

DATA-DRIVEN CUSTOMER & CAMPAIGN STRATEGY

Introduction	Defining the Business Problem	Executive Overview	Customer Demographic	Spending Behaviour	R...
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2 MARKET
Providing Insights with Data Analytics

DATA DRIVEN CUSTOMER & CAMPAIGN STRATEGY
PRESENTED BY SADIA SAAD YUSUF

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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?

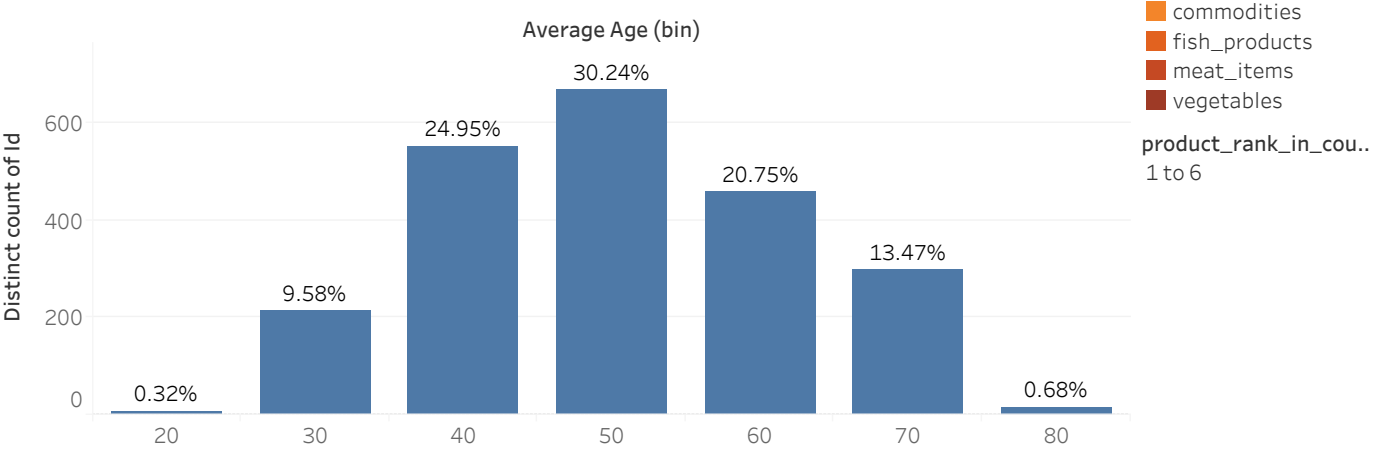
How can the supermarket optimize marketing campaigns, platform investments, and product strategies by understanding customer value, demographics, and behavioural response patterns?

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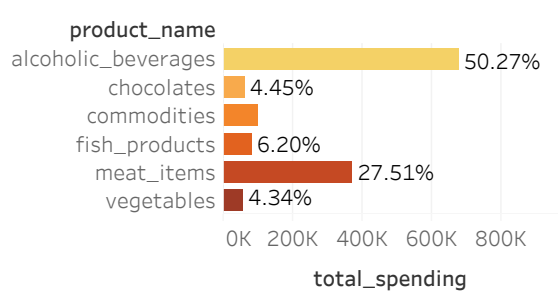
Who is buying?

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



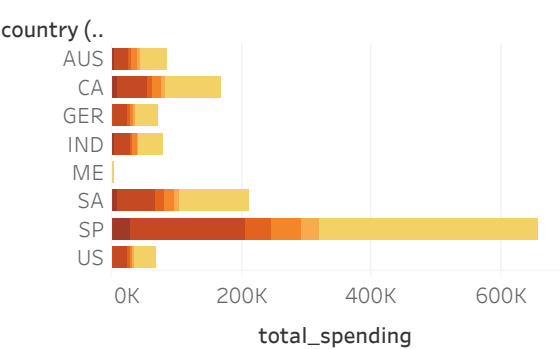
What's driving sales?

