







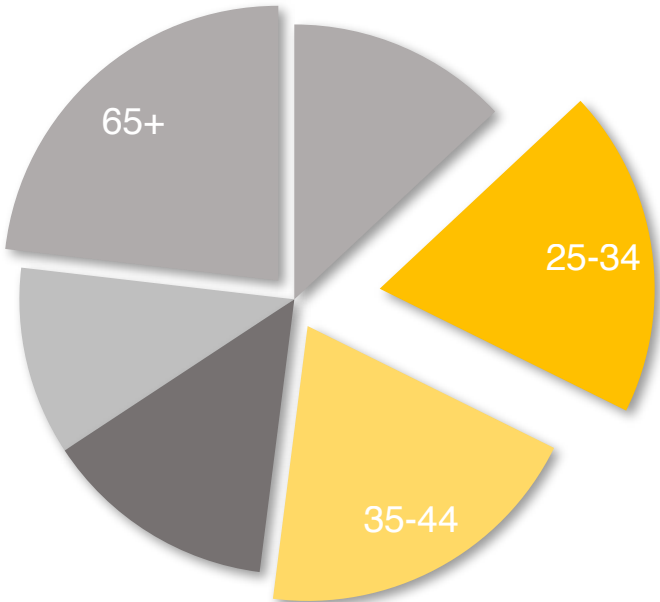


customer segments



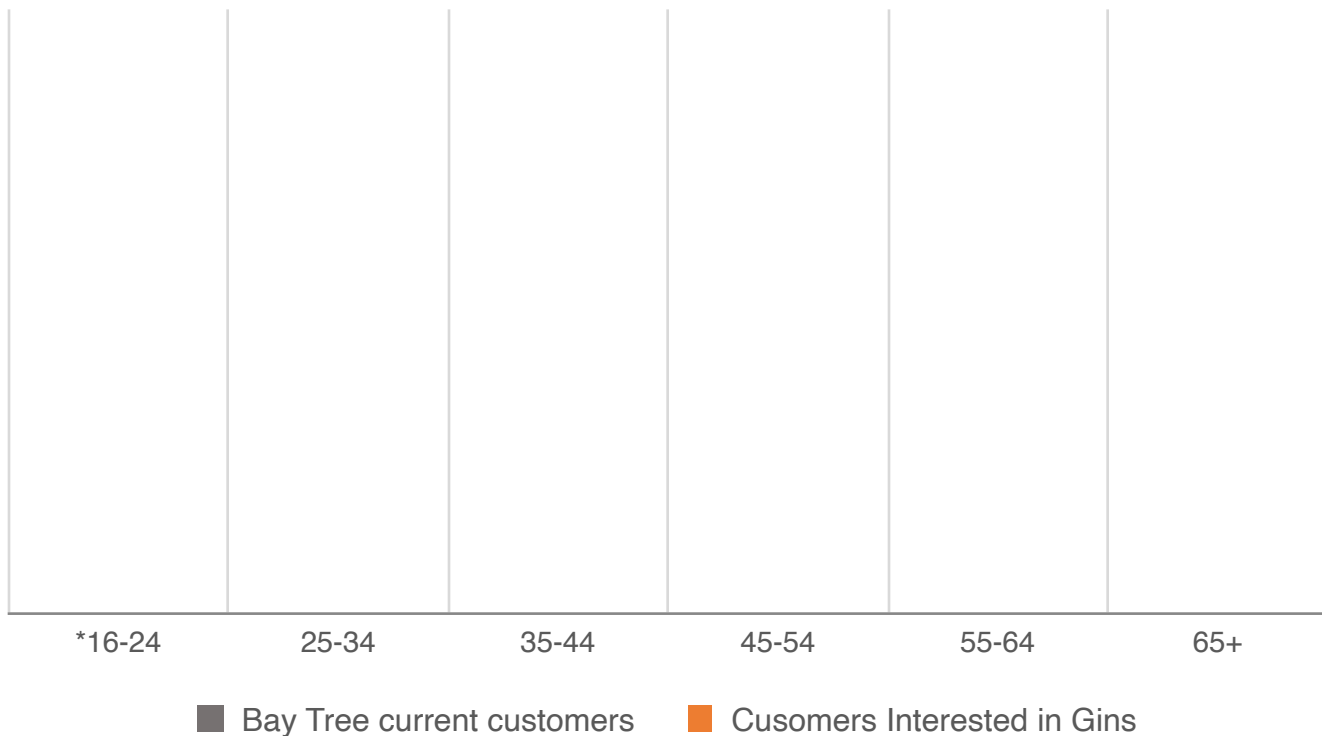
How valuable can we capture for existing customer base?

