Customer Segmentation and Marketing Campaign Analysis

Project Overview

Objective

This project uses customer demographic and transactional data to segment customers, understand purchasing behaviors, and evaluate marketing campaign performance.By doing so, we aim to identify patterns in customer engagement with the store and their responsiveness to marketing campaigns. These insights help support more targeted, data-driven marketing strategies.
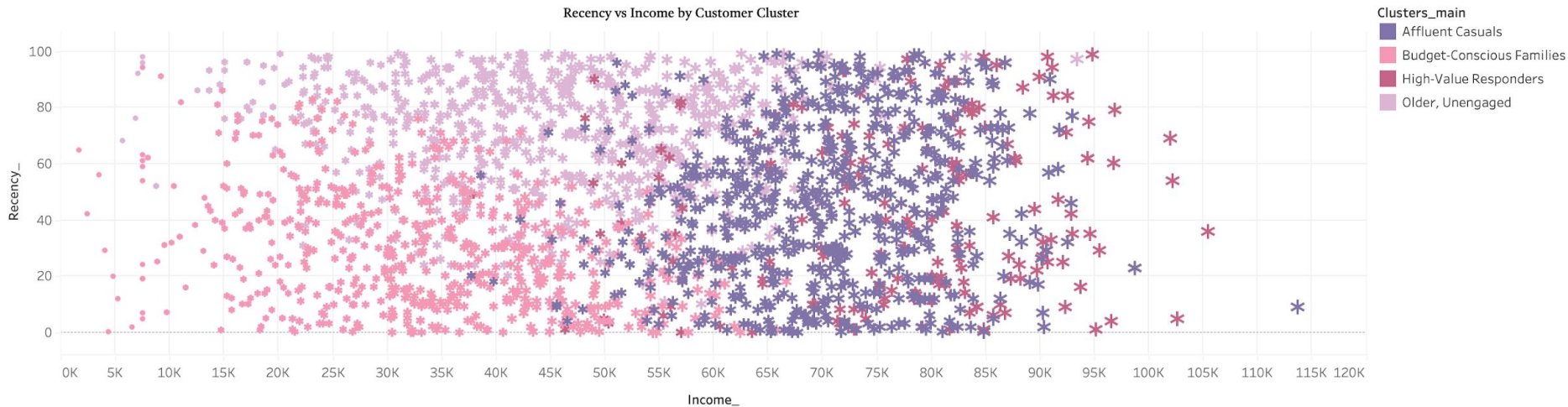
Dataset
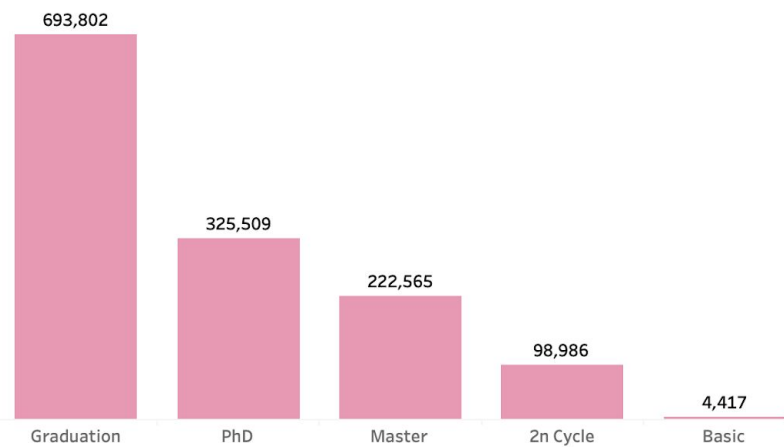Customer Personality Analysis from **Kaggle**

