

Fine. Wine. & Spirits. Corporation.

Corporation. Fine. Wine. & Spirits. Corporation.



High  
Five  
Co.

Fine. Wine. & Spirits. Corporation.

# AGENDA



公司  
介紹



背景  
分析



行銷  
策略



# 公司介紹

High Five Co. 讓你有尊絕不凡的感受



- 公司名稱：High Five Co.
- 主要販售產品：各式洋酒
- 定位：中高價位酒品市場
- 成員：張瑜萱 郭品萱 林沛緹 李祐陞 高念慈
- 成立於 Nov. 2021



- 公司位於南港區  
( 靠近汐止交界 )



# 背景分析



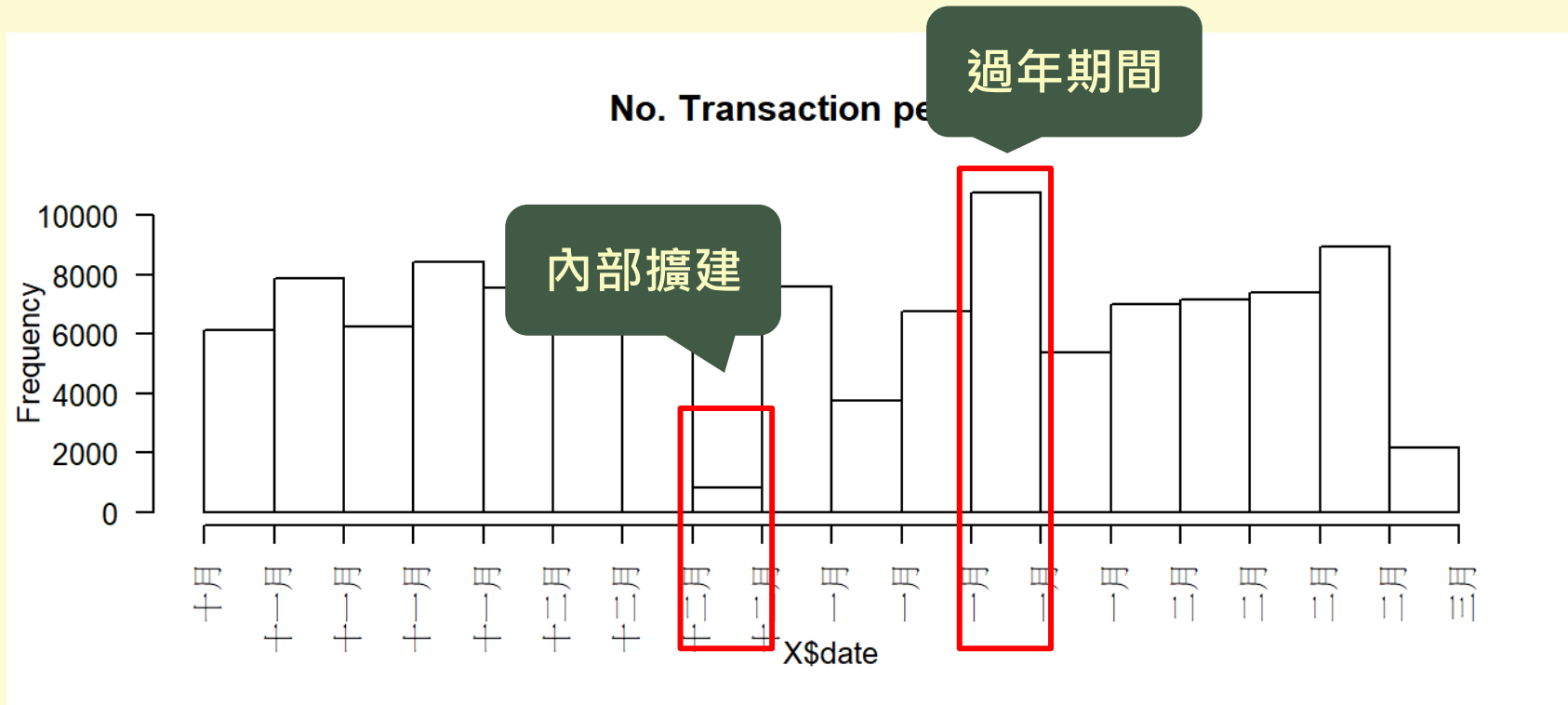


# Tafeng 原始資料

	date	cust	age	area	cat	prod	qty	cost	price
817731	2001-02-28	00070300	a49	z221	500201	4710104112924	1	130	
817732	2001-02-28	00304795	a39	z221	500561	4901690000058	1	89	
817733	2001-02-28	00897679	a29	z115	100312	0037000329169	1	38	
817734	2001-02-28	00043854	a34	z110	300801	4710117600562	1	31	
817735	2001-02-28	00234658	a49	zUnknown	530104	4710168182031	1	123	
817736	2001-02-28	00556941	a39	z115	712901	8888021800401	1	114	
817737	2001-02-28	00312790	a39	z114	530501	4713317035042	2	80	
817738	2001-02-28	00057486	a44	z115	530209	4710731060124	1	40	
817739	2001-02-28	00733526	a69	zUnknown	510539	4716340052307	1	78	
817740	2001-02-28	00173704	a49	z115	520457	4714276145315	1	90	
817741	2001-02-28	01719888	a34	z221	530202	4713080610231	1	158	



