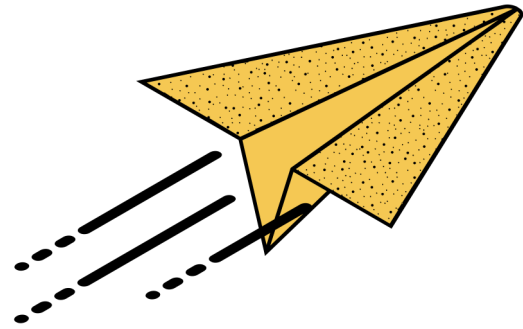


Presented by Maanvee Mehrotra



CUSTOMER PERSONALITY ANALYSIS

Analyzing customers and their purchase choice

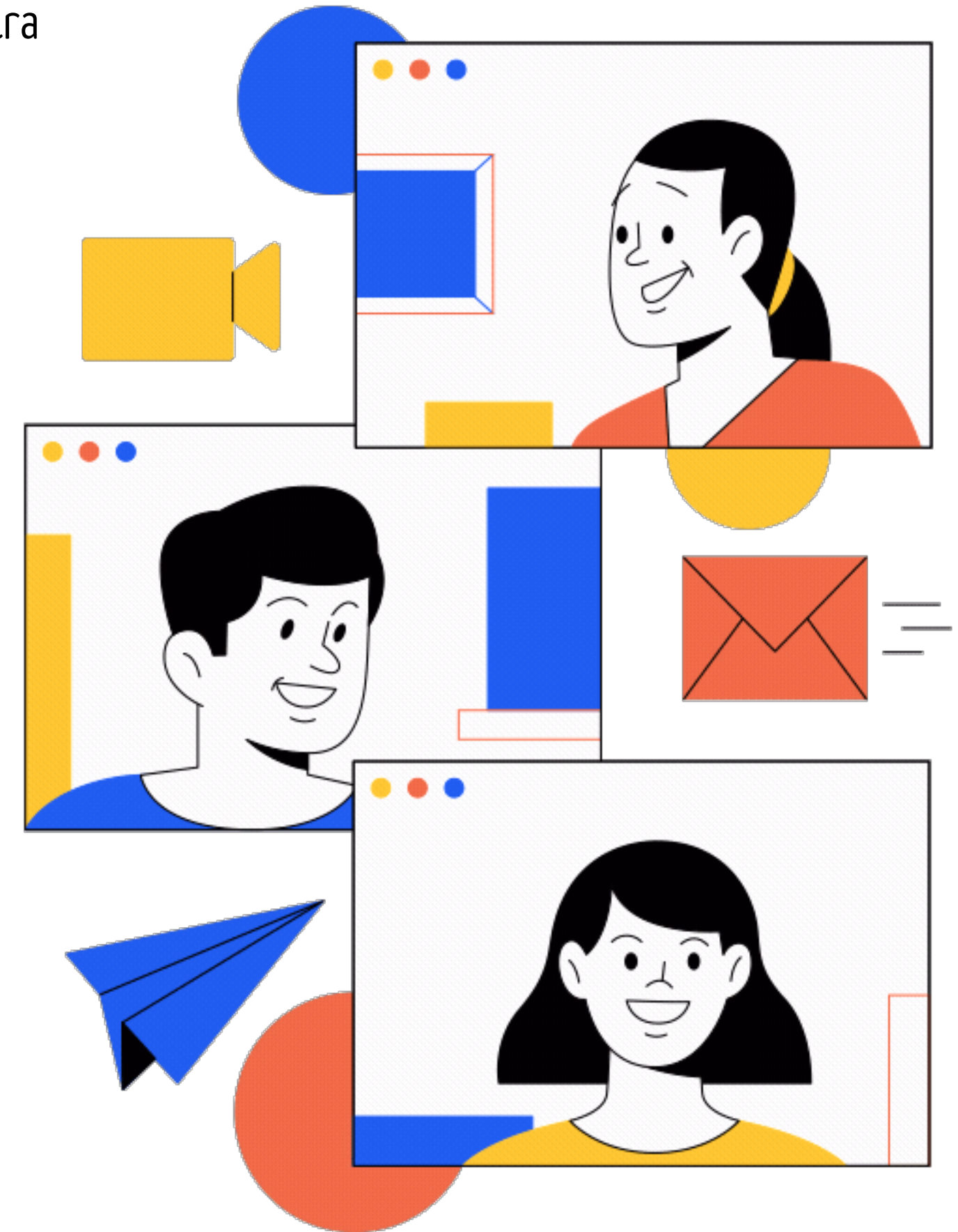


TABLE OF CONTENTS

- 1 Introduction
- 2 Data Overview
- 3 Business Questions
- 4 Steps to enhance customer retention
- 5 Conclusion



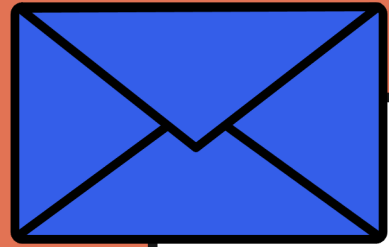
A cartoon illustration of a man with dark hair, wearing a blue t-shirt, pointing his right index finger upwards. Above his hand is a glowing yellow lightbulb with radiating lines. The background features large orange and blue circles and a window-like frame containing the text.

