

iFood Marketing Campaign Analysis

**Unveiling Insights from
Customer Engagement
Campaigns**



The Company

- Well-established company operating in the retail food sector
- Brazil's leading food and grocery delivery company, with over 100 million app downloads
- Dominant market position, operating in over 1700 cities
- Sell products from 5 major categories:
 - Wines, Rare Meat Products, Exotic Fruits, Fish and Sweet Products
- 3 Sales channels:
 - Physical stores, Catalogues and the Company's Website

Background



Strong financial performance in the past 3 years.



Lower profit growth prospects for the next 3 years



Marketing department aims to improve marketing activities for higher profit growth.



Data analytics will be used for campaign optimization

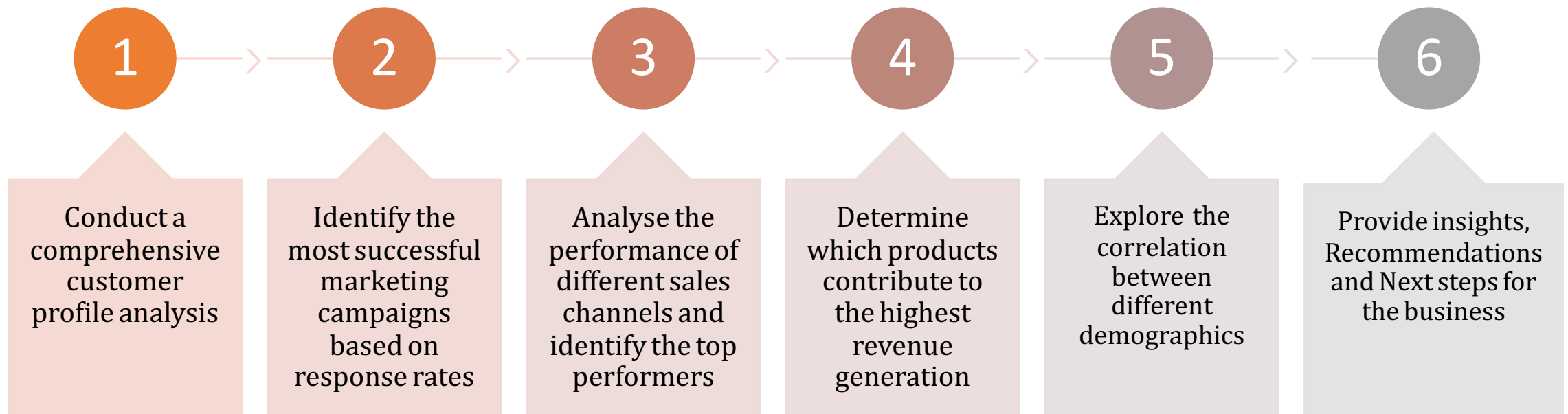


Dataset includes 2240 customers profiles with campaign participation and demographic info



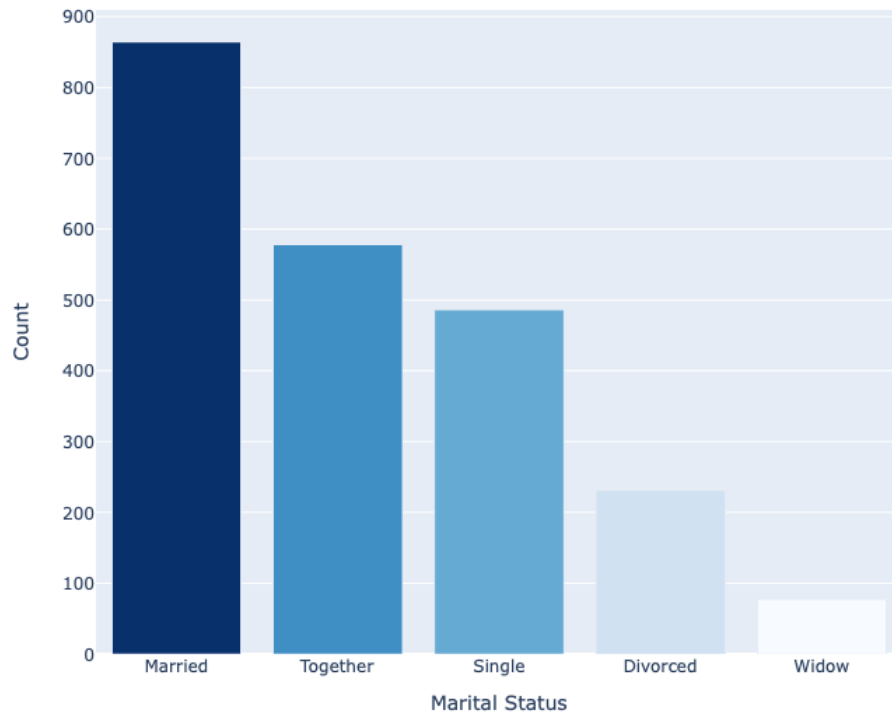
Goal is to identify factors affecting customer behavior and performance of various aspects of the business