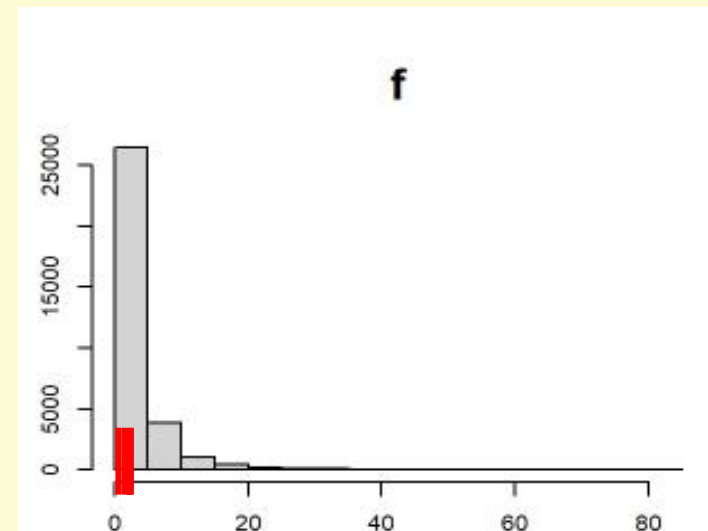
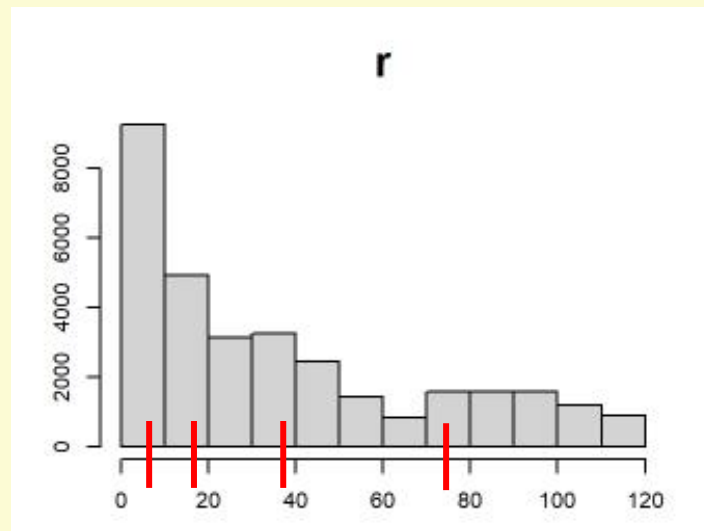
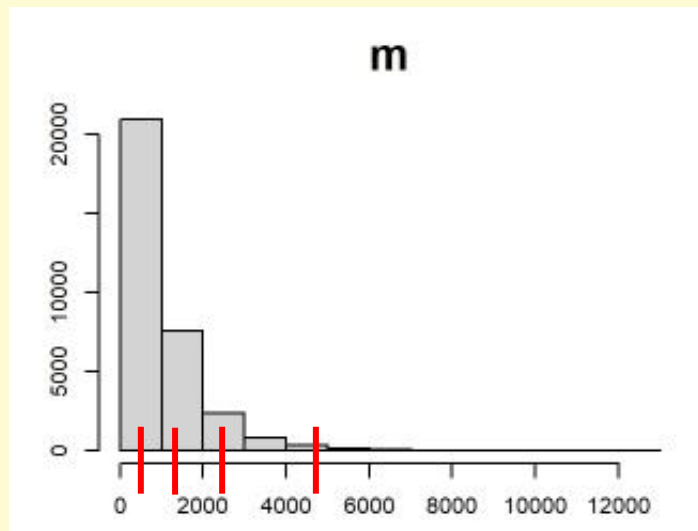
## 每週交易次數







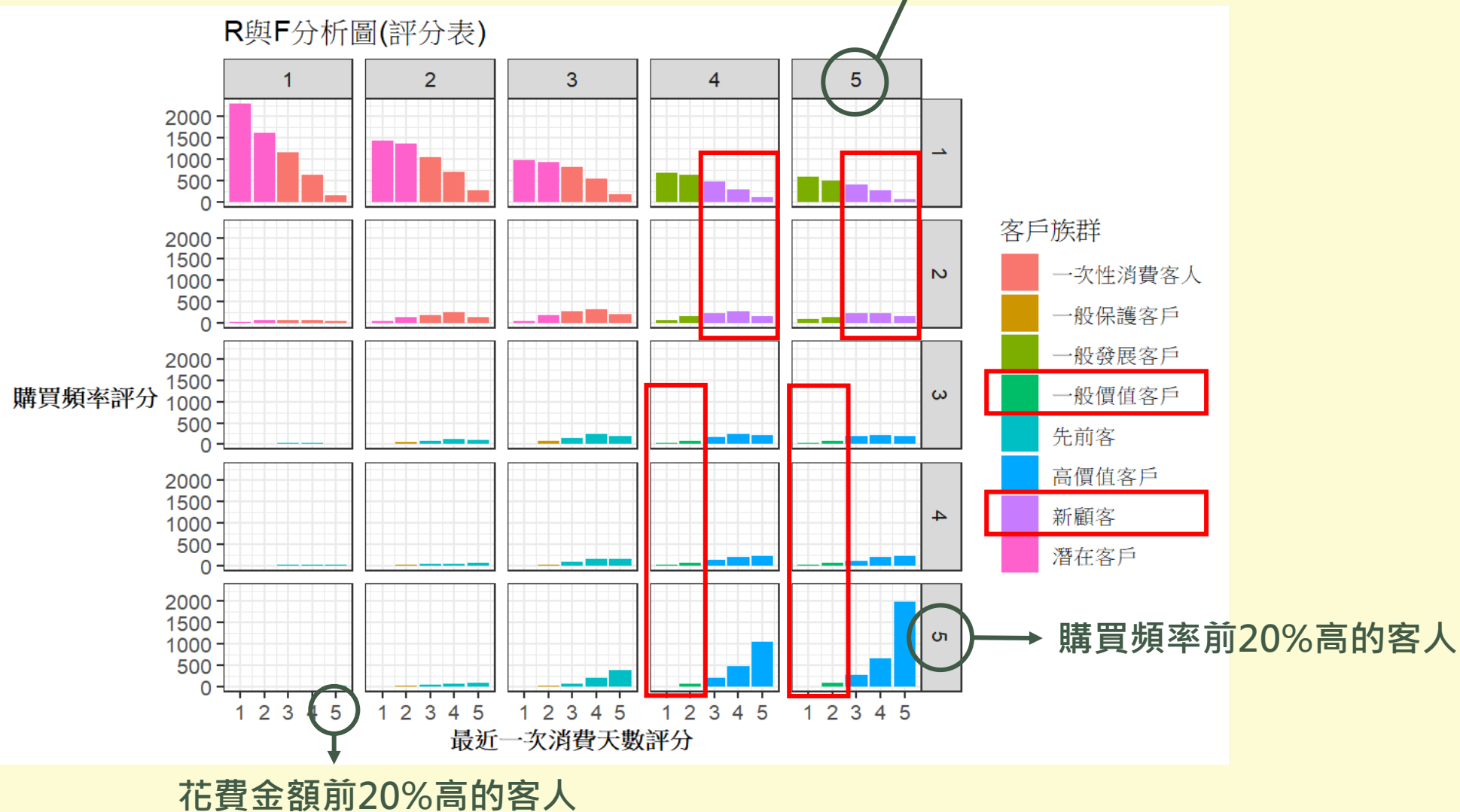
## 顧客消費狀況



```
> quantile(salesRFM$Monetary,
+
+                                     probs = seq(0, 1, 0.2),
+                                     names = FALSE)
[1]      8    560   1259   2405   4752 127686
> quantile(salesRFM$Recency,
+
+                                     probs=seq(0,1,0.2),
+                                     names = FALSE)
[1]    1    7   18   38   74  120
> quantile(salesRFM$Frequency,probs=seq(0, 1, 0.2),names = FALSE)
[1] 1 1 2 3 5 85
```

