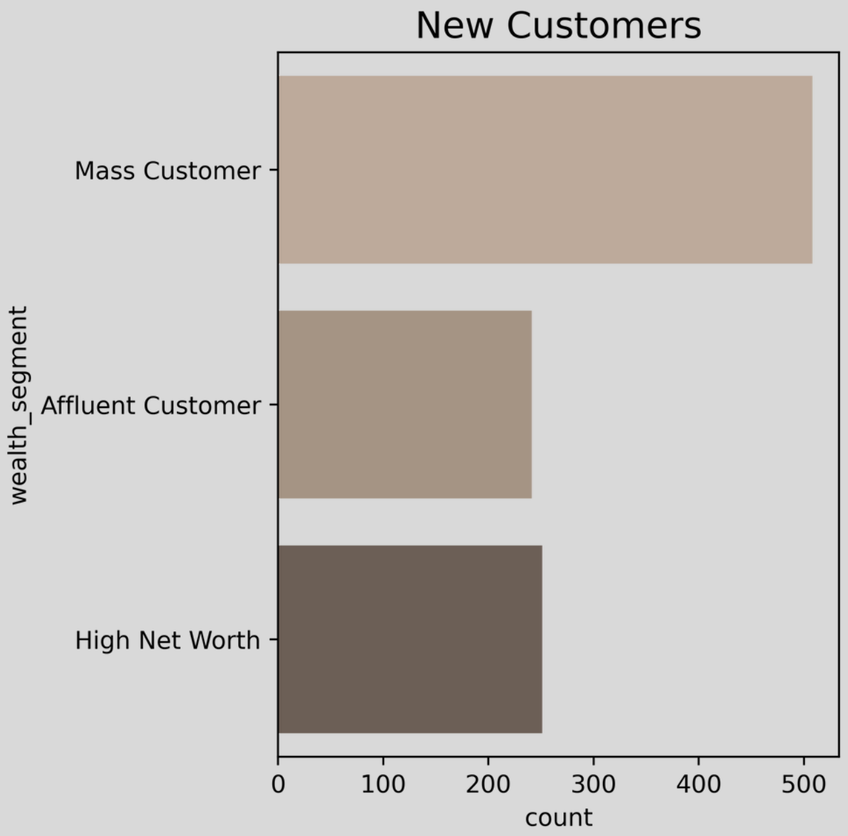


Elderly in new customers list became dominant customer. This is interesting to analyze it, what makes them become most of our customer. We need to analyze it furthermore, but for now, they are good customer that company should kept