INTRODUCTION

Customer Personality Analysis is getting to know all the different types of customers a business has. Instead of trying to sell to everyone, business can focus on the types of customers who are most interested. It's like talking directly to the customers who are most likely to want what you're selling.

DATA OVERVIEW



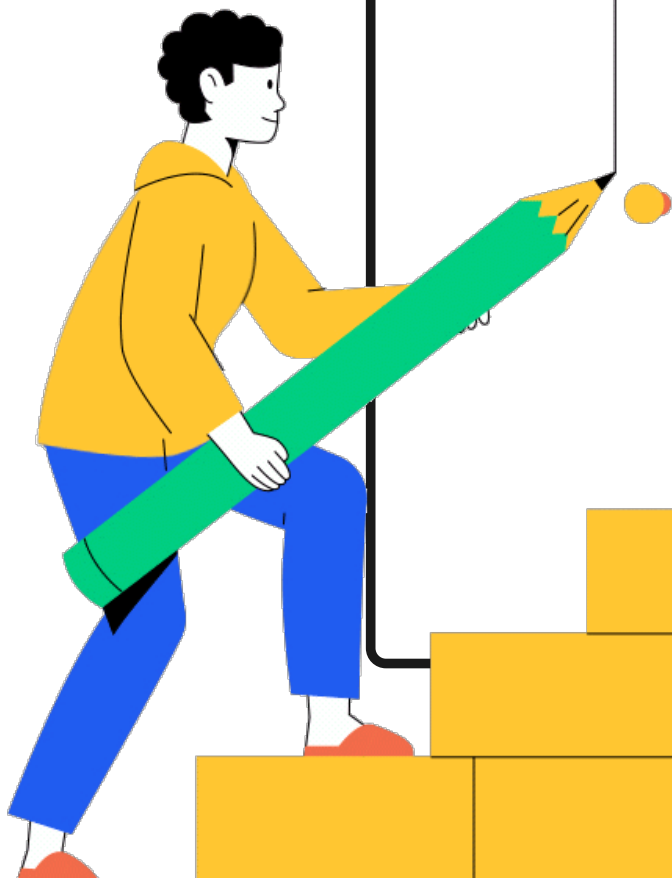


Data Source

KAGGLE.CO

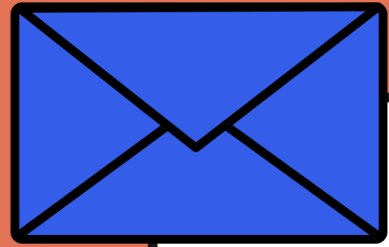
Data Summary

M The data provides valuable insights into customer behavior, preferences, and complaints. Analyzing this information helps businesses enhance customer retention by addressing specific needs and preferences.