Tools
- Python (clustering)
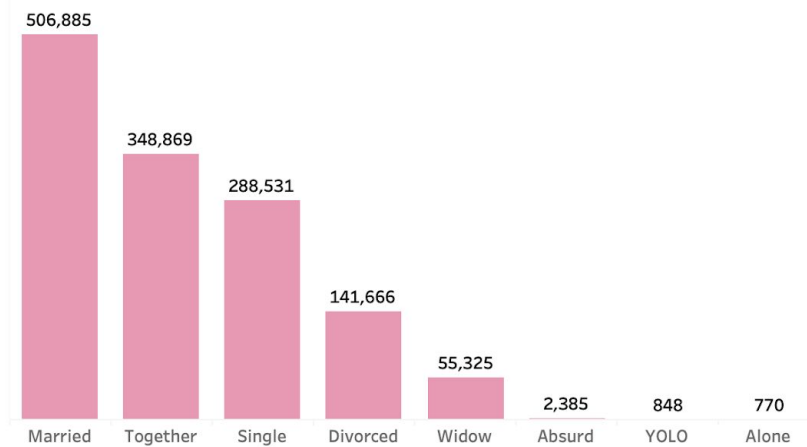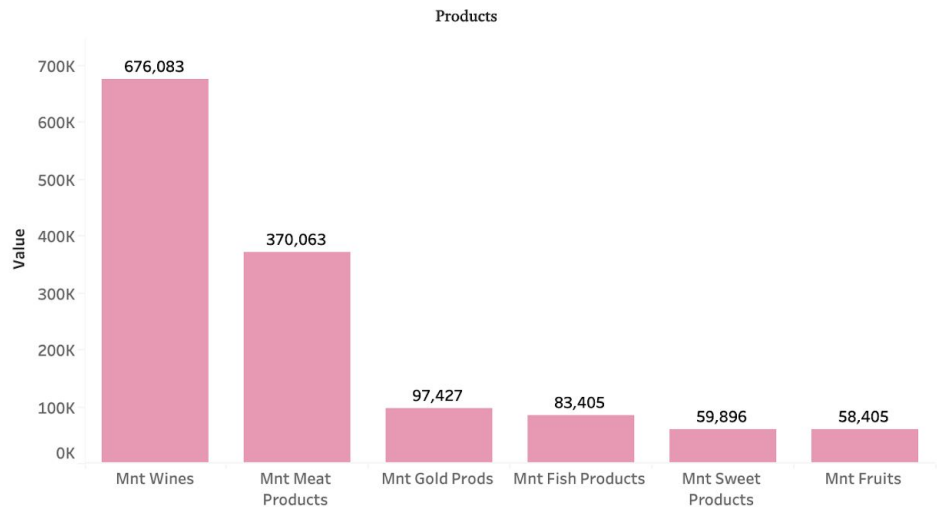- Tableau (EDA/visualization)

Customer Segmentation & Profile

Recency vs Income by Customer Cluster

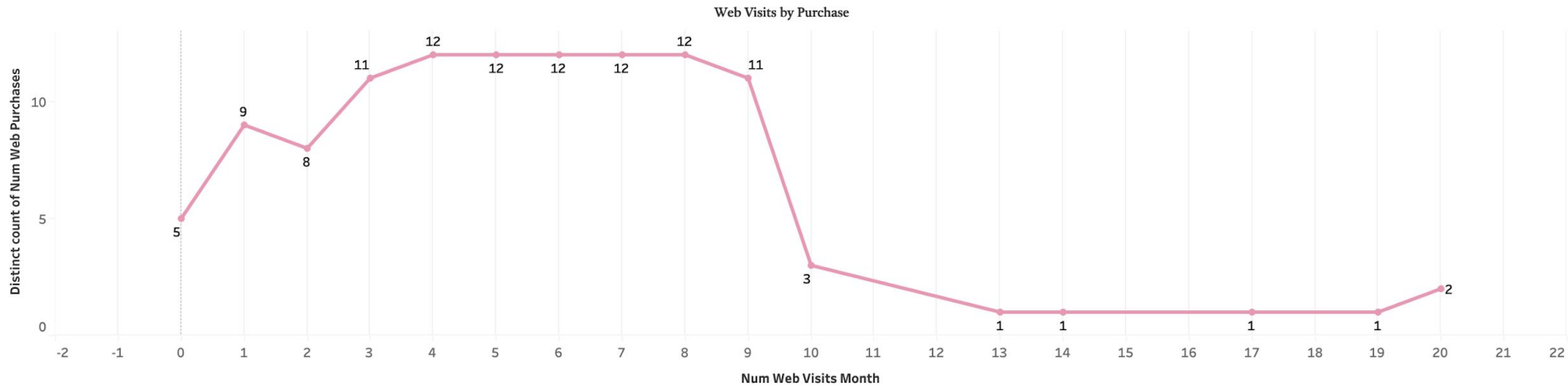Clusters_main
- Affluent Casuals
- Budget-Conscious Families
- High-Value Responders
- Older, Unengaged