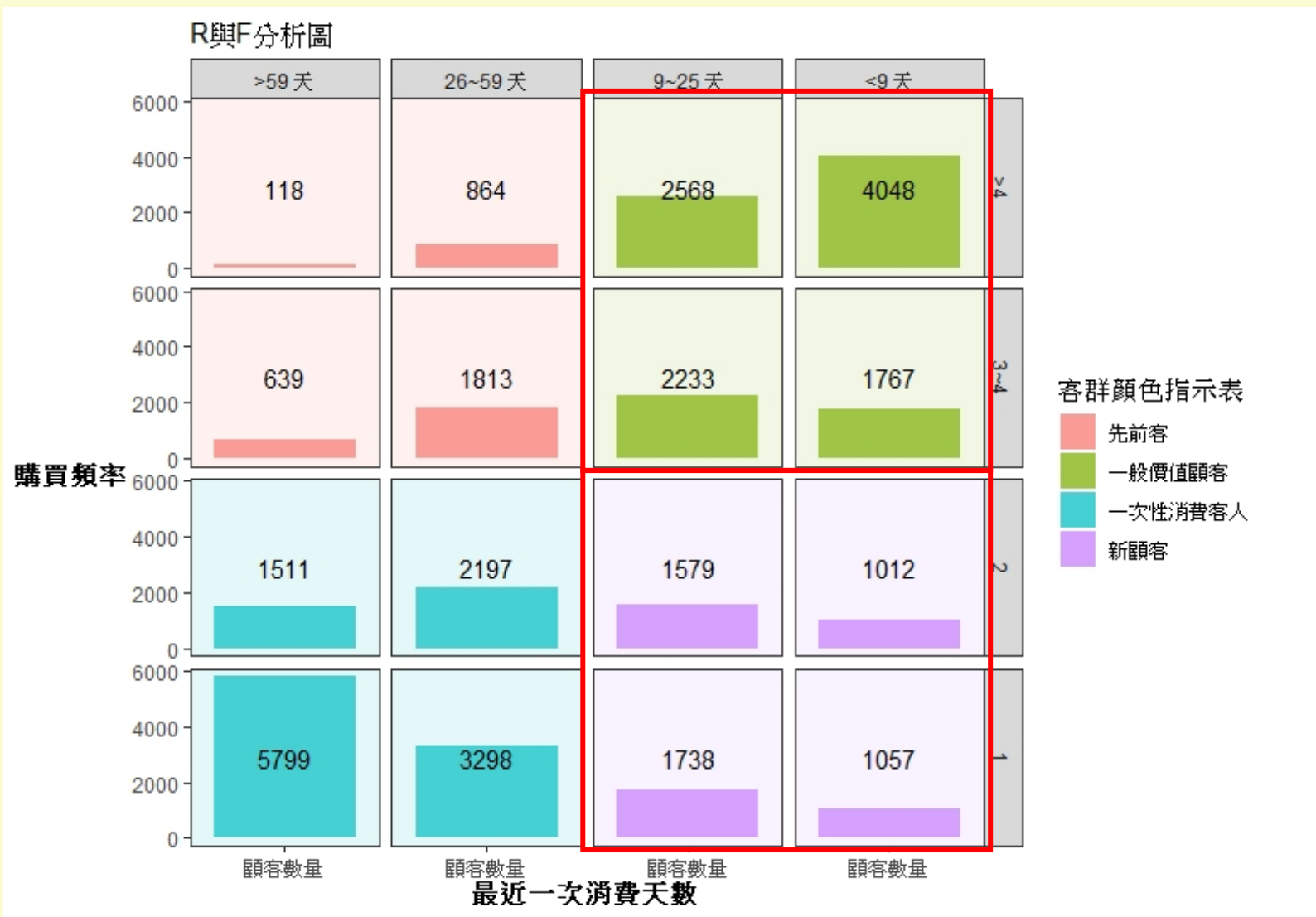


# RFM評分圖



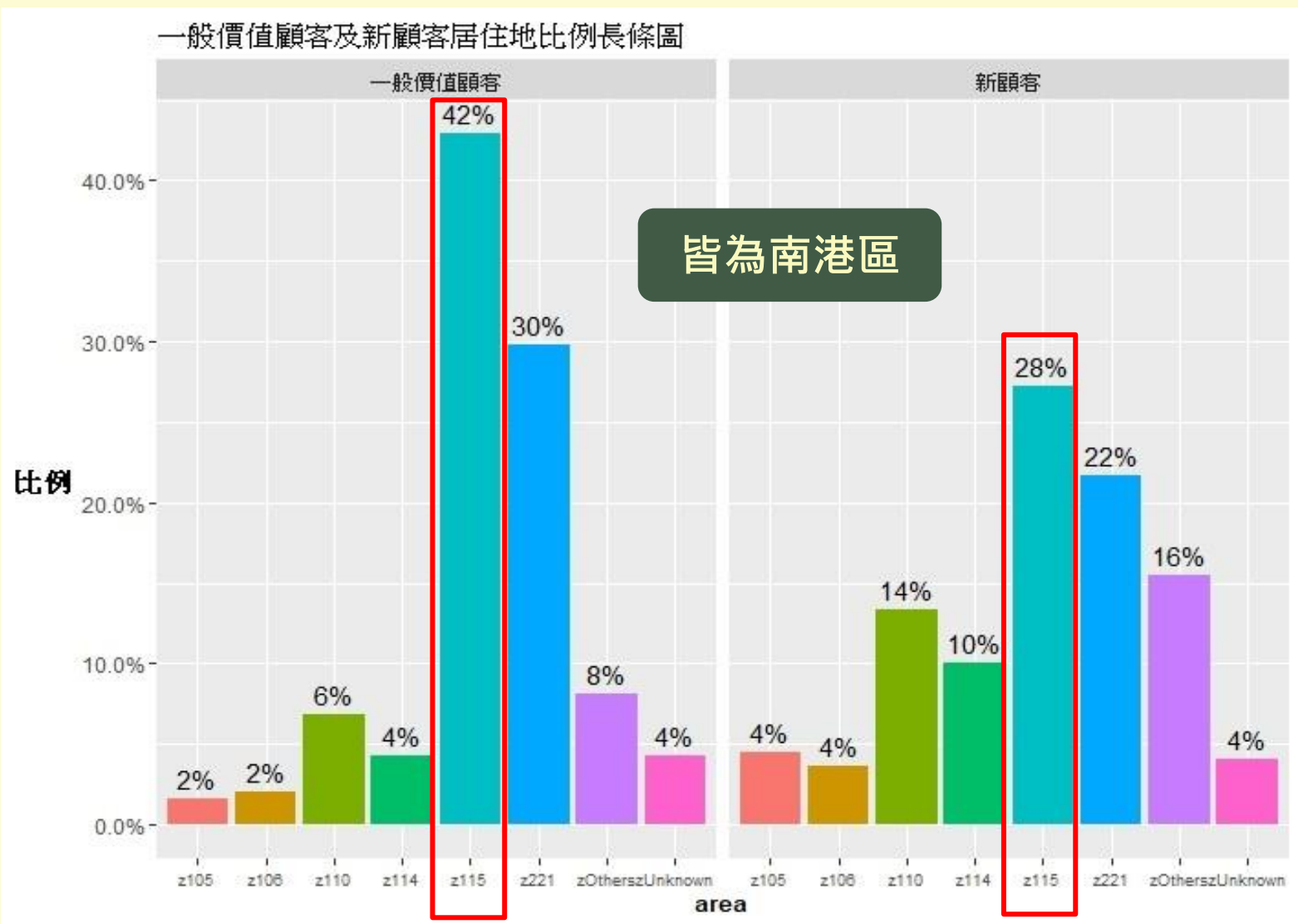


# R與F分析圖



