

DATA-DRIVEN CUSTOMER & CAMPAIGN STRATEGY

Introduction

Defining the Business Problem

Executive Overview

Customer Demographic

Spending Behaviour

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2 MARKET
Providing Insights with Data
Analytics

DATA DRIVEN CUSTOMER & CAMPAIGN
STRATEGY

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1.The demographics of their customers

2.Which advertising channels seem to be the most effective?

3.Which products seem to sell the best and if that varies based on demographic?

How can the supermarket optimize marketing campaigns, platform investments, and product strategies by understanding customer value, demographics, and behavioural response patterns?

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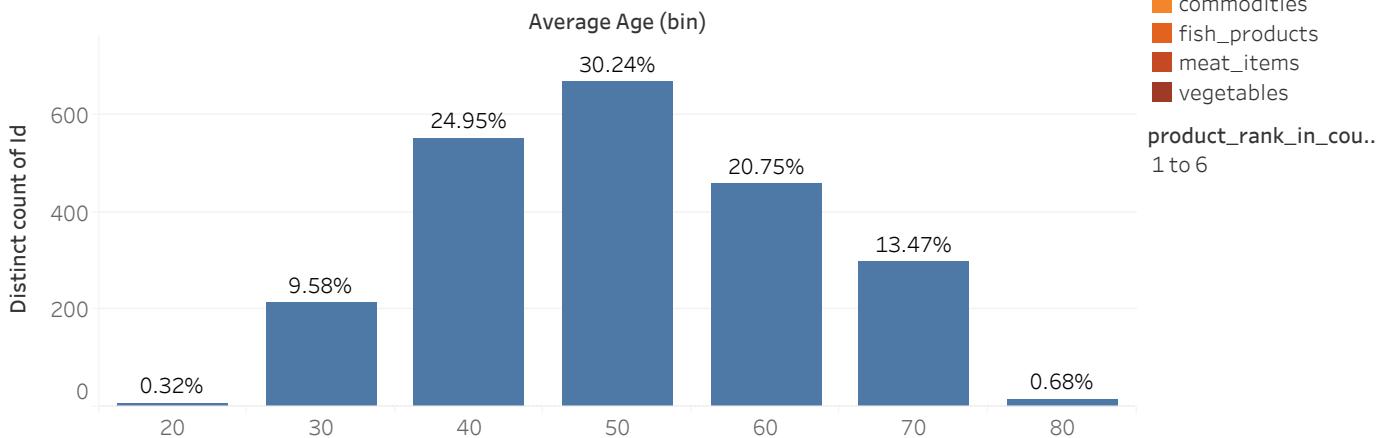
Customer Demographic

Spending Behaviour

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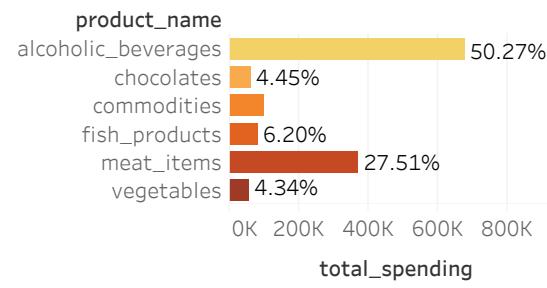
Who is buying?

77% of customers are married and fall under 40-69 years age group



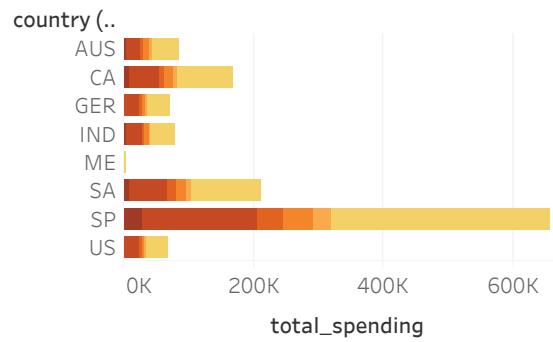
What's driving sales?

Alcohol beverages account for approximately half of total sales



Where is it happening?

