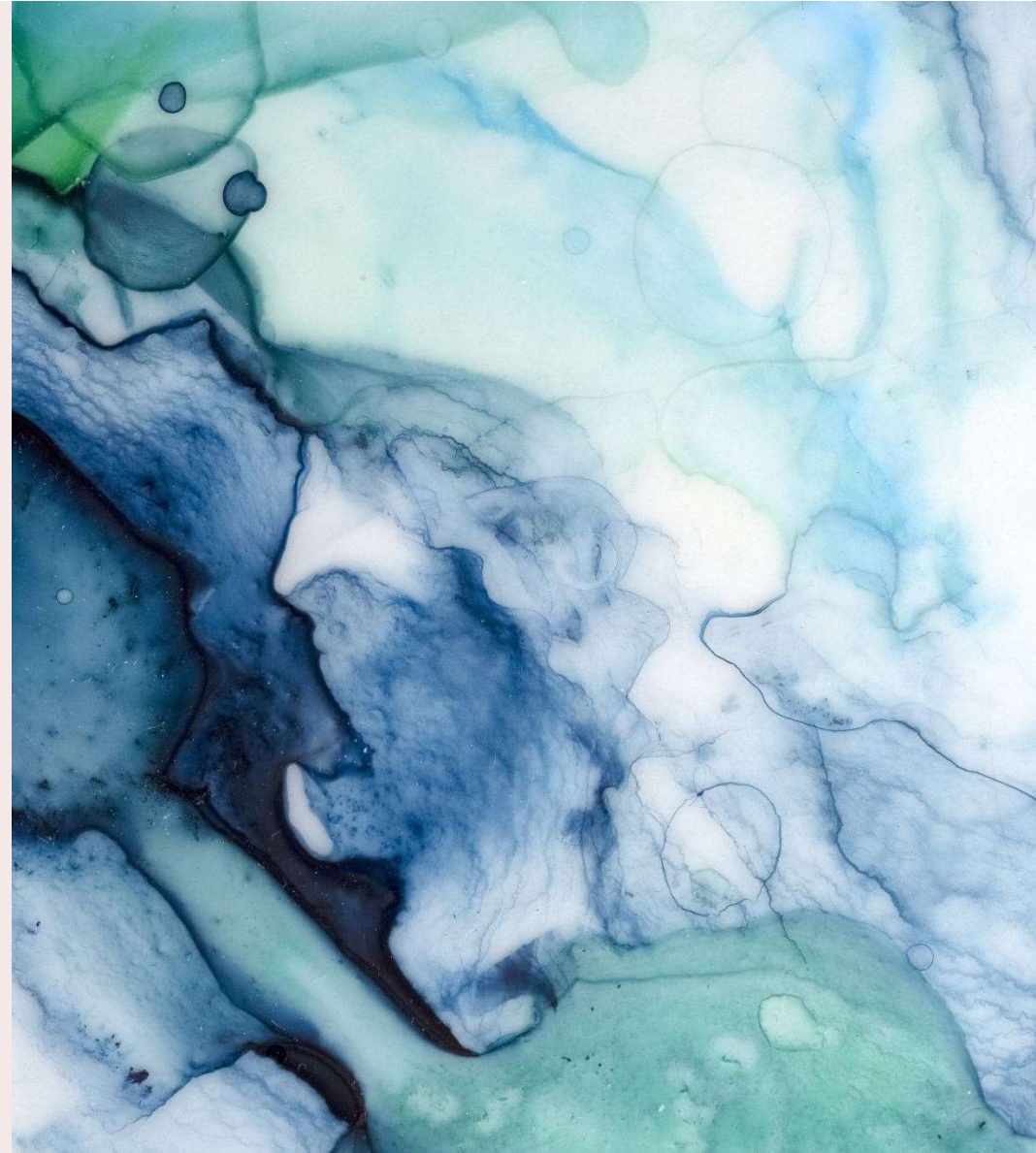
