Wonderful Wines of the World

Group H

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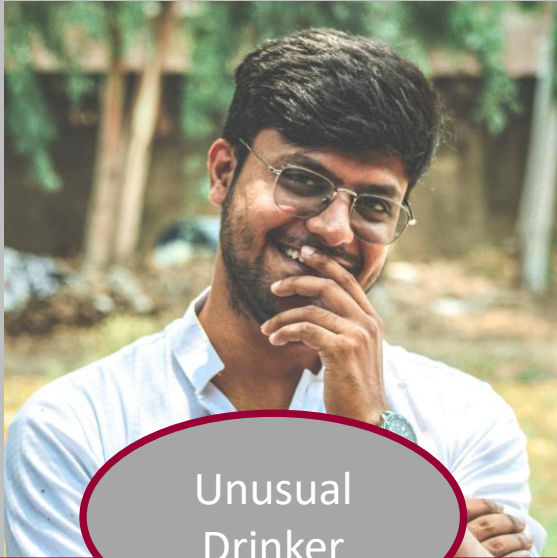Venâncio Munhangane, m20200579

Business Objectives

Improve the familiarity of the database by classifying the old customers

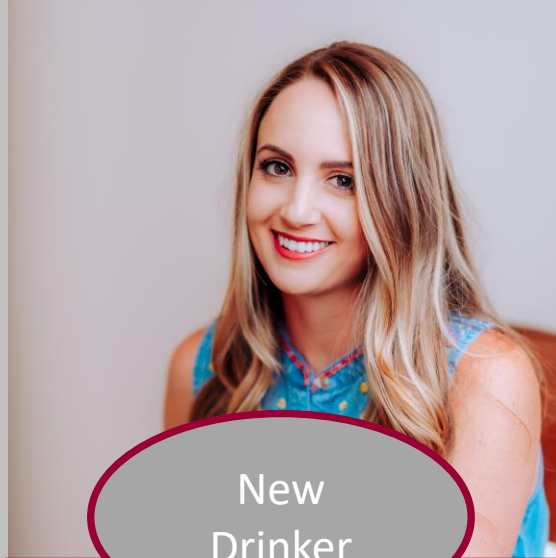Be able to **segment the database** customers and new ones

Understand the customer value

Customer Segmentation Results (Persona)

Unusual Drinker

- Younger people
- Low income
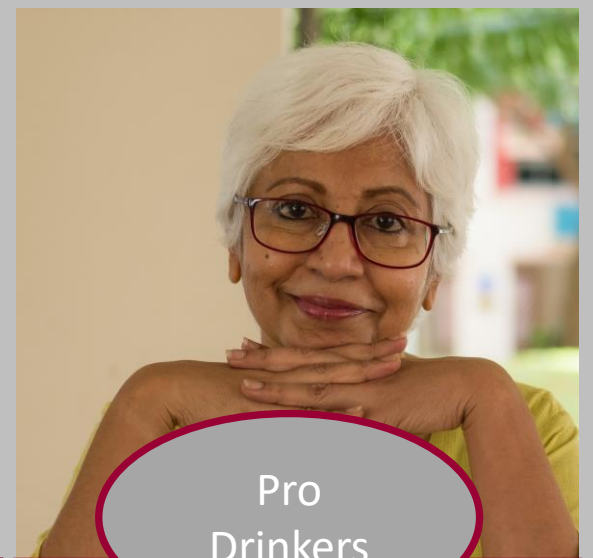- Favorite wines: Sweet Red, Sweet White, Dessert, Exotic

New Drinker

- Recent Clients
- Online buyers
- Not attracted to promotions
- Favorite wines: Dry Red interested in accessories

Elite Drinkers

- Similar to new drinkes
- Difference on long term clientes

Pro Drinkers

- Elderly clients
- Highest income
- Barely interested on online channels
- Not attracted to promotions
- Favorite wines: Mainly dry red

