# Customer Segmentation Drill Down

## Business Model Canvas

### Customer Segments

Summay | **Chefs** | Family | Health Eater | Farmers

 CHEFS

From its marketing strategies, to its customer delight. This is no different with their value proposition.

Market Size: 3m - 3.5m     Target Market Share: 0.5%

**Create Marketing Strategy**

| 28-42 | $65K | $5K | US/NY |
|---|---|---|---|
| Age | year Income | Buying Power | Location |
| Collage | Flexible | Cooking | Social Media |
| Education | Decision Making | Habits & Skills | Media Consumption |
| Chef | Being Busy | Web Sites | Mac OS |
| Occupation | Likes & Dislikes | Research Methods | Technology |

Demographics    Psychographics    Behavioral    Geographic/Environment

## Customer Analytics

Data from the customer segmentation helps the user understand his or her target customer to steer marketing campaigns to achieve sales goals.