Alcohol beverages account for approximately half of total sales



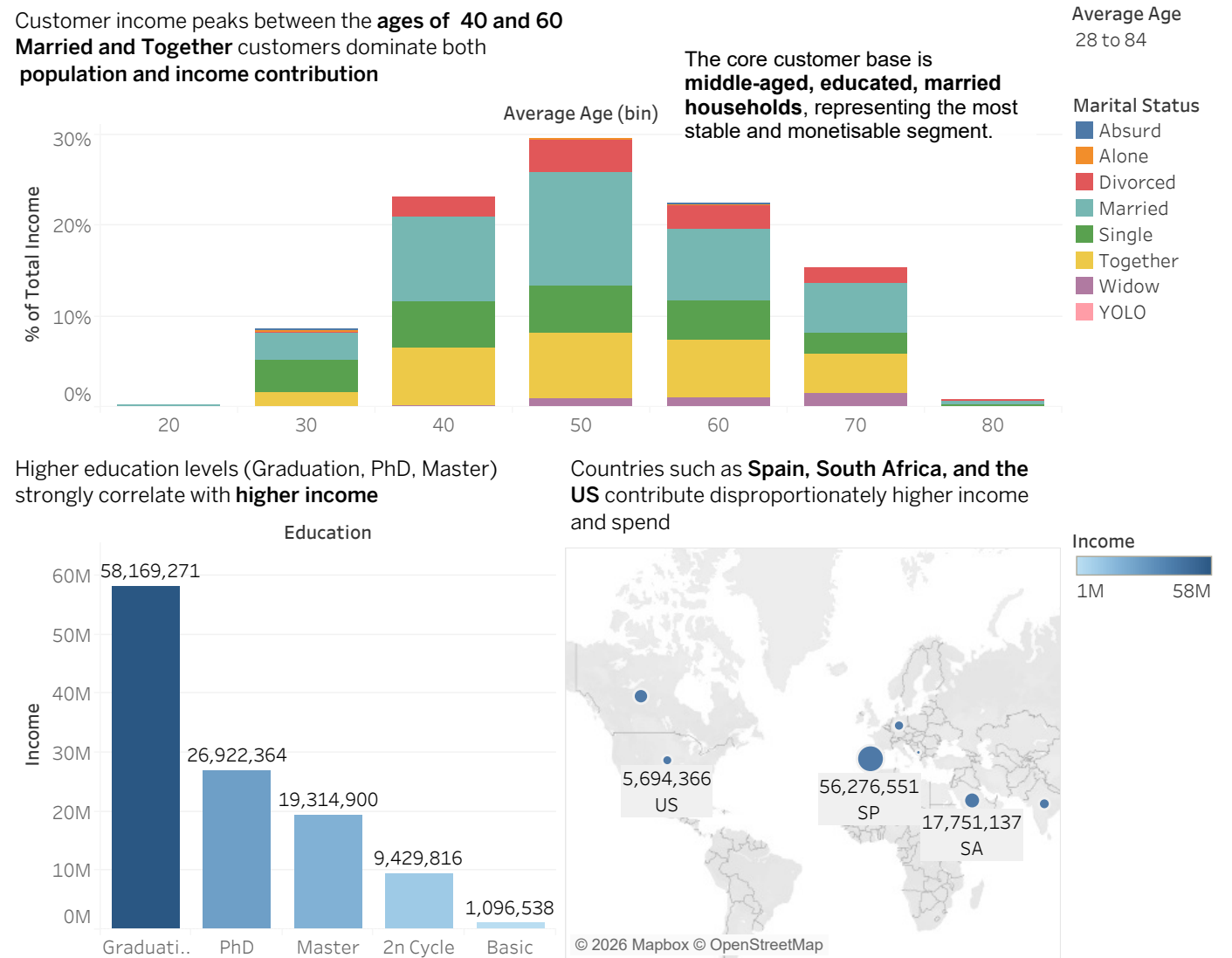
Where is it happening?

Spain contributes nearly half of global revenue



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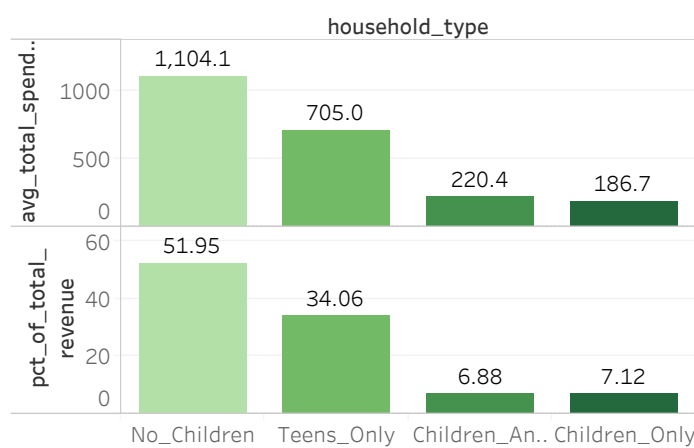
Defining the Business Problem	Executive Overview	Customer Demographic	Spending Behaviour	RFM Analysis	.
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Executive Overview	Customer Demographic	Spending Behaviour	RFM Analysis	RFM by Demography	.
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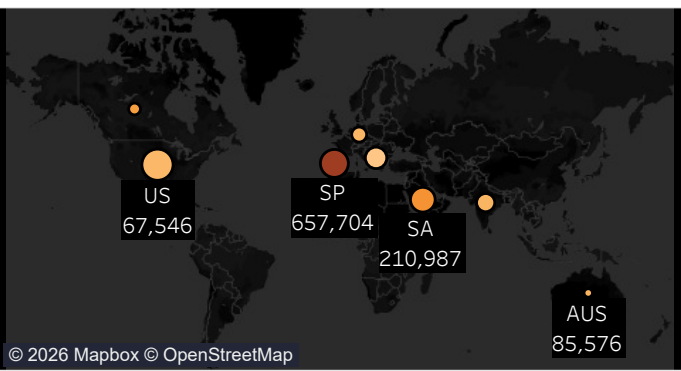
Spend_by_Householdtype