Objectives



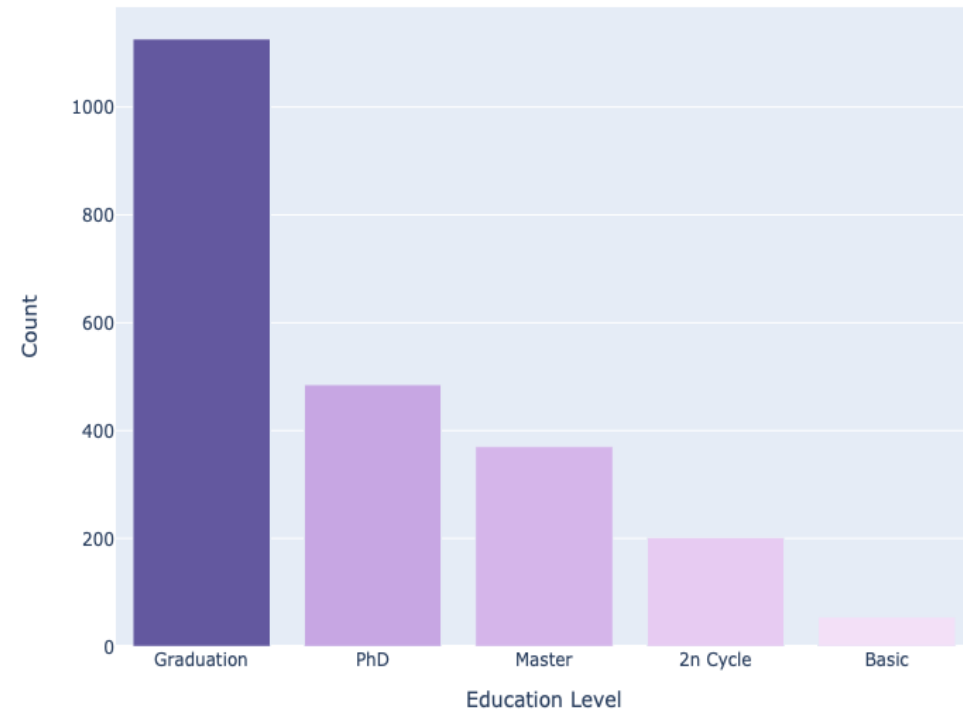
Customer Profile Analysis

Marital Status



- Majority of the customers are Married or Living Together.

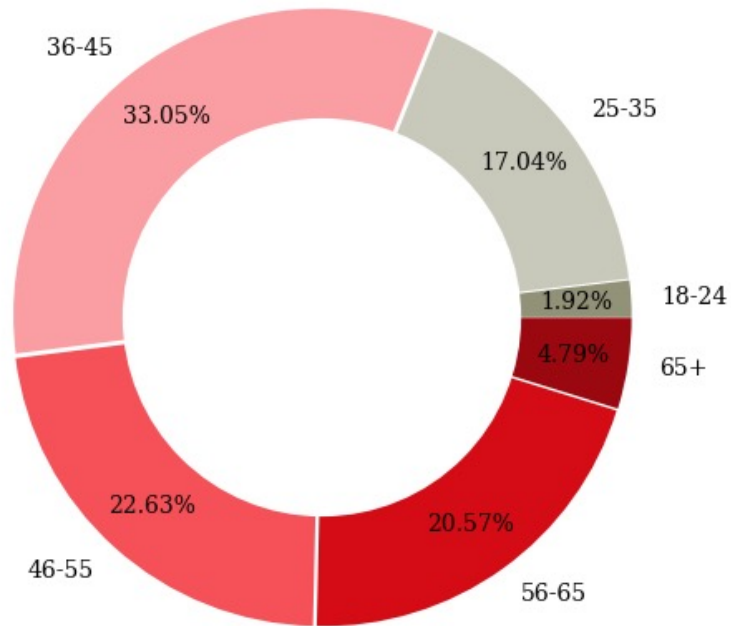
Education Level



- Majority of customers have a high level of education.
- Over 60% of customers have a bachelor's degree, and over 20% of customers have a master's degree or PhD.