BUSINESS QUESTIONS

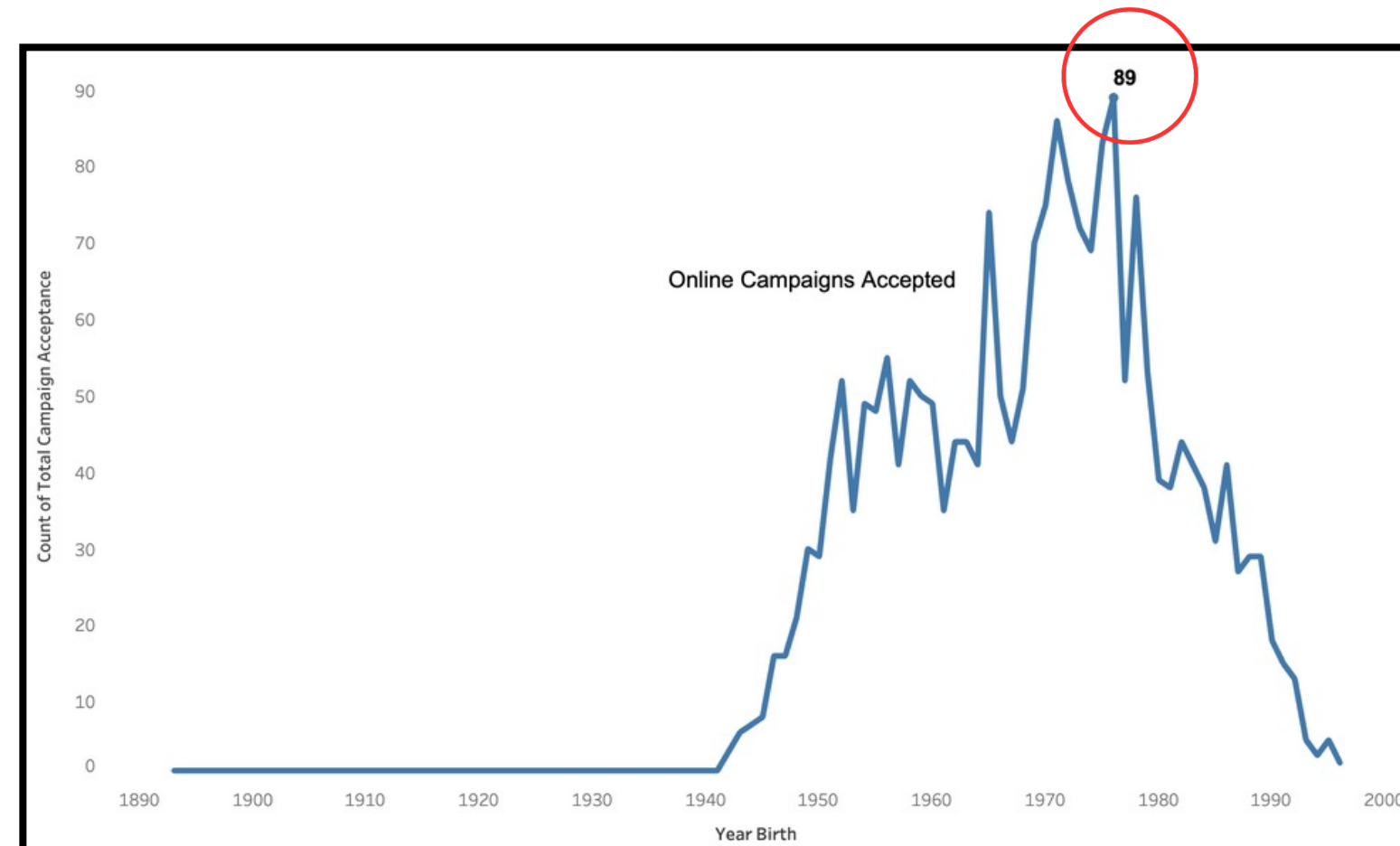


BUSINESS QUESTION 1



How do the cumulative campaign acceptances change with the birth years of customers, and what is the trend in the total customer count over the years?

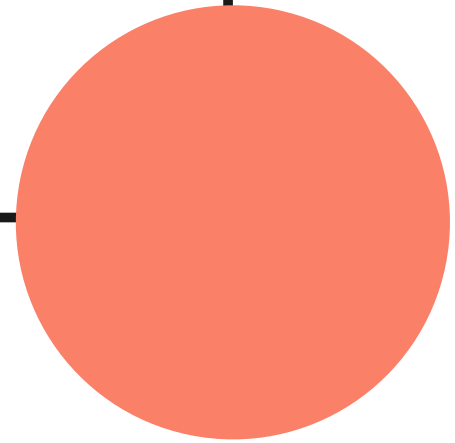
- **Maximum campaign acceptances were from customers born in 1976, indicating an age range of 47-50 years old.**
- **Suggested strategy** - Targeting working-age groups could substantially boost sales, given their predominant presence among customers

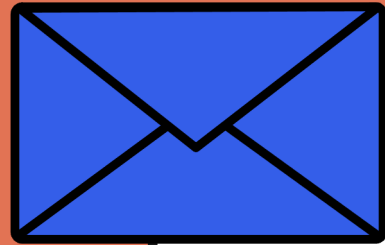




BUSINESS QUESTION 2

How does the average income within each age group differ from the overall average income across all age groups?