Spain contributes nearly half of global revenue



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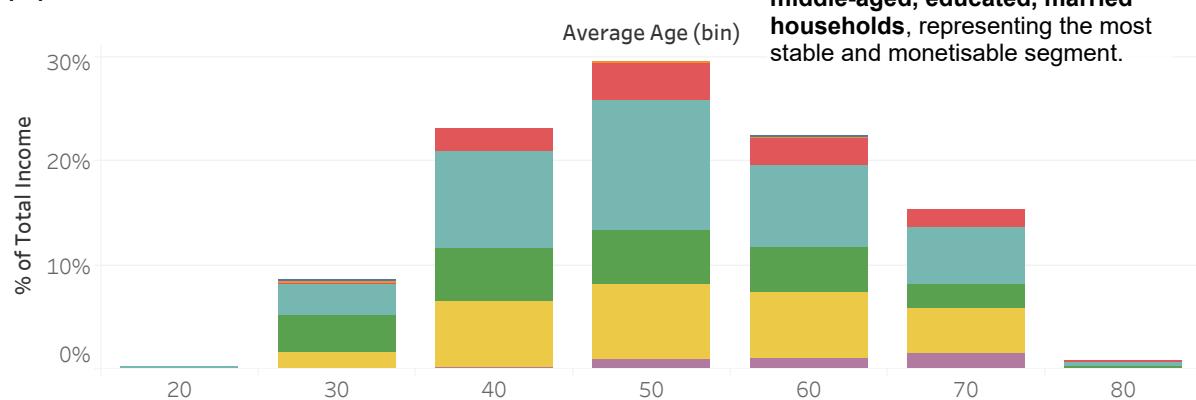
Spending Behaviour

RFM Analysis

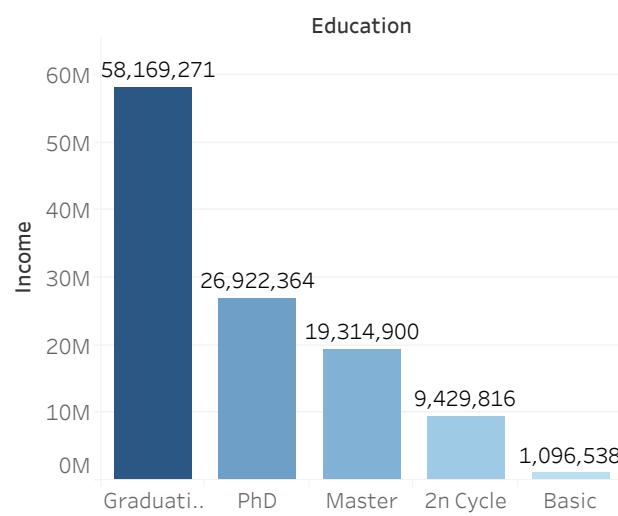
Customer income peaks between the **ages of 40 and 60**

Married and Together customers dominate both population and income contribution

Average Age
28 to 84



Higher education levels (Graduation, PhD, Master) strongly correlate with **higher income**



Countries such as **Spain, South Africa, and the US** contribute disproportionately higher income and spend



Marital Status

- Absurd
- Alone
- Divorced
- Married
- Single
- Together
- Widow
- YOLO

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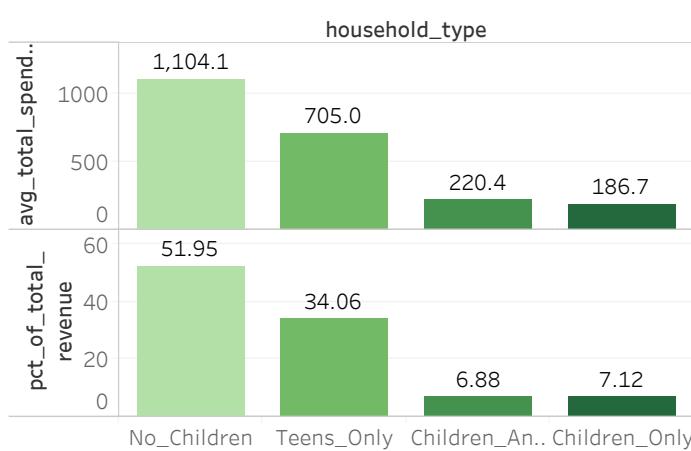
Customer Demographic

