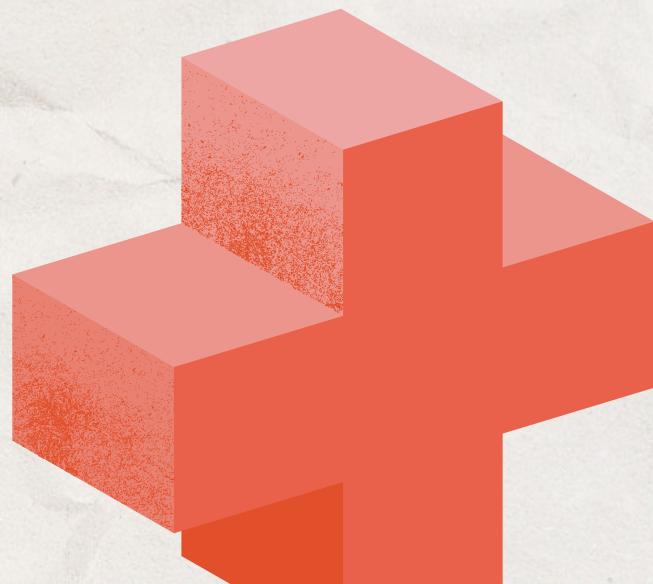




Marketing Campaign →

iFood CRM Data Analyst Case



About Campaign



A food company aims to maximize profits for its next direct marketing campaign, scheduled for the upcoming month.

A pilot campaign involving 2,216 customers was carried out. Customers who bought the offer were properly labeled. The total cost of the sample campaign was 6.720 MU and the revenue generated by the customers who accepted the offer was 3.674 MU.

Globally the campaign had a profit of -3.046MU and the success rate of the campaign was 15%

Goal Setting



DEFINE CLEAR OBJECTIVES

The objective is of the team is to develop a model that predicts customer behavior and to apply it to the rest of the customer base.

Moreover, other than maximizing the profit of the campaign, the CMO is interested in studying the characteristic features of those customers who are willing to buy the gadget.