# Customer base by Age





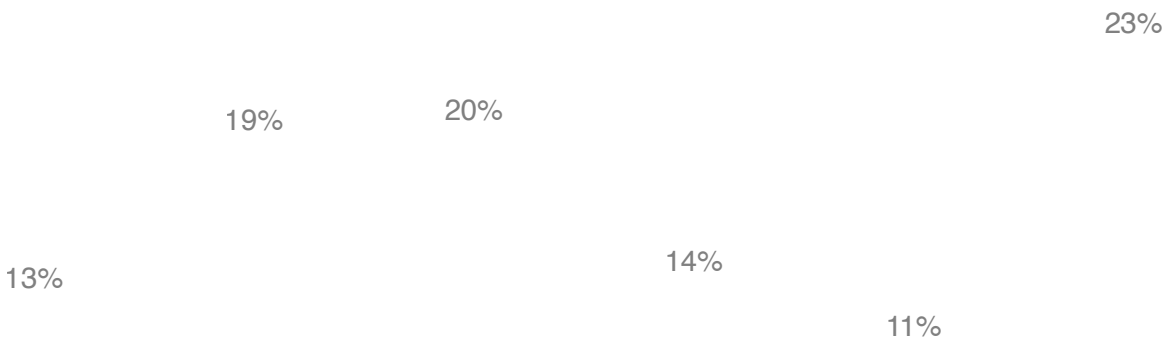
# Gin Potential based on Bay Tree customer ages

