

# Blackwell eCommerce Analysis



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# Why Understanding the Data Matters

*“The goal is to turn data into information, and information into insight.” - Carly Fiorina*

## What we do:

Analyze customer behavior to profile customer by age, region.

Understand factors that can impact buying behavior down to region, items sold, and amount spent.



## Impact on business:

Messaging, website content, and campaign sources align to customer.

Insight into buying patterns = targeted, more efficient marketing spending and stronger customer relationships.

# Customer Profile Insights

# Data Used for Analysis

## Data Provided by Blackwell

- ~80K transactions over one year
- Data file included details on:
  - Customer age
  - Region
  - Amount spent
  - Items per transaction
  - Purchase path - online or in-store

## How Data was Processed

- Age separated into groups:
  - Gen Z (17-24)
  - Millennials (25-39)
  - Gen X (40-55)
  - Baby Boomer (56-75)
  - Silent Gen (76+)
- Regions separated into North, South, East, and West
- Amount spent analyzed by region, age
- Predictive models built for age, region, amount

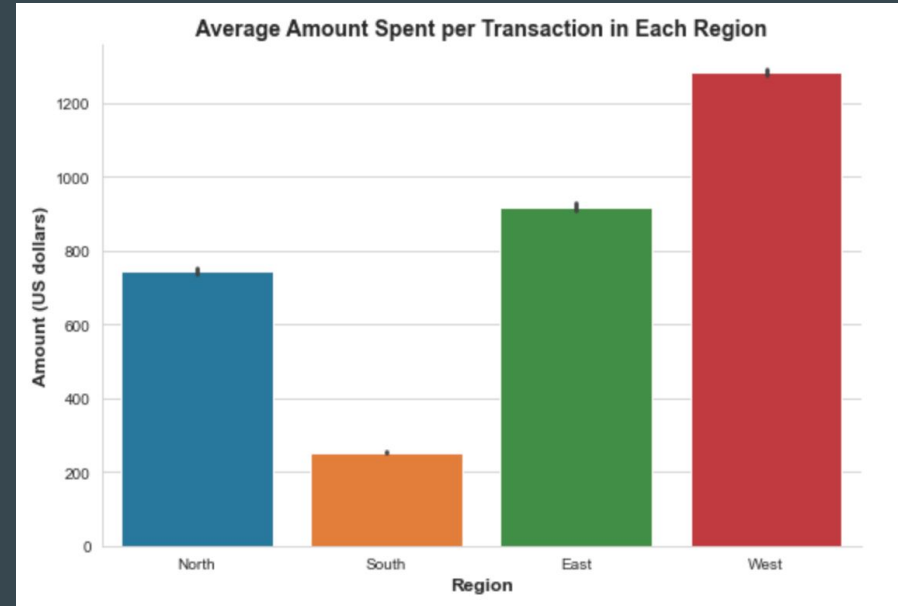
# Region and Purchase Behavior

## What we know:

- Amount varies significantly by region
- West - highest average amount purchased
- South - lowest average amount spent and lowest online spend but highest items sold
- West represents ~56% of total online spending
- Number of items sold has little impact on amount purchased

## Recommendations:

- Gather more data on West for best practices
- Increase average amount for South, potentially selling higher priced items



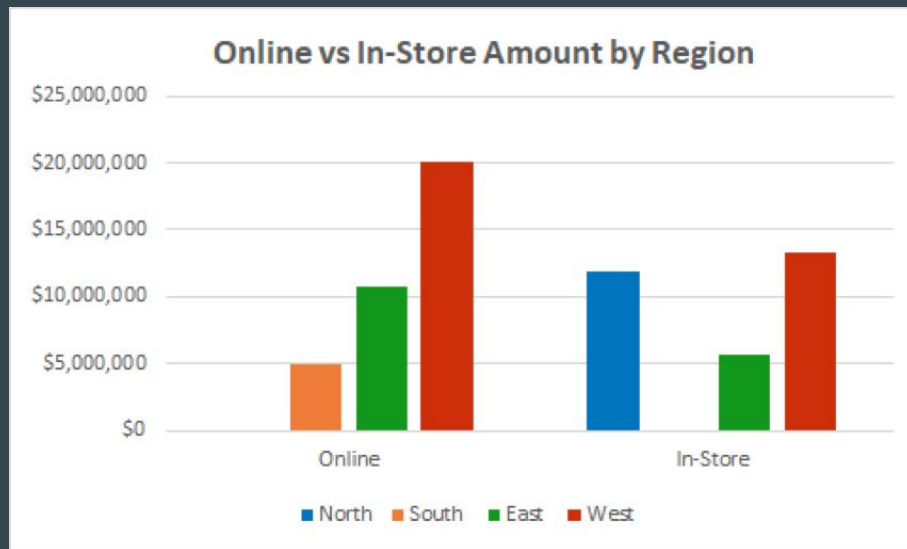
# Online and Purchase Behavior

## What we know:

- South, East and West - online today
- North - in-store only
- Online amounts > in-store
- Age - not a strong indicator of online purchasing
- Online sales - vary significantly by region

