

WWW - CUSTOMER SEGMENTATION

Business Cases for Data Science
NOVA IMS

Prepared by:
Beatriz Chumbinho r20170867
Inês Costa r20170775
Maria Leonor Morgado r20170871
Rodrigo Matias r20170880

Goals



Identify and categorize customers



Reach new customers



Increase sales through new marketing ideas

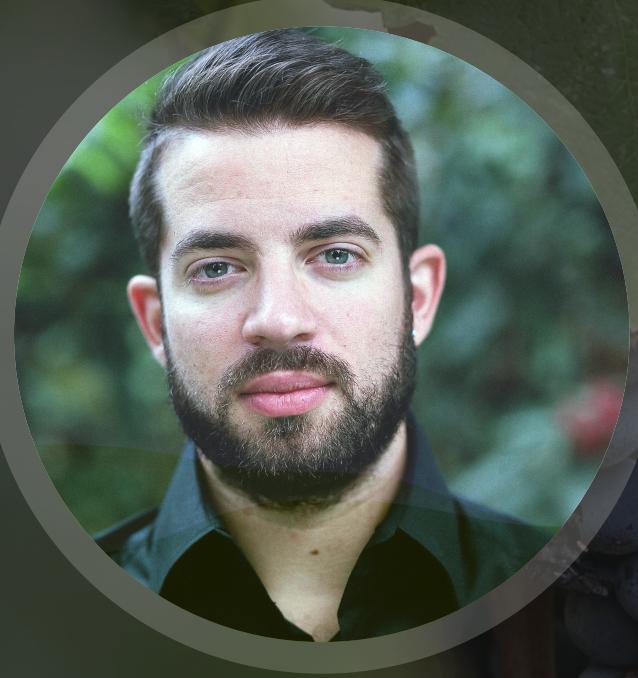
Silver



Anna
53 years old
University professor in CSU,
California

- Dry red and accessories
- Spends significant amount
- Shop and Catalog
- Wine tasting events
Enotourism