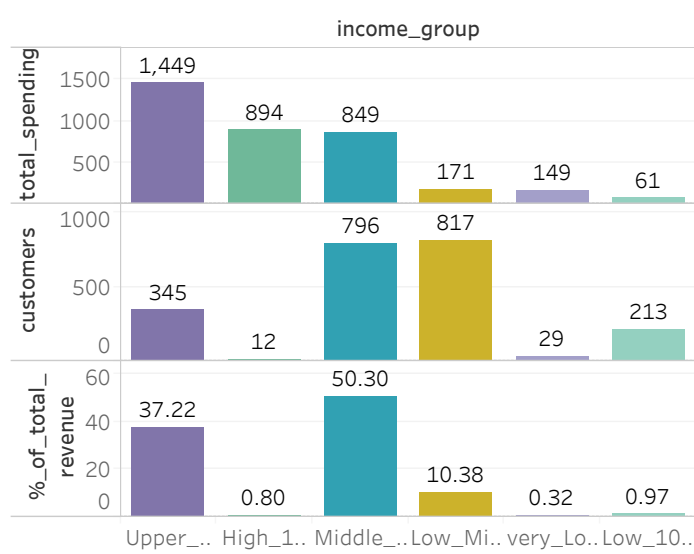
household_type

- No_Children
- Teens_Only
- Children_And_Teens
- Children_Only

Total_spend by Country



AvgSpend_by_incomegroup



Total Sp.. 3,122 657,704

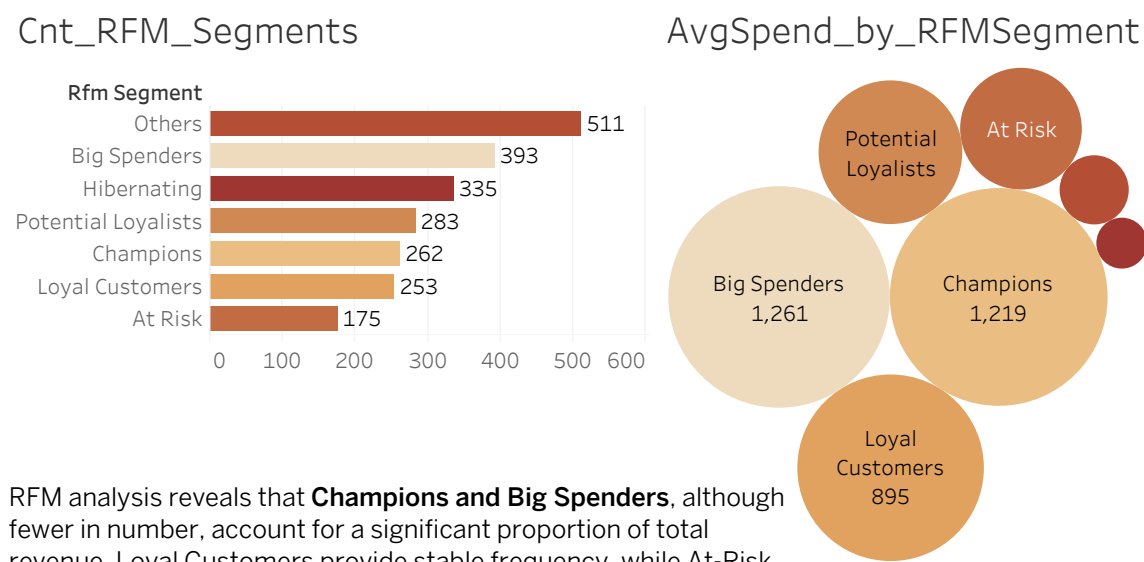
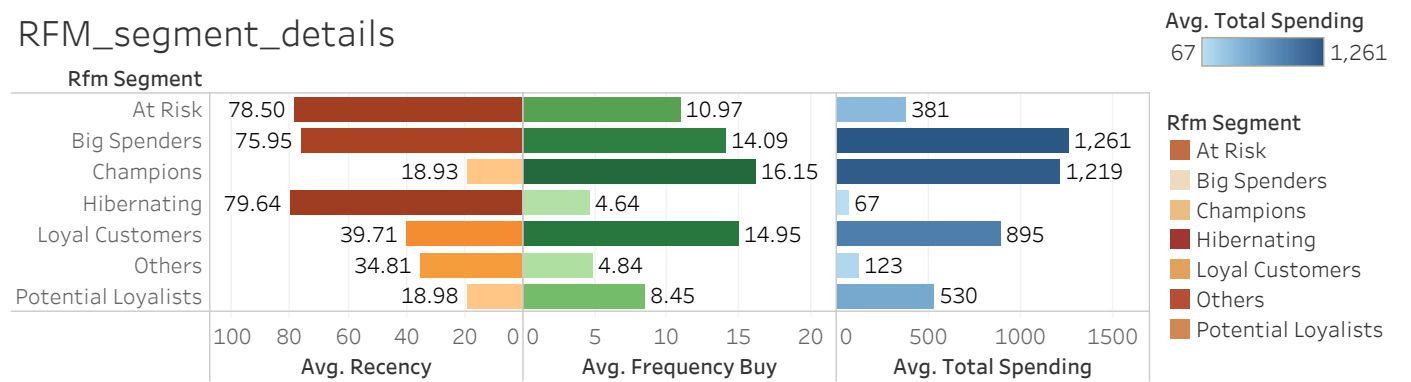
income_group

