

Customer Purchase & Engagement Analysis Report

Index

1. Executive Summary
2. Customer Demographics
 - 2.1 Age Distribution
 - 2.2 Education Levels
 - 2.3 Marital Status
3. Income and Spending Patterns
 - 3.1 Income Distribution
 - 3.2 Spending by Product Category
4. Customer Engagement
 - 4.1 Recency of Purchases
 - 4.2 Campaign Response
 - 4.3 Campaign Acceptance by Groups
5. Purchasing Behavior
 - 5.1 Purchase Channels
 - 5.2 Purchases with Deals
6. Correlation Insights
7. Profile of the Most Engaged Customers (Top 10%)
 - 7.1 Demographics
 - 7.2 Response to Offers
 - 7.3 Product Preferences
 - 7.4 Lowest Response Groups
8. Recommendations

1. Executive Summary

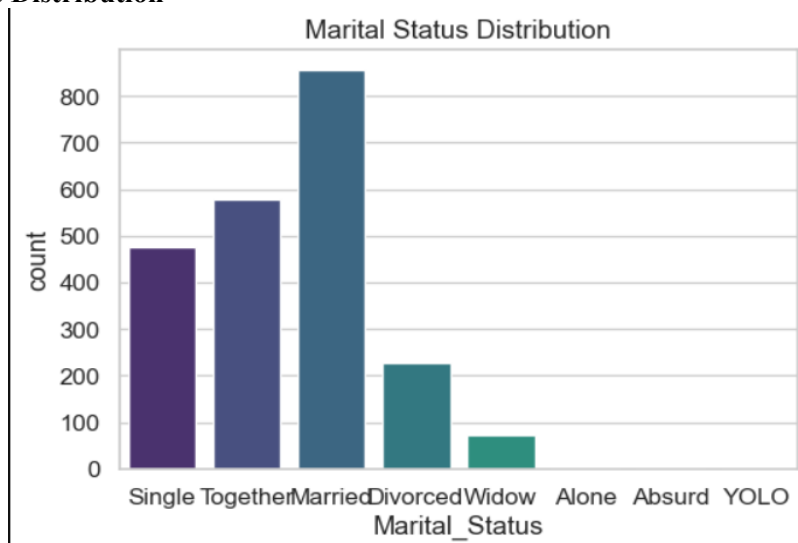
This analysis provides insights into customer demographics, spending habits, campaign responses, and purchase behavior. The focus is on identifying the most engaged customers — the top 10% — and understanding how they differ from the rest of the base.

Highlights:

- Middle-aged, high-income, well-educated customers drive the bulk of revenue.
- Wines and meat are the top product categories across most groups.
- In-store shopping remains dominant, though web purchases show strong traction.
- Campaign response rates are low overall, but personalized offers to affluent groups work better.
- Younger (<25) and older (>60) customers show low engagement with campaigns.

2. Customer Demographics

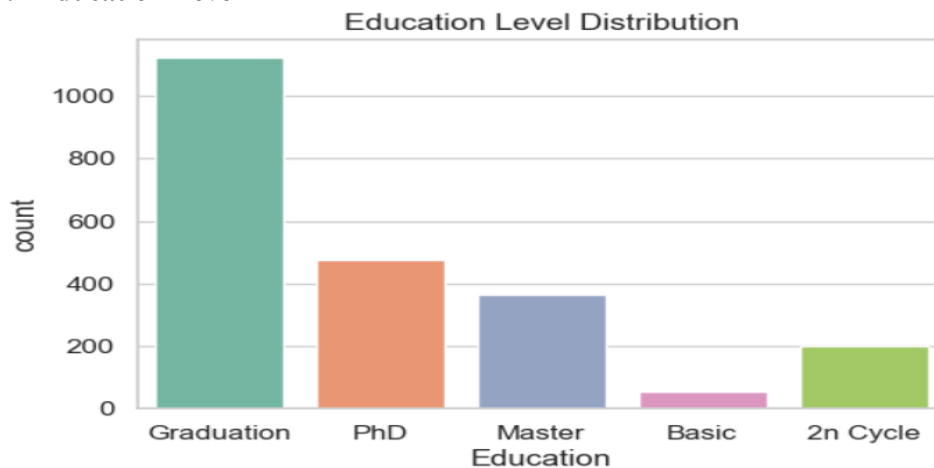
2.1 Age Distribution



- Most customers are between **30–50 years**, forming the core base.
- Very few customers are under 25.
- Seniors (above 60) form a smaller share.