ALIGN WITH BUSINESS GOALS

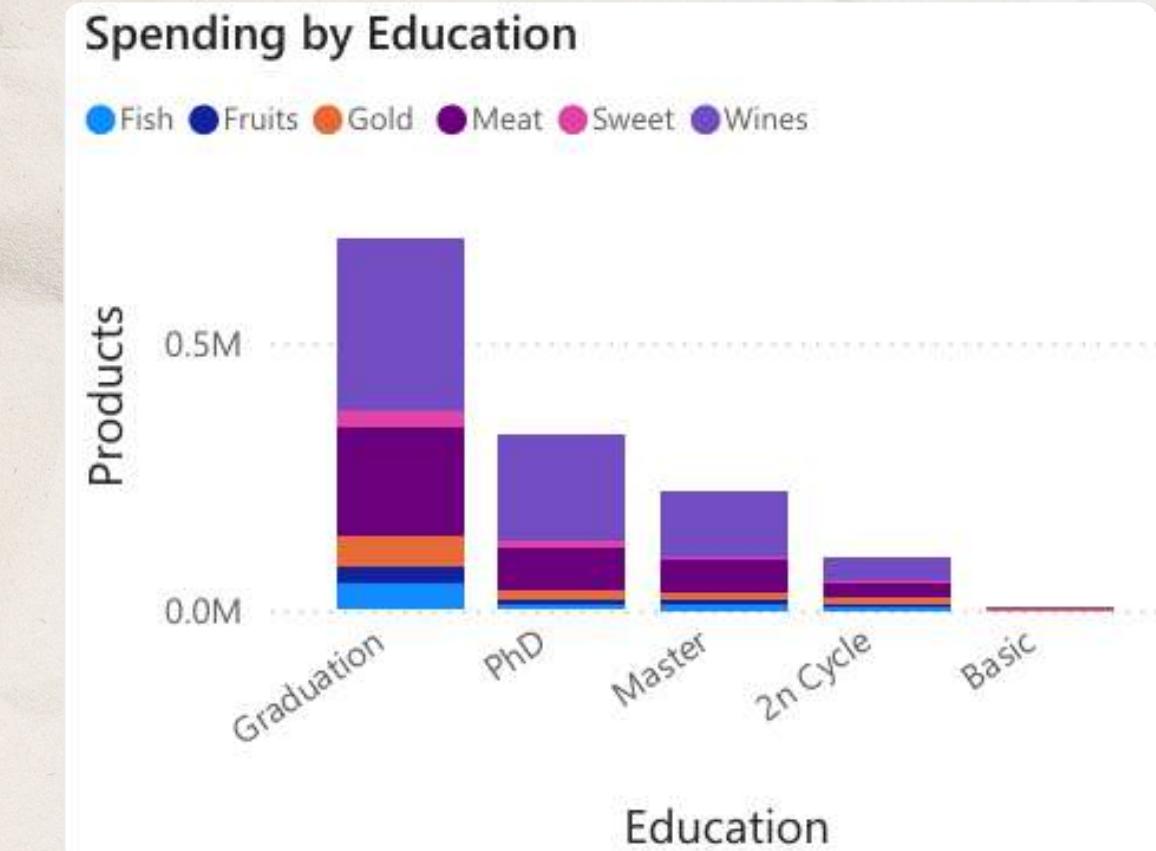
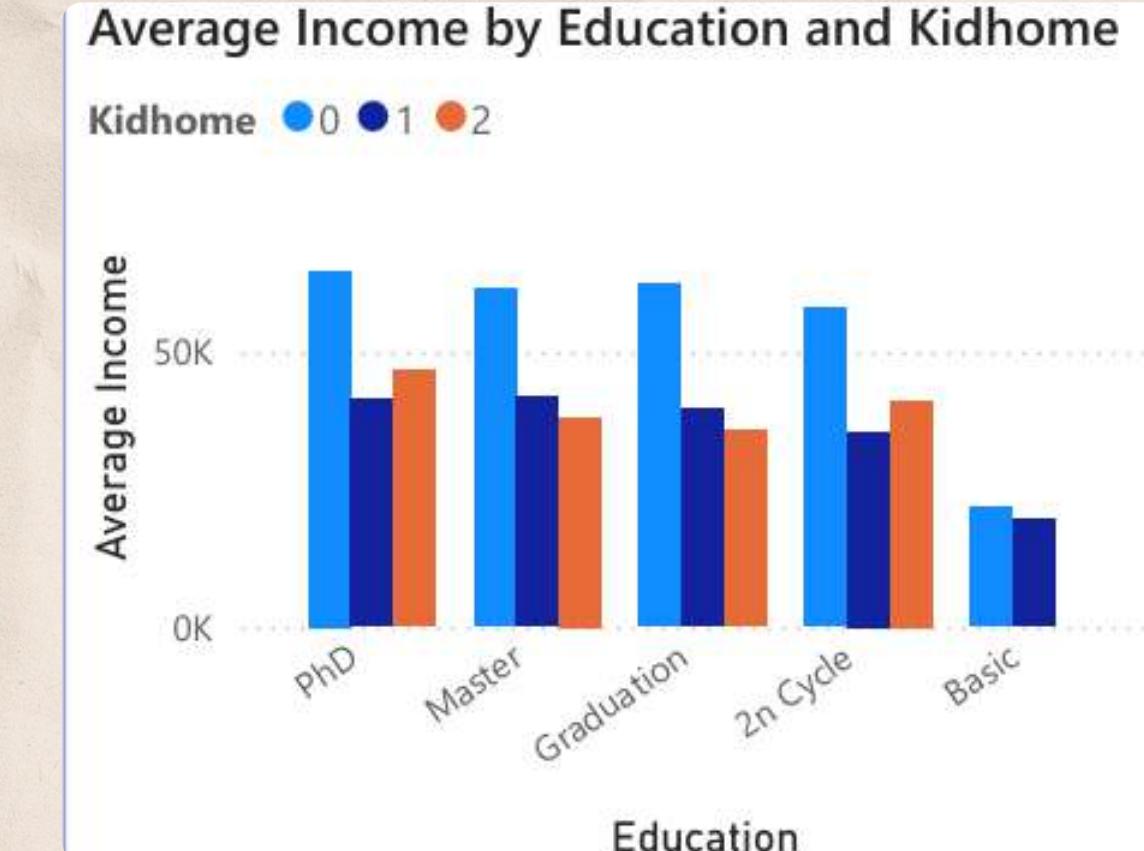
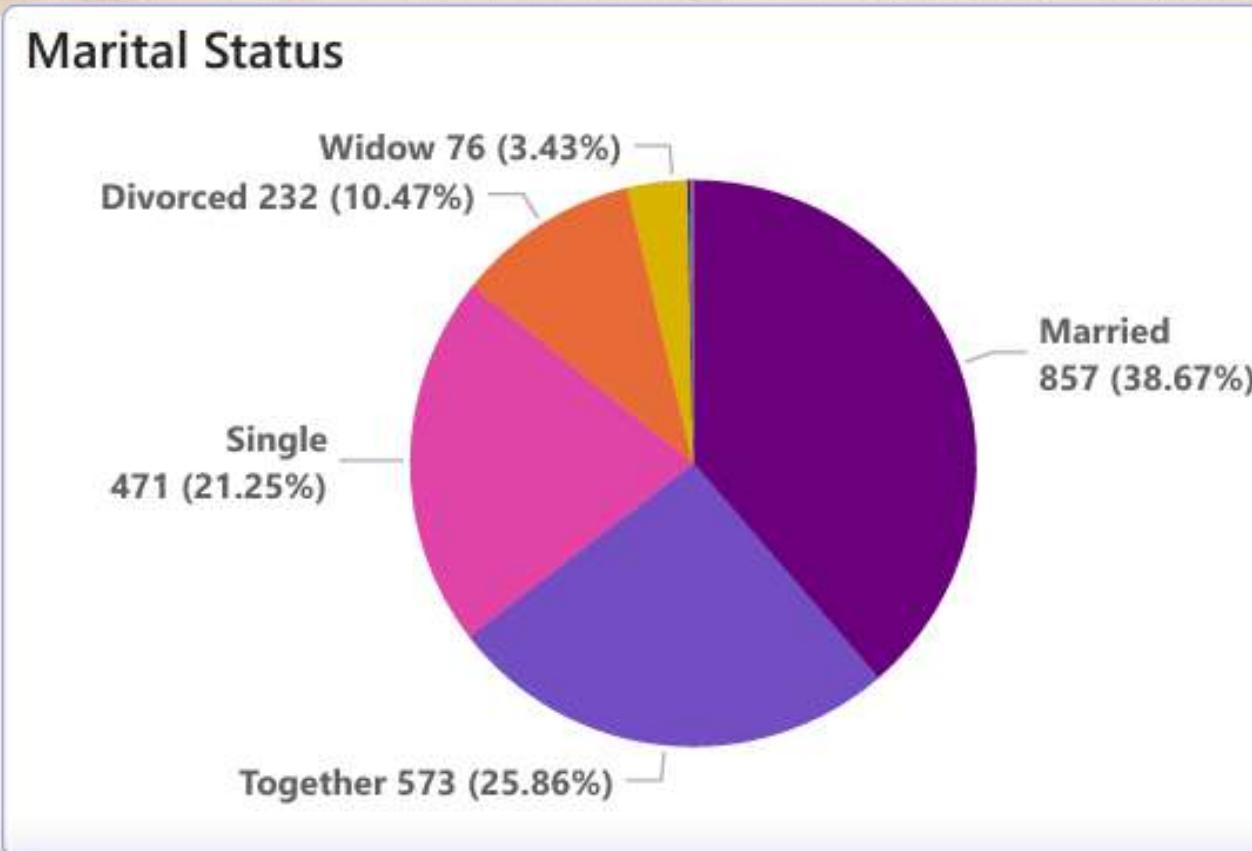
- Use analytics, surveys, and feedback to understand customer preferences.
- Apply insights to refine future campaigns and product offerings.
- Drive direct purchases or subscriptions during the campaign period.