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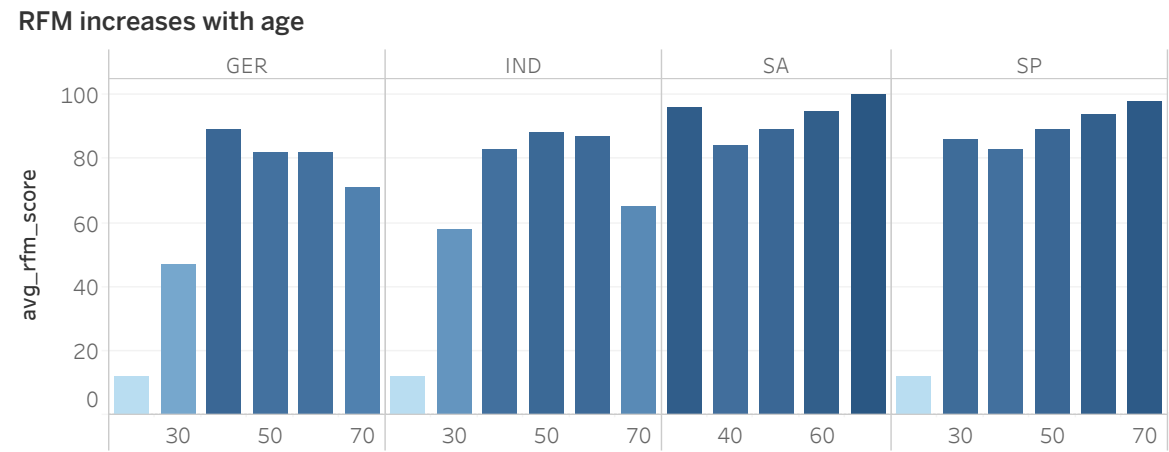
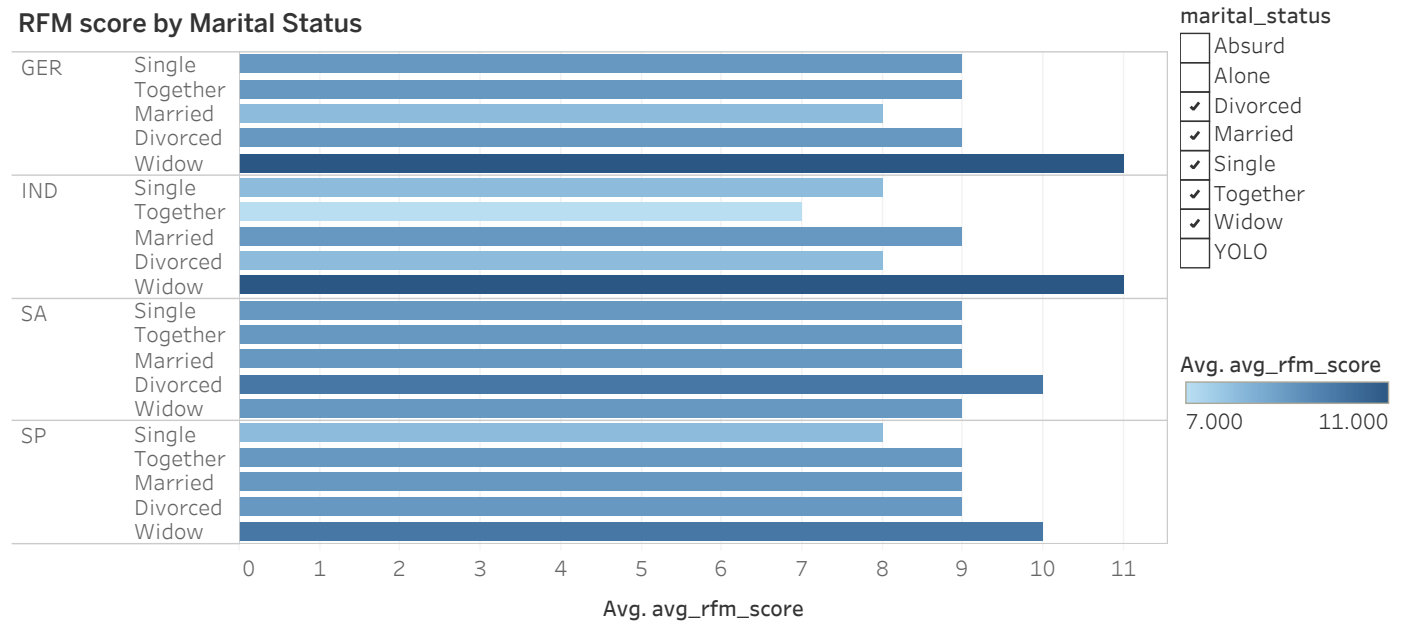
Customer Demographic	Spending Behaviour	RFM Analysis	RFM by Demography	RFM Campaign Responders	.
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RFM analysis reveals that **Champions and Big Spenders**, although fewer in number, account for a significant proportion of total revenue. Loyal Customers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