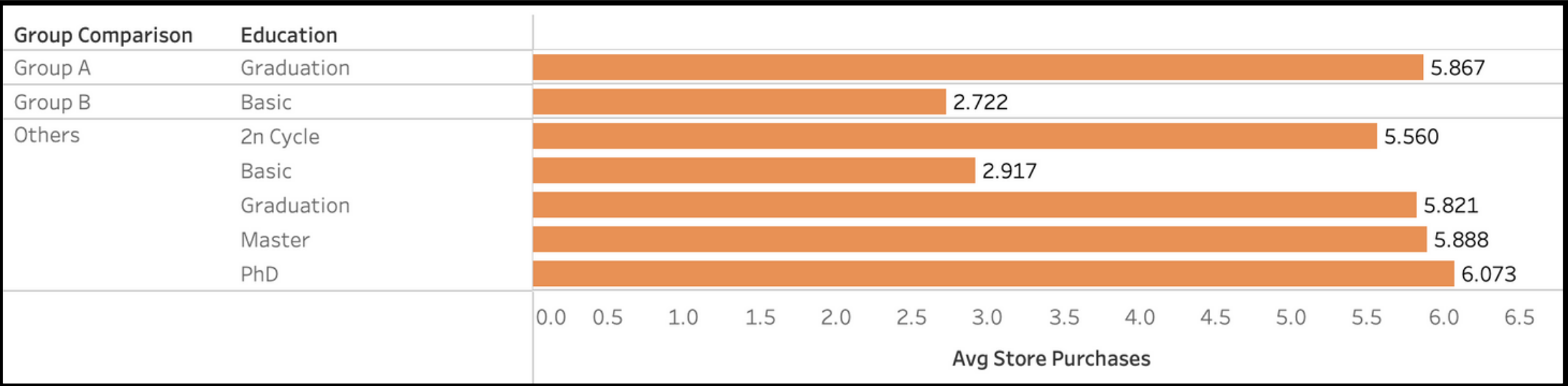
- **Income disparity across age groups evident from the data analysis.**
 - **Customers aged 40 and above exhibit the highest income levels.**
 - **Suggested strategy** - Focus on promotional targeting customers who fall into 40 years and older age bracket for business initiatives.
- 



BUSINESS QUESTION 3



What is the average number of store purchases based on different education levels and marital statuses, grouped into specific categories?



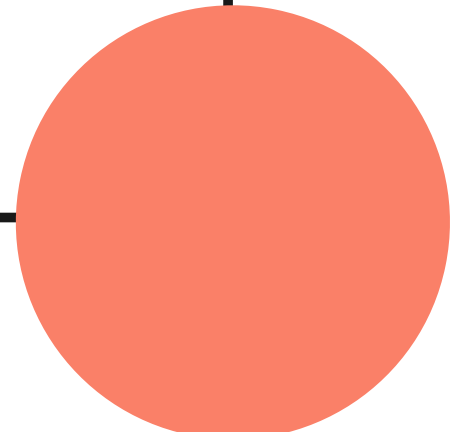
Data Visualization highlights that married customers and individuals with a PhD make the highest average store purchases, indicating a preference for in-person shopping experiences.

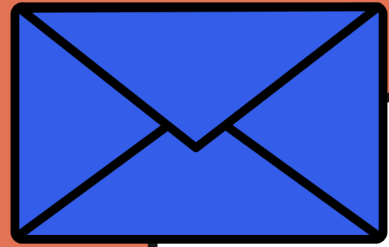
```
demographics.Marital_Status = 'Married' THEN 'Group A'  
demographics.Marital_Status = 'Single' THEN 'Group B'  
else 'Others'
```



BUSINESS QUESTION 4

What is the average trend of web purchases for customers over a five-year period after their enrollment, grouped by the year they joined?

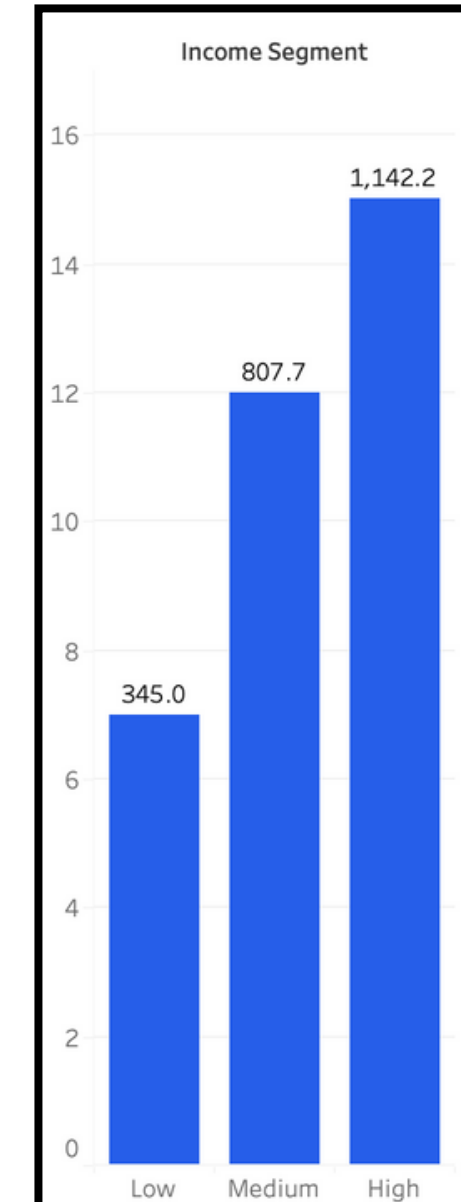
- The data shows that the customers prefer web purchases, more than in person. This is due to enhancement in online shopping experiences
 - **Suggested strategy** - Diversifying the shopping experiences to keep the customers happy.
- 