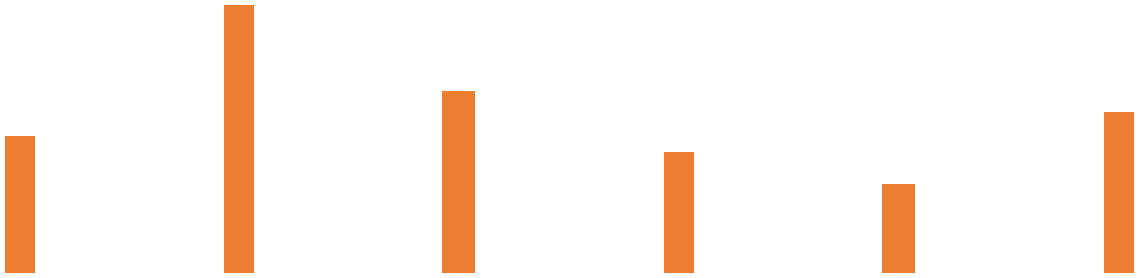


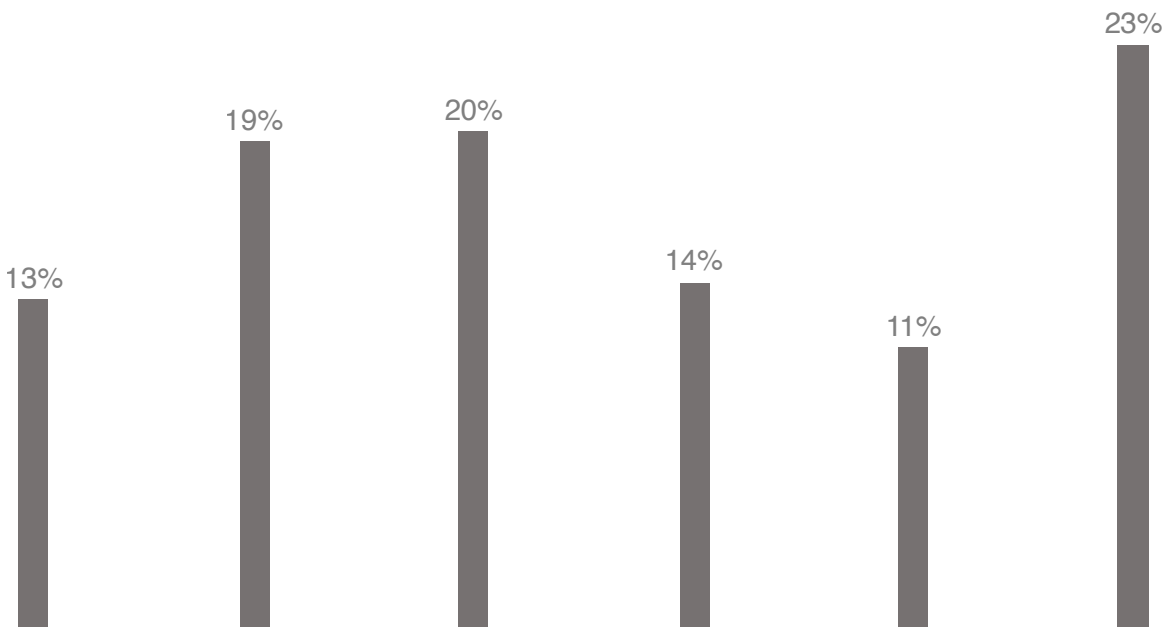


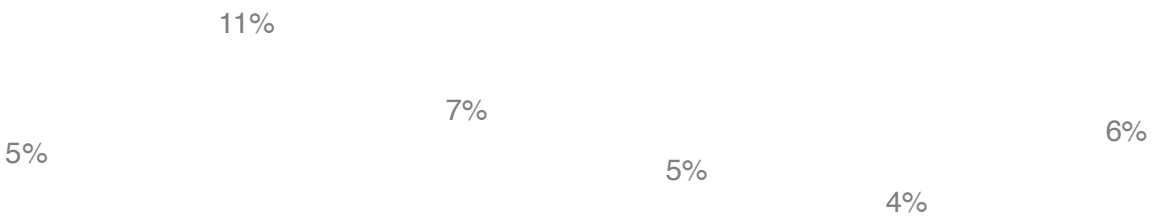
65+ made up the highest proportions, but few of them drink gin...