Data Exploration



Customer Profile Analysis

- High-income, highly educated customers represent a premium segment with stronger spending capacity.
- Households with children demonstrate constrained discretionary spending, particularly for non-essential products such as wine.
- Marital status alone is not a reliable predictor of income or spending behavior.

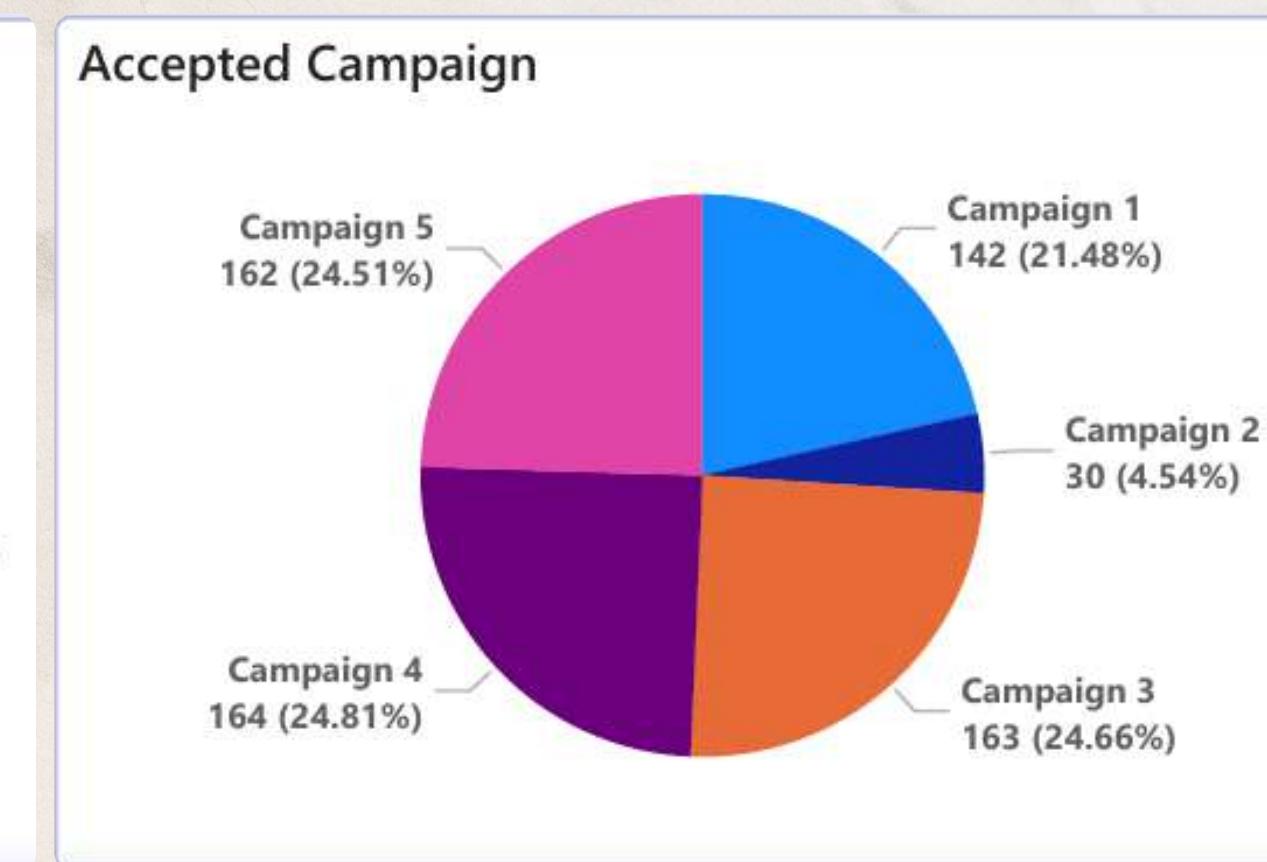
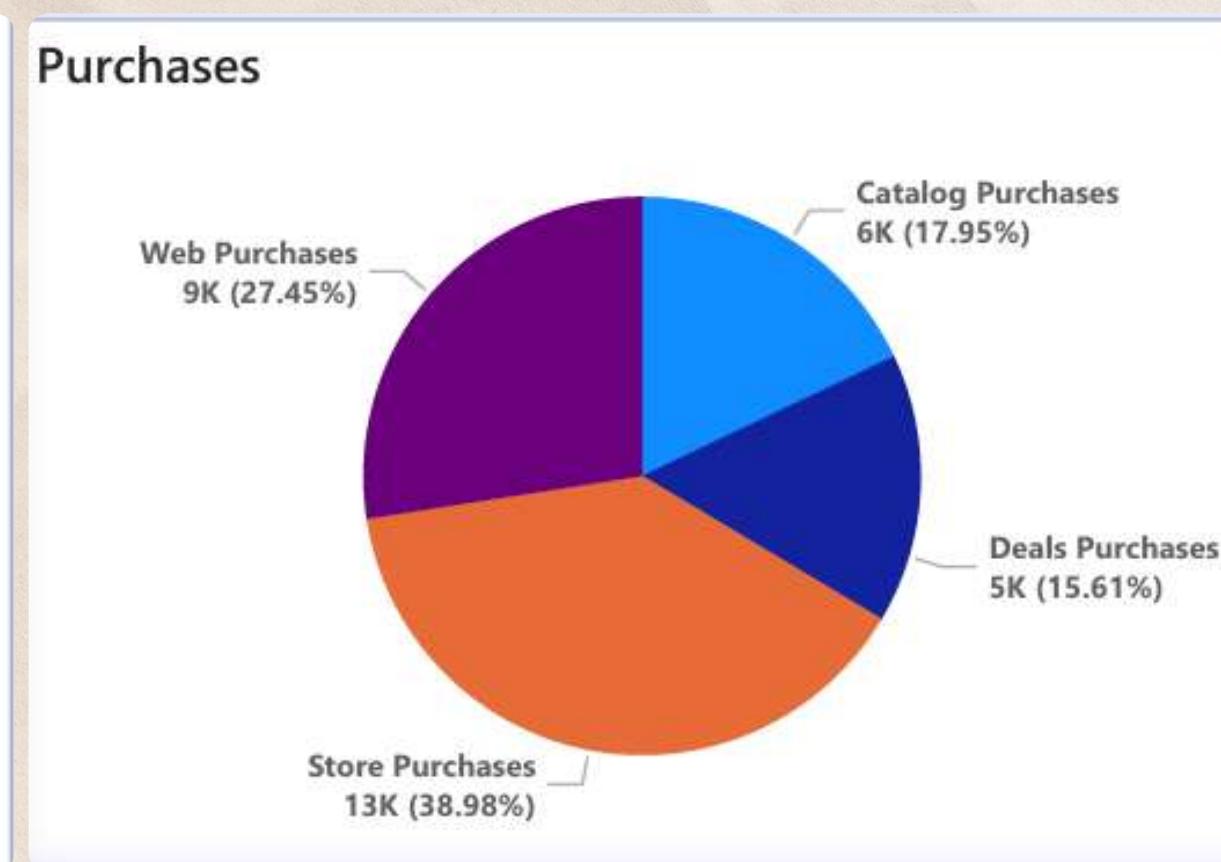
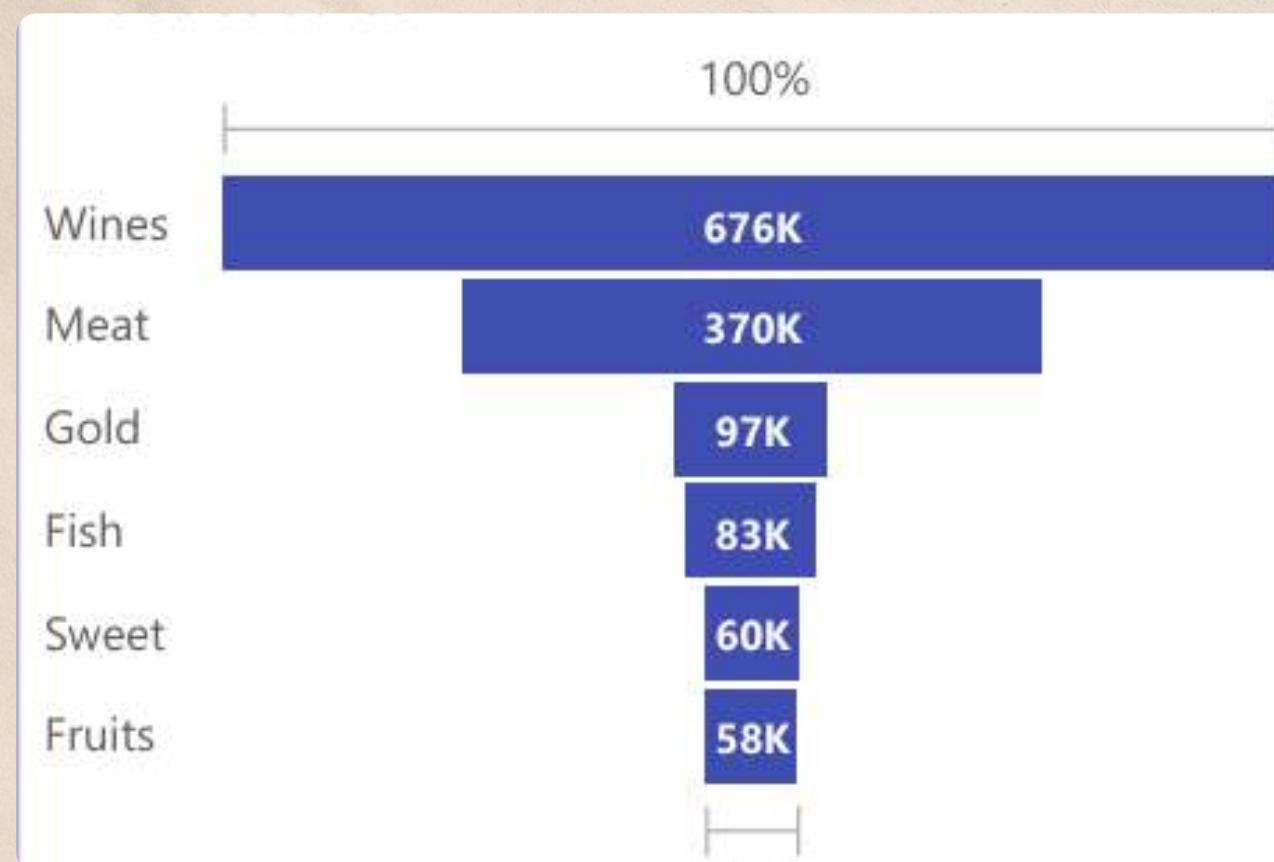


