

WONDERFUL WINES OF THE WORLD

Customer Segmentation Insights

ARE YOUR CUSTOMERS ALL THE SAME?

HOW WELL DO YOU KNOW YOUR CUSTOMERS?

Different people means **different interests**, different ways of consuming. If you get to know **better your customers**, if you understand what they like, you will **sell more**.

HOW DIFFERENT YOUR CLIENTS CAN BE?

PERSONAL CHARACTERISTICS

18 to 78 years old.
12 to 20 years of
education.

BUYING BEHAVIOUR

Online purchases goes
from 4% to 84%.
Purchases on discounts
from 0% to 97%.

DIFFERENT TASTE

Some clients had 99% of
their purchases as dry
red wines, and others
had 74% of white wines.





MARKETING SEGMENTATION 1

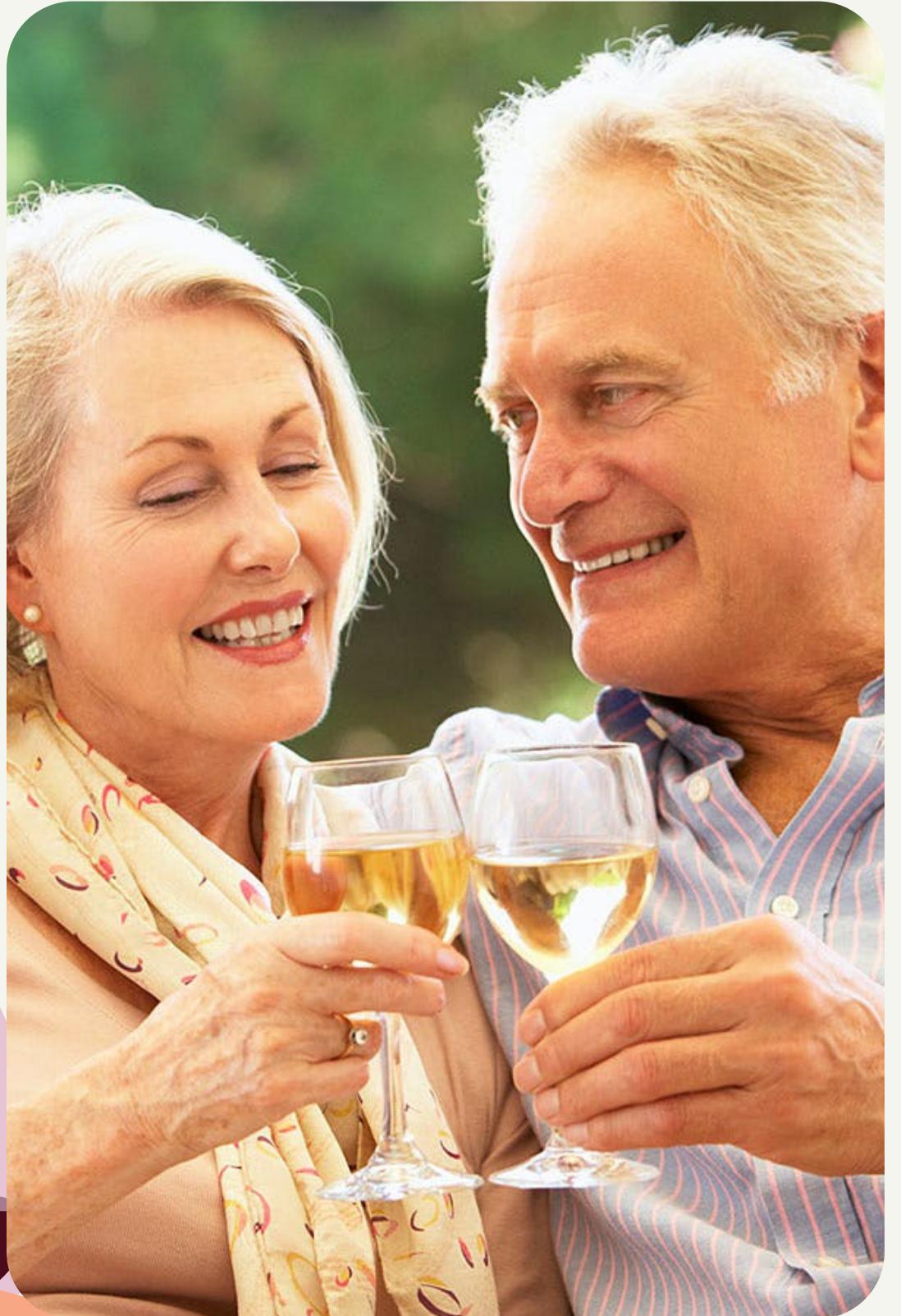
AVERAGE CUSTOMER

Biggest group you have. On personal characteristics, they are your average customer.

THEY LIKE DEALS AND RED DRY WINES

This group tends to buy way more wines on promotions. Big lovers of dry red wine.

PRODUCT	PRICE	PROMOTION	PLACE
ALL CATEGORIES EXCEPT DRY RED	DISCOUNTS	SALES PROMOTION	ONLINE



MARKETING SEGMENTATION 2

HIGH END CUSTOMERS

Spend a lot of money per purchase. Big group that represents big part of your revenue.

ELDER PEOPLE

Not big internet users. Prefers catalog and shop buys. Buy accessories.