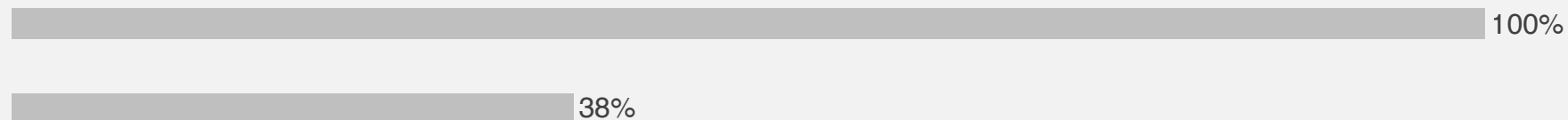




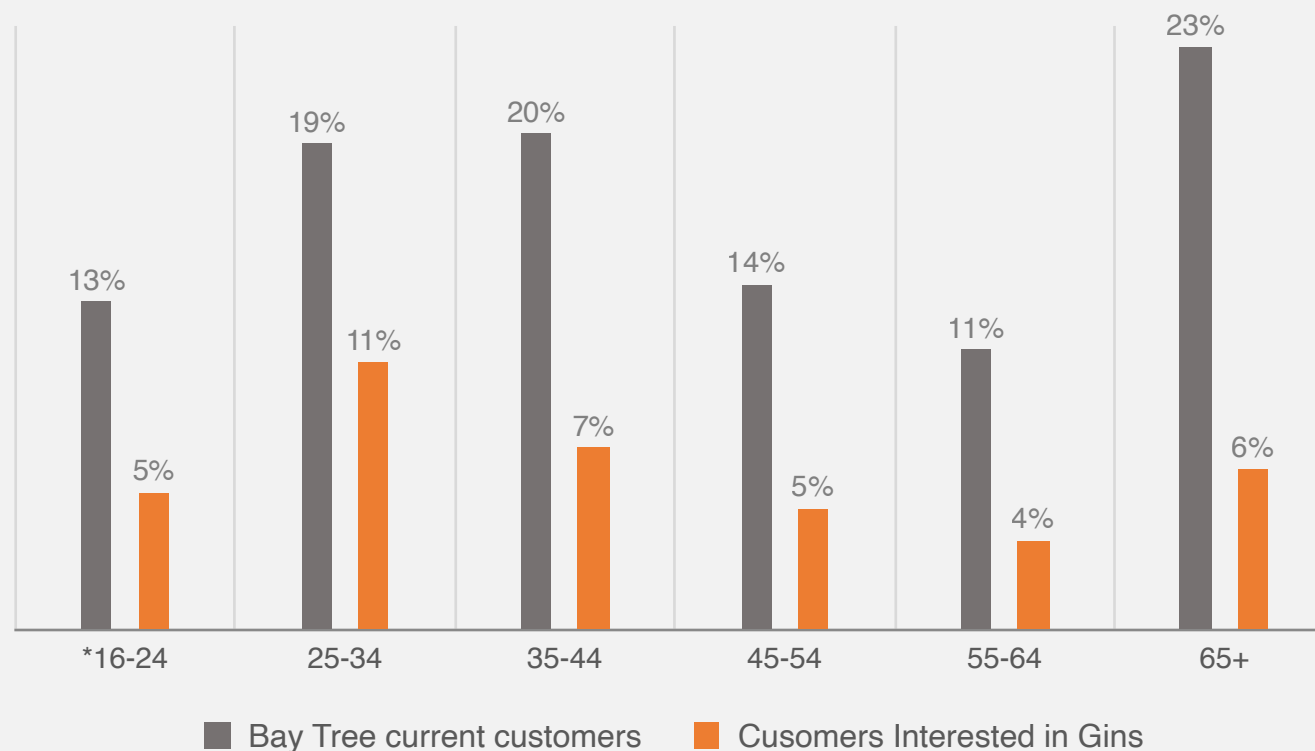
# Customer segments



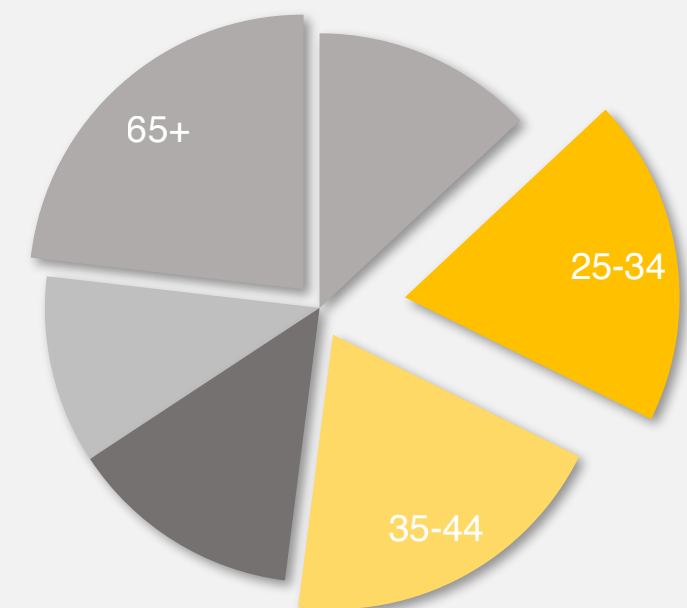
How value can we capture from existing customer base ?



