CUSTOMER'S CLUSTERING

DATA SCIENCE PORTFOLIO PROJECT

1.ANALYSIS

CLUSTER'S PROFILE

Description about each cluster's

.CLUSTER'S

CLUSTER	NUMBER OF CUSTOMERS	INCOME	AVG TICKET	AVG AGE	RECENCY (DAYS)	AVG NUMBER OF PURCHASES	AVG NUMBER OF DEAL PURCHASES	AVG TOTAL SPENT
0	532 (24%)	\$59,000	\$31	48	49	23	3	\$704
1	556 (25%)	\$31,600	\$4	42	49	11	2	\$43
2	536 (24%)	\$40,400	\$13	45	49	14	3	\$188
3	589 (27%)	\$75,000	\$62	46	50	23	2	\$1,436

GROUP!

CLUSTER'S

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As we can see, cluster 3 is the most valuable cluster for this business, as they are the ones with the best average ticket. This marketing plan brings ideas to make the other cluster's come closer to the cluster 3 profile, with marketing, sales and product strategies.

CUSTOMER'S PERSONAS



2. PERSONAS

CLUSTER 0: SPEND MORE!

Emma is a 48-year-old mother who has lived in a quiet house in a residential neighborhood for over 20 years.

With her two grown children, she spends most of her time dedicating herself to directing a school in the neighborhood. She enjoys reading, going outdoors and taking trips with her husband on weekends.

She often goes to the store to find good quality products. As much as she has a stable financial condition, she always looks for the best prices and likes to save a lot, as she prefers to spend more on non-material goods.

CLUSTER 1: BUY MORE!

Adam is 46 years old and works as a machine operator.

Of very humble origin, he now lives with his wife and son. In his spare time, he enjoys going to parks with his son, where they often play basketball and have weekend barbecues for family and friends.

He does his shopping with local merchants he trusts and goes to the store only to pick up products he can't find in other establishments.





2. PERSONAS

CLUSTER 2: STAY CLOSER!

Sandy is 45-year-old mother, history teacher and married woman.

Very cheerful and fun, she likes to be always surrounded by people. In her spare time, she participates in a volunteer project where she teaches classes for children who need help.

She's always looking for the lowest prices, so she only visits the store when she finds a special promotion or discount coupon.

CLUSTER 3: INSIDERS!

Anthony is a 46-year-old married doctor who has lived in a residential neighborhood for over 30 years.

He has always loved taking care of people and that's why he spends most of his time in the hospital, sometimes even on weekends, when he needs to be on call. When he can have some free time, he likes to spend time with his children and enjoy the presence of his family and his newborn grandson.

He goes to the store to make big purchases for his family and has no problem spending more for good quality products.



3. MARKETING STRATEGIES

MARKETING IDEAS

Marketing strategies suggestions to increase cluster's spent and retention

STRATEGIES

■ C0: SPEND MORE!

- Discount coupons for purchases from \$700.
- Campaigns focused on the quality of the products offered.

■ C1: BUY MORE!

- "Take 2 pay 3" promotions.
- Ads focused on product packs.

C2: STAY CLOSER!

- Campaigns showing the variety of products offered.
- Loyalty special coupons.

C3: INSIDERS!

- Special tips and new product previews.
- Premium service (shopping assistant, home delivery).

THANKS.

Data Science | Giovanna Carvalho