BUSINESS QUESTION 5

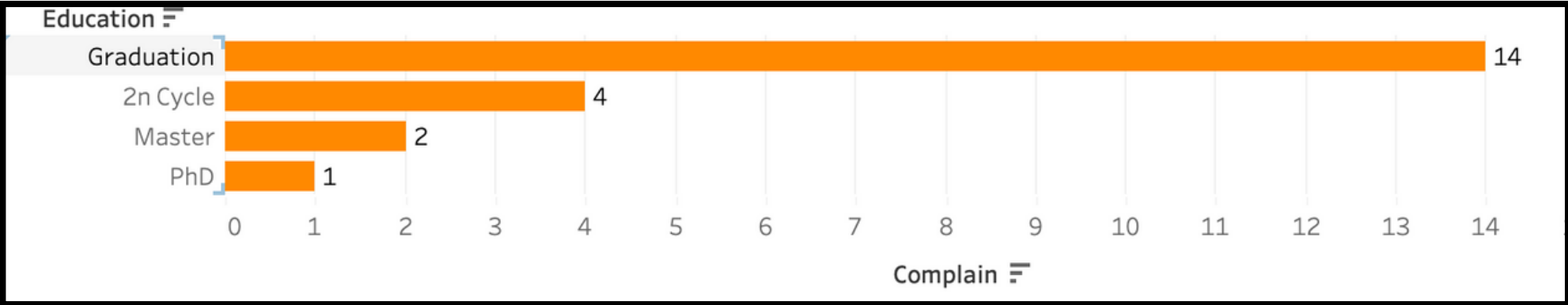
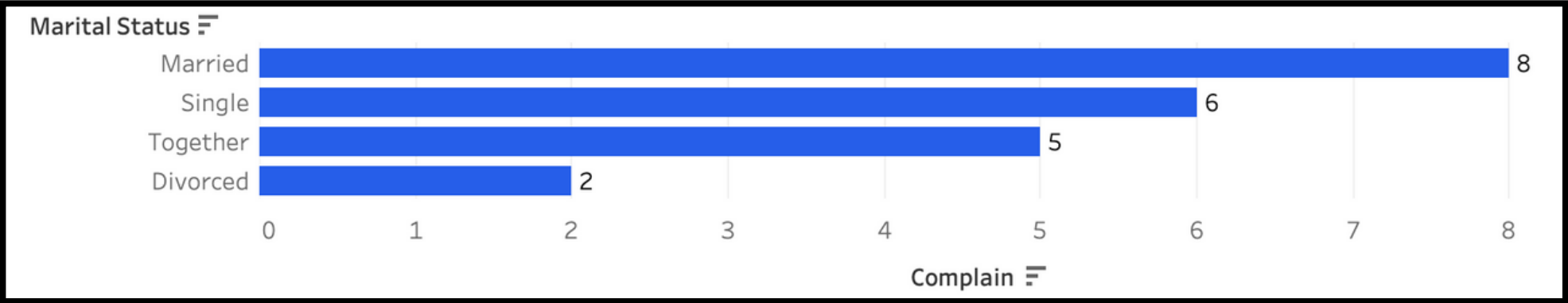
What is the average number of deals purchased based on different income segments among customers who responded to promotions?

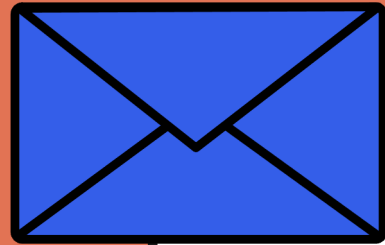
- **High-income segments displayed an above-average engagement with deals offered through promotions.**
- **Understanding income brackets assists in tailoring promotions to specific income groups for better responses.**



BUSINESS QUESTION 6

What are the web purchasing behaviors of customers who have registered complaints?