Total Spent by Education

- Graduation: 693,802
- PhD: 325,509
- Master: 222,565
- 2n Cycle: 98,986
- Basic: 4,417

Total Spent by Marital Staus

- Married: 506,885
- Together: 348,869
- Single: 288,531
- Divorced: 141,666
- Widow: 55,325
- Absurd: 2,385
- YOLO: 848
- Alone: 770

Customer Purchasing Behavior

Web Visits by Purchase

Number of Purchases

Products
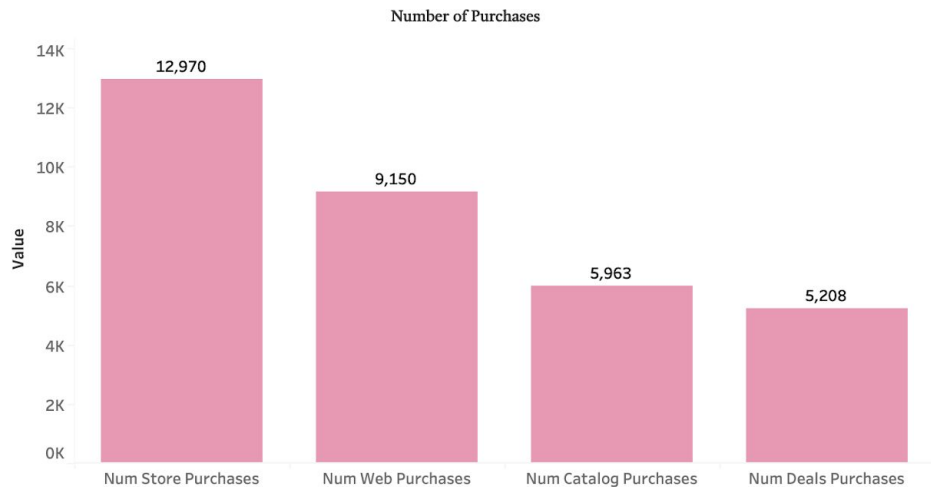
Marketing Campaign Performance

Number of Campaign Responses
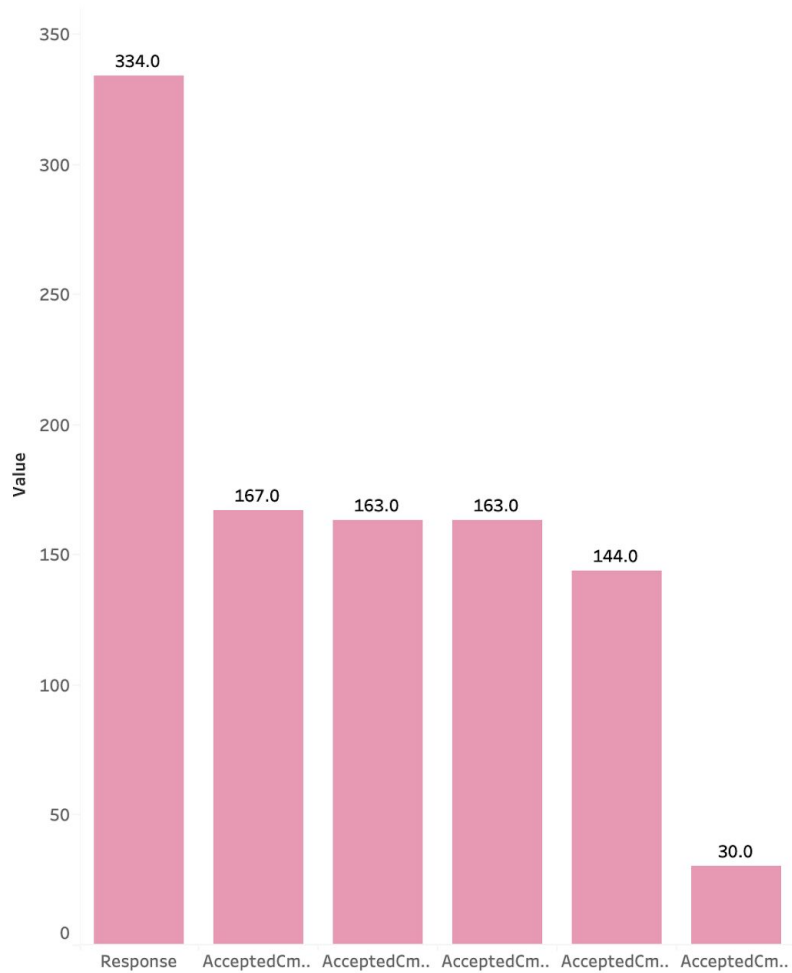
Campaign Responses by Clusters

