



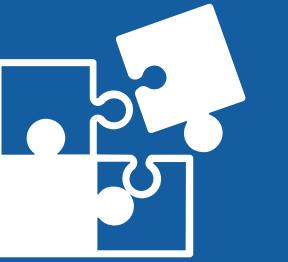
BigBlue.ai

SEGMENTATION FOR CREATING PROFITABLE CUSTOMERS **BIG BLUE**

Presented by: Katia Vasilonikolidaki



HOW CAN WE EFFECTIVELY LEVERAGE CUSTOMER PROFILES TO OPTIMIZE SALES PERFORMANCE?



WHAT ARE THE DISTINCT PROFILES AND PREFERENCES OF OUR CUSTOMERS?

Understand the distinct profiles and preferences of different customer groups



HOW DO WE AMPLIFY EFFICIENCY AND MARKETING STRATEGIES

Our primary objective is to amplify the efficiency of marketing strategies and boost sales through customer segmentation.



KEY INSIGHTS FROM ANALYSIS

- Most of the customer base **age** is between **25s and 40s**
- **Higher Revenue** from this age groups
- Transaction amount consistent across age groups
- Clothing Category generates the highest revenue overall
- Home & Kitchen, Electronics, Sports, Books: Males dominate revenue in these categories

DISCOUNTS

More Discounts = High Revenue Months
Less Discounts = Decreased sales and revenue

AGE

GENDER

PRODUCT CATEGORIES

LOCATION

- **Male Users** contributed to **\$4.99M** compared to **\$2.14M female** users.
- Average transaction amount per single user is similar between genders.
- **Females** make the most important contribution on **clothing**

- About 75% of Revenue comes from Athens

Higher revenue comes from more products purchased not from people buying pricier products

WHAT CAN WE DO BASED ON THIS ANALYSIS ?



Target Promotion for Peak Seasons

Enhance post-holiday and pre-holiday campaigns to maximise revenue in high performing months.



Focus on Key Age Demographic

Develop marketing strategies tailored for users in the 25s to 40s, who contribute significantly to the revenue.



Engage Female Customers

Increase campaigns and product variety aimed at female users, particularly at high revenue categories such as home&kitchen



Expand Male Engagement

Promote product categories like sports and books to capitalize on the potential of male spenders.