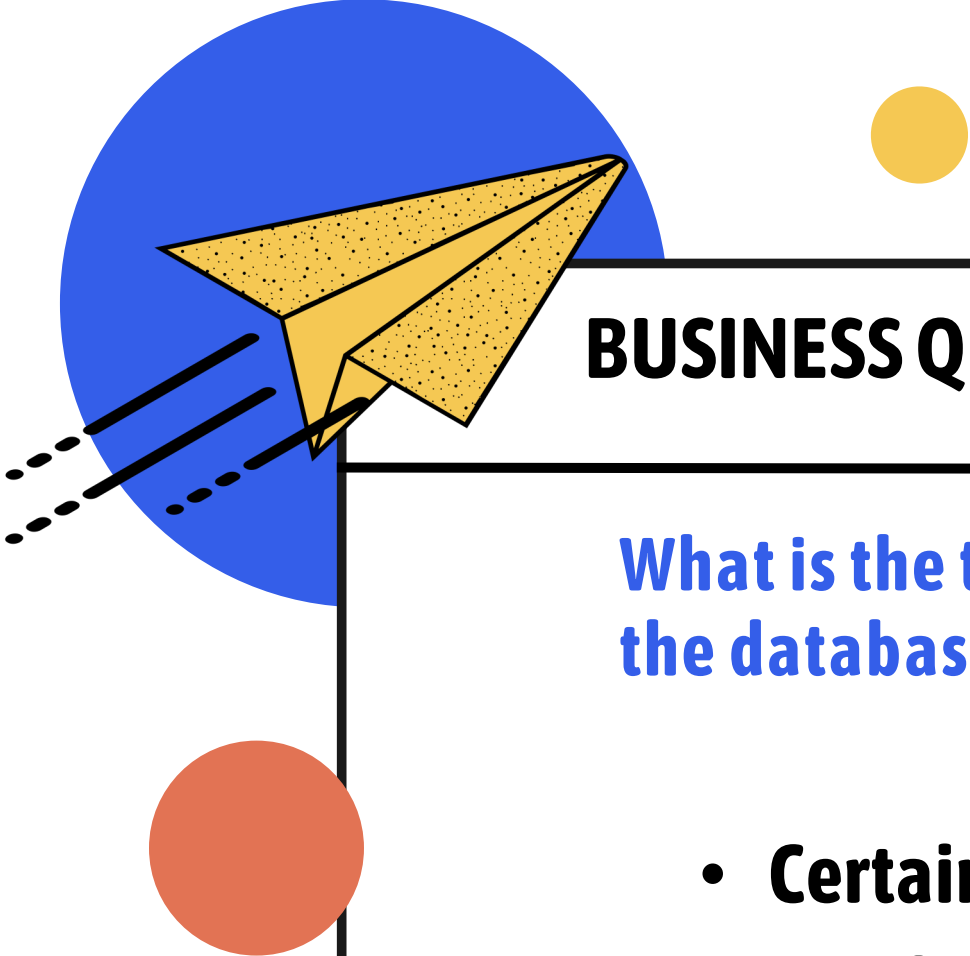
BUSINESS QUESTION 7



Who is the customer with the highest total combined purchases across various categories (web, catalog, store, and web visits), and what are their income and education level?

ID	Education	Income	Avg. Total Purchases
4127	PhD	77,766	38
5153	PhD	77,766	38
7030	PhD	66,465	38

Among those customers listed with an 'Avg. Total Purchases' value of 38, the highest income and education level belong to the with a PhD, having an income of 77,766.