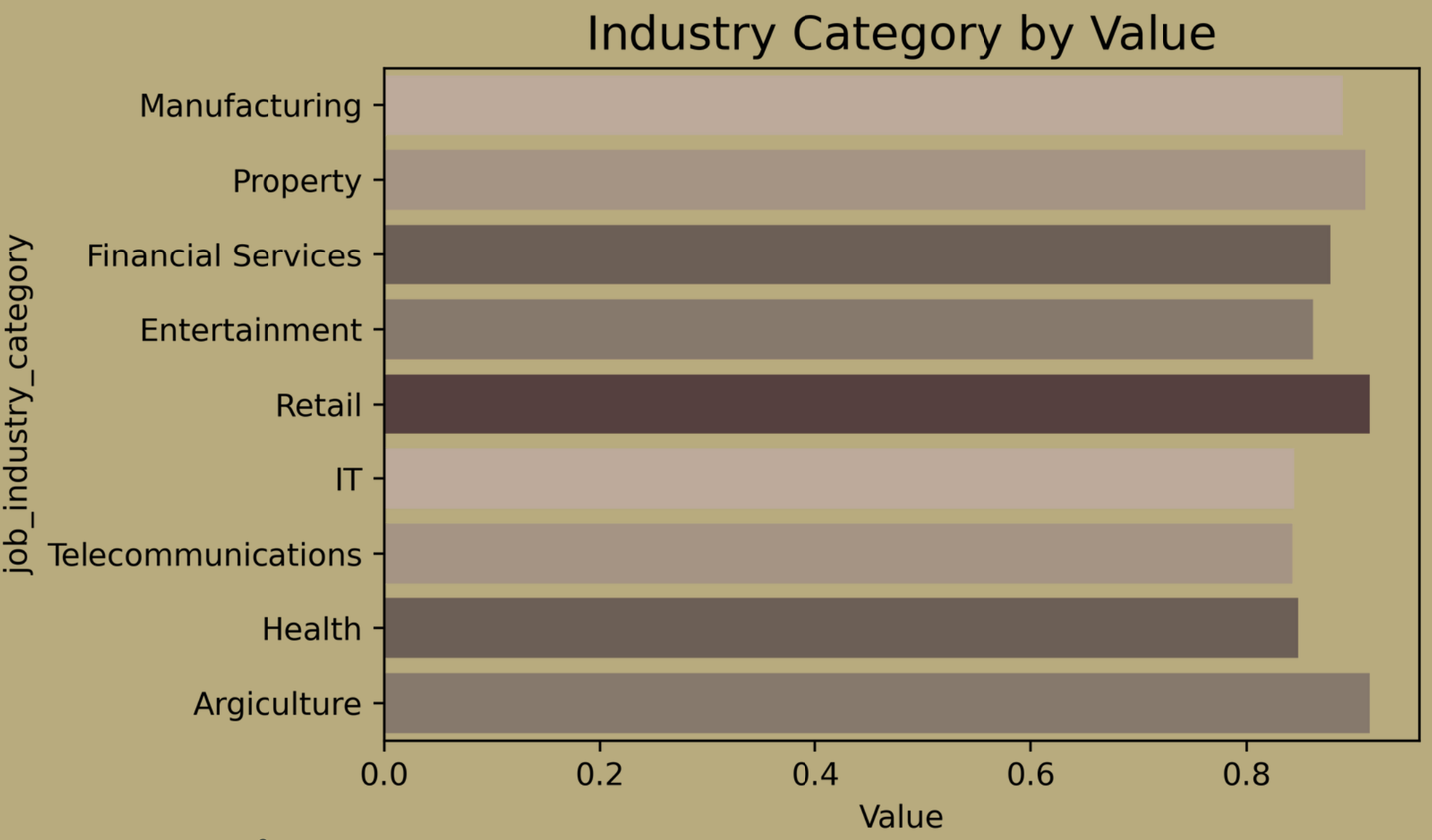
Exploration : Wealth Segment

There's no significantly different betweeen old customers and new customers in case of wealth segment. Targeting mass customer will be the best option in marketing strategy