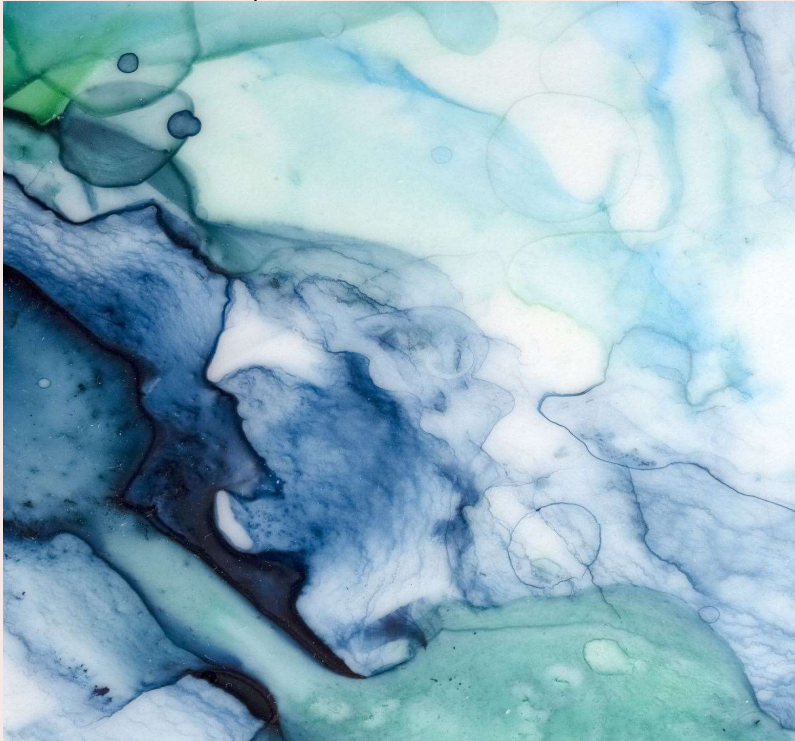