Gender Based Personalization

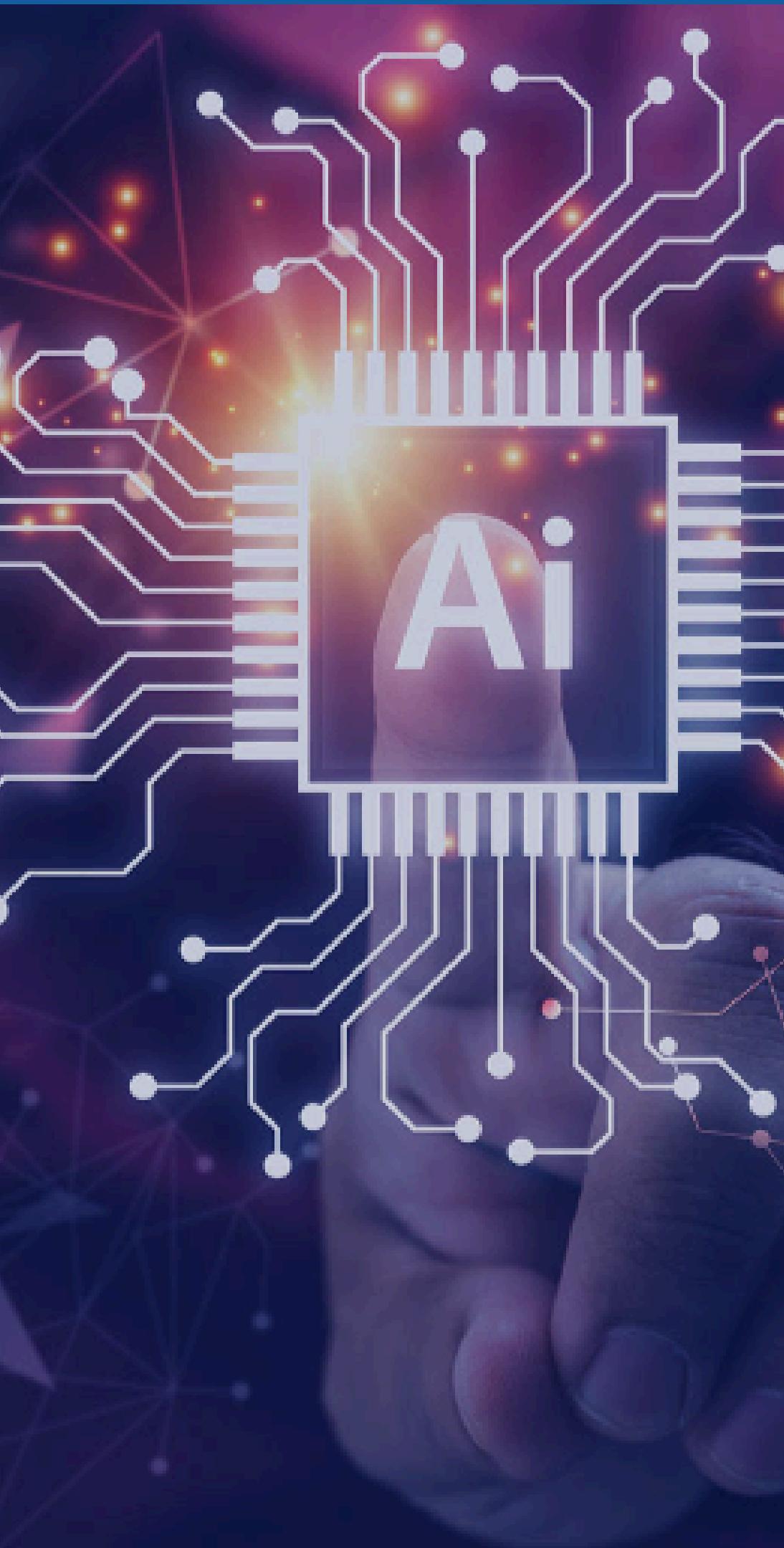
Implement personalised marketing campaigns that cater to the different needs of the genders.

PROBLEM : HOW SHOULD WE SEGMENT?

ENHANCING CUSTOMER SEGMENTATION

- 01** Recency: How recently a customer has made a purchase
Recent Interaction = higher engagement and customer loyalty.
- 02** Frequency : How often a customer makes a purchase.
Higher frequency = Consistent Engagement and satisfaction
- 03** Monetary: Measures the total revenue contributed by a customer.
High monetary value customers are critical for revenue growth
- 04** Behavioural: Optimize marketing timing and personalization. Include average days between purchase, favourite shopping day and preferred shopping hour.





CUSTOMER PURCHASE BEHAVIOUR INSIGHTS

Majority Purchase Patterns

Most customers buy between 2–5 products.

Opportunity: Create bundled promotions to increase value order.

Recent vs Lapsed Customers

Significant proportion of recent buyers (0–50 days) indicates loyalty from customer base.

Opportunity : Clusters of customers with more than 100 days since last purchase highlight re-engagement potential.

Strategic Recommendations

Implement bundled offers from frequent purchasers and targeted win-back campaigns for customers with long gaps since their last purchase.