Product Performance



Product Sale Analysis

- Income is a proxy for several other features, such as the amount spent, which is positively driven by meat and wine consumption, and it has a negative correlation with website visits.
- The amount spent on Wine is, besides being related to high income, the amount spent on Meat and it's purchased or in a catalog or in Stores.
- Higher Income is also related to accepting campaigns.

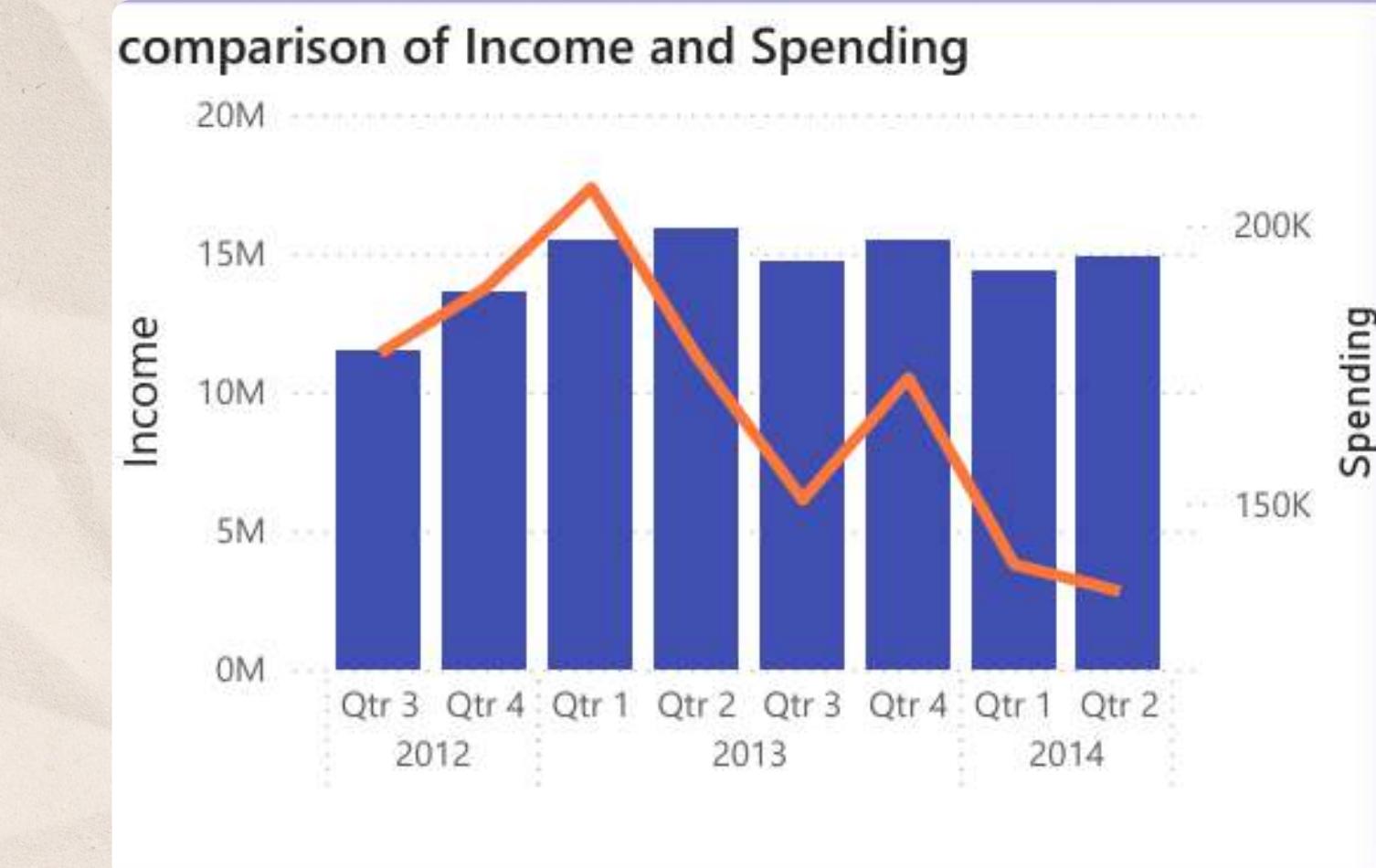
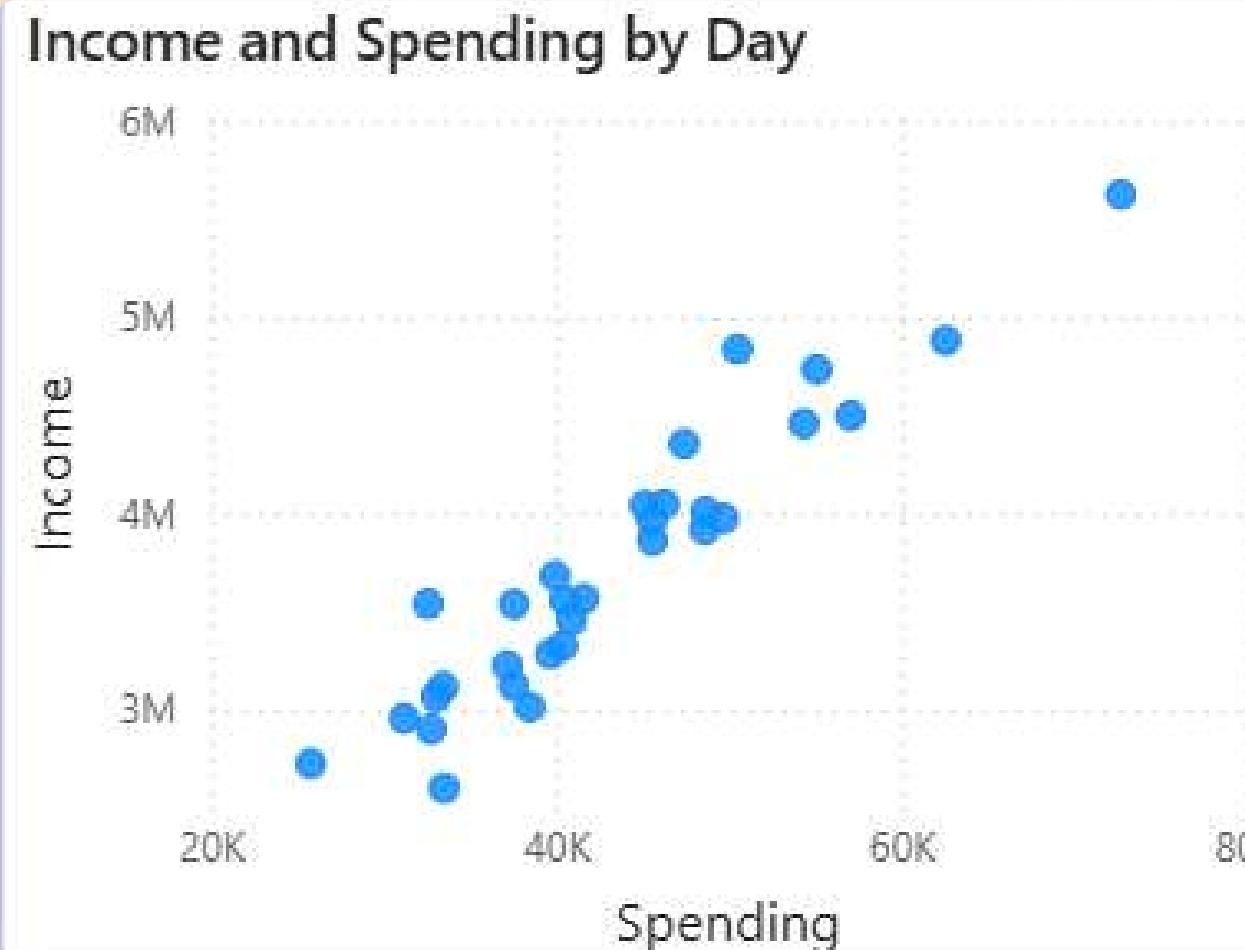


Comparison of Income & Spending



Income & Spending

- Income growth alone is not sufficient to sustain spending levels over time.
- The decline in spending despite higher income points to possible customer disengagement or ineffective campaign strategies.
- Traditional income-based targeting may lose effectiveness without behavioral reinforcement.



Recommendations

- Focus campaigns on high-income customers for premium categories such as wine and meat to maximize revenue impact.
- Leverage catalog and in-store channels for high-value segments, emphasizing curated and premium experiences.
- Prioritize personalized and exclusive campaign offers for higher-income customers to improve acceptance rates and campaign ROI.
- Re-evaluate campaign timing, messaging, and offers to stimulate spending during periods of declining demand.
- Incorporate behavioral metrics (purchase frequency, channel preferences, campaign responses) alongside income for more accurate customer segmentation and forecasting.

