

## ACTIONABLE INSIGHTS

### Top-Selling Products:

The company's leading products are wines, followed by meat products and gold items, indicating a preference for luxury and gourmet offerings. This trend suggests focusing marketing efforts on promoting premium quality and exclusive products. Buyers should consider extending the offering of luxury products.

### Customer Demographics:

- **Age:** The majority of customers fall within the 45-55 age range, showing strong engagement and a preference for the company's offerings. Customers in this age group not only visit the website more frequently but also make more purchases, especially when offered exclusive deals.
- **Household Composition:** Most customers in this age group do not have children at home, indicating they are likely to prioritise quality and personal enjoyment in their purchasing decisions, making them ideal candidates for high-end product promotions.

### Campaign Effectiveness:

- The most recent campaign saw a 50% improvement over the previous one, signalling that current strategies resonate well with the target audience. This suggests that the recent direction taken in marketing should be maintained and refined based on customer response.

### Website Behavior and Customer Service Needs:

- **45-55 Age Group:** This group leads in website visits and online deal purchases but also exhibits a higher churn rate. To improve retention, creating an enhanced website experience and exclusive online deals tailored to this group could boost engagement and loyalty.
- **65+ Age Group:** Customers over 65 visit the website less frequently but tend to file more complaints. This suggests a need for a tailored customer service approach to address their concerns proactively. An ad hoc website experience designed to be user-friendly for older customers, combined with specialised customer service and clear, empathetic communication, could help address pain points and improve satisfaction.

### Marketing Implications:

- **Targeted Digital Engagement:** For the 45-55 group, focusing on personalised online experiences and exclusive offers may drive repeat engagement and reduce churn.
- **Enhanced Customer Service:** For the 65+ group, investment in a user-friendly website experience and targeted customer service initiatives can help improve

satisfaction and retention. Specialised communication and support could be beneficial, given this group's tendency to express more concerns.

#### **Opportunities for Growth:**

- **Customised Online Experience:** Refining the online experience for both the 45-55 and 65+ age groups, with targeted offers and tailored usability features, can enhance engagement and retention.
- **Refined Customer Support Strategy:** Addressing the needs of the 65+ demographic through dedicated customer support and clear communication can reduce complaints, build trust, and foster a positive customer relationship.