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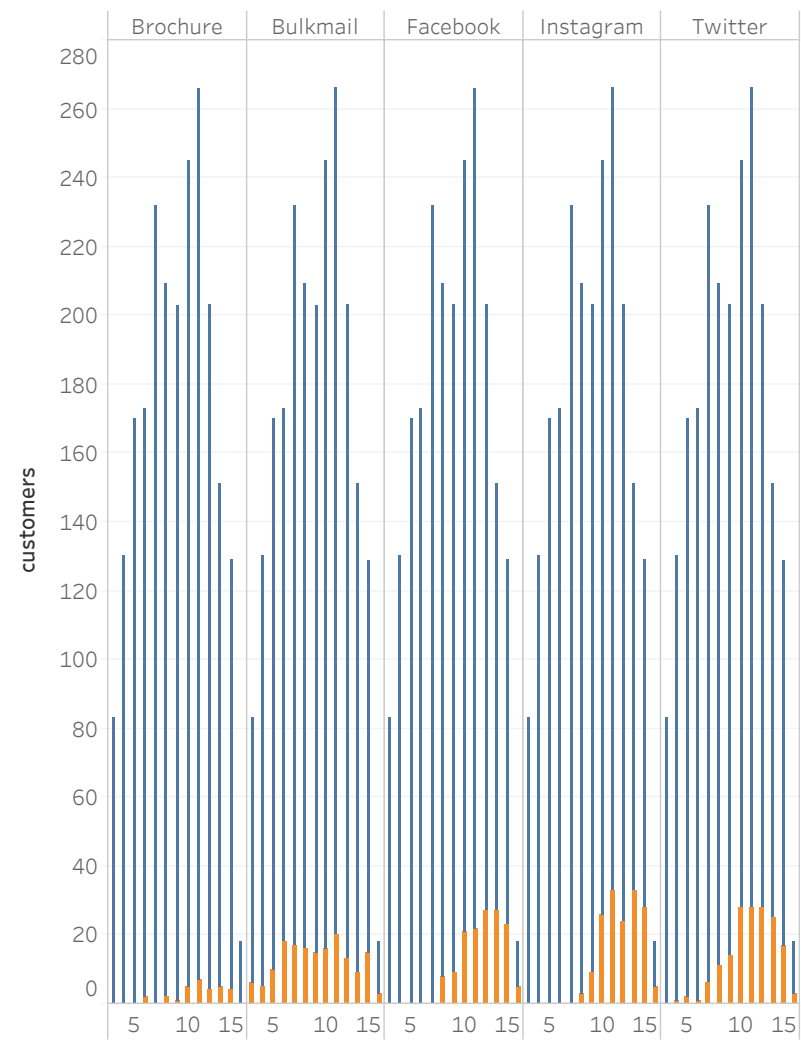
Spending Behaviour	RFM Analysis	RFM by Demography	RFM Campaign Responders	Campaign Effectiveness by Customer Quality	.
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RFM Analysis	RFM by Demography	RFM Campaign Responders	Campaign Effectiveness by Customer Quality	Product Demand & Channel Alignment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



