

Customer Name: Rajesh Kumar
Date of Birth: 12th May 1985
Address: 56, Green Avenue Apartments, Sector 45, New Delhi, India
Contact Number: +91 9876543210
Email: rajeshkumar85@example.com

Background:

Rajesh has been a regular customer since 2018, visiting the store during major festival seasons, especially Diwali and New Year. He often brings his family along and seems to enjoy browsing through premium and seasonal items. Rajesh comes from a middle-class background and speaks Hindi as his primary language. He occasionally mentions his interest in traditional Indian products and seems to prioritize good quality items over cheaper alternatives.

Purchase History:

- Last Purchase Date: 18th October 2023
- Recent purchases include home décor items, traditional clothing, and electronic gadgets.
- Tends to buy during sales and festival seasons.
- His purchases suggest a preference for high-quality, durable products.
- Often compares prices before making decisions, especially for electronics and high-value items.

Customer Feedback:

Rajesh appreciates friendly service and often comments positively when staff members remember his previous purchases or preferences. However, he has expressed dissatisfaction with long wait times during peak seasons. He mentioned an interest in any loyalty programs that the store may introduce.

Family and Interests:

Rajesh is married with two young children. He has shown interest in children's educational products and family-oriented recreational items. During one of his visits, he mentioned a preference for eco-friendly products, especially for home use.

Potential Upselling Opportunities:

Considering his interest in premium products and family-oriented items, Rajesh could be interested in exclusive offers on new arrivals in home décor and eco-friendly kitchenware. Introducing a loyalty program might also encourage more frequent purchases.