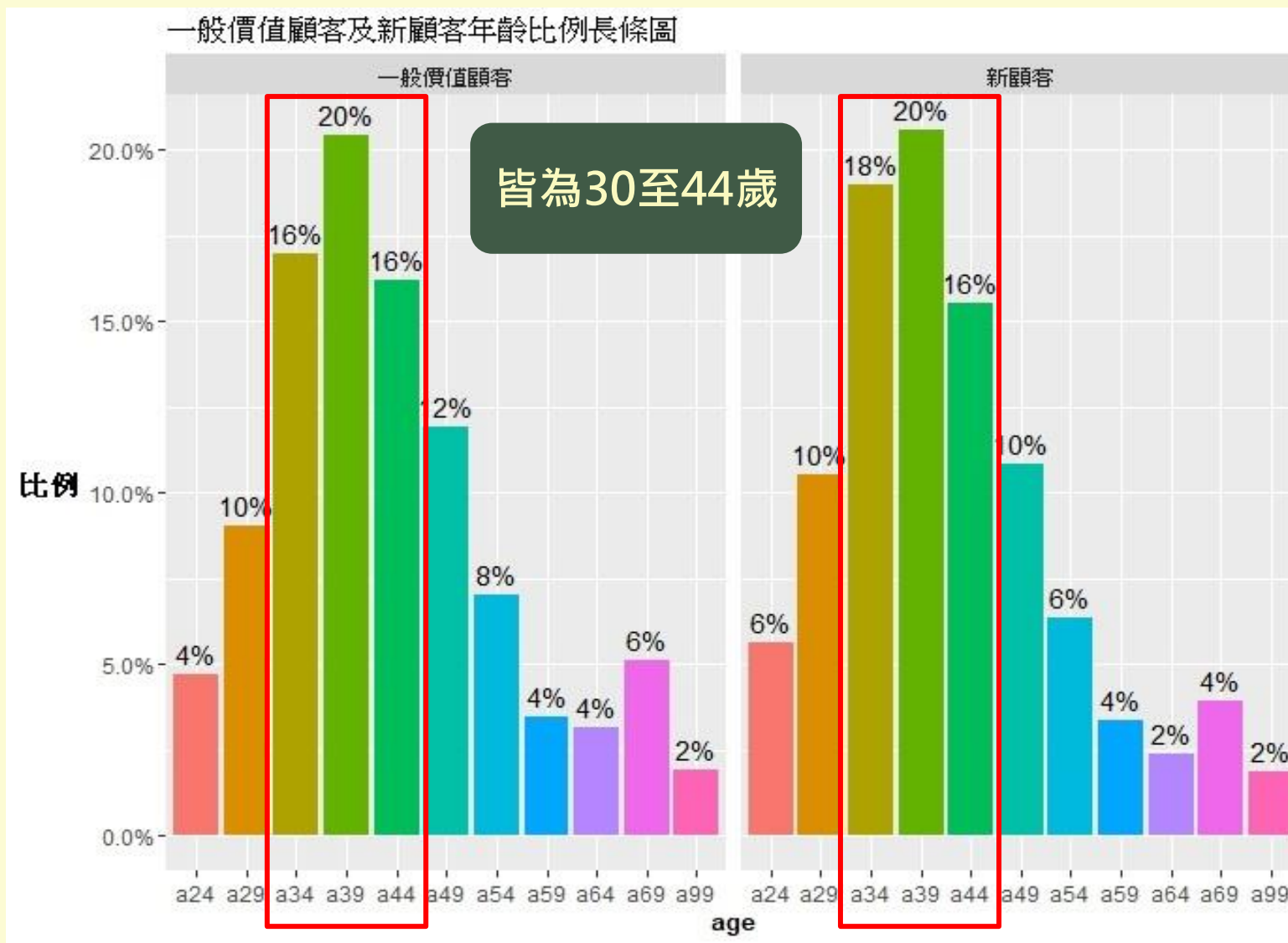


## 一般價值顧客與新顧客居住地比例



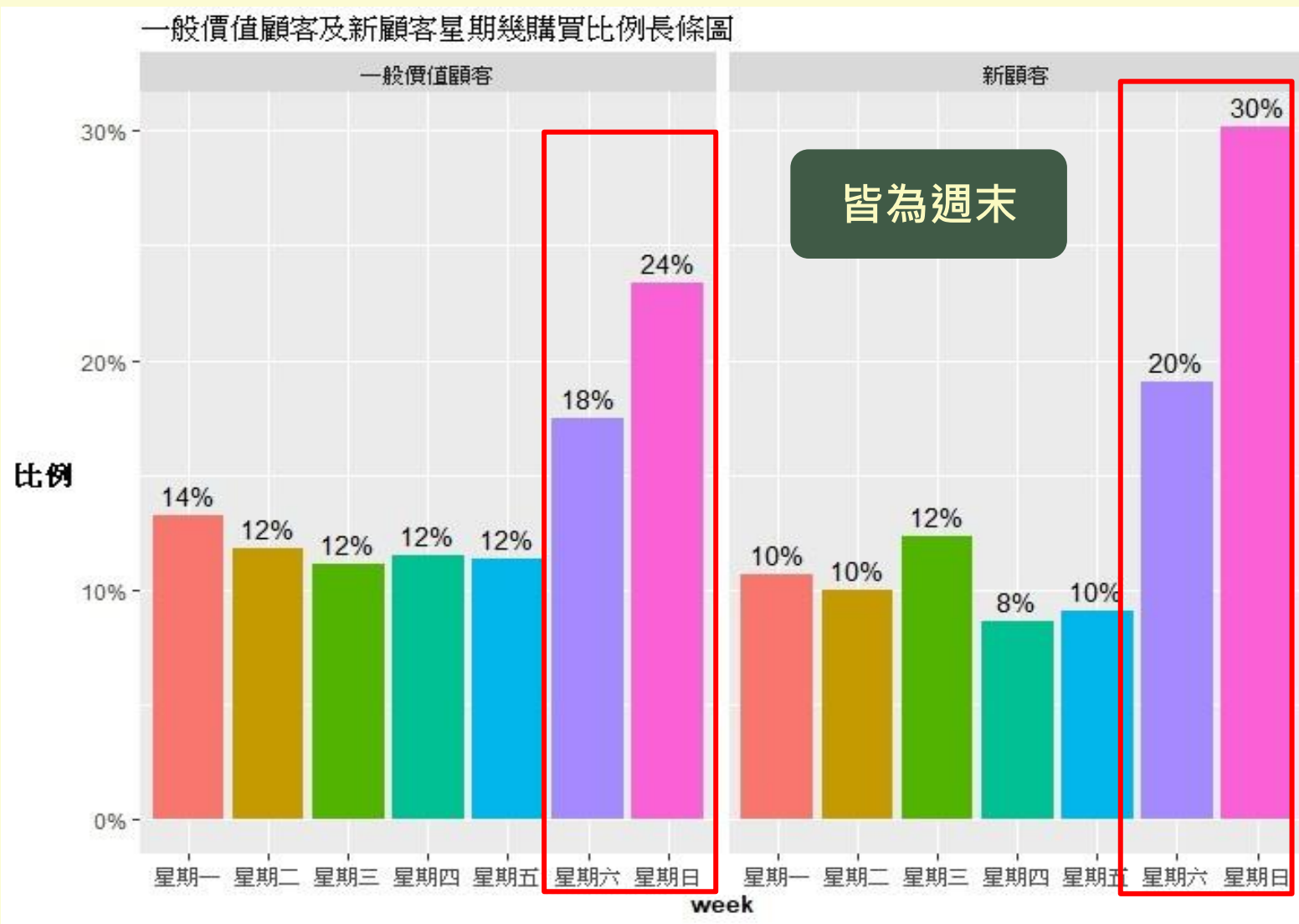


