TITLE – CUSTOMER SEGMENTATION ANALYSIS

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**INTRODUCTION**

* Brief overview of the importance of customer segmentation.
* Objectives of the analysis (e.g., enhancing marketing effectiveness, improving customer experience).
* Overview of what will be covered in the presentation.

**KEY INFORMATION**

-ID: Customer identifier.

-Year\_Birth: Year of birth of the customer.

-Education: Education level of the customer.

-Marital\_Status: Marital status of the customer.

-Income: Customer's income.

-Kidhome: Number of kids in the household.

-Teenhome: Number of teenagers in the household.

-Dt\_Customer: Date when the customer became a customer.

# **PURCHASE BEHAVIOUR**

Purchase Behavior:

-Recency: Recency of the last purchase.

MntWines, MntFruits, MntMeatProducts, MntFishProducts, MntSweetProducts, MntGoldProds: Amount spent on various product categories.

NumDealsPurchases: Number of purchases with discounts.

NumWebPurchases, NumCatalogPurchases, NumStorePurchases: Number of purchases through different channels.

NumWebVisitsMonth: Number of web visits per month.

MARKETING CAMPAIGN RESPONSE

AcceptedCmp1 to AcceptedCmp5: Indicates whether the customer accepted different marketing campaigns.

Response: Indicates whether the customer responded to a specific campaign.

CUSTOMER FEEDBACK

Complain: Indicates whether the customer has registered a complaint.

Miscellaneous:

Z\_CostContact and Z\_Revenue: Seem to have constant values and may not provide much information.

Response: Indicates whether the customer responded to a campaign.

Data Quality and Potential Issues:

There is a missing value in the Education column for one record.

The Dt\_Customer column could be converted to a datetime format for easier analysis.

POTENTIAL ANALYSIS AREAS

Explore the distribution of income and purchase behavior.

Analyze customer demographics and their impact on purchase patterns.

Investigate the effectiveness of marketing campaigns based on customer responses.

Understand customer complaints and factors influencing them.

CONCLUSION

* Recap of key findings from the analysis.
* Importance of ongoing customer segmentation and strategy refinement.
* Call to action for implementing insights to drive business growth.

THANK YOU!