Brass



Peter

32 years old

Junior Consultant, Deloitte
Has 1 dependent



Sweet red, Whites, Dessert
and Exotic



Spends low amount



Website

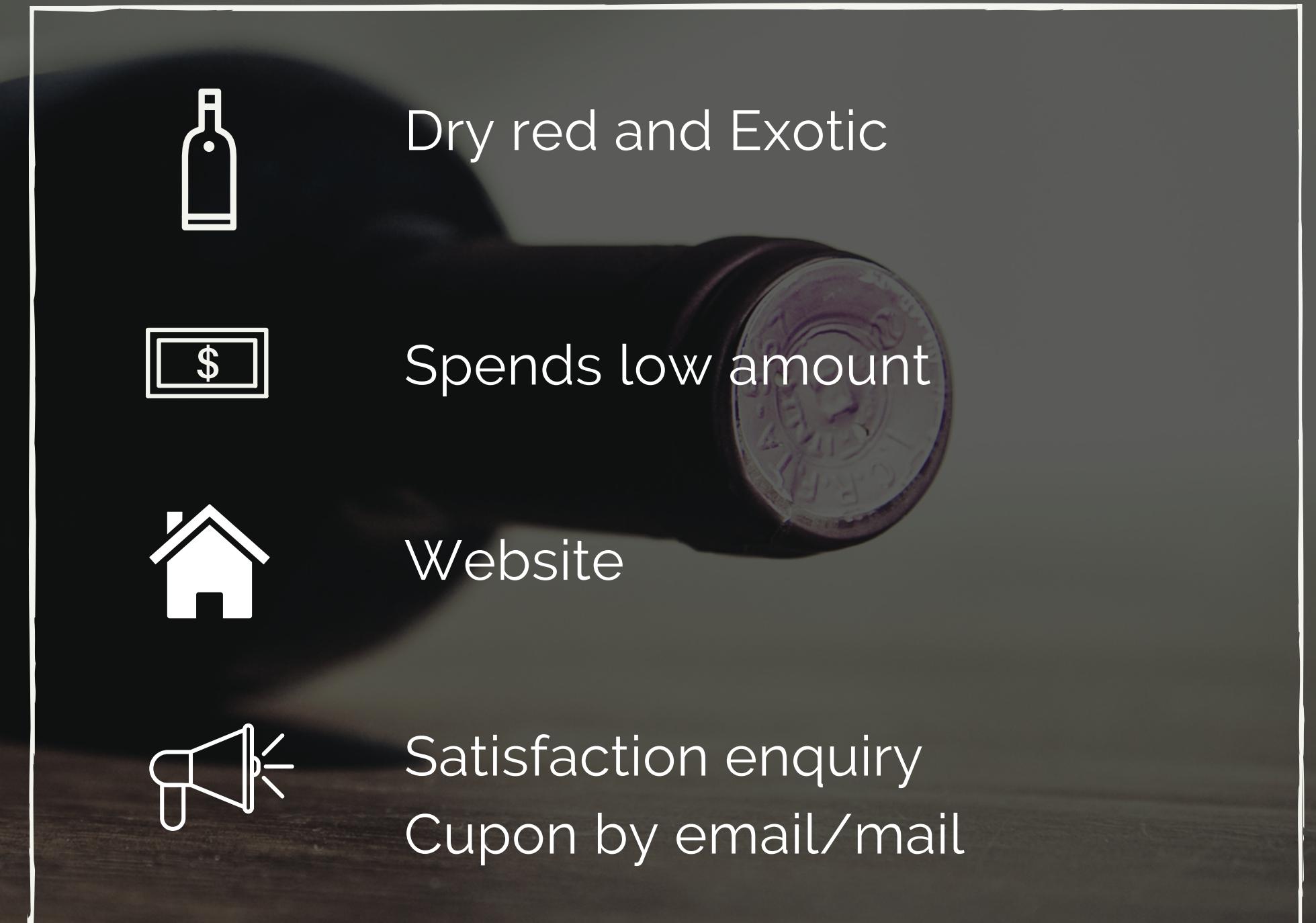


Influencer and social media
marketing
Partnership with Vivino (wine
app)