Spending Behaviour

RFM Analysis

RFM by Demography

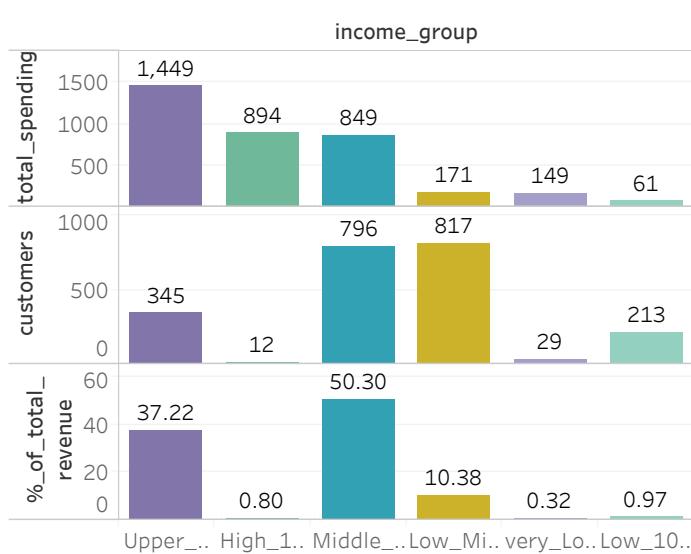
Spend_by_Householdtype



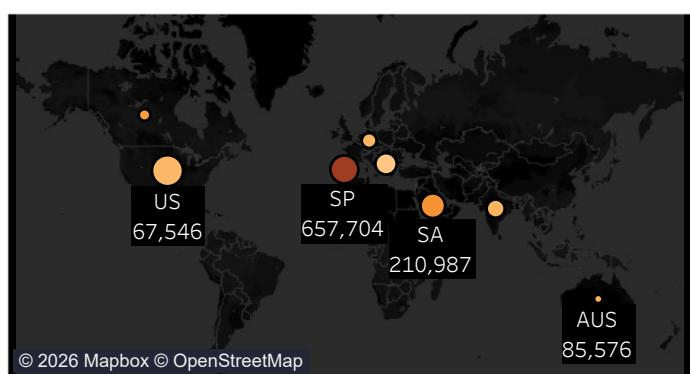
household_type

- No_Children
- Teens_Only
- Children_And_Teens
- Children_Only

AvgSpend_by_incomegroup



Total_spend by Country



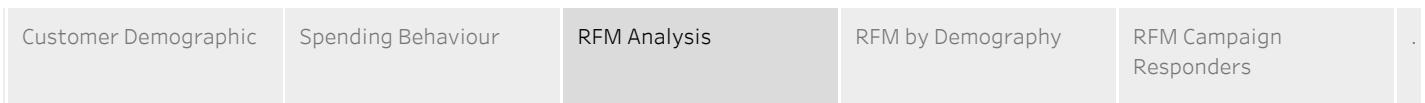
Total Sp.. 3,122 657,704

income_group

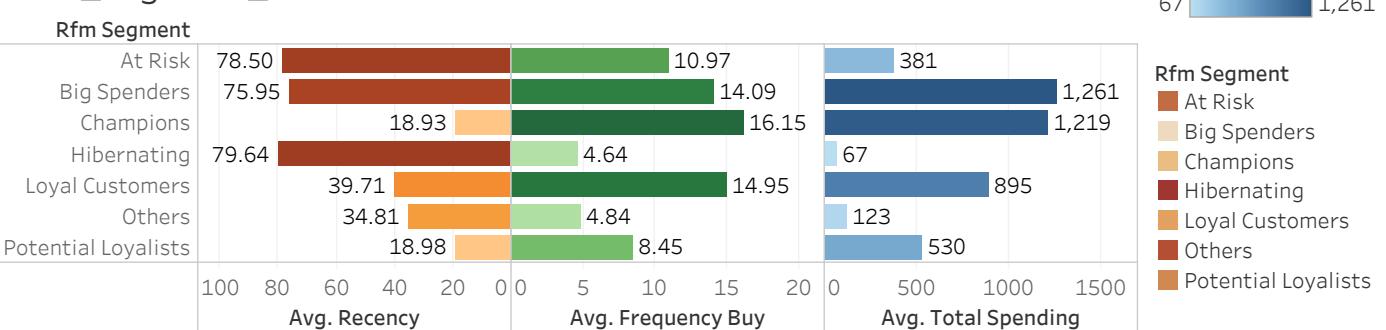
- Upper_Middle_75K-100K
- High_100K
- Middle_50-75K
- Low_Middle_25-50K
- very_Low_<10K
- Low_10-25K

Households with **no children or teenagers only** generate the highest average total spending, despite representing a smaller share of customers. Married and together customers demonstrate stronger spending consistency, indicating that lifestyle and household composition significantly influence purchasing power.