Campaign Responders

■ Non-Responder
■ Responder

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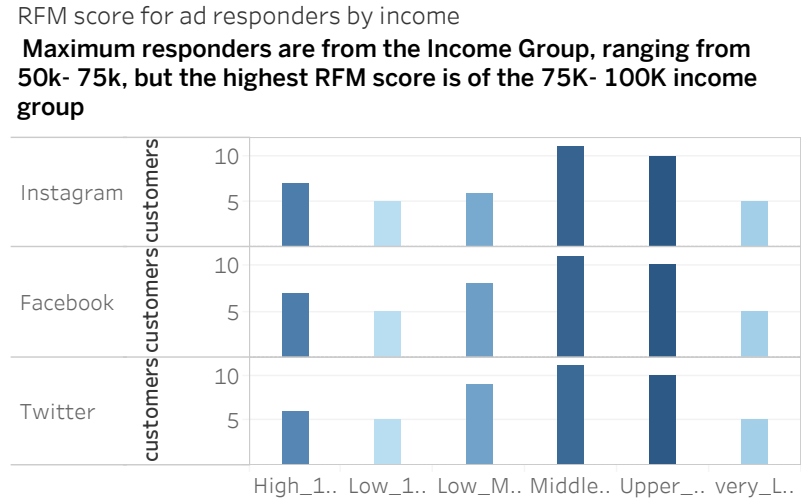
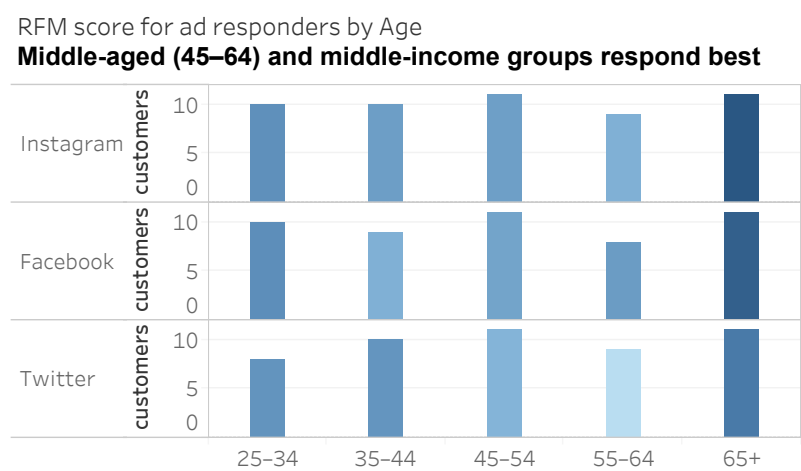
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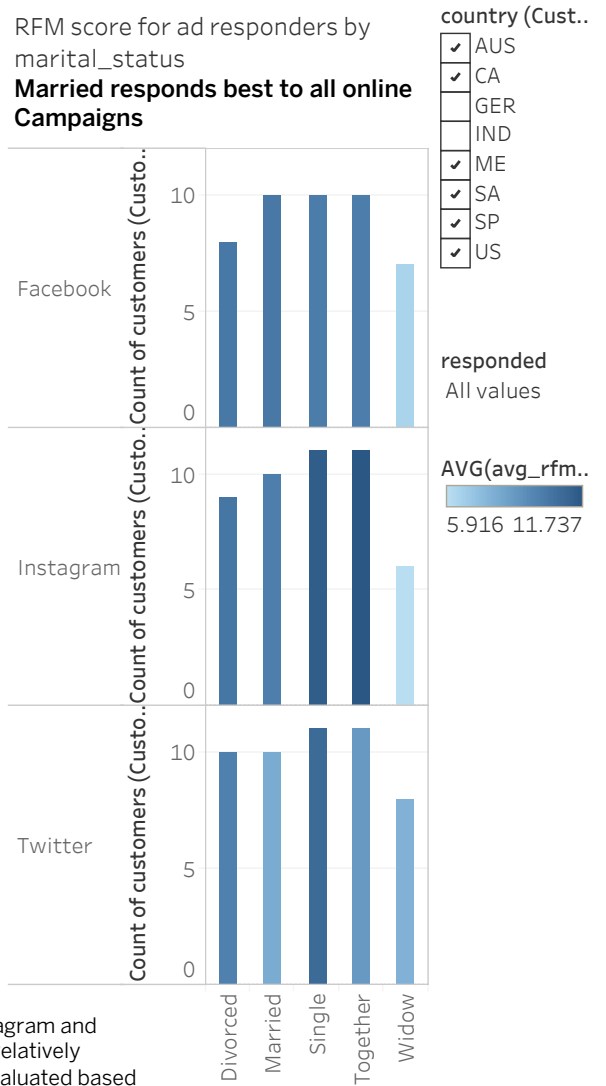
	campaign text 🔒	responded numeric (5) 🔒	customers bigint 🔒
1	Twitter	1	164
2	Facebook	1	142
3	Bulkmail	1	163
4	Brochure	1	30
5	Instagram	1	161