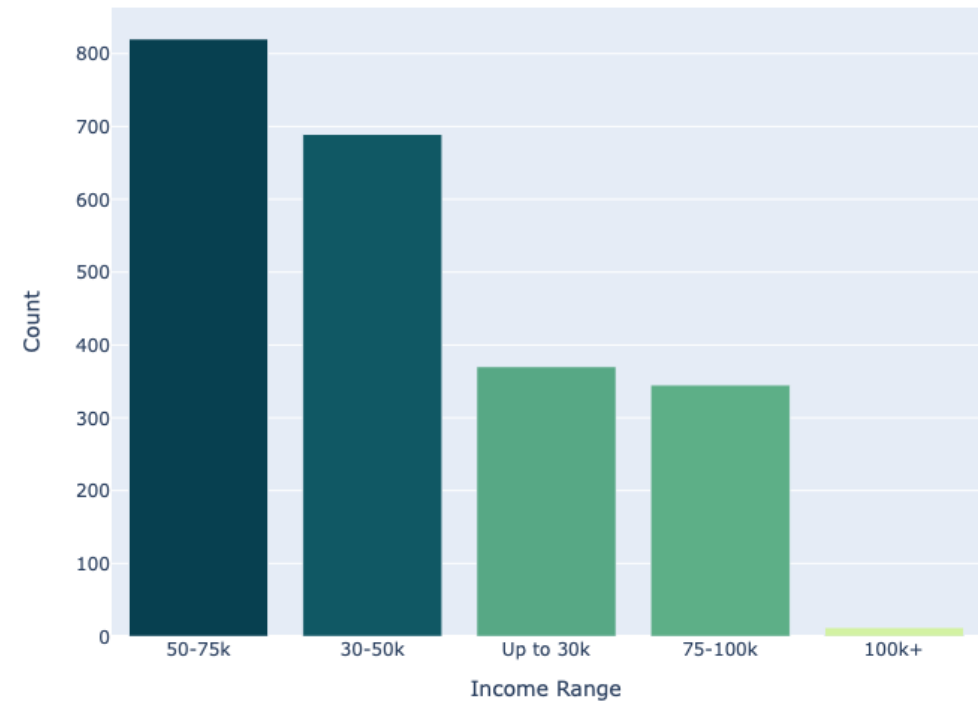
Customer Profile Analysis

Customer Distribution by Age Group



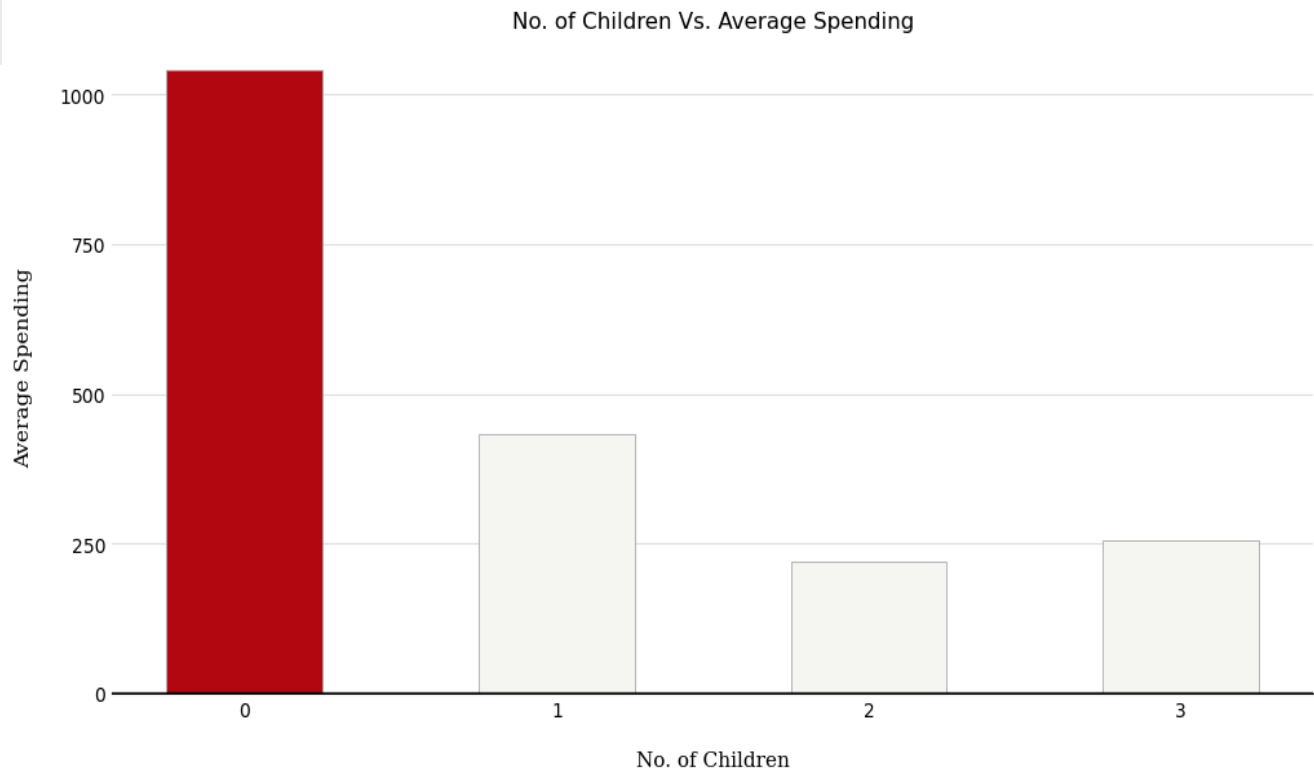
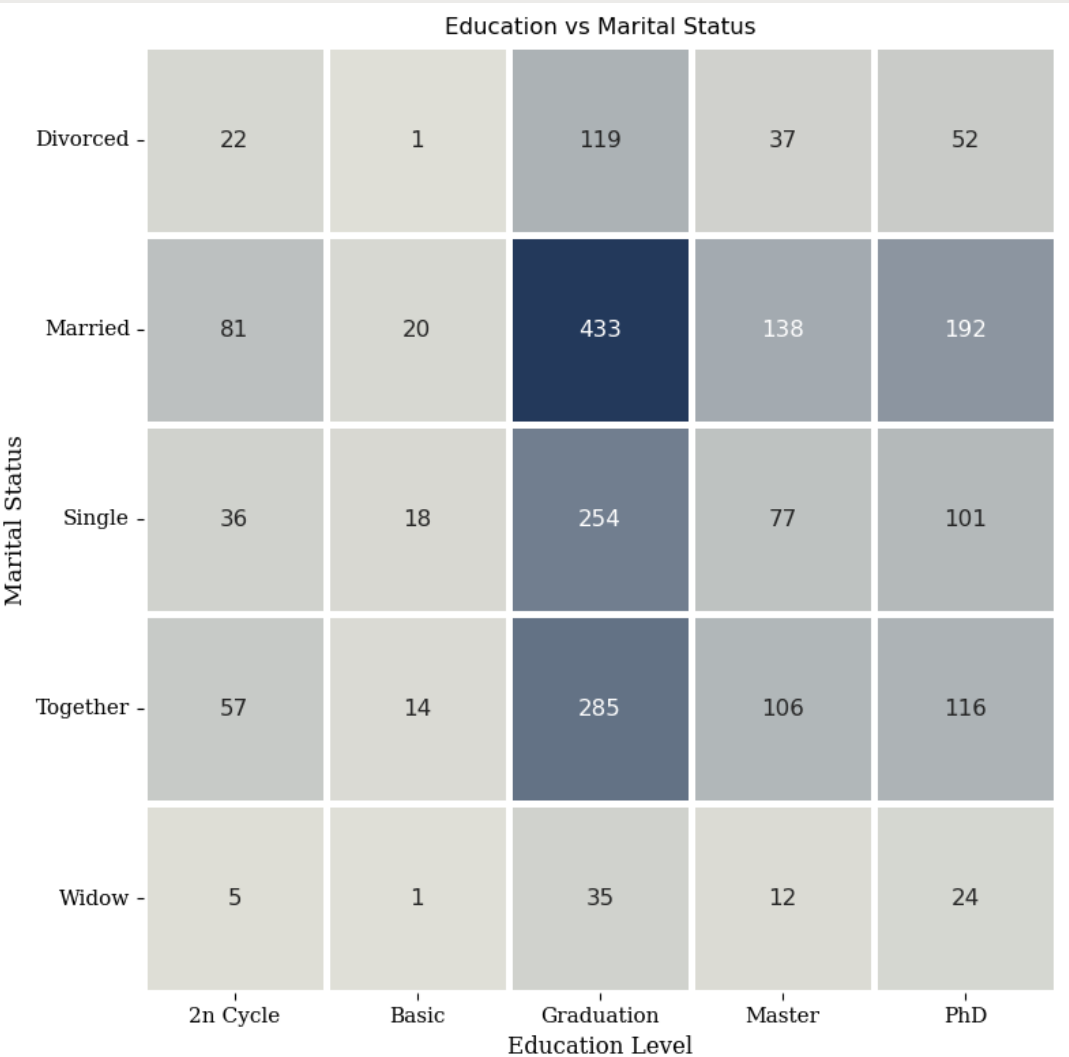
- Majority of the customers are aged between 36-45, 33%. next is aged 46-55 with 22.6%.