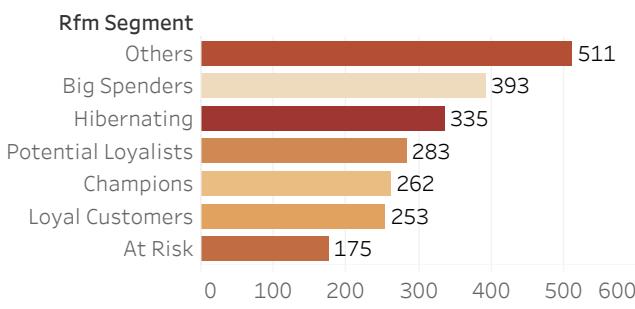
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RFM_segment_details



Cnt_RFMSegments



AvgSpend_by_RFMSegment

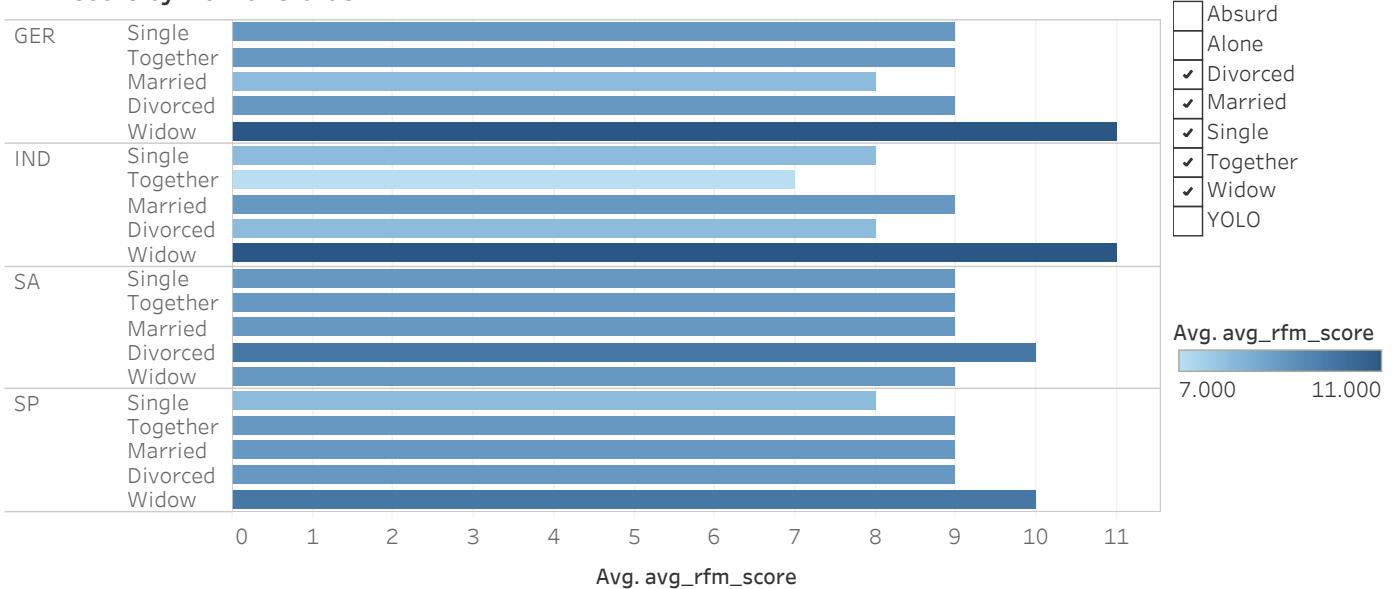


RFM analysis reveals that **Champions and Big Spenders**, although fewer in number, account for a significant proportion of total revenue. Loyal Customers provide stable frequency, while At-Risk customers represent high historical value but declining engagement, requiring immediate attention.

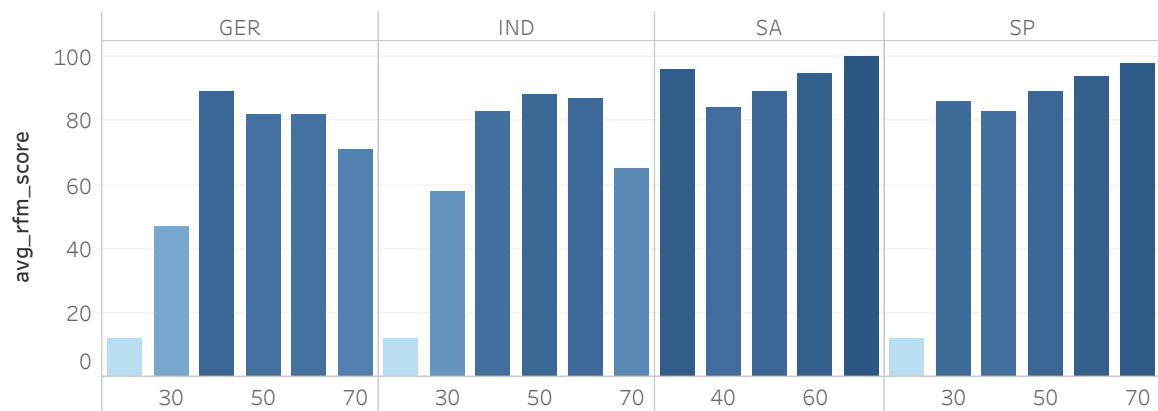
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RFM score by Marital Status