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RFM by Demography	RFM Campaign Responders	Campaign Effectiveness by Customer Quality	Product Demand & Channel Alignment	Campaign Influenced Spend	
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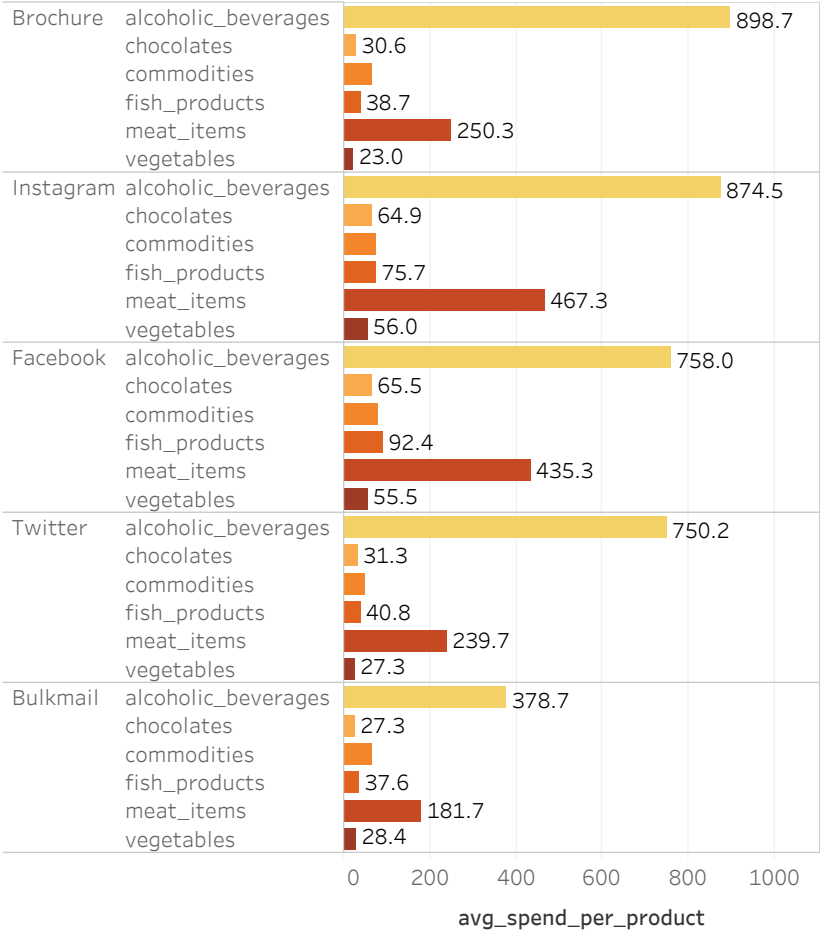
Ad responders consistently exhibit higher RFM scores than non-responders. Instagram and Facebook deliver the highest response volumes, while Twitter attracts fewer but relatively higher-value responders. This indicates that campaign effectiveness should be evaluated based on customer value, not just engagement counts.



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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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Alcoholic beverages and meat items are the strongest revenue drivers by Social Media Platform

