Executive Summary — Team Girls

Sophia Gabriela Martínez Albarrán
Sibyla Vera Ávila
Regina Pérez Vázquez
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Video Presentation Link: `linkkkk`

1. Business Problem

MegaMart faces a key challenge: despite having a large customer base, the company lacks a clear way to distinguish different types of shoppers. This results in generic marketing, low engagement, and inefficient use of resources.

Our team analyzed 3,000 customers to identify natural behavioral segments. The goal was to give MegaMart a clearer picture of who their customers are and how to communicate with them more effectively.

2. Discovered Customer Segments

Our analysis revealed four meaningful customer groups, each with different behaviors and needs.

High-Value Loyalists (15%)

Frequent shoppers who spend well above average and show strong engagement. They trust the brand, return often, and rarely churn.

Person: A long-term shopper who visits almost weekly and explores many products.

At-Risk Minimal Shoppers (31%)

Low-spend customers with long periods of inactivity. Their connection to the brand is weak, making them more likely to leave.

Person: An occasional buyer who browses lightly and rarely returns.

Established Steady Buyers (14%)

Consistent shoppers with a long purchase history and moderate but reliable spending.

Person: A regular customer who buys steadily without large spikes.

Browsers with Moderate Spend (37%)

Highly active in browsing, interested in products, but with only moderate spending.

Person: A curious customer who checks many items and buys selectively.

3. Marketing Strategy Recommendations

High-Value Loyalists

- VIP rewards or early access to promotions.

- Personalized appreciation messages and exclusive benefits.

At-Risk Minimal Shoppers

- Simple reactivation reminders and seasonal offers.

- Incentives such as quick-reorder suggestions or small discounts.

Established Steady Buyers

- Loyalty milestones and curated product recommendations.

- Upsell or cross-sell based on past purchases.

Browsers with Moderate Spend

- Promotions based on browsing activity.

- Limited-time bundles or personalized product suggestions.

MegaMart should prioritize High-Value Loyalists for retention and Browsers for growth opportunities.

4. Expected Business Impact

Implementing segment-based marketing can lead to:

- Better retention among loyal customers and reduced churn.

- Higher conversions from customers who browse heavily.

- More effective communication through tailored messaging.

- Smarter allocation of marketing resources.

These changes require coordination, but the potential returns—especially in engagement and loyalty—are significant.

5. Next Steps & Recommendations

- Integrate the segmentation into MegaMart's CRM for immediate use.

- Run A/B tests to refine messaging for each segment.

- Monitor segment movement over time to track improvements.

- Consider adding product preferences or seasonal patterns to strengthen future segmentation.

This segmentation gives MegaMart a clear and actionable foundation to personalize its marketing, improve customer relationships, and support long-term growth.