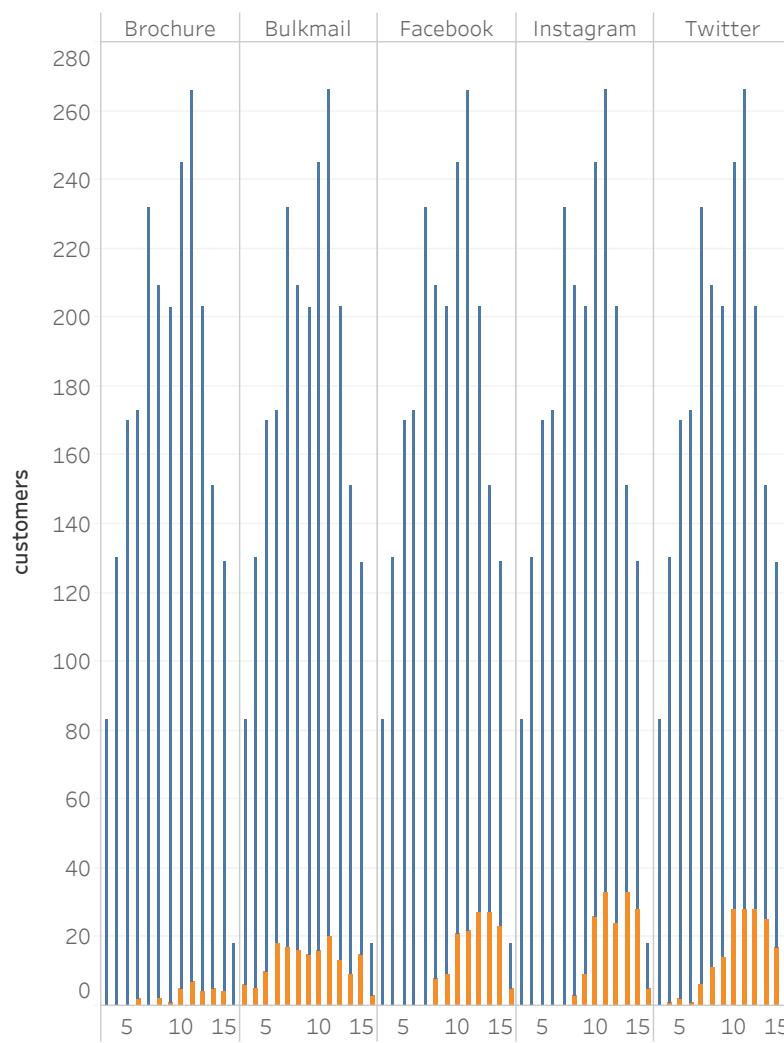
RFM increases with age



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RFM Analysis	RFM by Demography	RFM Campaign Responders	Campaign Effectiveness by Customer Quality	Product Demand & Channel Alignment	.
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RFM by social media responders



Campaign Responders

Non-Responder
Responder



Showing rows: 1 to 5 Page No: 1

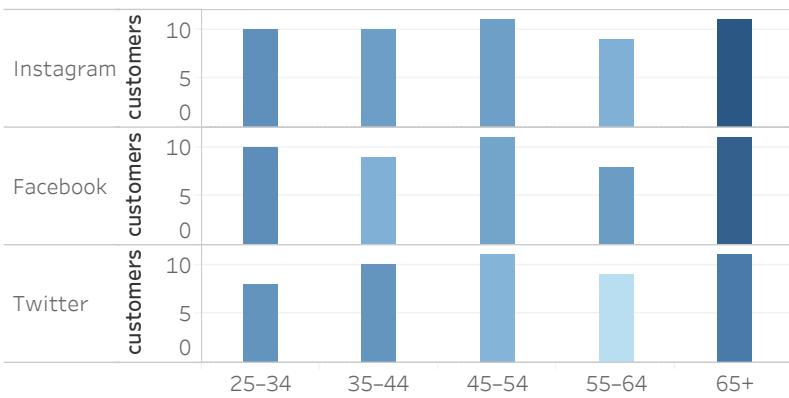
	campaign text	responded numeric (5)	customers bigint
1	Twitter	1	164
2	Facebook	1	142
3	Bulkmail	1	163
4	Brochure	1	30
5	Instagram	1	161