Gin Potential based on Bay Tree customer ages



Customer base by Age

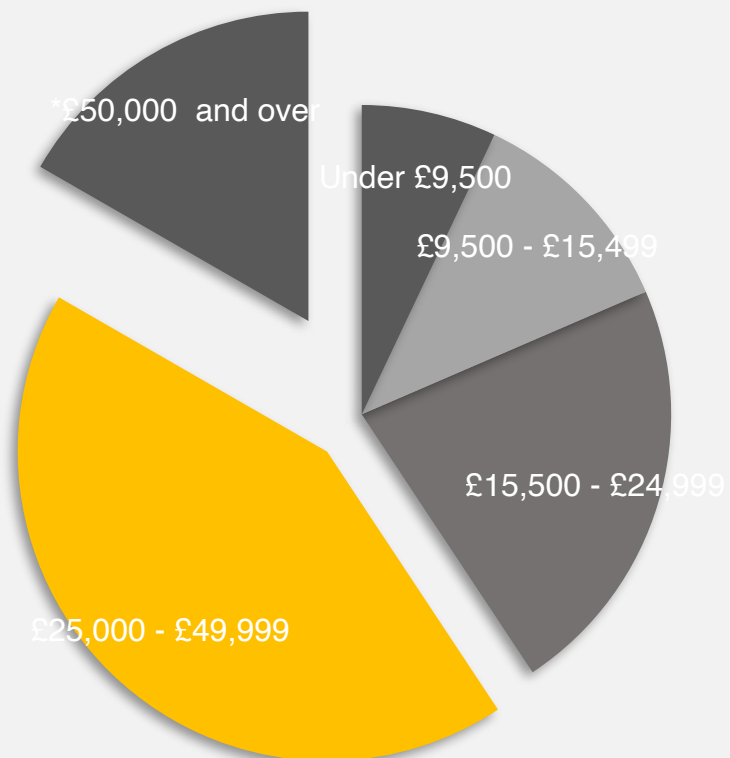


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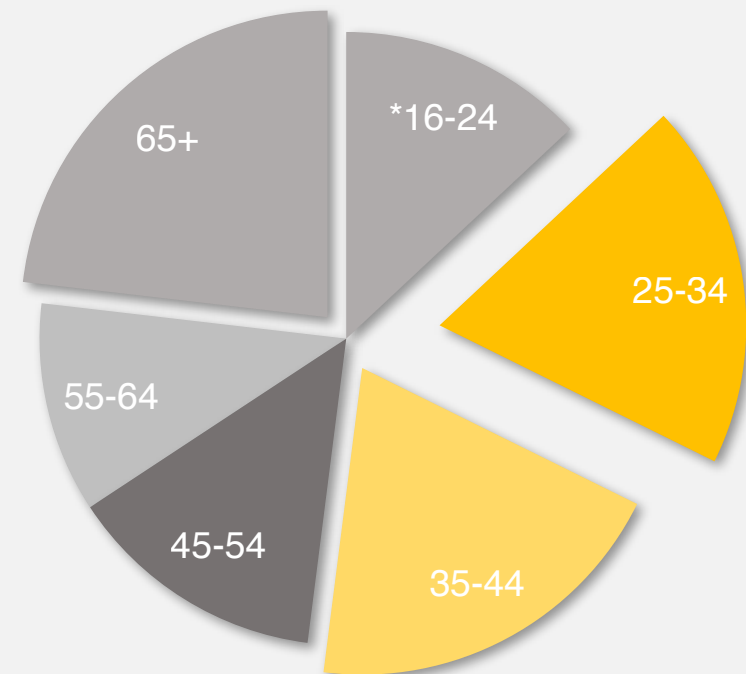
# Customer segments



Customer Base by Income



Customer base by Age



In conclusion: the key target customers are: age between 25-34 or income in-between 25,000 to 49,999