Lapsed



Rachel
41 years old
Pharmacist, Oregon
3 dependents



Dry red and Exotic



Spends low amount



Website



Satisfaction enquiry
Coupon by email/mail

Gold



John
68 years old
Retired, Florida
Plays golf twice a week



Sweet red, Whites, Dessert
and accessories



Big spender

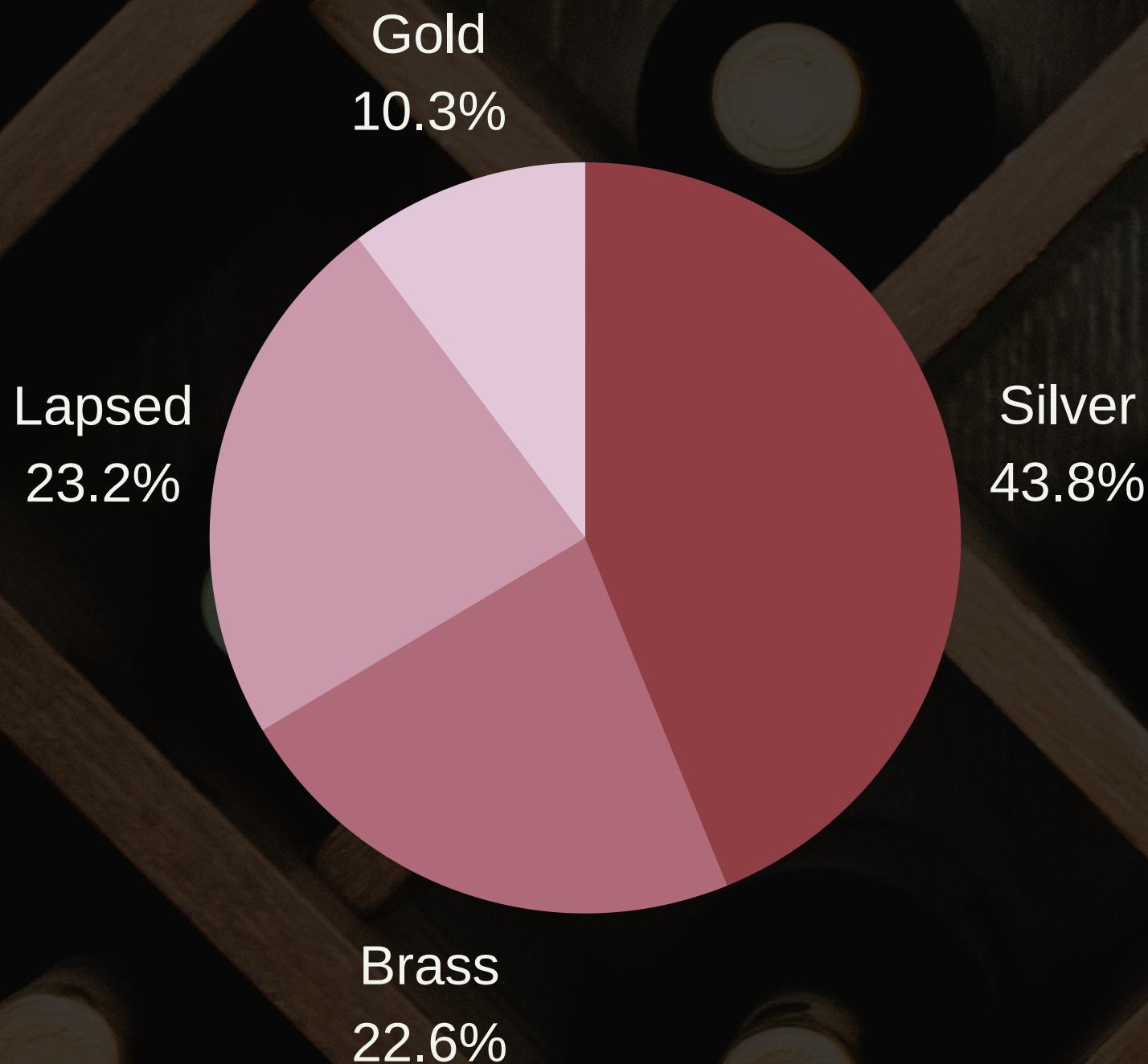


Shop and Catalog



Wine tasting events
Birthday offer

Customer Segments



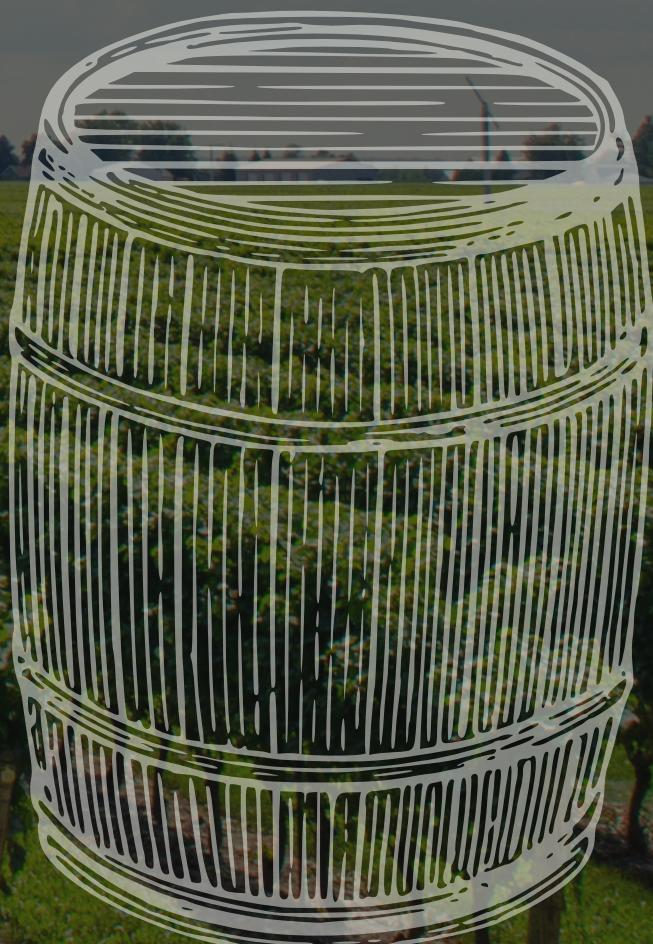
→ Gold and silver should be prioritised.

→ Loyalty program with specific campaigns for all customers

→ Sponsorship of local events

New Customers

- Promotion in wine blogs
- Partnerships with the enotourism industry
- Social media marketing
- Influencer marketing
- Website only promotions





THANK YOU!

Business Cases for Data Science
March 2021
NOVA IMS