IFOODS-  
TARGET  
CAMPAIGN  
RESPONSE  
ANALYSIS





## OBJECTIVE

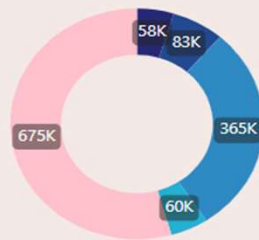
- To determine the success of the target campaign as compared to the previous campaigns and on the basis of various customer segmentations.

# OVERVIEW



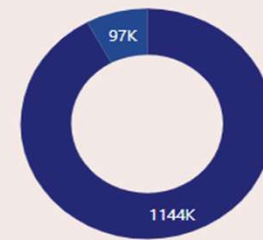
Types of Products Sold

● Fruits ● Fish Products ● Meat Products ● Sweet Products ● Wines



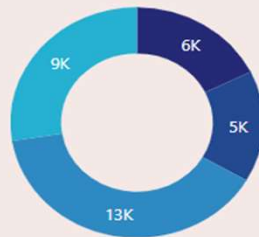
Distribution of Regular and Gold Products

● Regular Products ● Gold Products



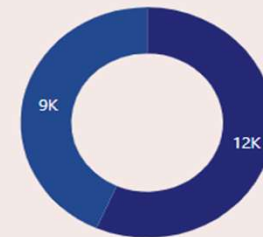
Types of Platforms

● Catalogue Purchases ● Deals Purchases ● Store Purchases ● Web Purchases



Number of Web Visits vs. Number of Web Purchases

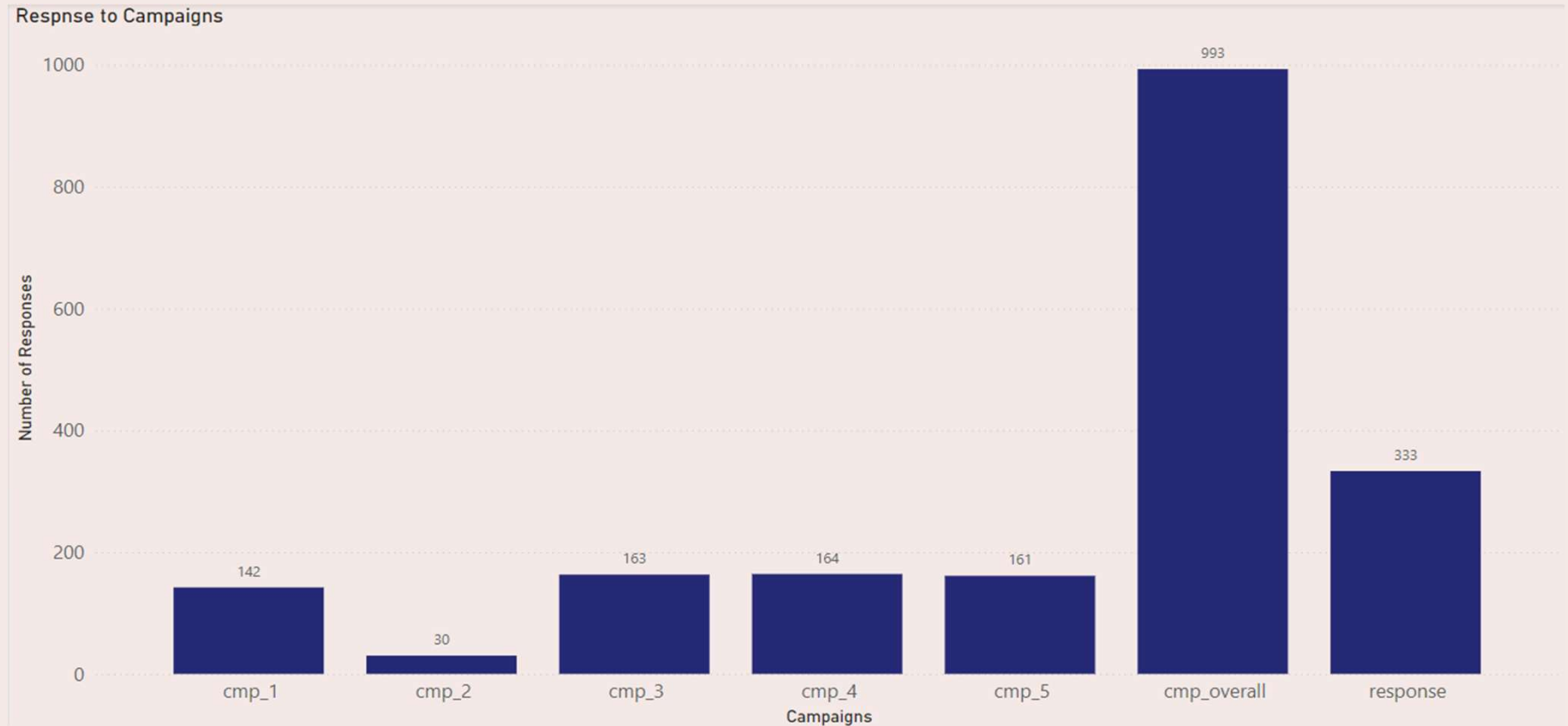
● Number of Web Visits ● Number of Web Purchases



This page provides a general overview of 'ifoods' operations:

- 1.The first chart highlights the product types and their sales proportions.
- 2.The second chart categorizes the foods into "regular" and "gold."
- 3.The third chart shows the platforms through which 'ifoods' products are sold.
- 4.The final graph compares web platform visits to actual purchases.