## Recommendations:

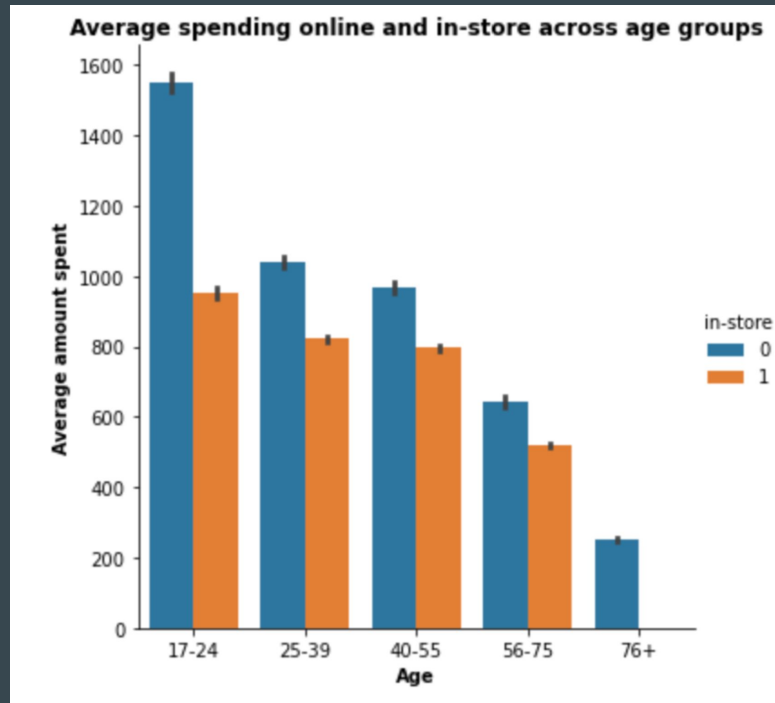
- Expand online by adding North region
- Apply online best practices from West
- Develop action plan to improve South online amounts



# Online vs In-store Purchase by Age

## What we know:

- Online spending is consistently higher than in-store purchases for all age groups
- Data on customers 76 and older was only available for South which is online only



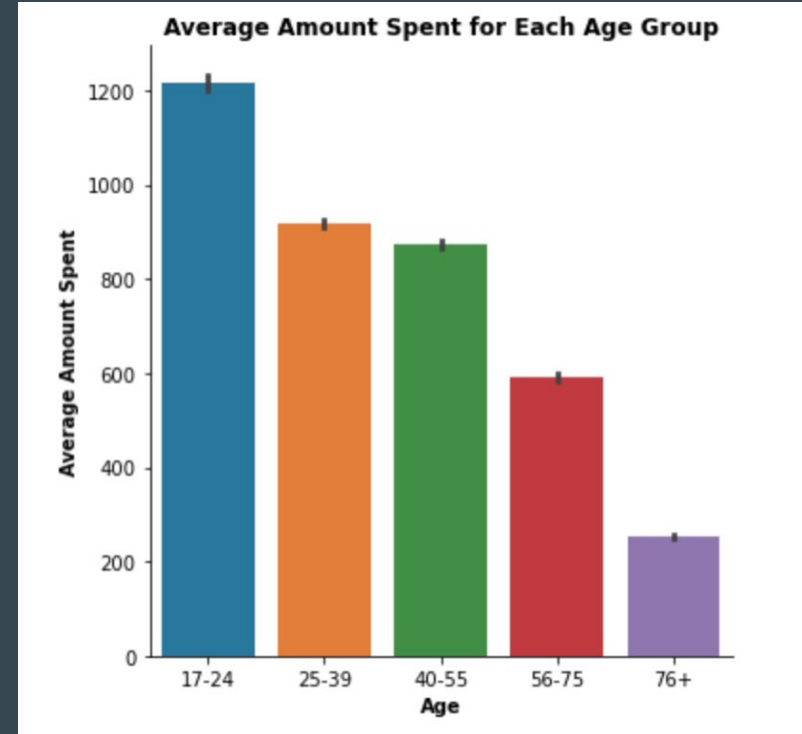
# Age and Purchase Behavior

## What we know:

- Ages 17-24 spend the most
- Ages 25-39 and 40-55 are also significant spenders

## Recommendations:

- Target younger to middle age groups
- Gather data on the type of items purchased by age group