Customer Distribution by Income Range



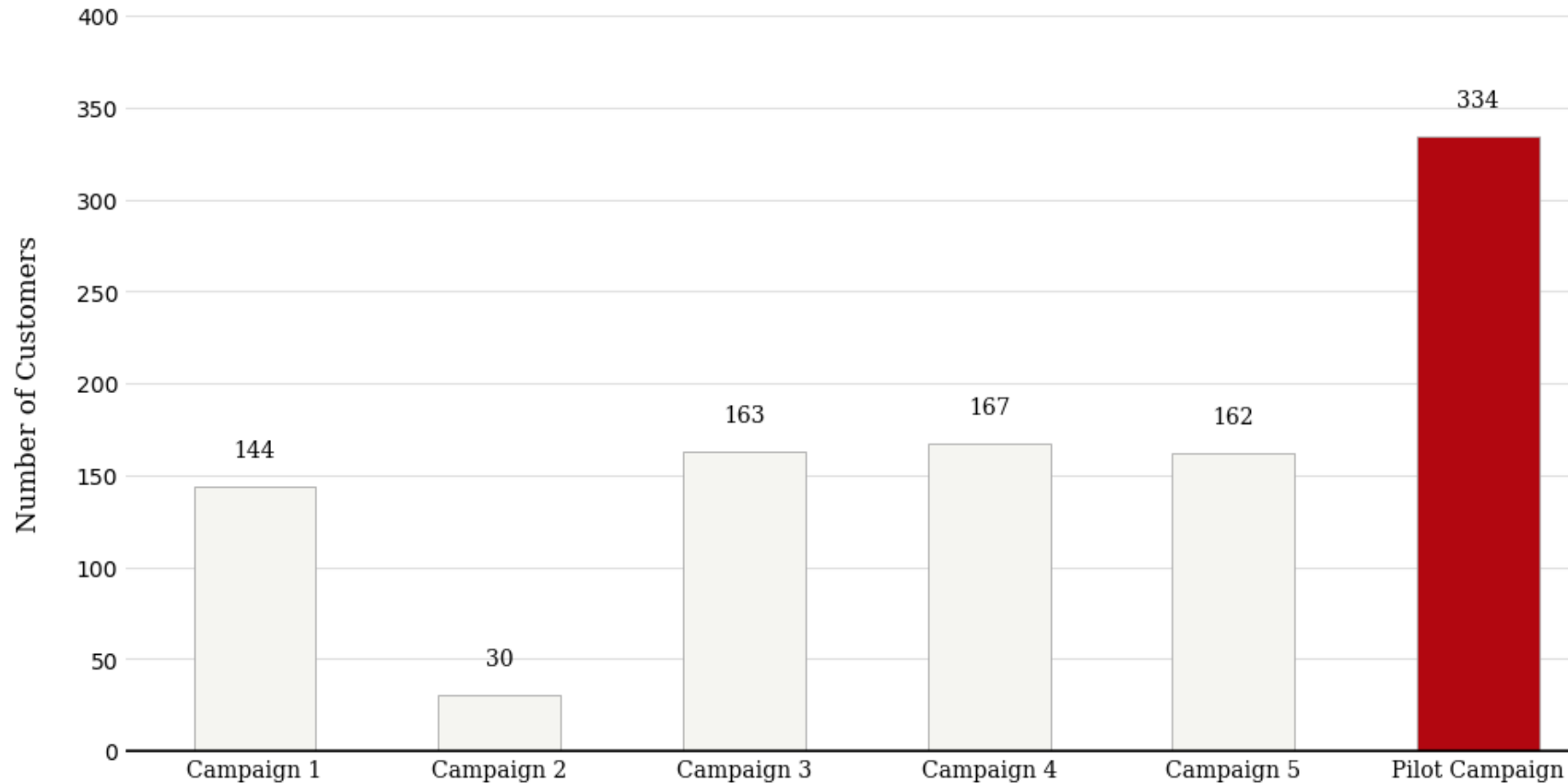
- Majority of the customers earn between 50—75k annually.
- There is a small fraction of customers who earn more than 100k.

Customer Profile Analysis



- Customers with no children have a higher average spending.
- Majority of the customers are Married Graduates.