# CAMPAIGN RESPONSE

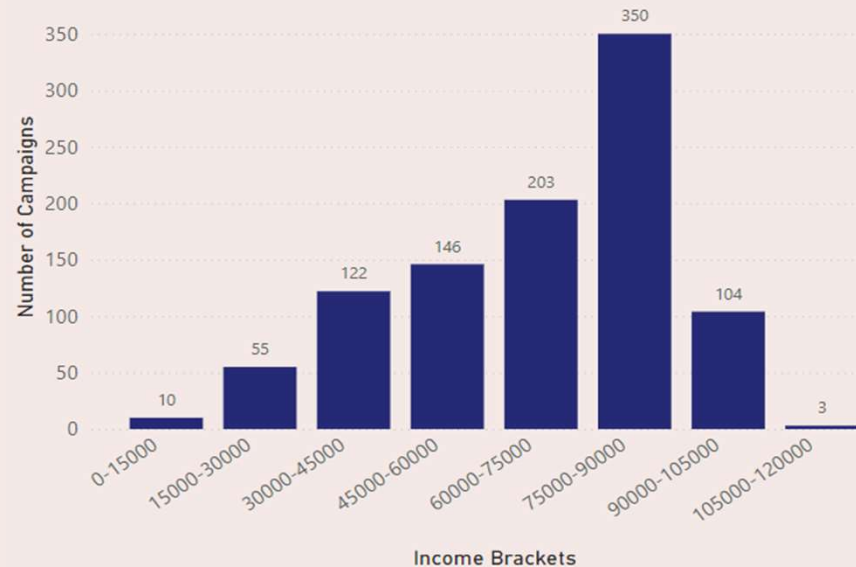


The response to the current campaign appears better than all previous ones at a macro level. Next, we will analyze responses across all campaigns based on specific attributes such as age, income, and education.

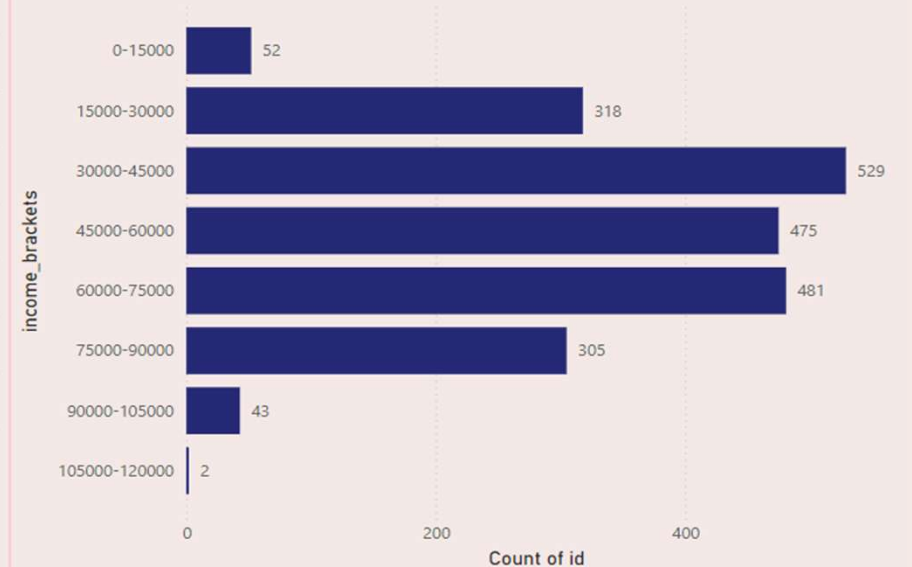
# INCOME OVERVIEW



Number of Responses for Campaigns 1 to 5 by Income



Number of Customers by Income



This slide provides a general overview of customers and campaign responses by income brackets. A detailed analysis of the current campaign's response by income will be presented in the next slide.