BUSINESS QUESTION 8

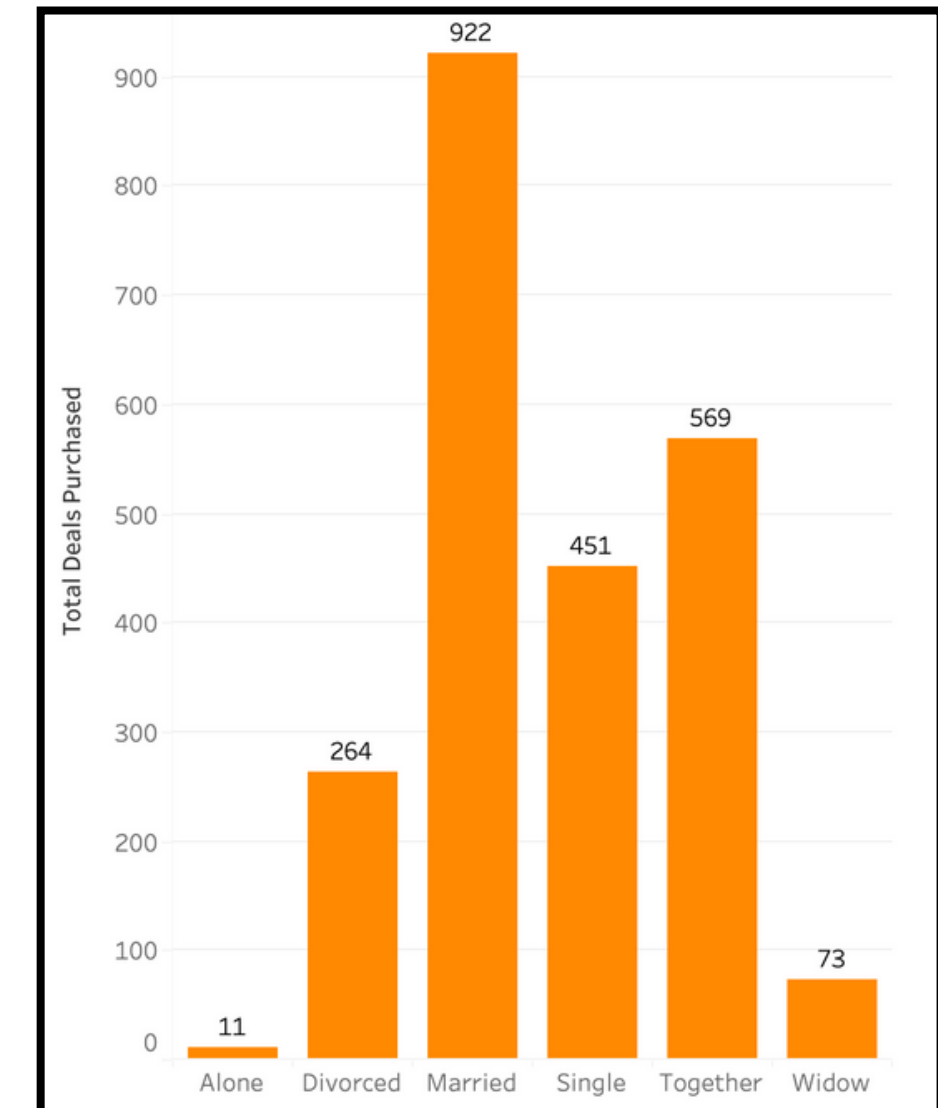
What is the total number of deals purchased by each unique customer based on the database? Is there any pattern worth attention?

- **Certain customers demonstrated a consistent trend of higher deal purchases, potentially indicating their inclination towards promotional offers.**
 - **Exploring the reasons behind varied deal purchase behaviors among customers could unveil insights for targeted marketing strategies.**
- 

BUSINESS QUESTION 9

Among customers who have made total purchases (across various product categories) exceeding 1500, what are their response statuses to promotions?

- Correlation between high purchase totals and response statuses was observed.
- Further analysis may be required to better understand the factors influencing customer responses to promotions and their purchasing behavior.





STEPS TO ENHANCE CUSTOMER RETENTION

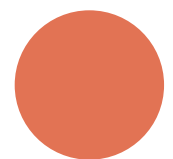
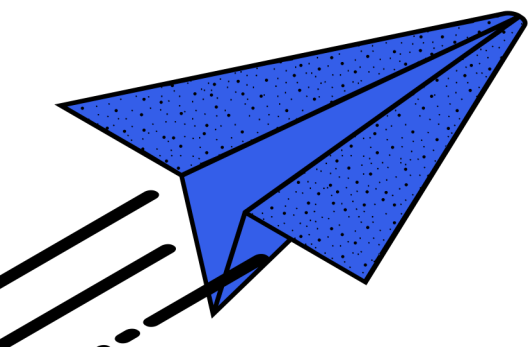
ACTION 1:

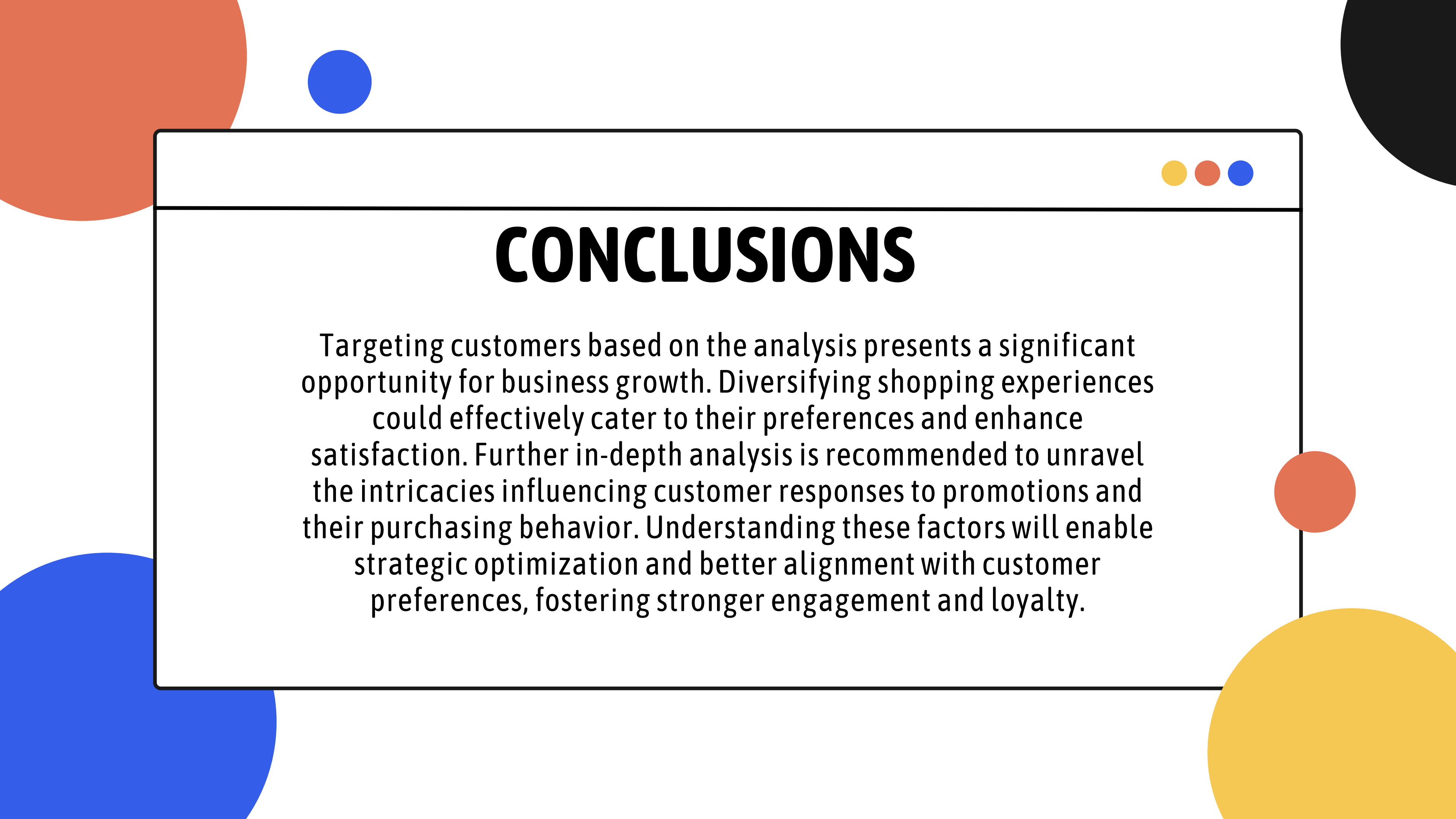
Targeting working-age groups could substantially boost sales, given their predominant presence among customers

ACTION 2:

Diversifying the shopping experiences to keep the customers happy.

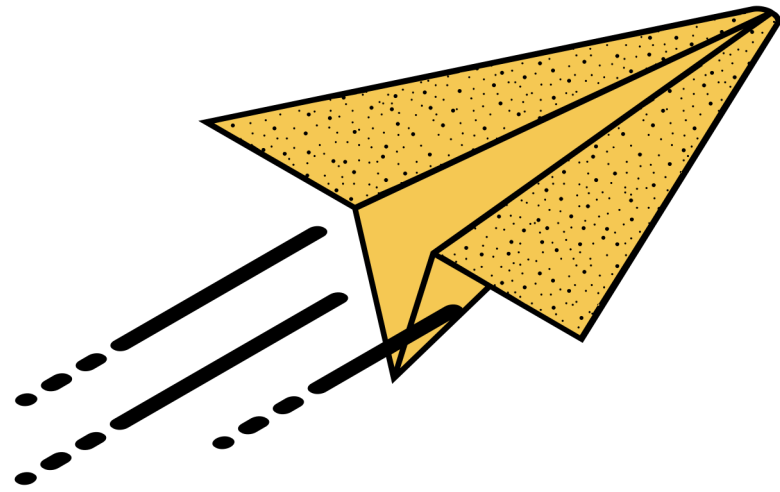
Further analysis may be required to better understand the factors influencing customer responses to promotions and their purchasing behavior.





CONCLUSIONS

Targeting customers based on the analysis presents a significant opportunity for business growth. Diversifying shopping experiences could effectively cater to their preferences and enhance satisfaction. Further in-depth analysis is recommended to unravel the intricacies influencing customer responses to promotions and their purchasing behavior. Understanding these factors will enable strategic optimization and better alignment with customer preferences, fostering stronger engagement and loyalty.



THANK YOU!

by Maanvee Mehrotra