Middle-aged customers are the strongest revenue drivers. Offers should be designed to target this group with convenience and premium bundles.

2.2 Education Level



- Majority of customers have **graduate or higher education**.

- A small minority represent basic education.

The educated customer base values product quality and premium experiences. Campaigns can highlight lifestyle and exclusivity.

2.3 Marital Status

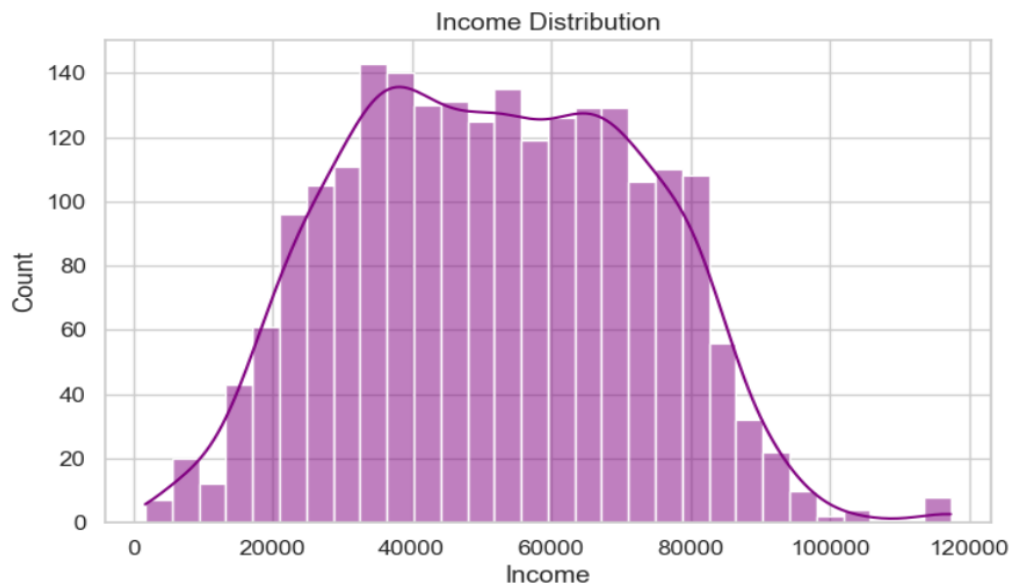
[Insert Chart: Marital Status Distribution]

- **Married customers dominate** the base.
- Singles and divorced customers form smaller segments.

Family-centric bundles (wine + meat, kid-friendly packs, household offers) would resonate well.

3. Income and Spending Patterns

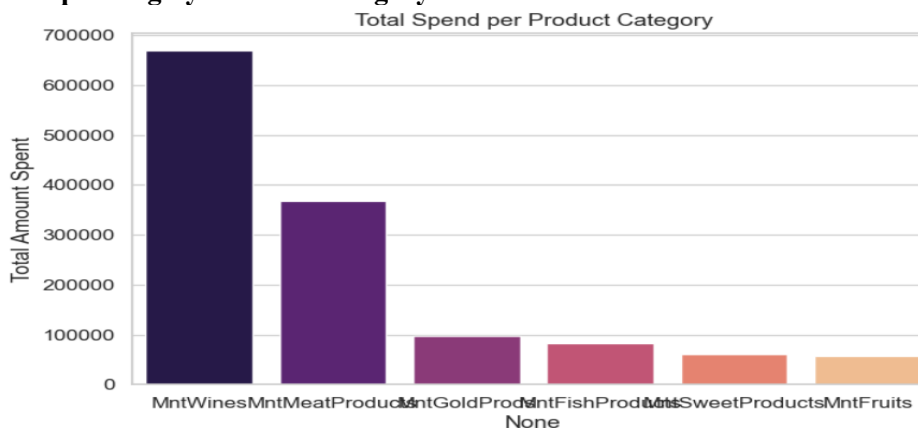
3.1 Income Distribution



- Customers are spread across income ranges.
- The **top income brackets**, though smaller in number, spend disproportionately more.