From the charts:

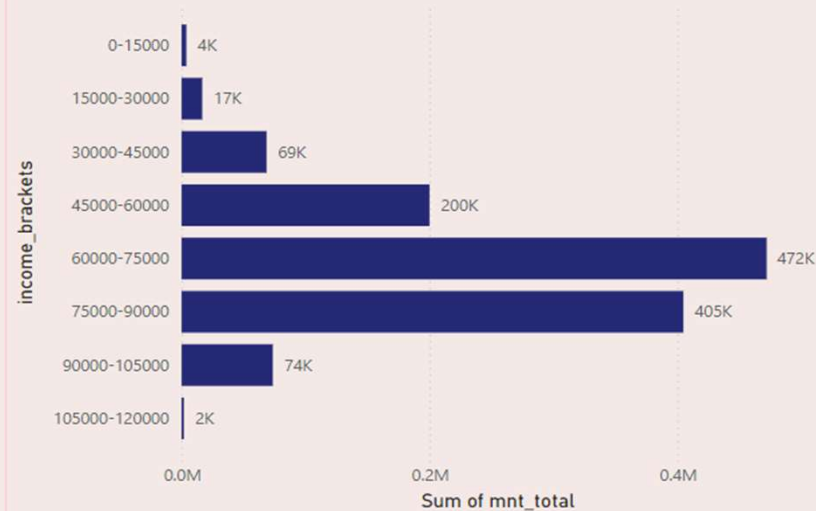
- Overall campaign response improves with increasing income, except for the two highest income brackets. This may be because these groups likely prefer higher-end products not offered by this store.
- Most customers fall within the income bracket of 30,000–45,000, followed by 60,000–75,000 and 45,000–60,000, with the latter two having nearly equal numbers of customers.
- The 75,000–90,000 bracket ranks third to last in customer count but has shown the highest response rate in previous campaigns.
- Conversely, the largest income group (30,000–45,000) has responded poorly in earlier campaigns.



# INCOME



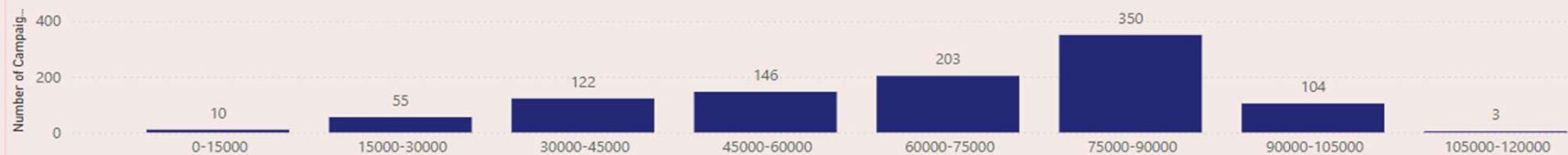
Sales by Income



Number of Responses to Campaigns by Income

Income	cmp_1	cmp_2	cmp_3	cmp_4	cmp_5	response
0-15000	0	0	5	0	0	5
15000-30000	0	0	21	0	0	34
30000-45000	1	0	49	8	0	64
45000-60000	6	10	33	46	2	49
60000-75000	36	6	22	51	26	62
75000-90000	76	11	30	42	98	93
90000-105000	22	3	3	17	34	25
105000-120000	1	0	0	0	1	1
<b>Total</b>	<b>142</b>	<b>30</b>	<b>163</b>	<b>164</b>	<b>161</b>	<b>333</b>

Number of Responses for Campaigns 1 to 5 by Income



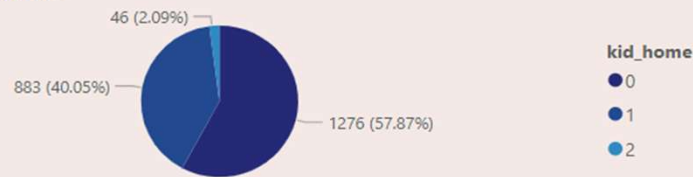
Here, we have shown the response distribution across \$15,000 income brackets.

For individual campaigns, the current campaign stands out with the most positive response, particularly from the \$75,000–90,000 income bracket, which is also the highest responder overall. Notably, the current campaign has at least one responder from every income bracket, demonstrating its broad effectiveness across all income categories.