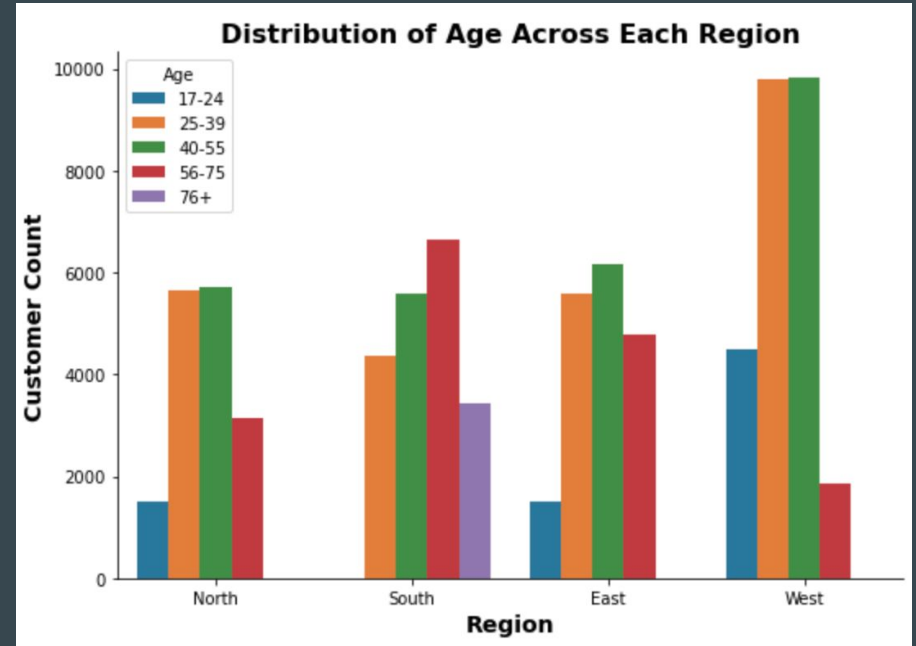
# Age and Purchase Behavior by Region

## What we know:

- West - youngest average age and highest amount spent
- South - oldest average age and spends the least

## Recommendations:

- Target younger to middle age groups (ages 25-55)
- Launch online presence in the North
- Learn how to appeal to older audience in the South



# Now we Know the Data, What's Next:

## Action you can take today:

- Do a deeper data analysis on West and South around items purchased
- Develop specific campaign targeting those regions
- Update the website to cater to 33-56 year old age range (25-75% of sample)

## Long term action to improve overall business:

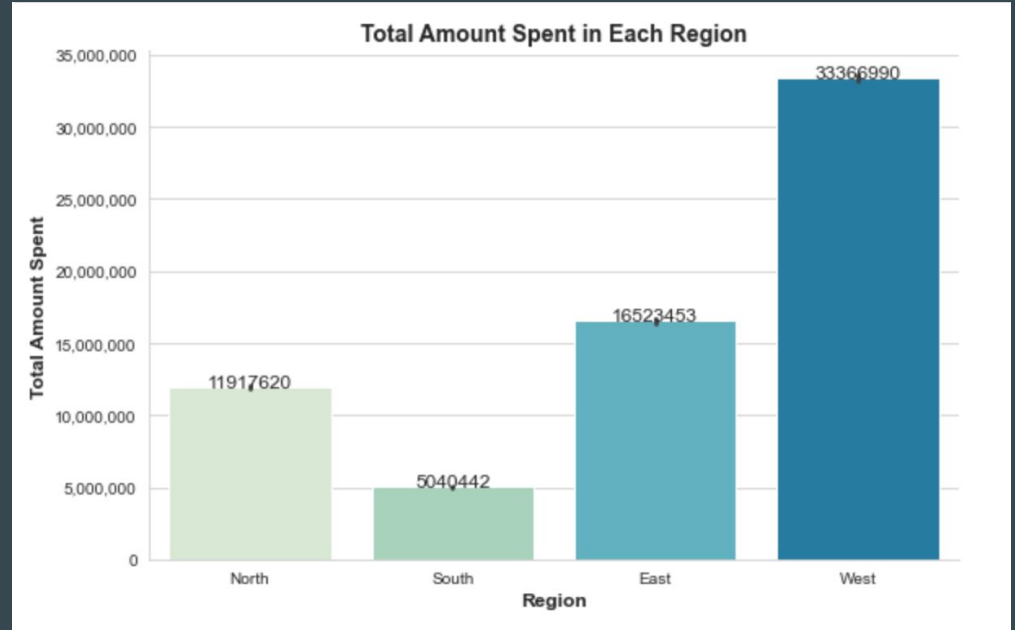
- Build an ongoing database of customer data for future decisions
- Integrate data collection into existing process flows
- Add regular customer data reviews to existing staff meetings and roll out new data to full Marketing and product teams

Questions?

# Supplemental Data

# Amount Spent by Region

- West Represents 50% of the total amount spent



# Items Sold per Region

- South leads in items sold but last in amount purchased
- Items sold are reasonably close for other regions