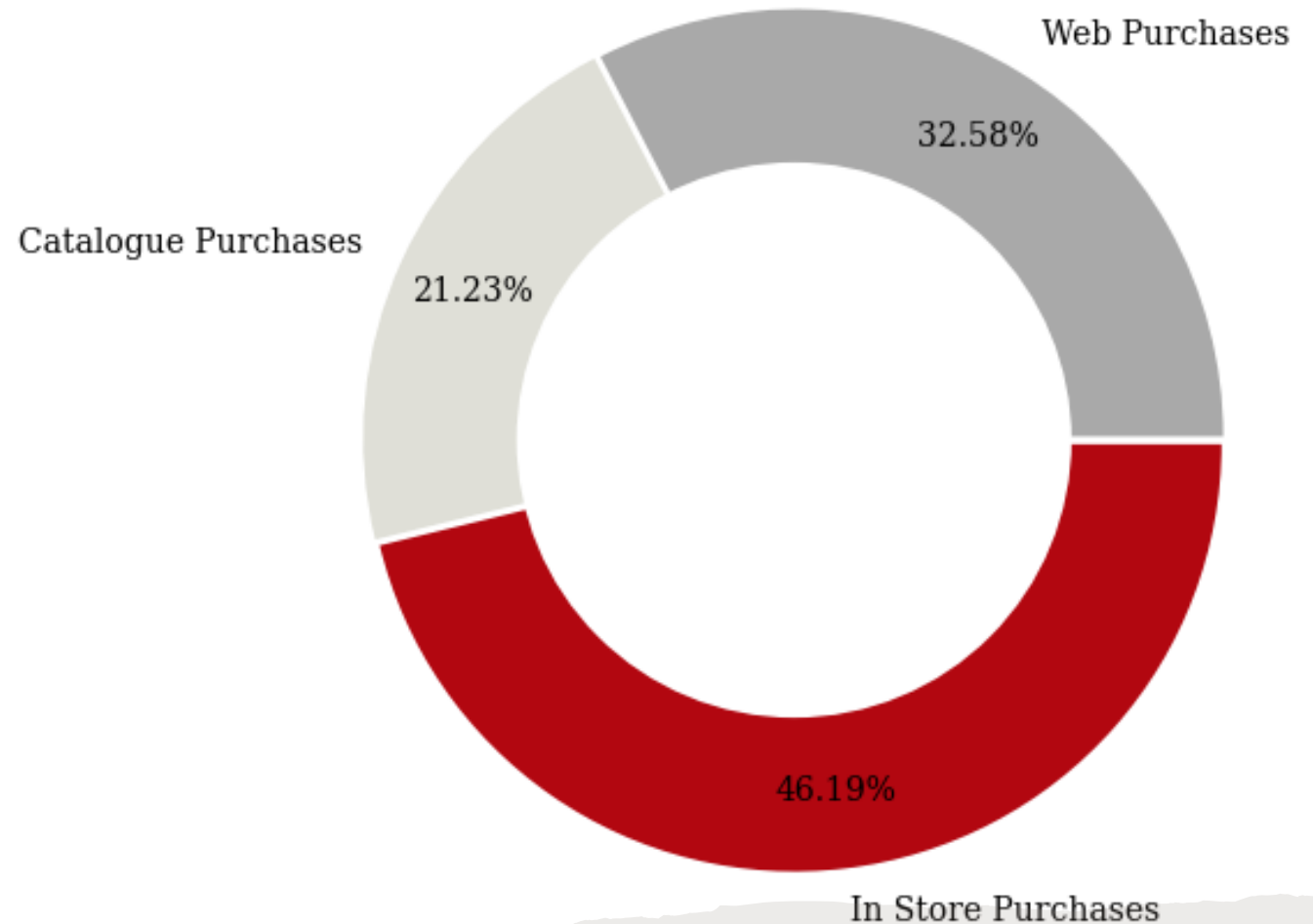
Most Successful Campaign



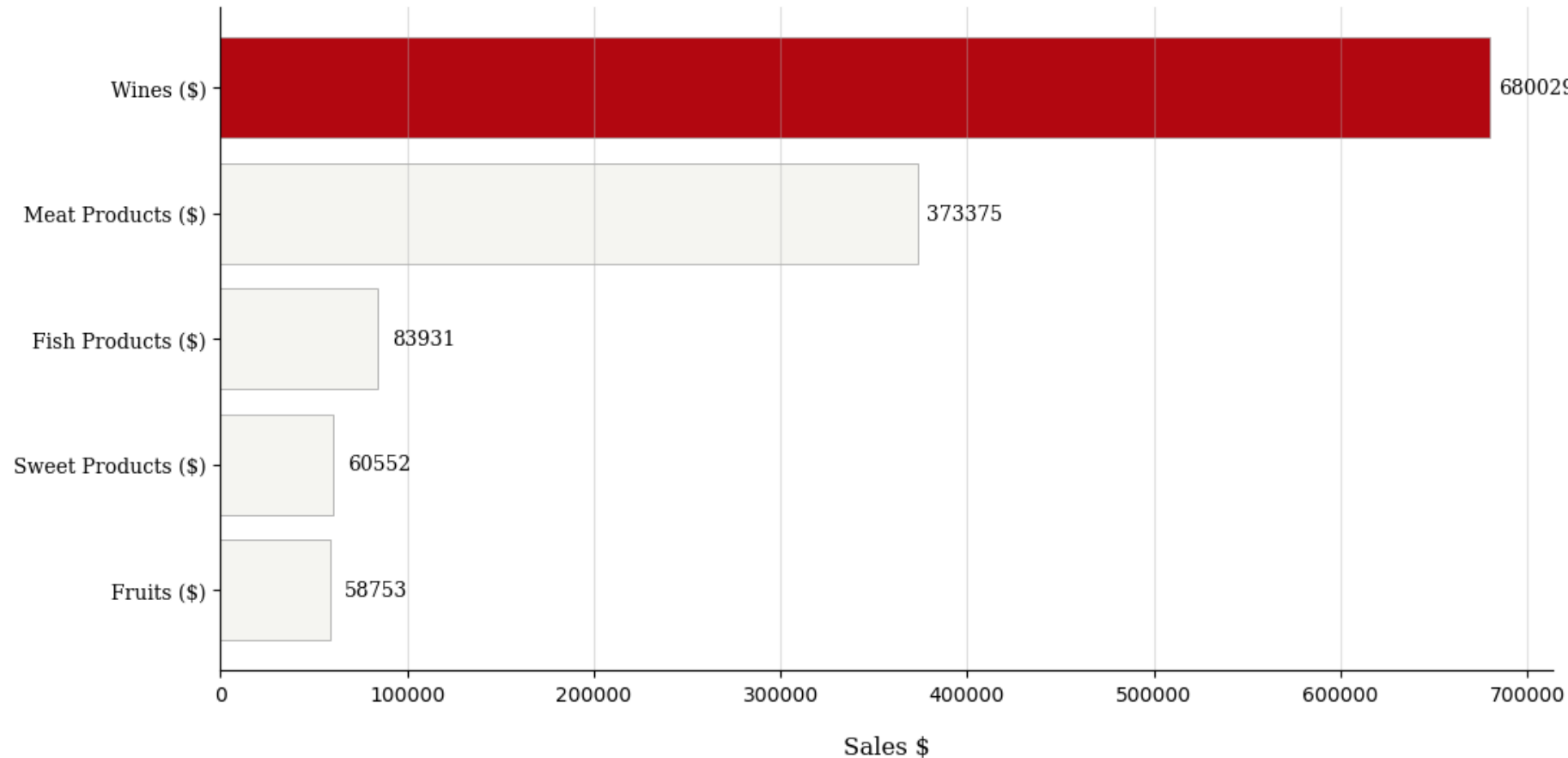
- The Pilot campaign is the most effective and successful marketing campaign so far.
- Marketing campaign 1,3,4 and 5 achieved relatively similar success rates.
- Campaign 2's marketing strategies failed to achieve the desired results and should be reviewed for improvements.