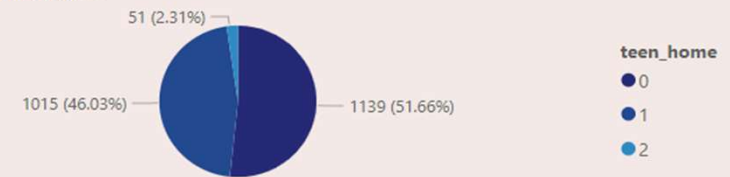
# KID & TEENS HOMES



Number of Kid Homes



Number of Teen Homes



Response to Campaigns by kid\_home



Response to Campaigns by teen\_home



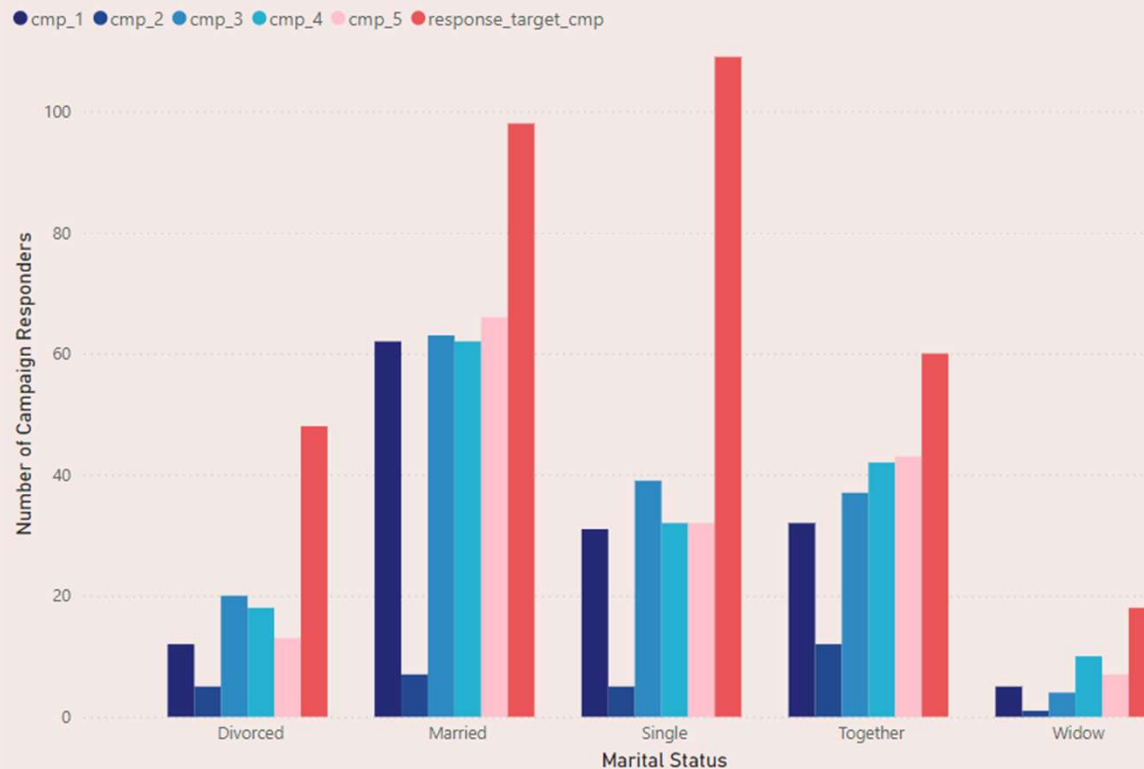
Homes without kids or teens have shown the highest overall response to the campaigns. While one might assume this is due to higher purchasing power (e.g., fewer expenses like school fees), the donut charts reveal that the number of customers in homes with 1-2 kids or teens is already lower than those with none. Naturally, homes with kids or teens have fewer responses overall.