DATA-DRIVEN CUSTOMER & CAMPAIGN STRATEGY

RFM by Demography	RFM Campaign Responders	Campaign Effectiveness by Customer Quality	Product Demand & Channel Alignment	Campaign Influenced Spend	.
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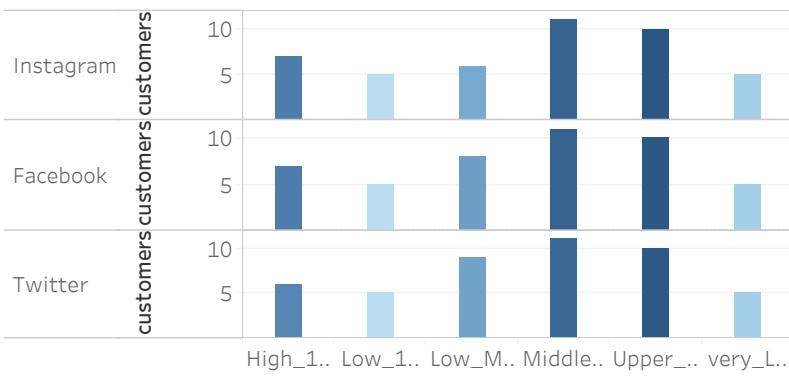
RFM score for ad responders by Age

Middle-aged (45–64) and middle-income groups respond best



RFM score for ad responders by income

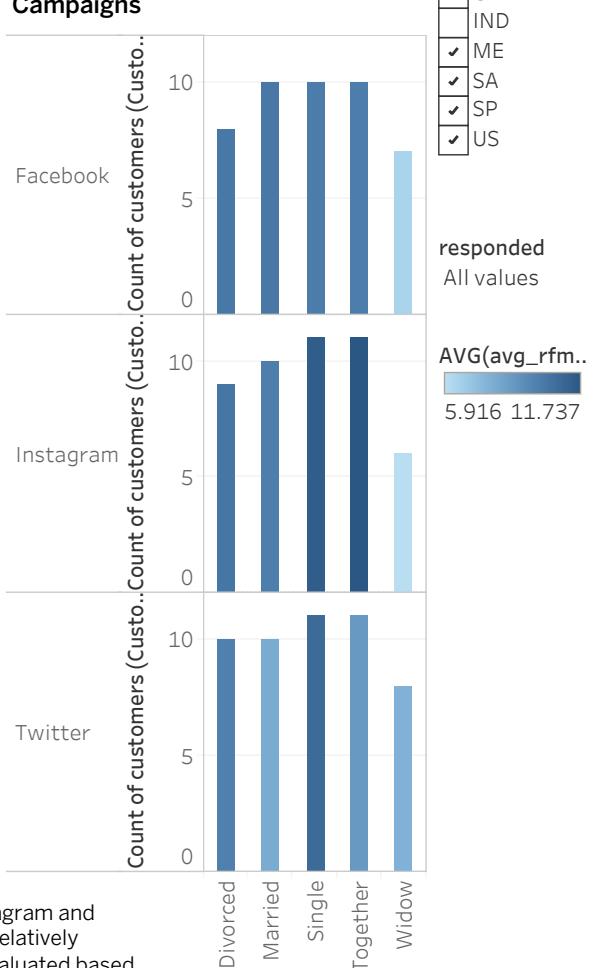
Maximum responders are from the Income Group, ranging from 50k- 75k, but the highest RFM score is of the 75K- 100K income group



Ad responders consistently exhibit higher RFM scores than non-responders. Instagram and Facebook deliver the highest response volumes, while Twitter attracts fewer but relatively higher-value responders. This indicates that campaign effectiveness should be evaluated based on customer value, not just engagement counts.