Best Performing Sales Channels

- Instore purchases are the leading sales channel for iFood.
- Web purchases have immensely increased with the popularity of the mobile app.
- Amidst all the tech revolution, catalogue purchases still accounts for 21.23% of the sales.
- Strategies should be developed on highlighting the benefits of mobile apps, such as real-time updates, personalized recommendations, and easy payment processing

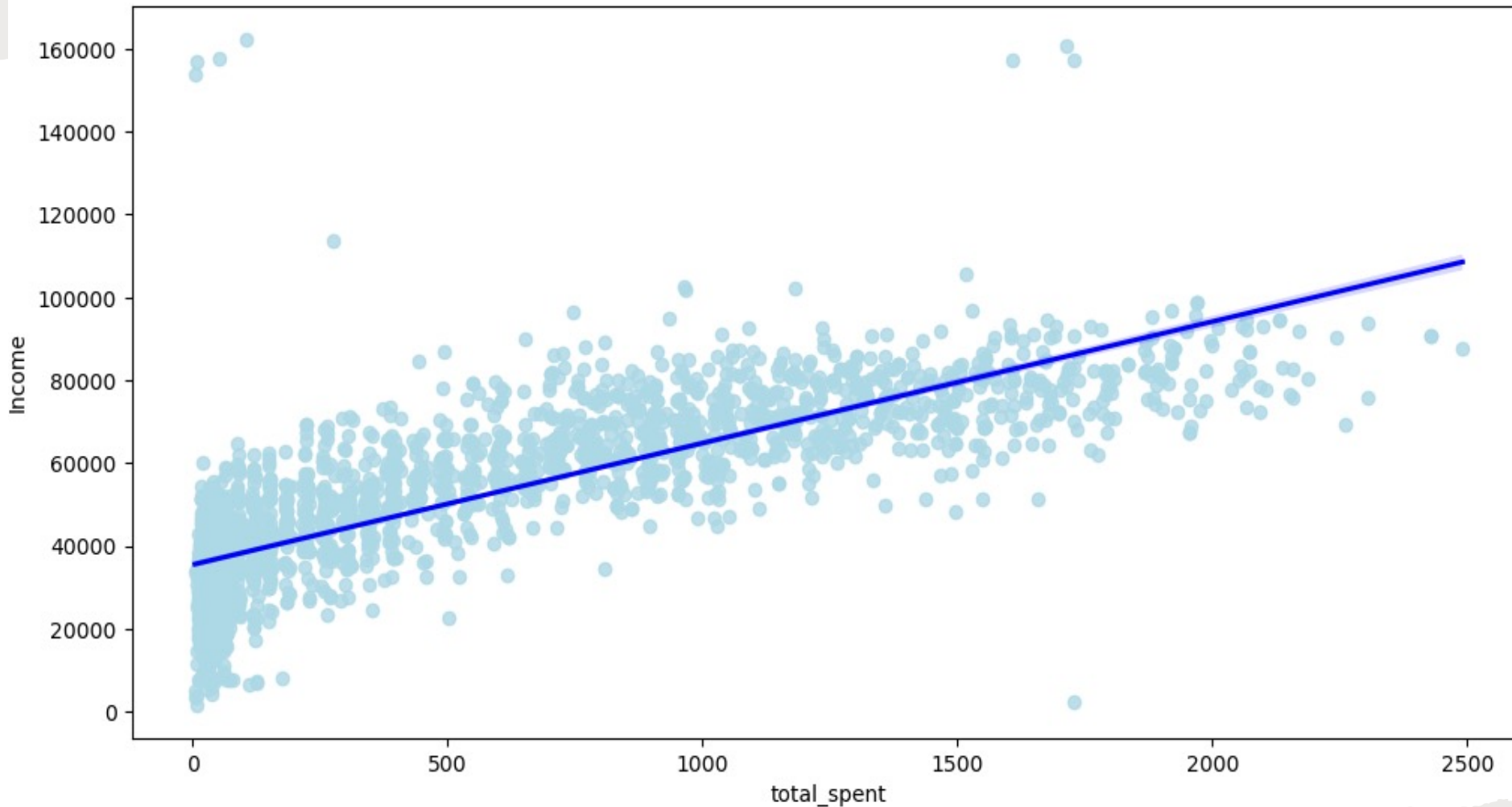


Which Products bring the most Revenue?