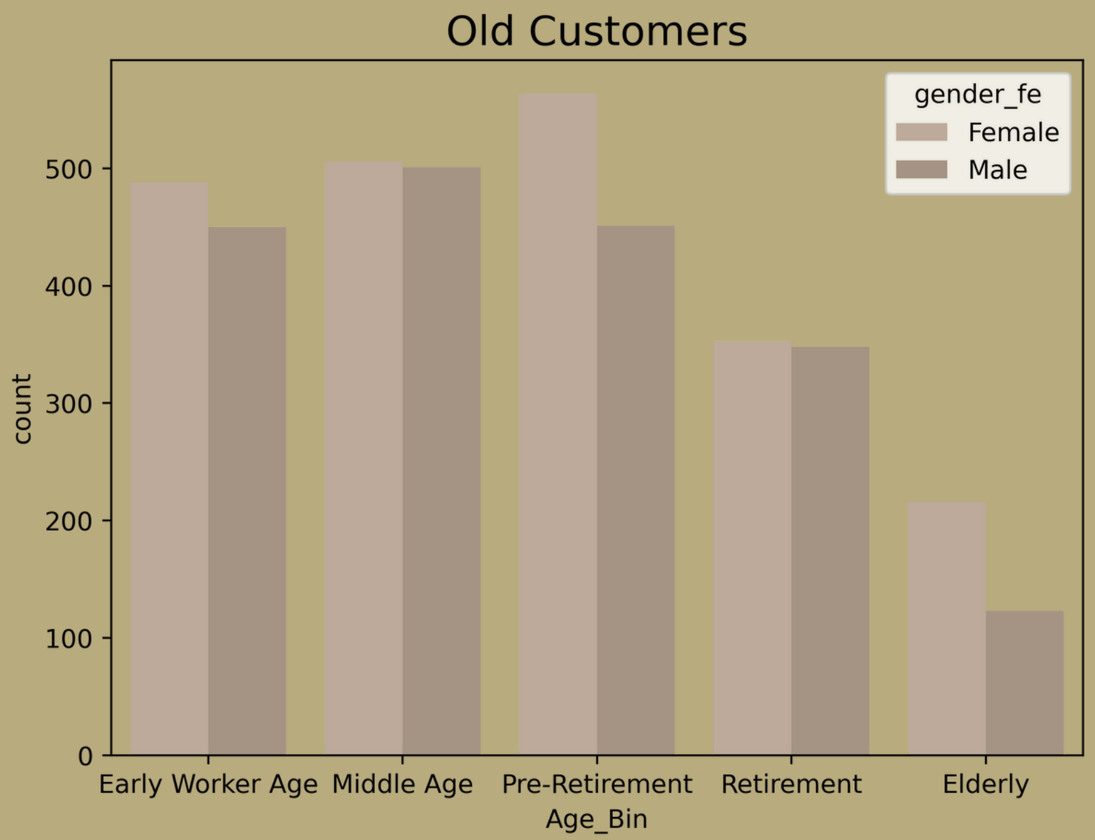


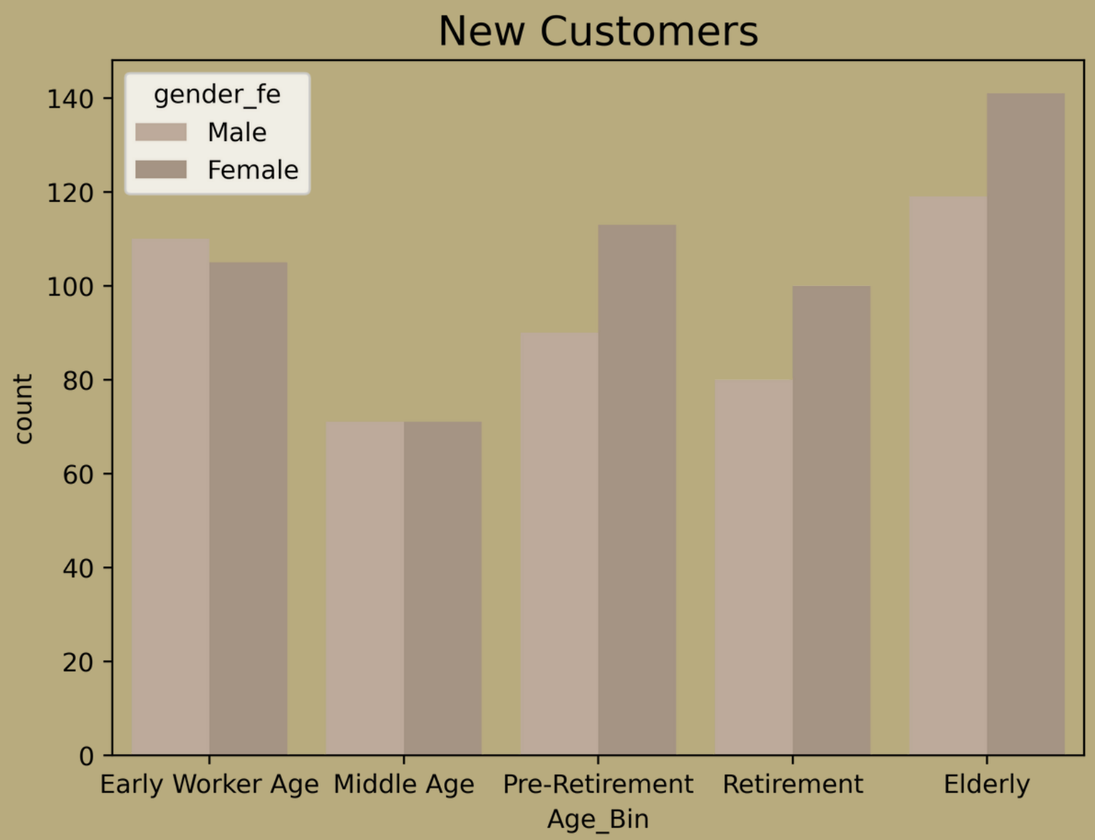
Exploration : Industry category



Agriculture and retail is 2 best our customer background come from. We need to explore more, what caused these group of people have high value on our records

Exploration : Gender by Age Group





There's shifting, in new customer list, women customers is the best customer for these days. We need to explore more the cause of this case, in remarketing strategy, we will foucus on targeting women

Recommendation

Further analysis needed to get clear marketing strategy, but for now, we have general recommendation. In order to run remarketing strategy efficiently, we need to target and test some sample of group of people. Those group are :

1. Women, in retirement-elderly group age, those are categorized as mass customer, and also they have background experience in retail/agricultural field
2. Women, in early worker age-middle age who are categorized as mass customer, and also they are not in retail/agricultural background field

Thank You