## 一般價值顧客與新顧客年齡比例





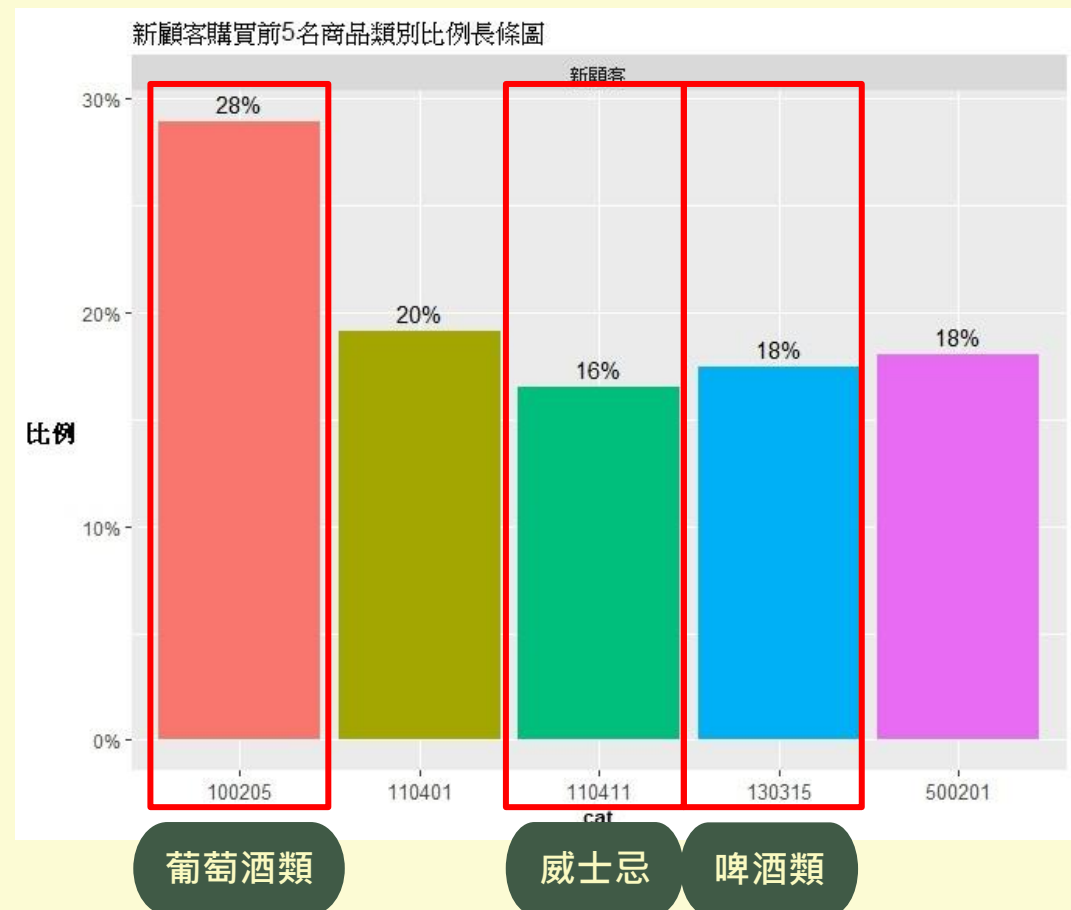
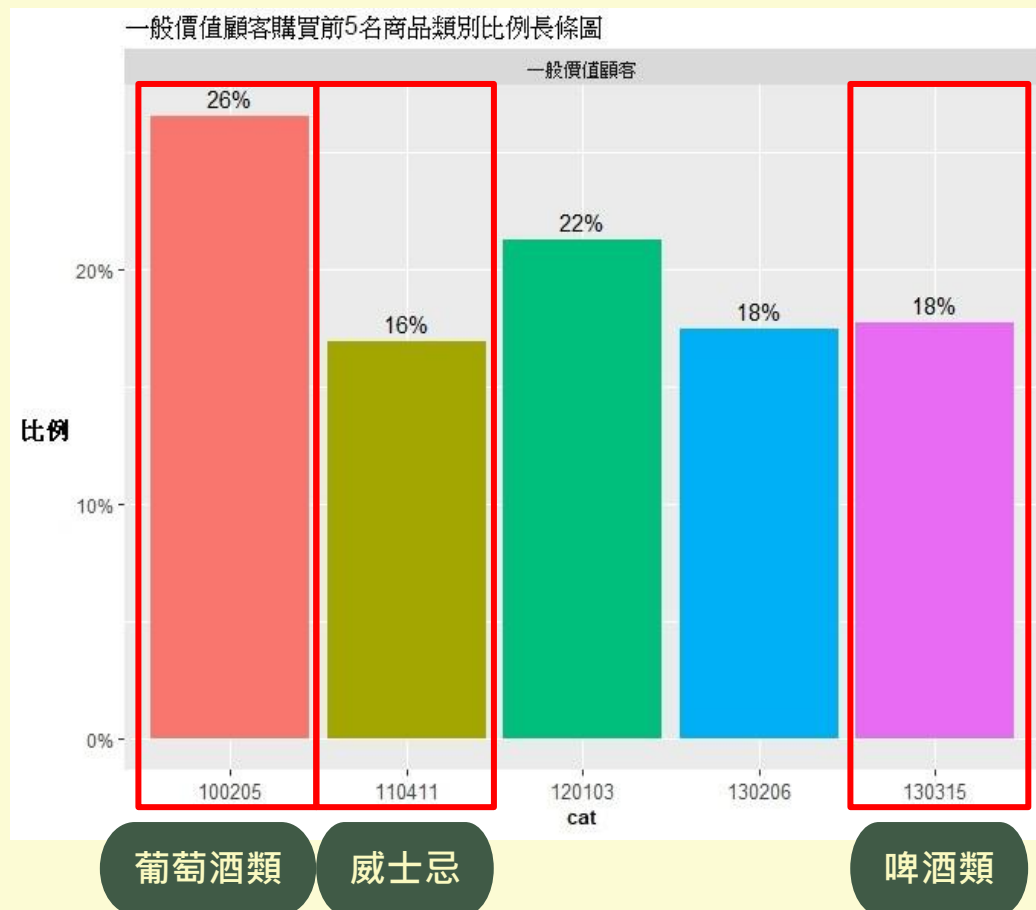
## 一般價值顧客與新顧客星期幾購買比例