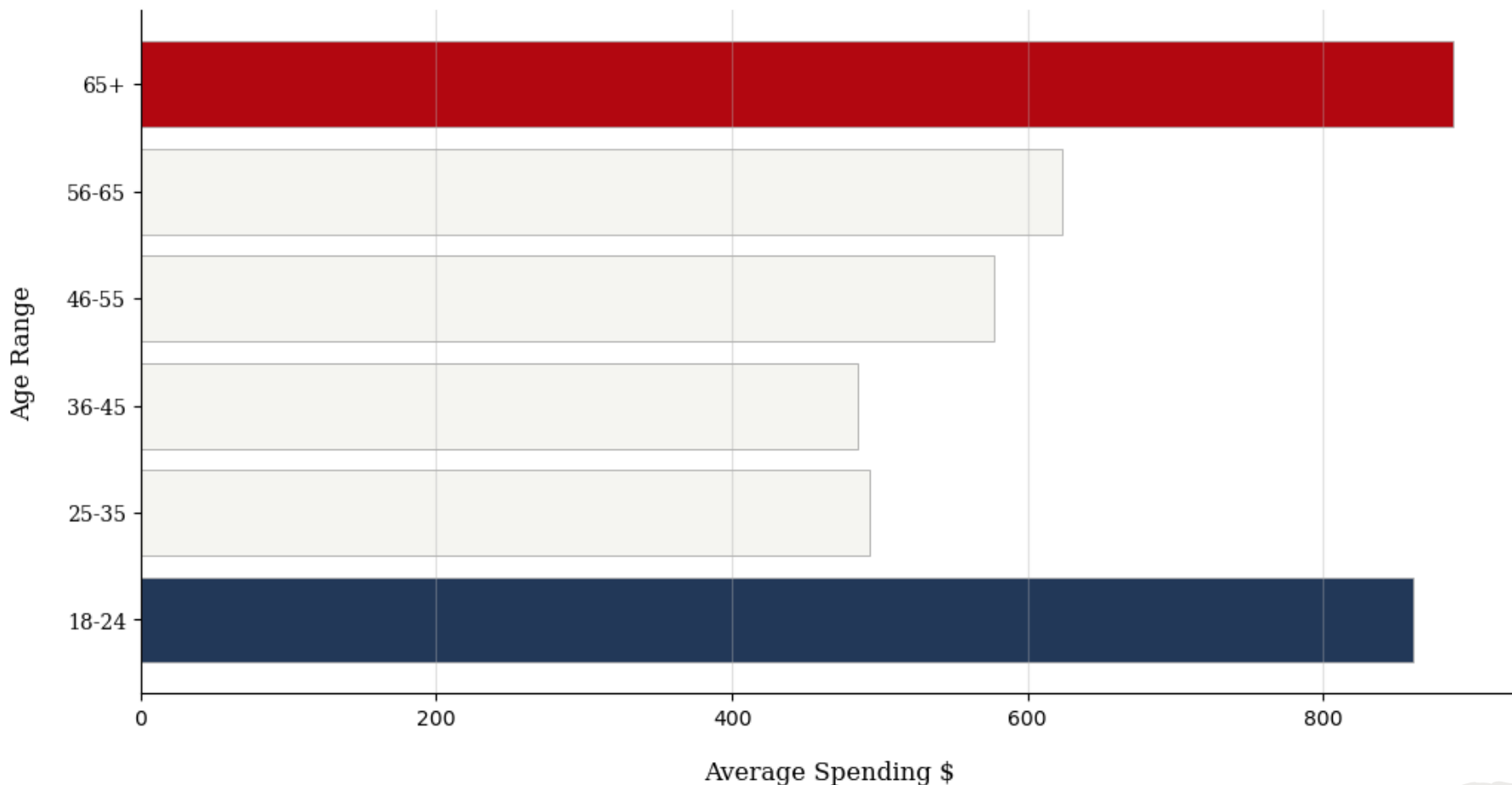
- Wine is the best-selling product, with sales of over \$680,000
- Meat and Fish are the next in line with sales over \$370,000 and \$80,000.
- Sweets and Fruits are under performing, new strategies should be developed to boost the sales.

Relationship between Income & Total Amount Spent



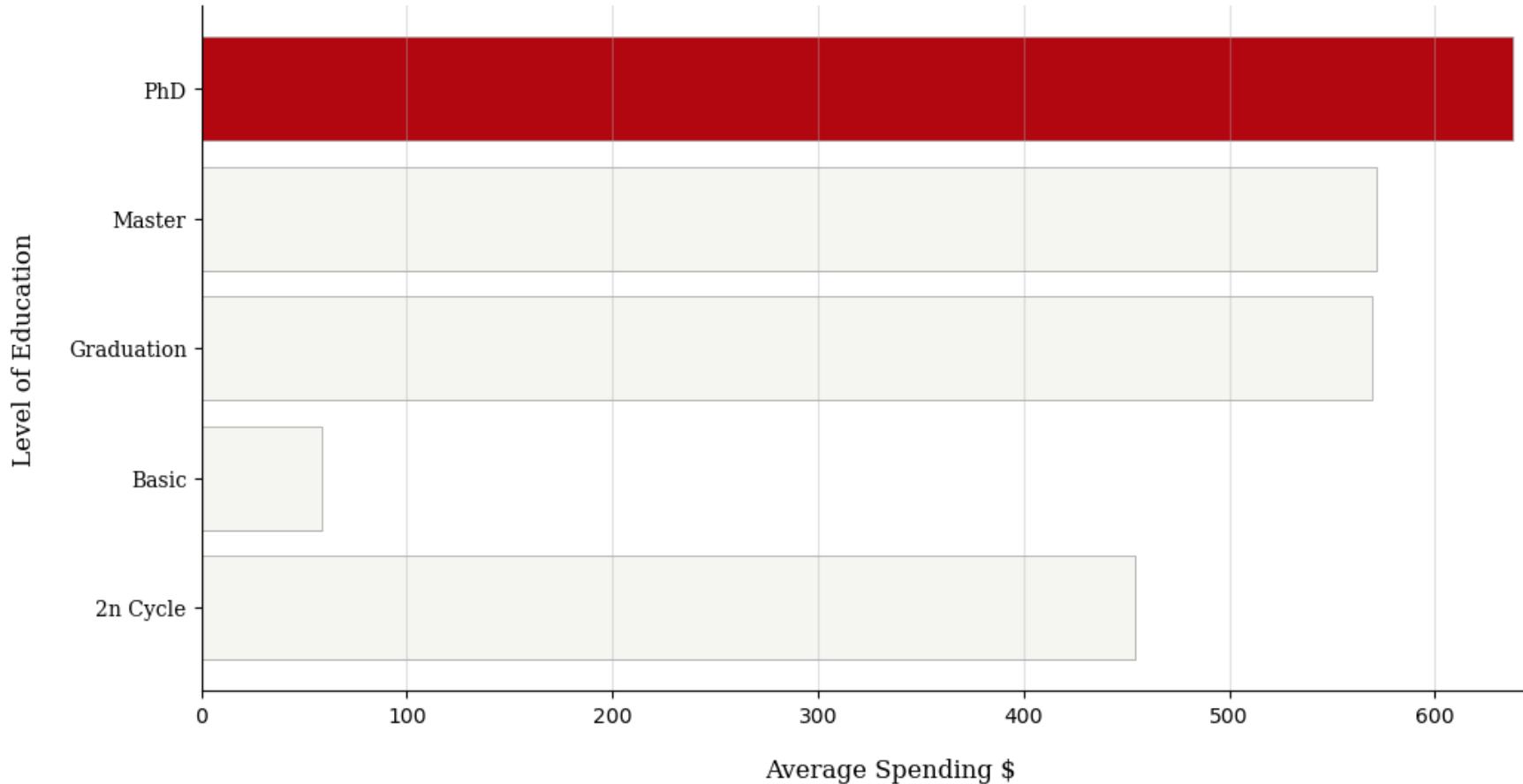
- There is a positive linear relationship between Annual Income and Total Amount Spent.
- As the Income increases, customer spending has also increased.