The premium segment must be prioritized with exclusive offers, while mid-income groups should be nurtured with affordable bundles.

3.2 Spending by Product Category



- **Wines** are the most purchased product.
- **Meat products** are the second.
- **Gold products**, while niche, indicate a premium segment.

Wines and meat are everyday drivers. Gold can be positioned as a luxury upsell to premium customers.

4. Customer Engagement

4.1 Recency of Purchases

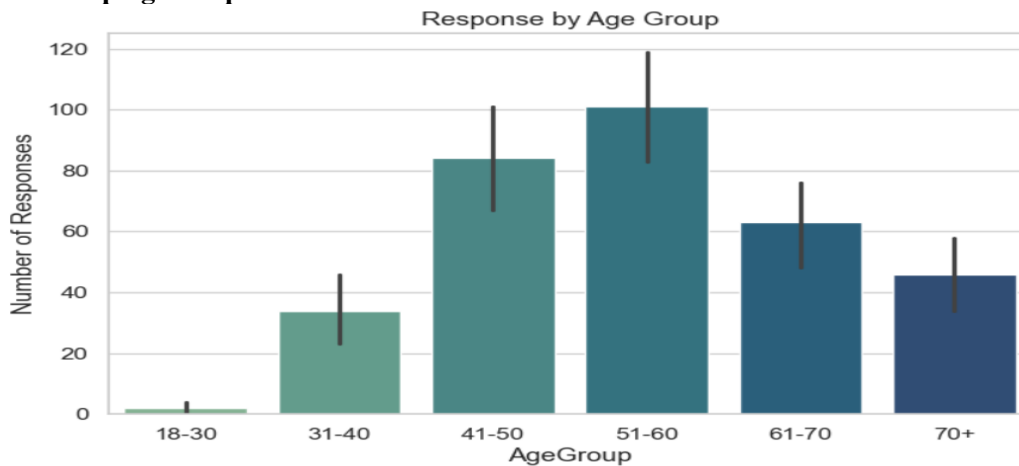


- share of customers are active and recent buyers.
- Some customers have not purchased for long periods.

A strong

Loyalty programs should retain the active group, while reactivation campaigns can target those inactive for longer durations.

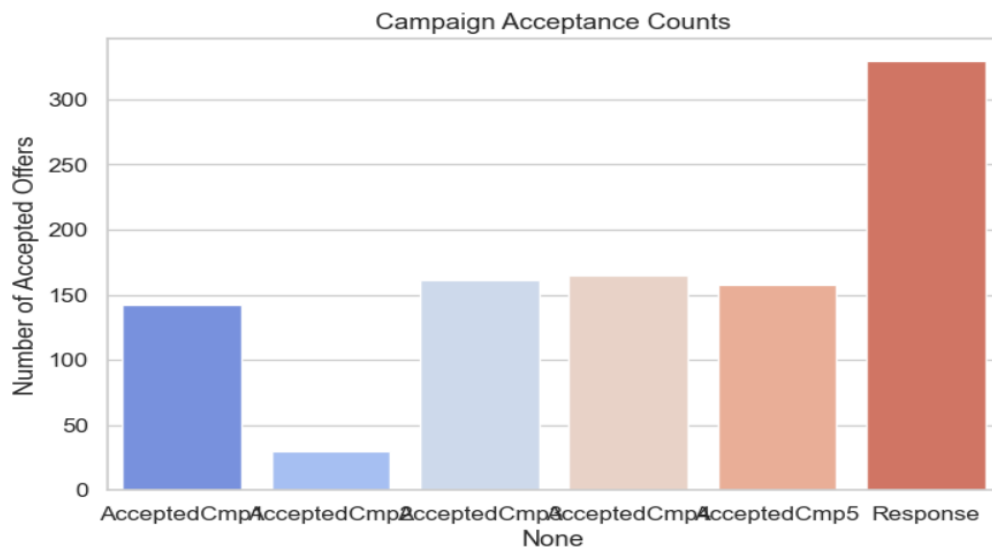
4.2 Campaign Response



- Campaign response is **low overall**.
- A minority consistently accept offers.