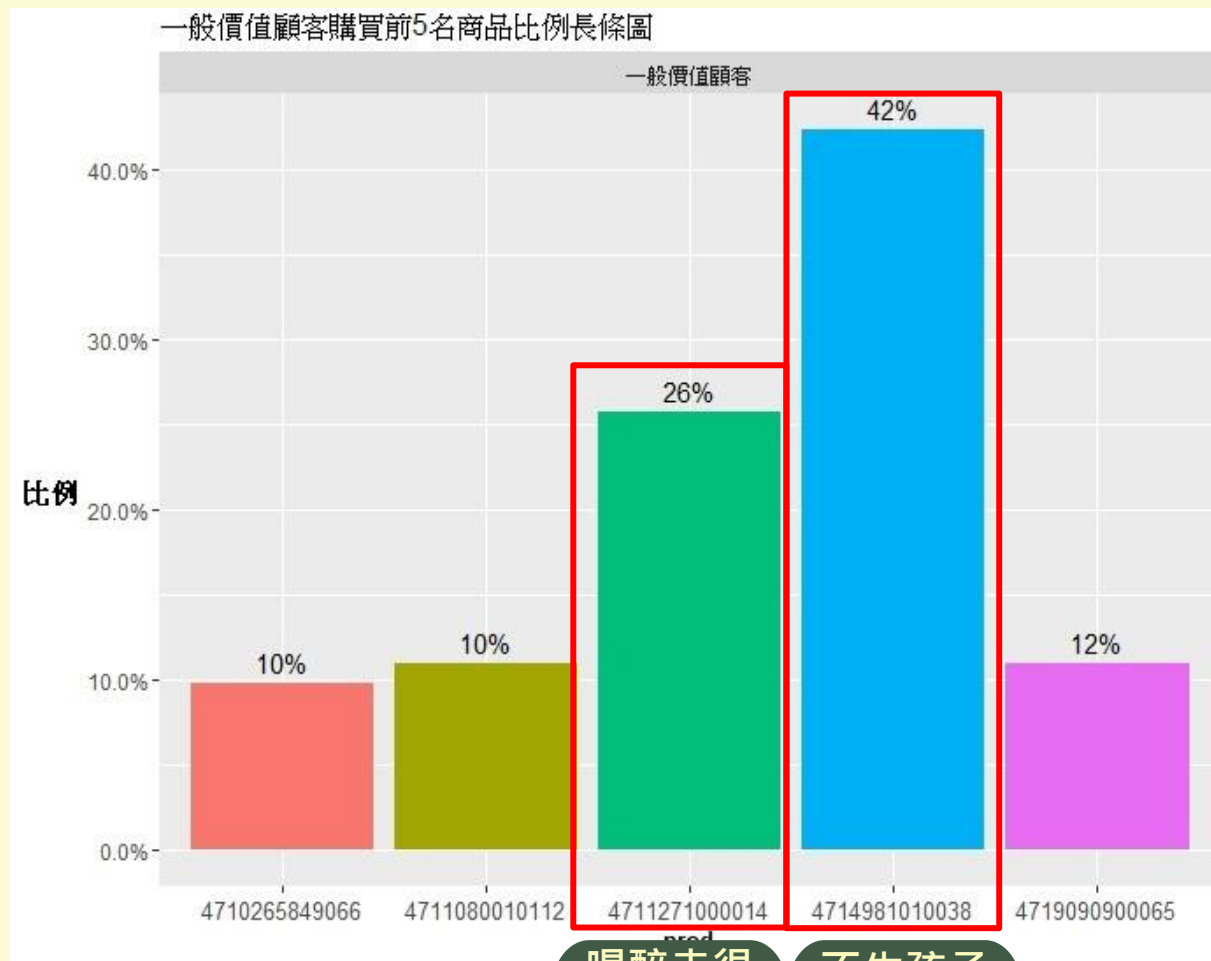


## 一般價值顧客與新顧客購買前5名商品類別比例





## 一般價值顧客購買前5名商品比例



喝醉走很  
蔓越莓

不生孩子  
生啤酒

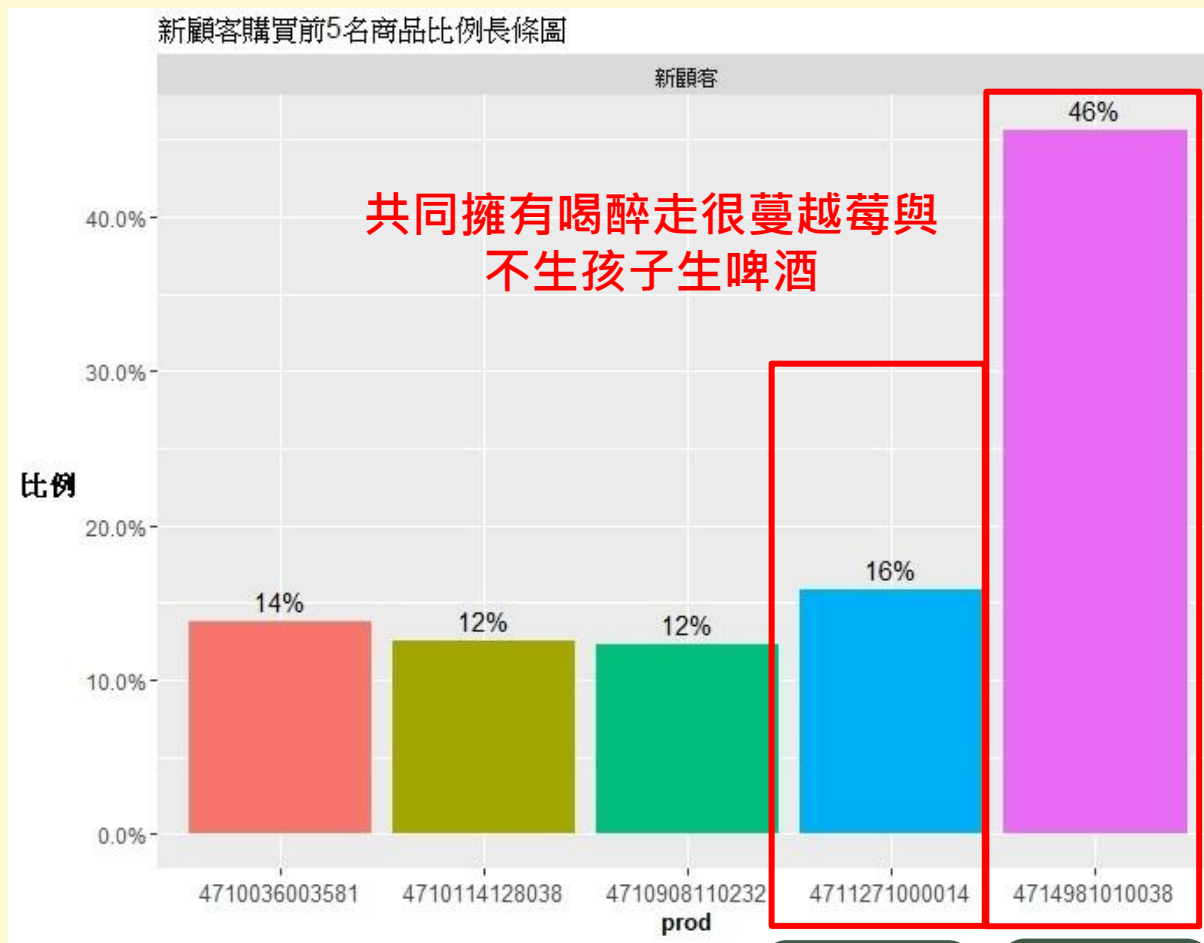
拜拜燒香檳

	prod	number	price
1	4714981010038	6251	28
2	4711271000014	3799	16
3	4719090900065	1629	185
4	4711080010112	1622	40