Customer Value

LOYAL
Score: 12,96

RECOVERY
Score: 9,61
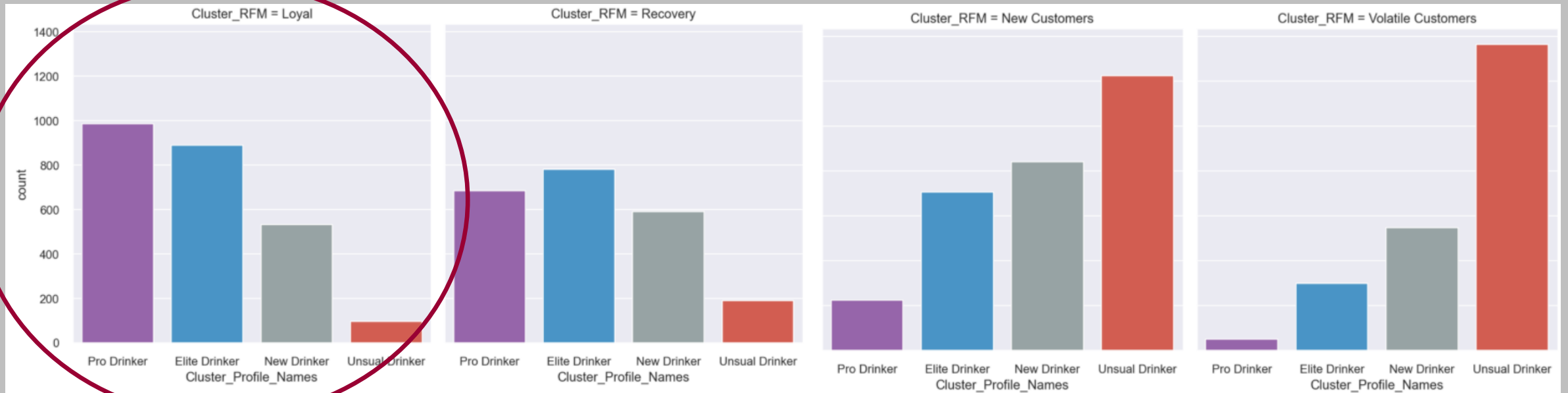
NEW
Score: 8,51

VOLATILE
Score: 4,66

Subtitle score goes 1 – 15 importance based on Frequency of purchase, Recency of purchase and mean ticket on WWW.
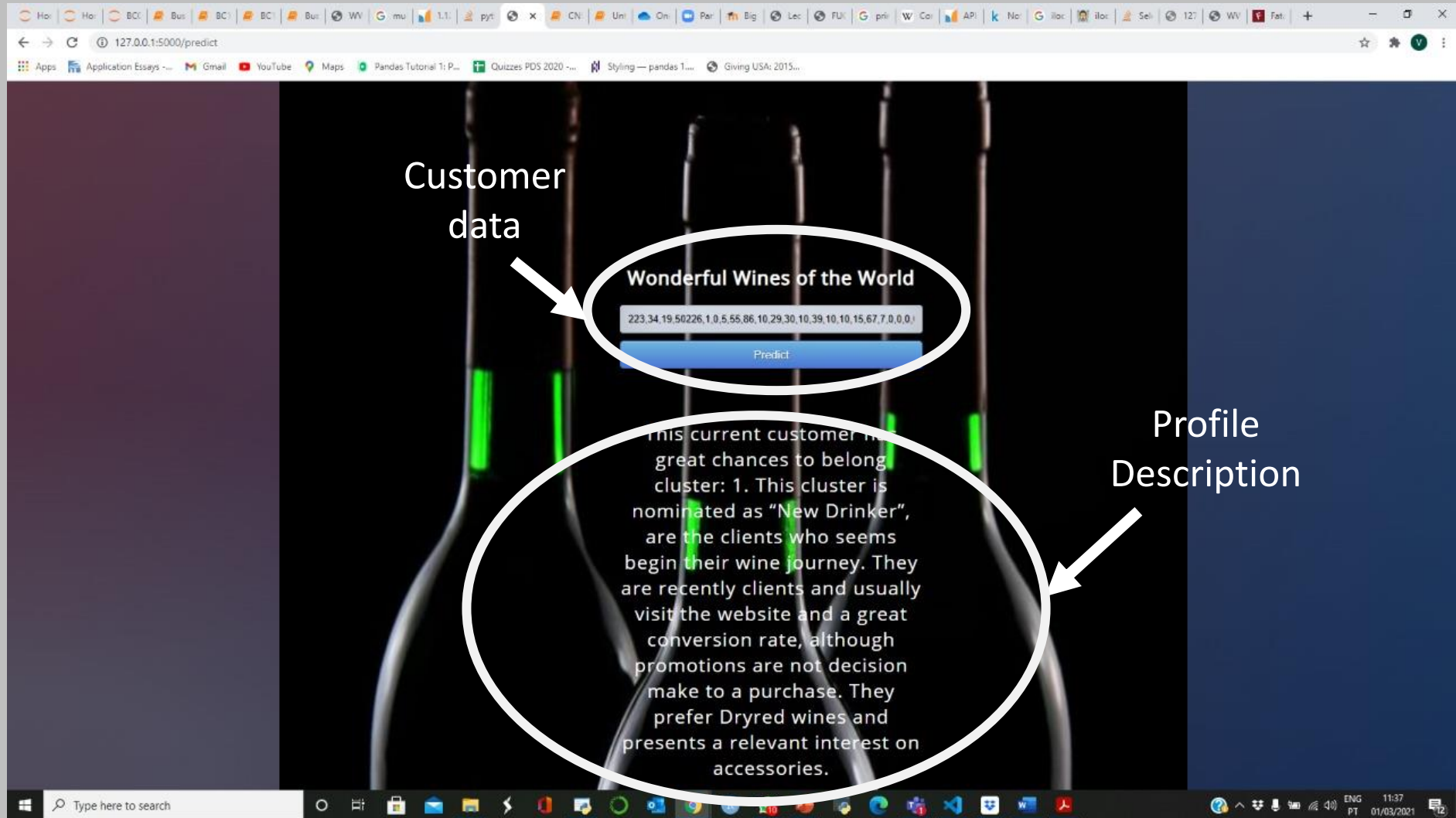
FINAL PRODUCT
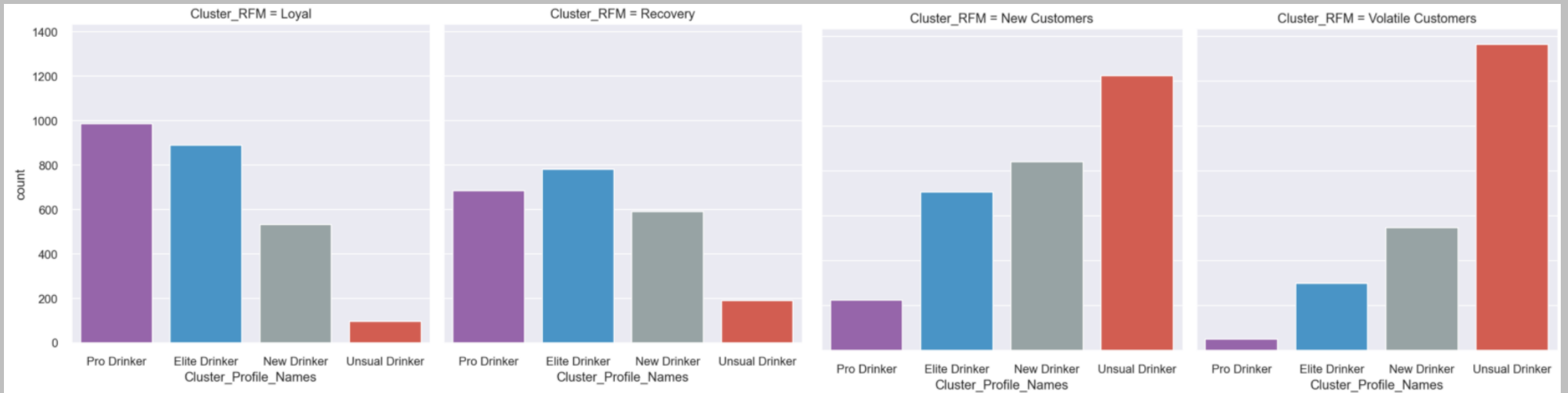
FINAL PRODUCT

OUR CLIENT GOAL!!!

Final product – proporsed solutions

- **Guarantee the continuous** cash flow and by **creating a loyalty card** which converts to accessories and discounts;

- Enrich the wine experience **creating a "VIP opportunities"** for the Loyal clients ;

- **Online advertisement and regular newsletter sending** to reach the Recovery Clients.

Final product (segmentation app)

Customer data

Profile Description

Wonderful Wines of the World

223,34,19,50226,1,0,5,55,86,10,29,30,10,39,10,10,15,67,7,0,0,0,

Predict

This current customer has great chances to belong cluster: 1. This cluster is nominated as "New Drinker", are the clients who seems begin their wine journey. They are recently clients and usually visit the website and a great conversion rate, although promotions are not decision make to a purchase. They prefer Dryred wines and presents a relevant interest on accessories.

THANK
YOU
AND
BUY!