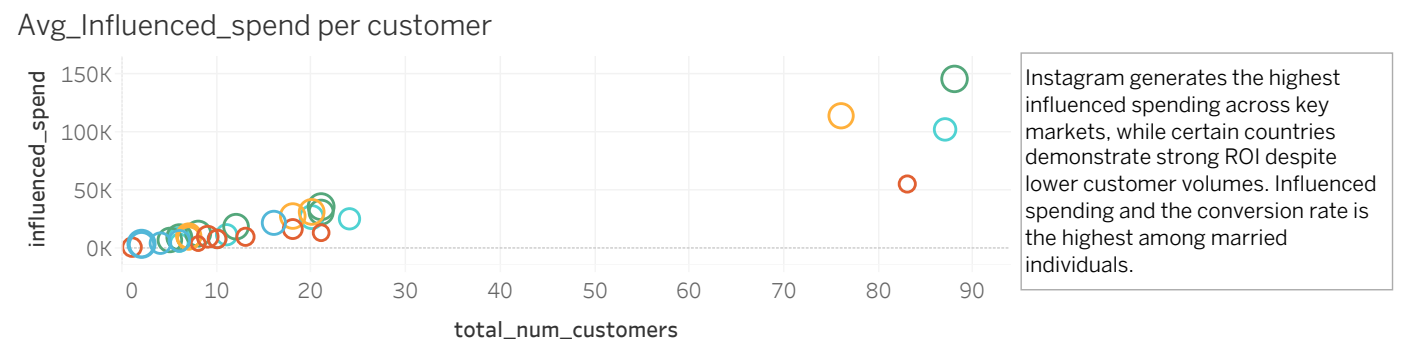
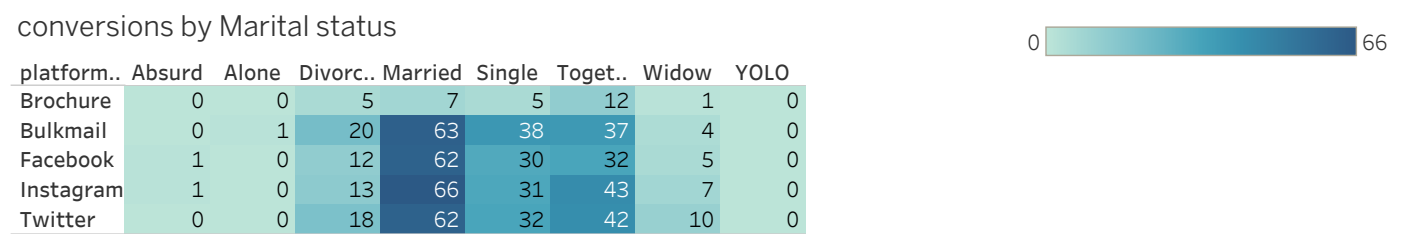
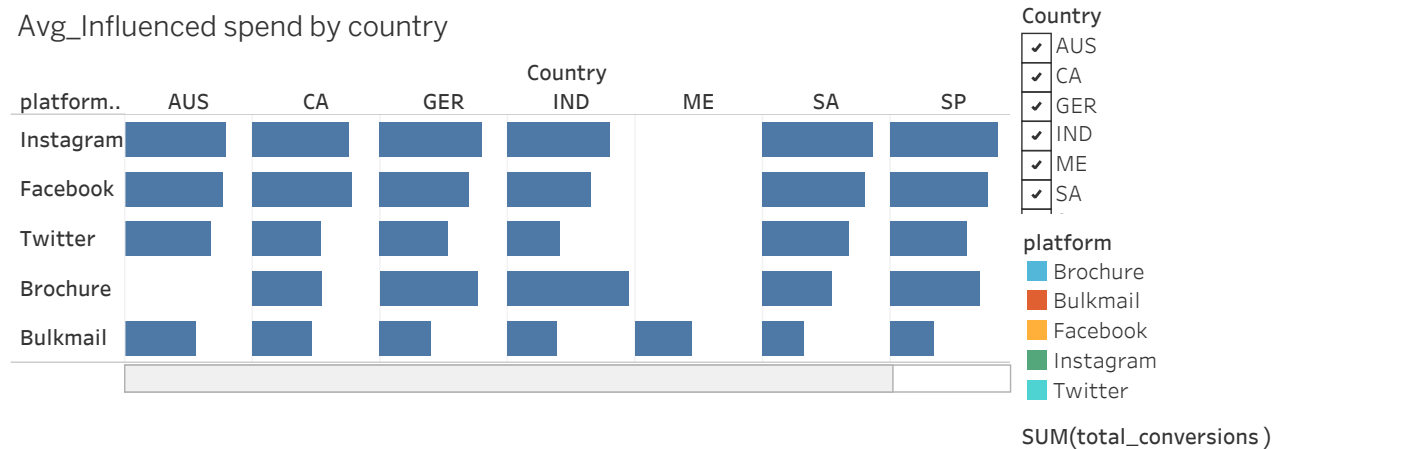


product_name
alcoholic_beverages
chocolates
commodities
fish_products
meat_items
vegetables

Alcoholic beverages and meat products emerge as the top revenue-generating categories across platforms. Instagram and Facebook consistently outperform other channels in driving product spend, highlighting the importance of aligning product promotions with platform-specific customer behaviour.

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2Market’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.