Clusters_main
- Affluent Casuals
- Budget-Conscious Families
- High-Value Responders
- Older, Unengaged
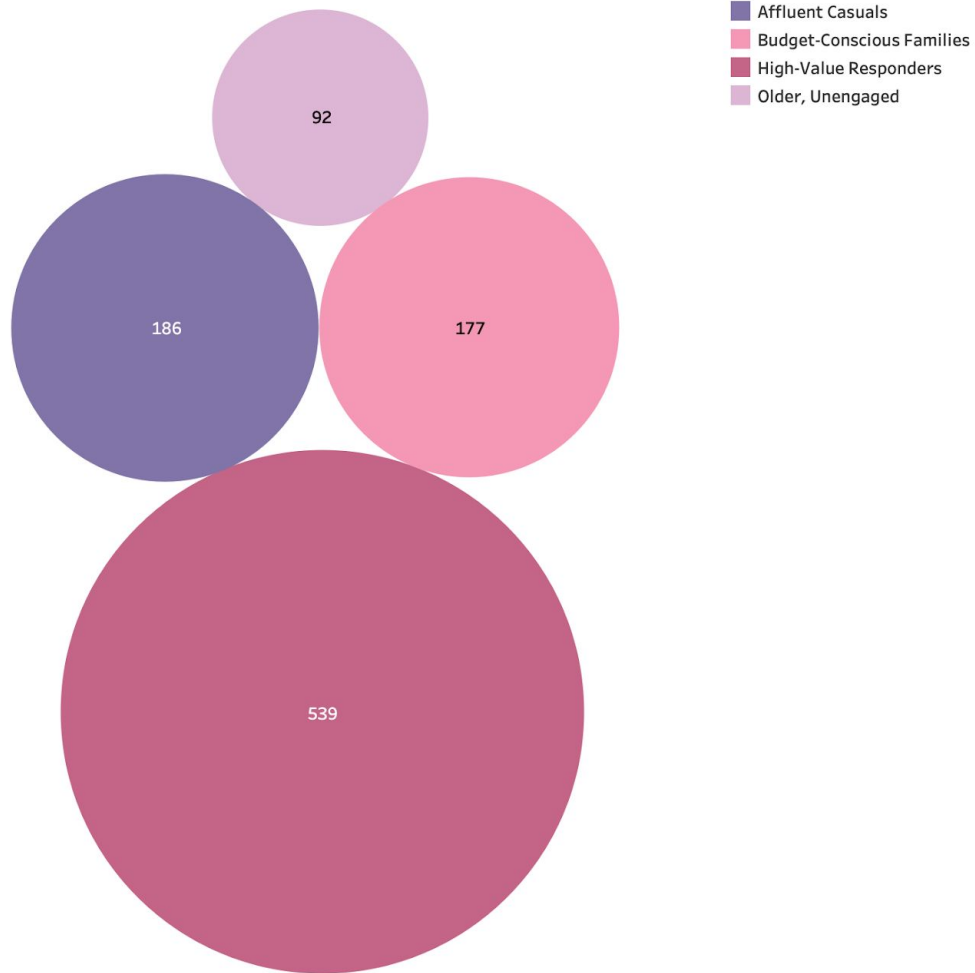
Recommendations

Focus marketing efforts on High-Value Responders to maximize ROI from the most engaged and high-spending customers.

Redesign Campaign 2 with improved targeting and messaging to boost its low response rate.

Set up automated offers for users who reach 4–8 monthly web visits, as this range leads to more purchases.

Enhance the in-store shopping experience since it drives the highest number of purchases.

Personalize promotions for graduates and married customers, who show the highest total spending.

Promote top-performing products like wine and meat through targeted product campaigns.