Broad campaigns aren't working. Segmentation and personalized targeting are needed.

4.3 Campaign Acceptance by Groups

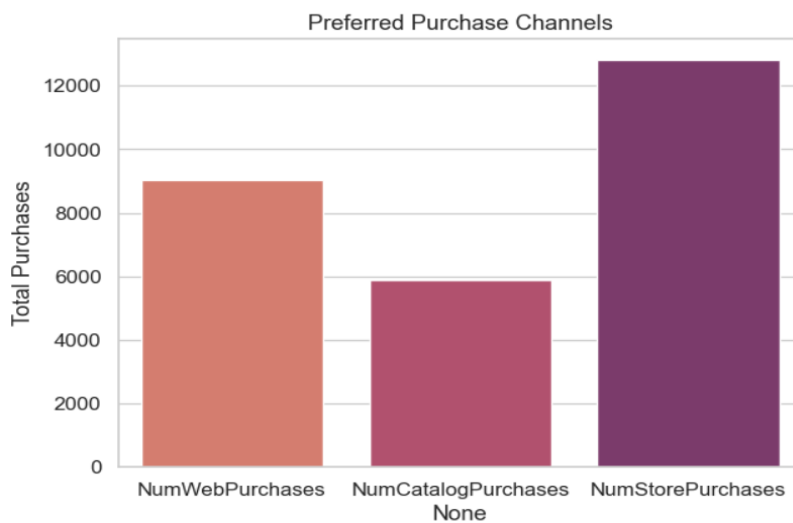


- Campaigns 3 and 4 performed slightly better.
- Others were weak in performance.

Learn from the successful campaigns and replicate elements such as timing, channel, and offer type.

5. Purchasing Behavior

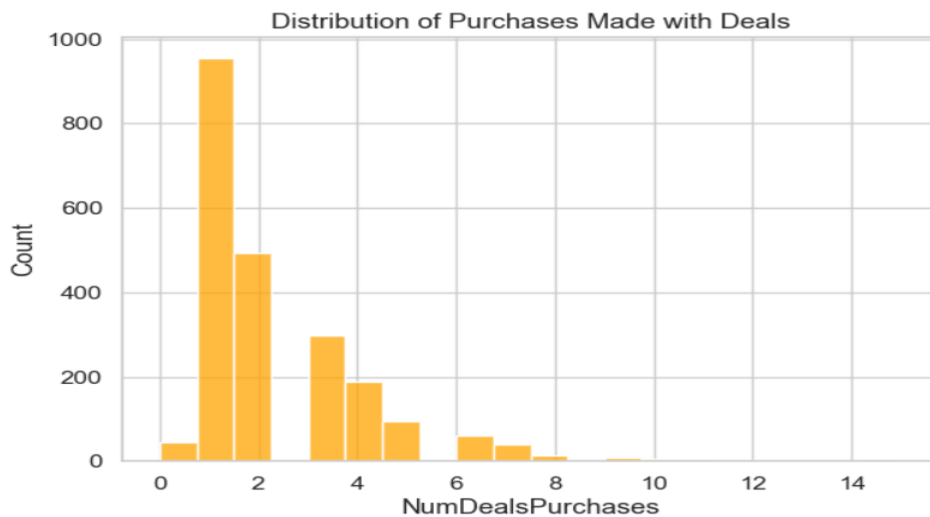
5.1 Purchase Channels



- **In-store dominates** purchases.
- **Web is second** and growing steadily.
- Catalog is the least used.

While in-store should remain a priority, digital offers can capture growth from web users.