BigBlue.ai

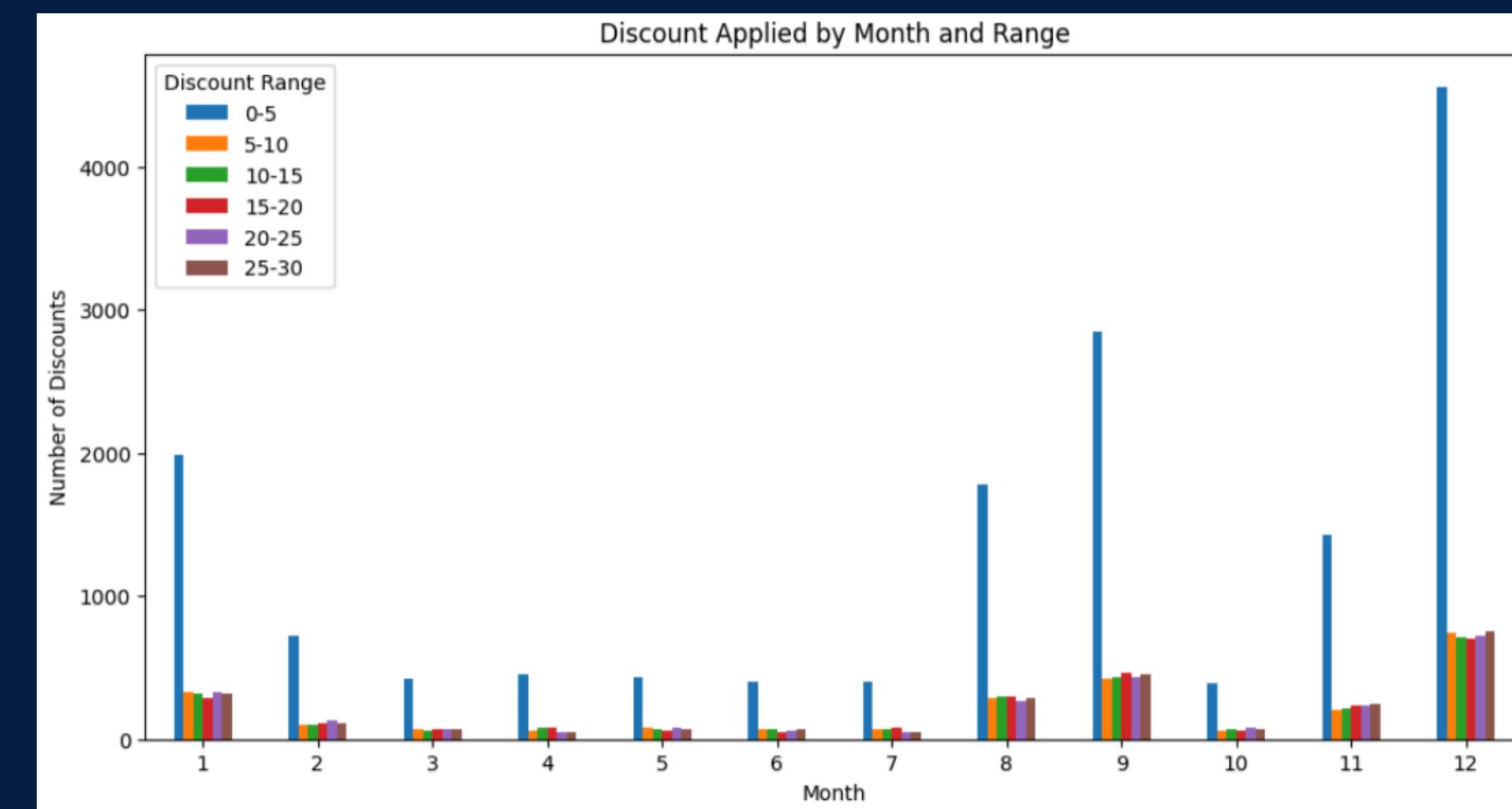
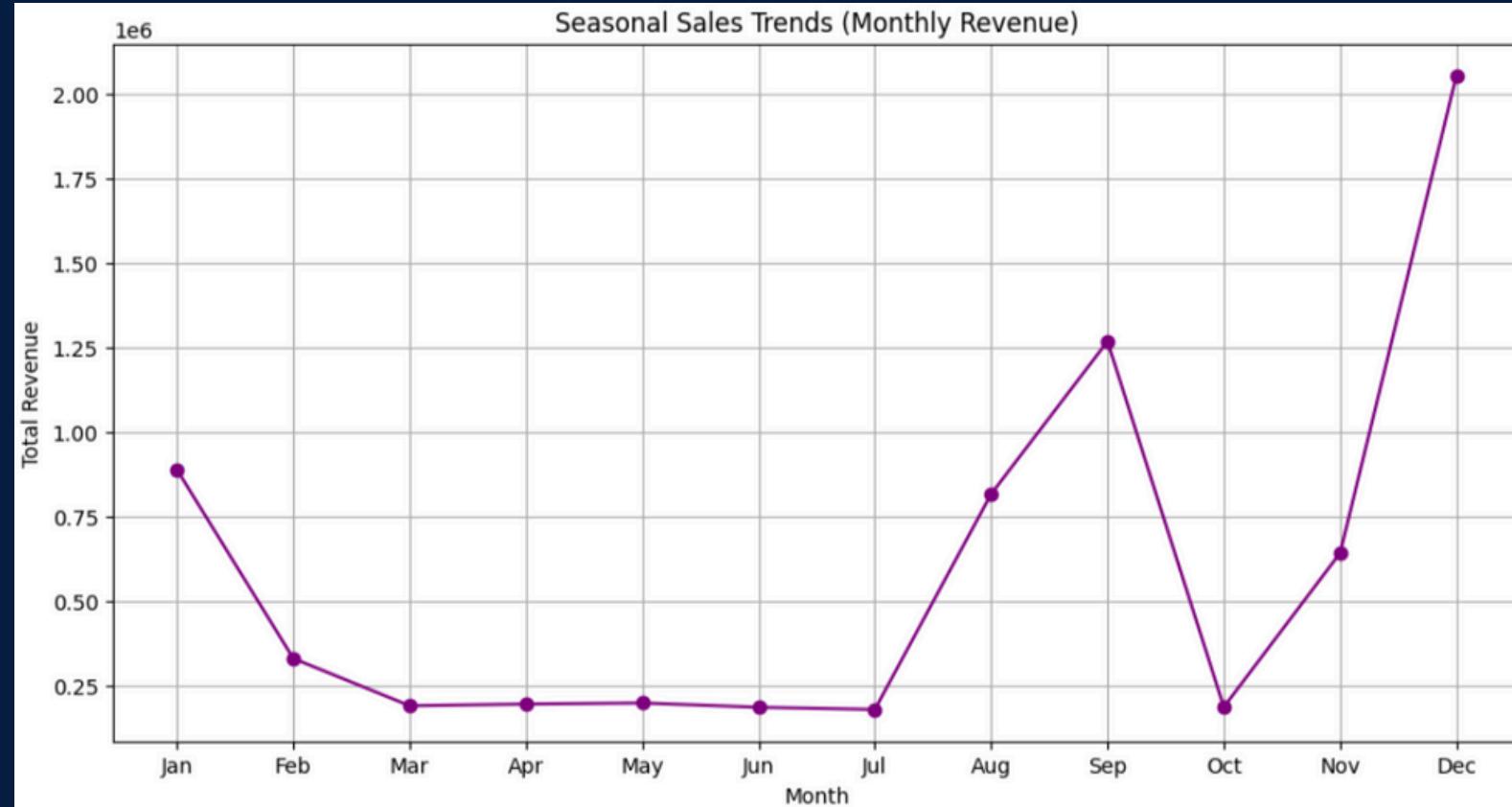
Thank's For Watching



APPENDIX

DISCOUNT ANALYSIS

VISUALIZATION



RFM & Behavioural Analysis