However, it's noteworthy that the current campaign has received the most positive response from both teen and kid households compared to previous campaigns.

# MARITAL STATUS



Campaign Response by Marital Status



Count of Overall Responders by Marital Status



Total Sales by Marital Status



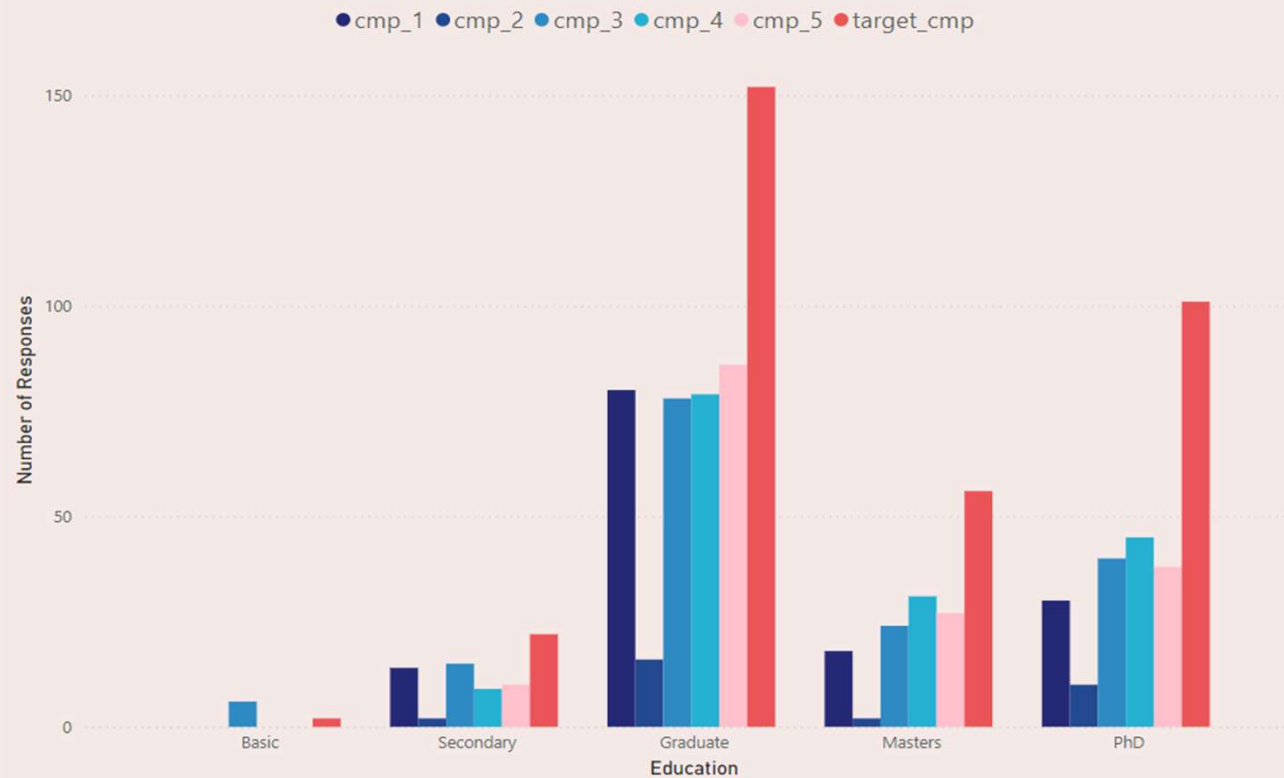
There is no distinct pattern in campaign responses based on marital status. However, a general observation is that married, together, and single individuals are the top responders for both overall campaigns and the current campaign. Notably, while singles were the third-highest spenders and responders in previous campaigns, they are the top responders in the current campaign. This suggests that the current campaign effectively appealed to singles and could help boost sales in this category.