5	4710265849066	1455	195

狗狗嘎雞尾酒



## 新顧客購買前5名商品比例



喝醉走很  
蔓越莓

不生孩子  
生啤酒

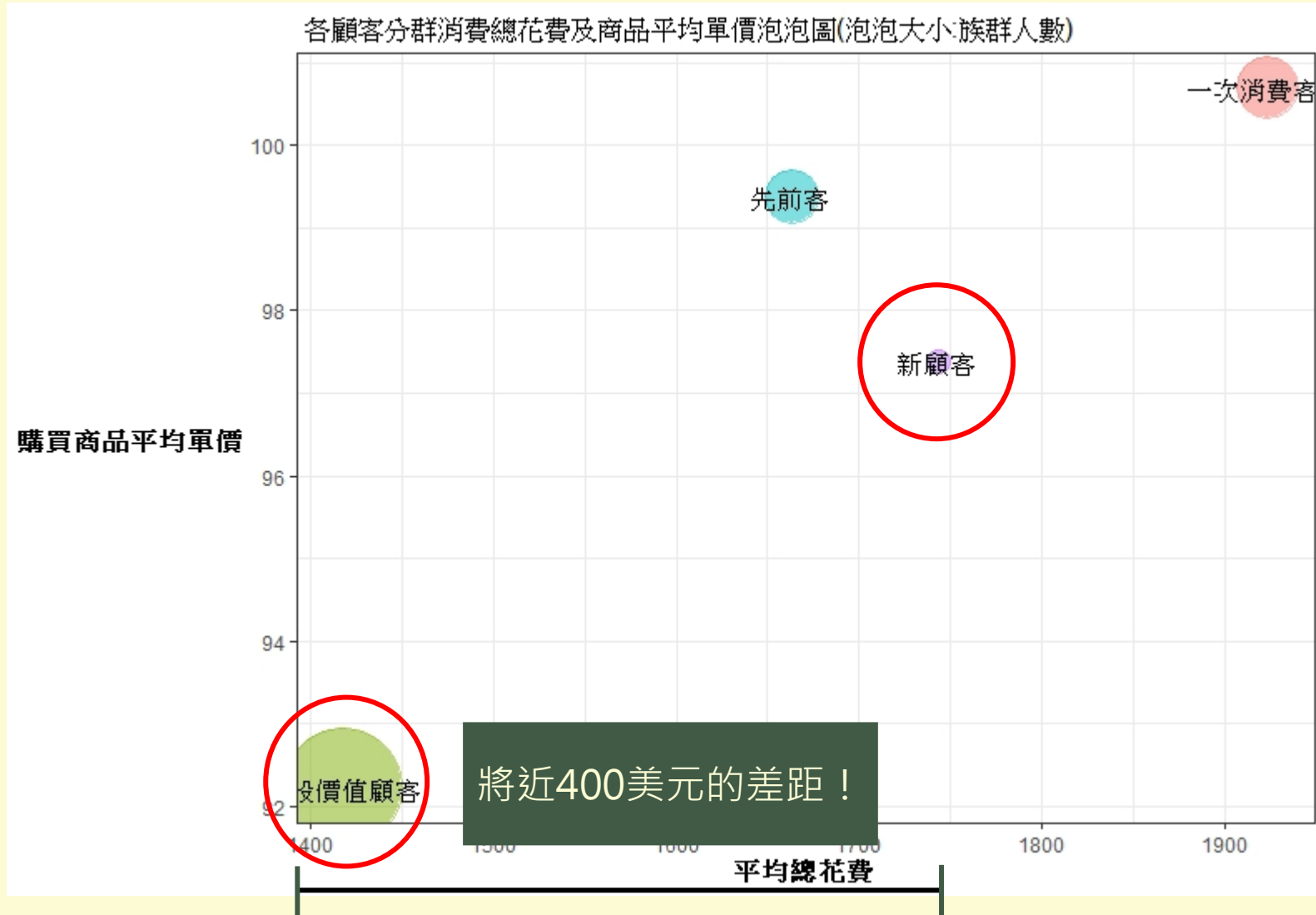
狐假虎威士忌

	prod	number	price
1	4714981010038	764	28
2	4711271000014	265	16
3	4710036003581	231	185
4	4710114128038	210	169
5	4710908110232	206	85