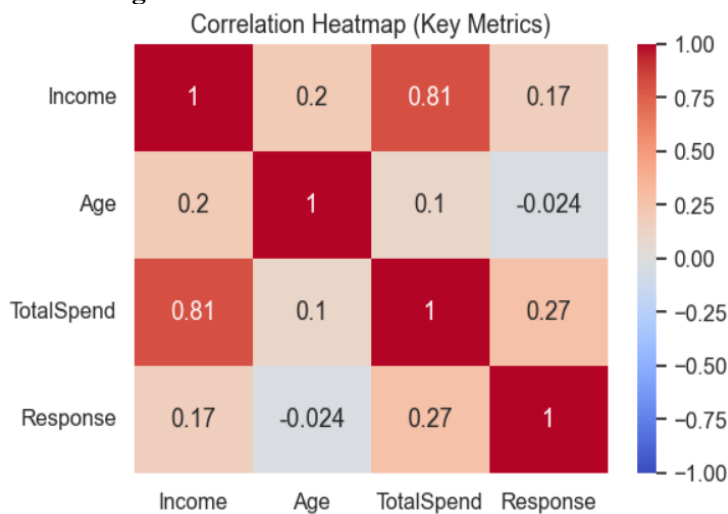
5.2 Purchases with Deals



- Majority use **1–2 deals**.
- Few are consistent deal-users.

Deals bring trial but not long-term loyalty. Consider value bundles rather than repeated discounts.

6. Correlation Insights



- **Income ↔ Total Spend:** Very strong positive relationship.
- **Income ↔ Age:** Weak positive.
- **Total Spend ↔ Campaign Response:** Weak, but positive.
- **Age ↔ Response:** No meaningful link.

Spending is driven by income, not age. Campaigns should be designed around income-based segmentation.

7. Profile of the Most Engaged Customers (Top 10%)

7.1 Demographics

- Age: **35–50 years** dominate.
- Education: Mostly **graduates or higher**.
- Income: **High-income households**.

7.2 Response to Offers

- Top 10% are **far more responsive** to targeted offers.
- The **lowest response** comes from low-income and older customers.

7.3 Product Preferences

- **Wines and meat** are their top choices.
- Gold is bought by a small fraction, but this aligns with their higher income.

7.4 Lowest Response Groups

- Customers **under 25 and over 60** show the weakest engagement.
- Catalog shoppers are least likely to respond compared to store/web.

9. Recommendations

1. **Double Down on Core Segment** - Focus on middle-aged, high-income, well-educated customers. They represent the strongest return on investment.
2. **Promote Everyday Drivers** - Wines and meat should be central to campaigns, with seasonal offers.
3. **Upsell Premium Products** - Position gold products and exclusive bundles for affluent groups.
4. **Segment Campaigns by Income, Not Age** Affluent customers are the true responders.
5. **Enhance Web Experience** - As web is the second biggest channel, invest in smoother online journeys and exclusive digital promotions.
6. **Retain and Reactivate** - Loyalty programs for active high-value customers; targeted reactivation for inactive ones.

Final Summary & Recommendations

The analysis clearly shows that the most engaged customers are middle-aged (35–55 years), highly educated, and in higher income brackets. They contribute the majority of purchases, especially in wine and meat products, and respond better to personalized offers compared to general campaigns.

On the other hand, younger customers and those with lower income show weaker engagement, low response rates, and limited contribution to total spend. Catalog purchases are the least popular channel, while in-store and web remain the preferred methods.

Recommendations:

1. **Focus on High-Value Customers** - Continue targeting the top 10% with personalized offers, especially wine and meat bundles.
2. **Improve Campaign Effectiveness** - Tailor campaigns by age and income groups instead of broad, one-size-fits-all promotions.
3. **Strengthen Digital Presence** - Invest more in web campaigns, as online purchases are growing and are the second-most popular channel.
4. **Re-engage Low-Responding Groups** - Use discounts, loyalty points, or trial packs to pull in younger or low-income customers.
5. **Optimize Catalog Strategy** - Since catalog is the weakest channel, consider reducing spend or shifting focus to digital.