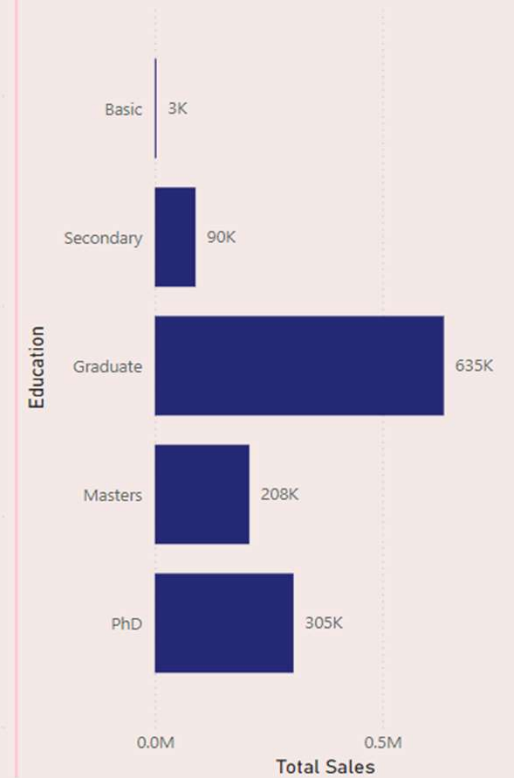
# EDUCATION



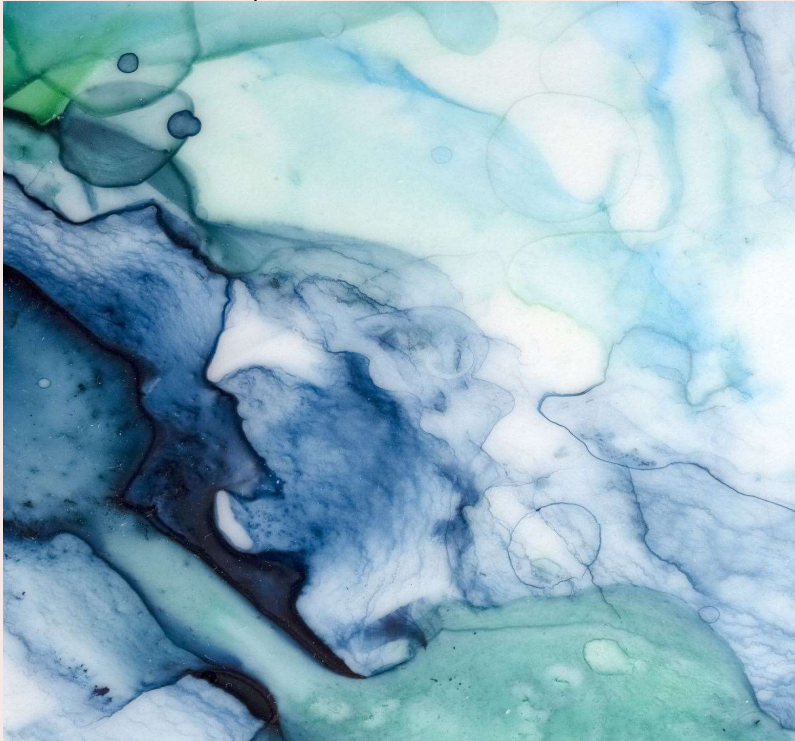
Campaign Response by Education



Total Sales by Education



The response to the target campaign based on education level has been similar to, or in equal proportion with, the sales in the respective education categories, with graduates being the highest, followed by PhD holders, master's degree holders, secondary education, and lastly, basic education. We can also see the target campaign has performed better than all the previous campaigns in all the categories except in the 'Basic Category'.



## CONCLUSION

Based on our analysis of the target campaign, we can conclude that it has been successful, as it has delivered superior results compared to all previous campaigns across nearly all customer segments.

However, to determine the campaign's profitability, additional data on its costs will have to be collected.

Furthermore, further analysis with supplementary data will be necessary to identify the specific features that contributed to the campaign's success.