RFM score for ad responders by marital_status

Married responds best to all online Campaigns



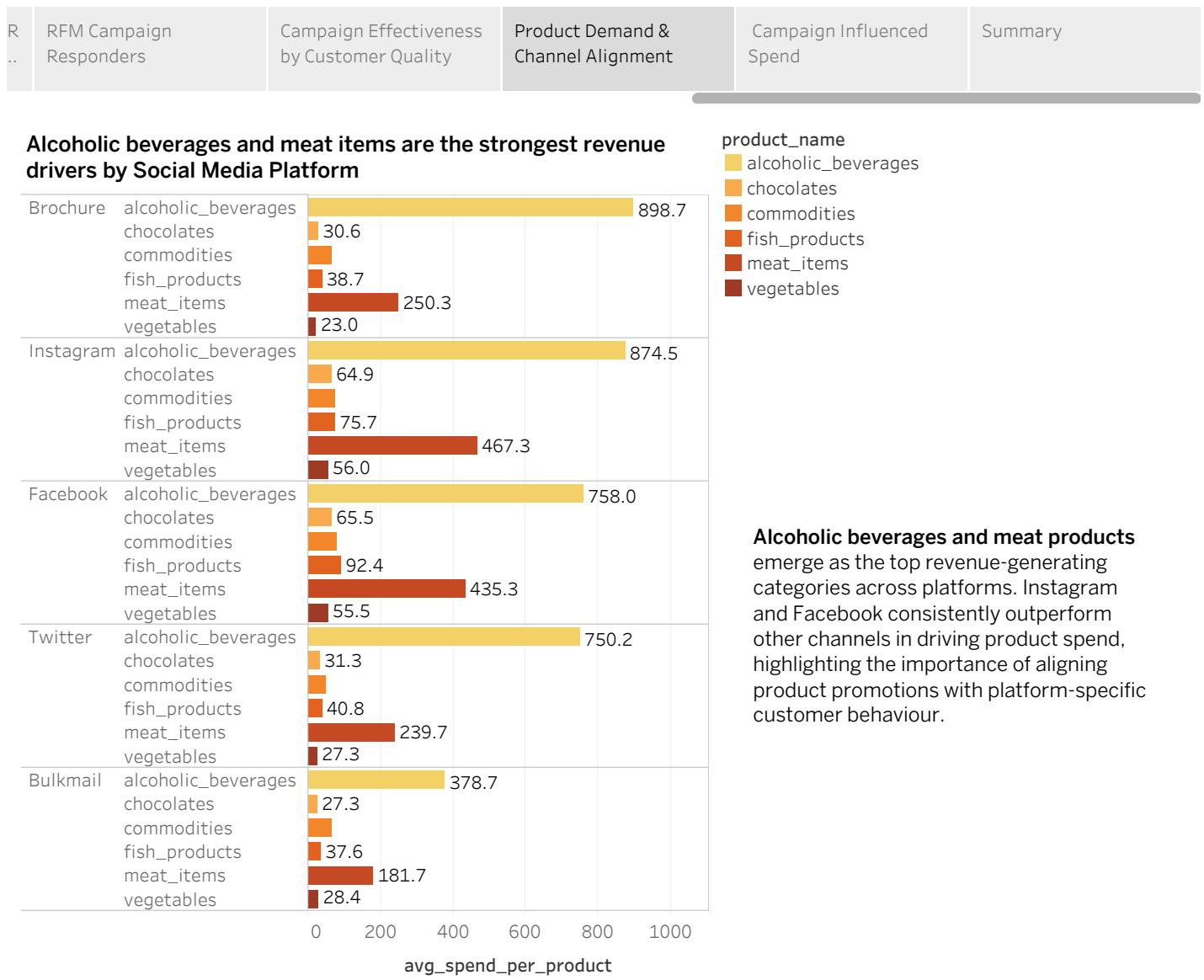
country (Cust..)