敝姓陳年高粱酒



## 各顧客分群消費總花費級商品平均單價泡泡圖



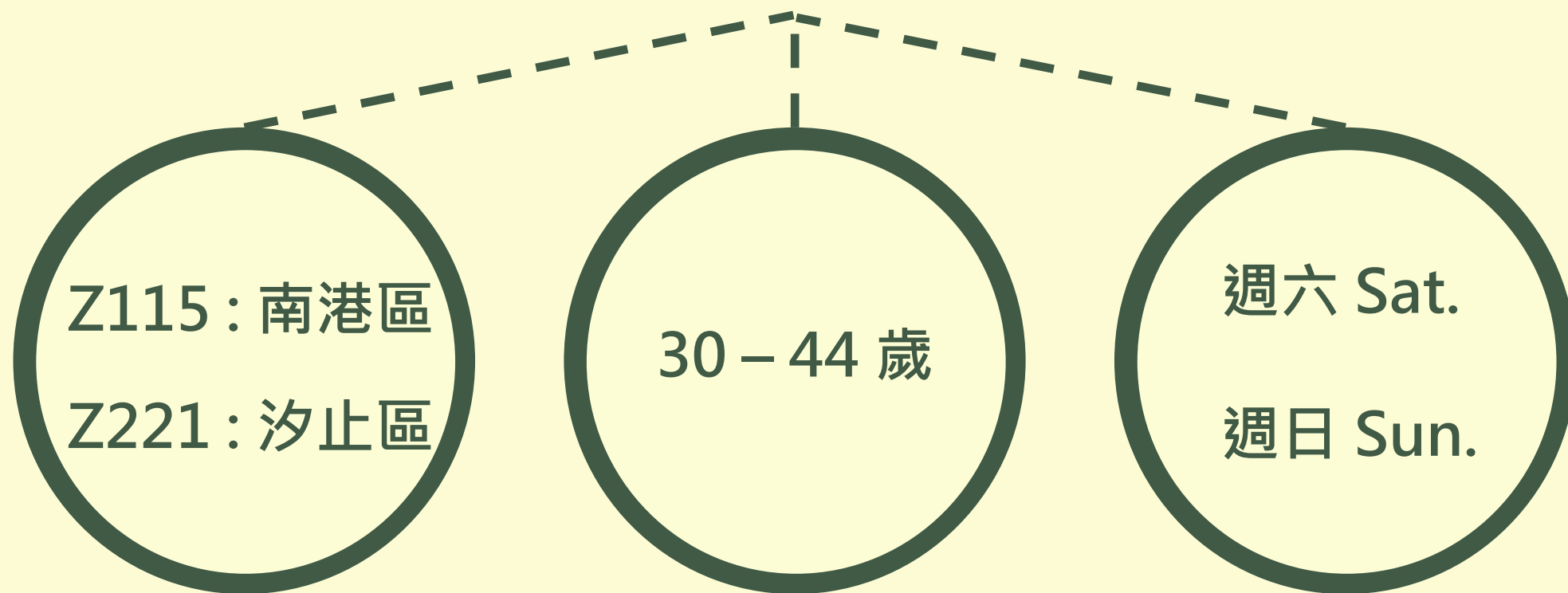


# 行銷策略



# 主力客群總結

一般價值顧客 & 新顧客







# 主力客群 1：一般價值顧客

## 特徵

- 消費頻率高
- 距上次消費近
- 客單價低

## 行銷方向

利用高顧客忠誠度  
以促銷提高客單價



## 行銷策略：一般價值顧客

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《新品發表會》

微醺 + 早鳥優惠

提高新品曝光度  
& 客消費金額





## 主力客群 2：新顧客

### 特徵

- 客單價高
- 第一次消費發生在最近

### 行銷方向

利用較高消費力  
以尊榮獨家體驗  
提高顧客忠誠度



# 行銷策略: 新顧客

《聯誼聯誼舞會》

CEO 親筆邀請函

請酒給你心儀的對象

增加定情酒的回購率  
& 產品曝光度





# 行銷策略：產品面

[1] "一般價值顧客"

	row	col
4714981010038	15673	10610
4711271000014	10610	15673

[1] 485

[1] "新顧客"

	row	col
4714981010038	9305	2411
4710036003581	2411	9305

[1] 73

- 菜籃分析法
- 一般顧客和新顧客  
貢獻次數最多的產品組合
- 平日調酒組合促銷





## 產品行銷：一般價值顧客

不生孩子生啤酒

(4714981010038)

+

喝醉走很蔓越莓

(4711271000014)



Red Eye





# 產品行銷: 新顧客

不生孩子生啤酒

(4714981010038)

+

狐假虎威士忌

(4710036003581)

High Five. Fine. Wine. Corporation.



Boilermaker



我有酒，  
你有故事嗎？



# References

- <https://www.google.com/url?sa=i&url=https%3A%2F%2Fconsciousmagazine.co%2Fsept-parties%2F&psig=AOvVaw3KcMCIEhcAgblmJ3kMqU2t&ust=1650136847916000&source=images&cd=vfe&ved=0CA0QjhxqFwoTCKiU2IPllvcCFQAAAAdAAAAABAQ>
- <https://www.google.com/url?sa=i&url=https%3A%2F%2Ffew.com%2Farticle%2F2013%2F03%2F12%2Fthe-great-gatsby-to-open-cannes-film-festival%2F&psig=AOvVaw1n3LLhP3mIKGGA3NE8flqx&ust=1650136498264000&source=images&cd=vfe&ved=0CA0QjhxqFwoTCNCykN3jlvCFQAAAAAdAAAAABAc>
- <https://drink818.com/our-story>
- <https://www.hunterhunter.com.au/hunter-valley/experiences/fireside-during-winter-at-briar-ridge/>
- [https://www.google.com/imgres?imgurl=https%3A%2F%2Fauction.zachys.com%2FitemImages%2F000060%2F60856b\\_med.jpeg&imgrefurl=https%3A%2F%2Fauction.zachys.com%2FLotDetail.aspx%3Finventoryid%3D60856%26seo%3DThe-Ultimate-Los-Angeles-818-Tequila-Experience-wi%26language%3Dzh-Hant&tbnid=Yvq8jW2OoDESyM&vet=12ahUKEwjHy9Xy5pb3AhUHhpQKHcmoD0sQMygmegUIARCMAG..i&docid=L8M--KX79YRARM&w=401&h=600&q=818%20tequila&client=safari&ved=2ahUKEwjHy9Xy5pb3AhUHhpQKHcmoD0sQMygmegUIARCMAG](https://www.google.com/imgres?imgurl=https%3A%2F%2Fauction.zachys.com%2FitemImages%2F000060%2F60856b_med.jpeg&imgrefurl=https%3A%2F%2Fauction.zachys.com%2FLotDetail.aspx%3Finventoryid%3D60856%26seo%3DThe-Ultimate-Los-Angeles-818-Tequila-Experience-wi%26language%3Dzh-Hant&tbnid=Yvq8jW2OoDESyM&vet=12ahUKEwjHy9Xy5pb3AhUHhpQKHcmoD0sQMygmegUIARCMAG..i&docid=L8M--KX79YRARM&w=401&h=600&q=818%20tequila&client=safari&ved=2ahUKEwjHy9Xy5pb3AhUHhpQKHcmoD0sQMygmegUIARCMAG)