

Market segmentation

Series of activities involved to achieve the marketing objective and to the desired goal is termed as market segmentation. It is a decision-making tool for the marketing manager in the crucial task of selecting a target market for a given product and designing an appropriate marketing mix.

There are two market segmentation tactics:

1. **Strategic plan:** It plans about the long term goals about the organization
2. **Tactical plan:** It translates the long-term plan into detailed instructions for short-term marketing actions

Market Segmentation Analysis:

- It is a process of grouping customers in different layers of segments
- Deciding the segment, specifying the ideal target segment
- Extracting the market segments
- Collecting the data and analysing it
- Defining the segment, Customizing market mix
- Selecting it and monitoring its behaviour for the future target



Types of segmentation:

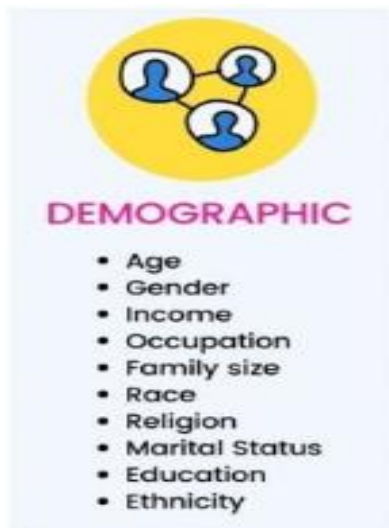
>> Geographic Segmentation:

- It is based on region, area, population density, and climate



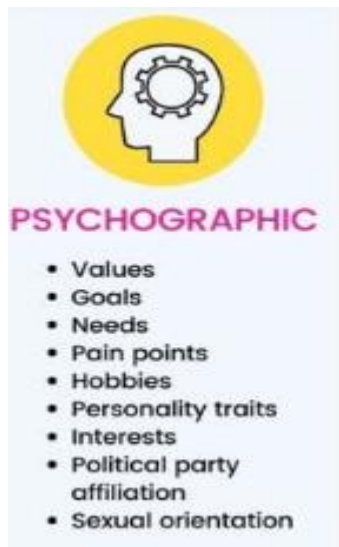
>> Demographic Segmentation:

- Age and Gender
- Income and Social class



>> Psychographic Segmentation:

- Occasions when product is purchased
- Usage groups



>> Behavioural segmentation

- Activities, interest and opinion



Benefits of market Segmentation:

- Design better marketing campaigns
- Come up with best strategies and tactics
- Build customer trust and loyalty
- Business growth
- Come with products that attract customer opinion and interest

MARKETING SEGMENTATION BENEFITS



Git link of McDonalds data:

https://github.com/patilanirudh/Market_Segmentation