- AUS
- CA
- GER
- IND
- ME
- SA
- SP
- US

responded
All values

AVG(avg_rf..)
5.916 11.737

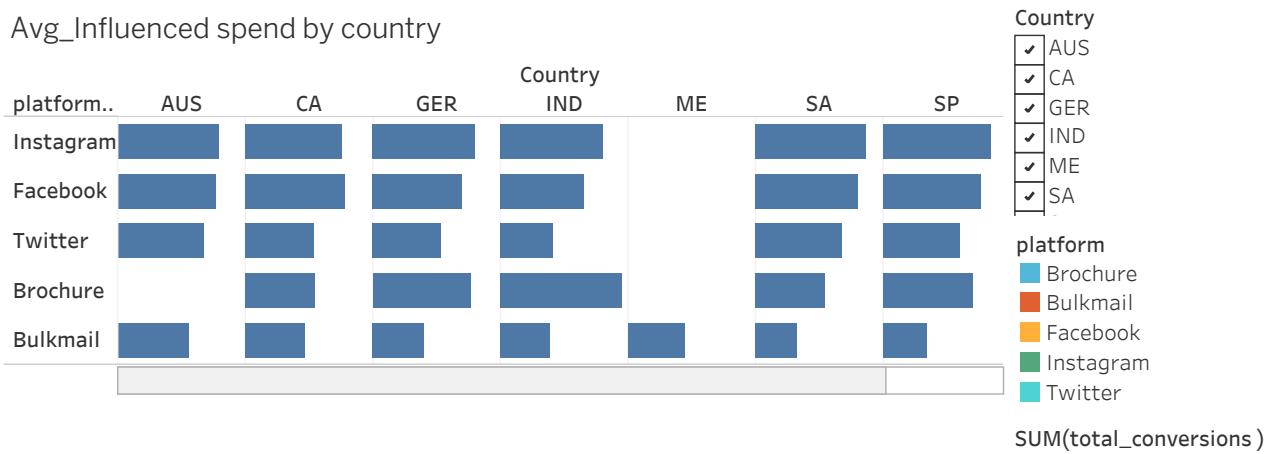
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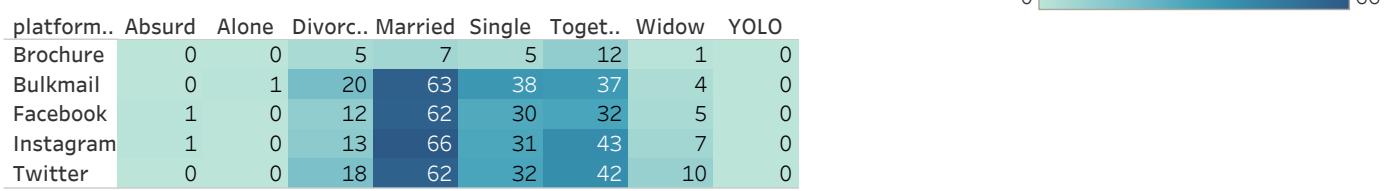
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R ..	RFM Campaign Responders	Campaign Effectiveness by Customer Quality	Product Demand & Channel Alignment	Campaign Influenced Spend	Summary
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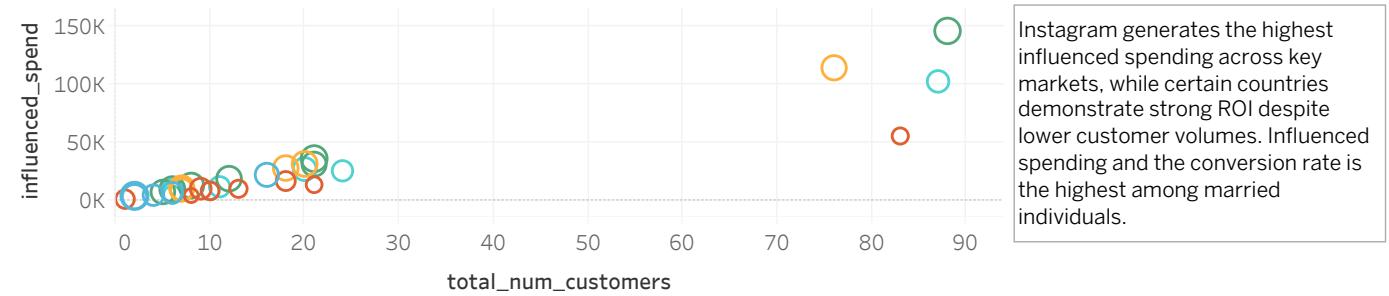
Avg_Influenced_spend by country



conversions by Marital status



Avg_Influenced_spend per customer



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Market's customers are primarily middle-aged couples with medium-to-high incomes, concentrated in Spain. Digital advertising channels—particularly Instagram and Facebook—are highly effective in attracting high-value customers, with responders demonstrating significantly higher RFM scores and revenue contribution than non-responders. Alcoholic beverages emerge as the single largest revenue driver and account for a substantial share of influenced spend, with Instagram, Facebook, and Twitter playing a critical role in driving these sales. Marketing investment should therefore prioritise high-value customer segments and focus promotional efforts for alcoholic products on digital platforms to maximise return on investment.