PRODUCT	PRICE	PROMOTION	PLACE
WINES AND ACCESSORIES	SELLING WITH ACCESSORIES	PRODUCT BUNDLING	OFFLINE. MAIIS AND PHONE

MARKETING SEGMENTATION 3



DEAL AND DIFFERENT WINES LOVERS

These clients are low spenders and have a tendency to buy more on deals and different kind of wines.

YOUNG PEOPLE

Internet users. Tend to buy more via internet.

PRODUCT	PRICE	PROMOTION	PLACE
DIFFERENT KINDS OF WINES	DISCOUNTS	SALES PROMOTIONS	ONLINE



MARKETING SEGMENTATION 4

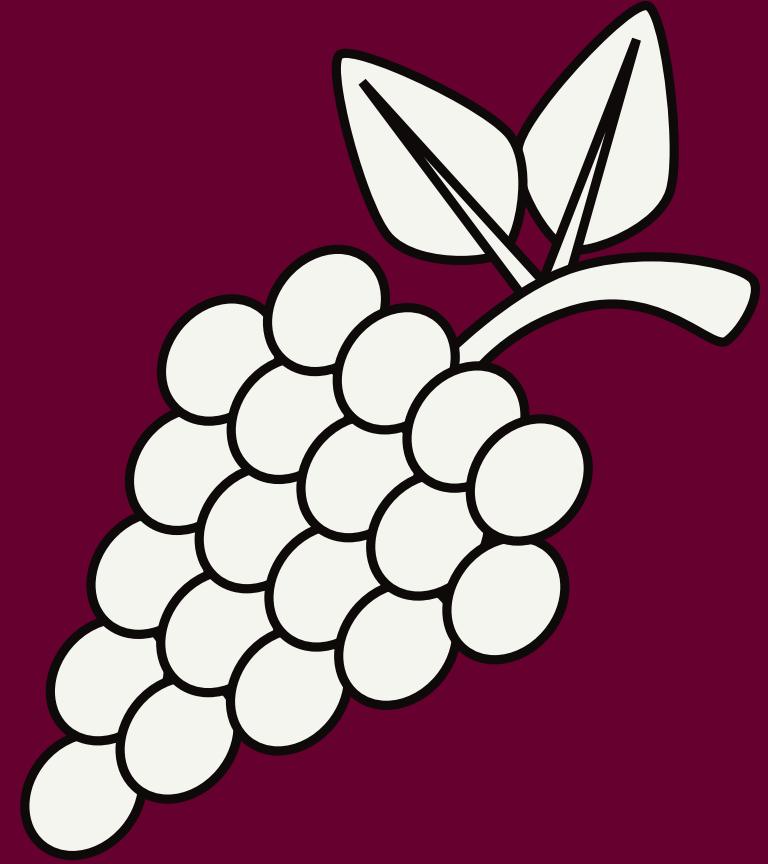
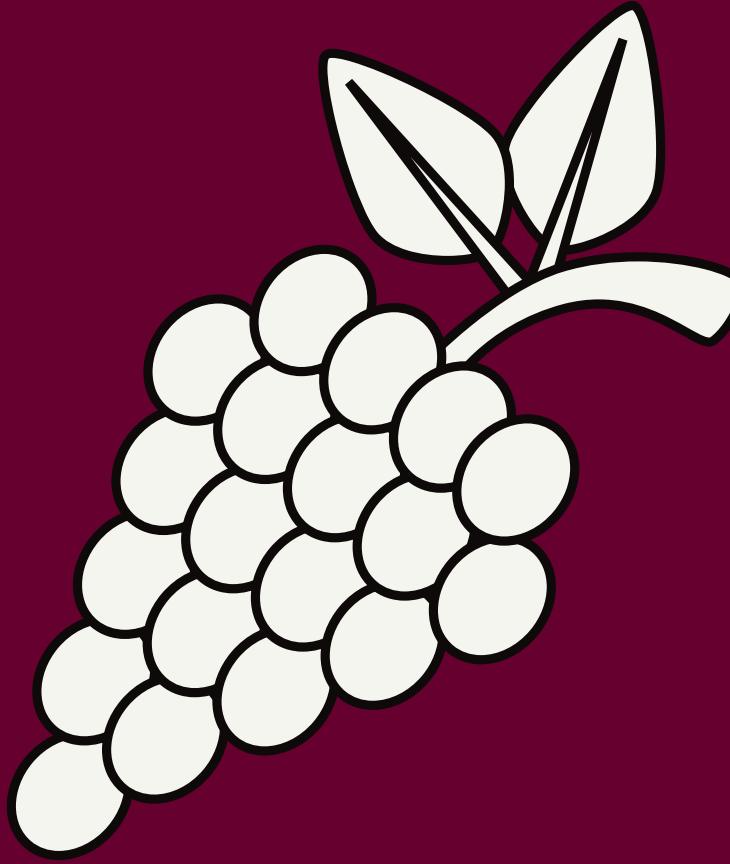
REALLY SIMILAR TO 3

Similar to Marketing Segmentation 3. Low spenders young people.

DIFFER ON TASTE

While 3 likes different and exotic kinds of wines, 4 prefer red and white dry.

PRODUCT	PRICE	PROMOTION	PLACE
RED AND WHITE DRY	DISCOUNTS	SALES PROMOTIONS	ONLINE



SO WHAT IS THE NEXT STEP?

DEPLOYMENT

IT TEAM

Guarantee continuity on data collection.

MARKETING TEAM

Apply the 4Ps for every Marketing Segmentation.

SALES TEAM

Understand where to invest and divest on wine categories.



**THANK YOU FOR
YOUR ATTENTION**