Average Spending vs Age Group



- Customers aged over 65 years and 18 – 24 years tend to spend more on iFood compared to other groups.
- Customers who are aged between 25 to 65 has a similar spending average.
- Future marketing Campaigns should more focus on attracting these age groups.

Education vs Average Spending



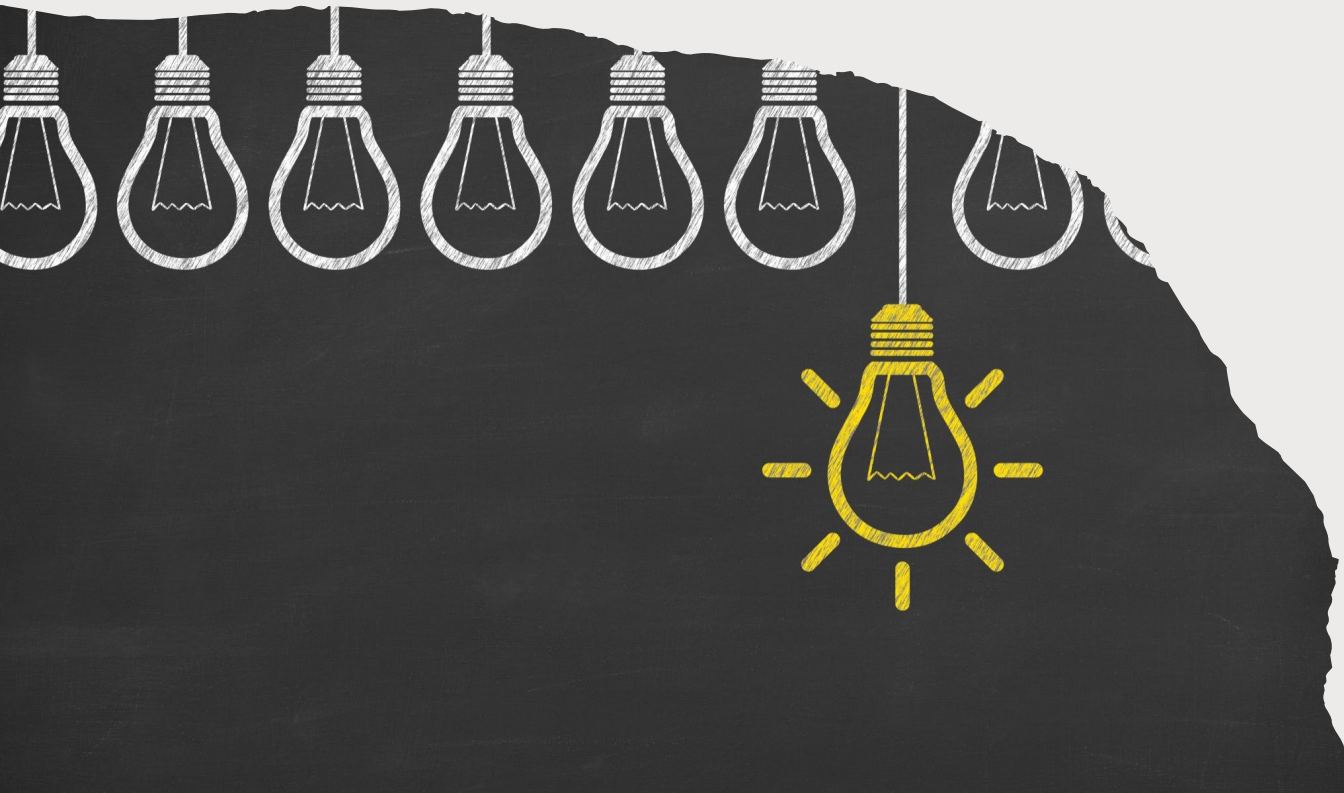
- As it seems ifood customer base is highly educated.
- Customers with PhDs spend the most followed by masters and bachelor graduates.
- University students should be a target audience for future marketing campaigns.

Insights and Recommendations

- The company should continue investing in the successful Pilot campaign while analysing other campaigns to identify areas for improvement, including Campaign 2
- Catalogue customers are a valuable customer segment that the company should focus on attracting to online channels.
- The company should continue to focus on its best-selling product, wine, while developing new strategies to boost sales of sweets and fruits.
- Target the customers with higher annual incomes and those aged between 25 to 65.
- The company can increase sales and market share among key age groups by partnering with businesses that serve these groups.

Next Steps

- Use machine learning to develop a predictive model to identify the target audience that will maximize profits.
- Reduce and assess the effectiveness of previous marketing campaign strategies to optimize future campaigns.
- Enhance the mobile app and website experience to attract catalogue customers and drive more sales.
- Target different demographics for underperforming products, such as families with children or health-conscious individuals.



Thank You

Questions?

