

OmniMart Customer Insights & Recommendationsetting



2025

Data-Driven Analysis on
Segmentation, Loyalty,
Product Trends, and
Experience
Enhancement



Presented by
Nullifiers

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Agenda

1. Customer Segmentation & Spending Patterns
2. Loyalty Trends & Purchase Frequency
3. Product Popularity Analysis
4. Feedback & Ratings Impact
5. Segment Preferences by Product Type
6. Shipping Methods vs Order Status
7. Payment Methods & Order Value Correlation
8. Key Insights & Recommendations

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Customer Segmentation



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- KMeans clustering used on Recency, Frequency, Monetary (RFM)
- 4 distinct customer segments identified
- Segments differ in loyalty, spending capacity, and recency of purchases
- Helps target marketing strategies effectively

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Market Overview



Spending Patterns

- Average spend varies across age, gender, and location
- High-spending demographics: 31-45 years, Male, and certain countries
- Insights can shape pricing strategies and promotions

Loyalty Trends

- Repeat purchases concentrated among top 20% of customers
- Loyalty programs and personalized discounts can enhance retention
- Frequent buyers contribute disproportionately to revenue

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Product Popularity

- Top categories: Electronics, Clothing, Home Decor
- Top brands: Nike, Samsung, Nestle
- Least popular categories highlight areas to reevaluate in catalog



Feedback vs Sales



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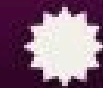
- Higher ratings correlate with higher average spend
- Low-rated products have fewer transactions and lower revenue
- Customer feedback loop essential for quality control

Segment Preferences

- Heatmap reveals distinct product type preferences by customer segment
 - Enables personalized product recommendations
 - Useful for targeted marketing and catalog optimization

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Marketing Objectives



Shipping Methods vs Order Status

- Standard shipping linked with higher proportion of delayed/canceled orders
- Same-day shipping improves delivery rate but at higher cost
- Recommendation: incentivize faster shipping for premium customers
- Operational improvements needed in Standard shipping logistics



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Marketing Strategies



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Payment Methods & Order Value

- Credit Card and PayPal orders show higher average values
 - Cash payments tend to be lower-value, but frequent
- Recommendation: encourage digital payments via discounts or rewards
- Strong link between payment flexibility and customer satisfaction

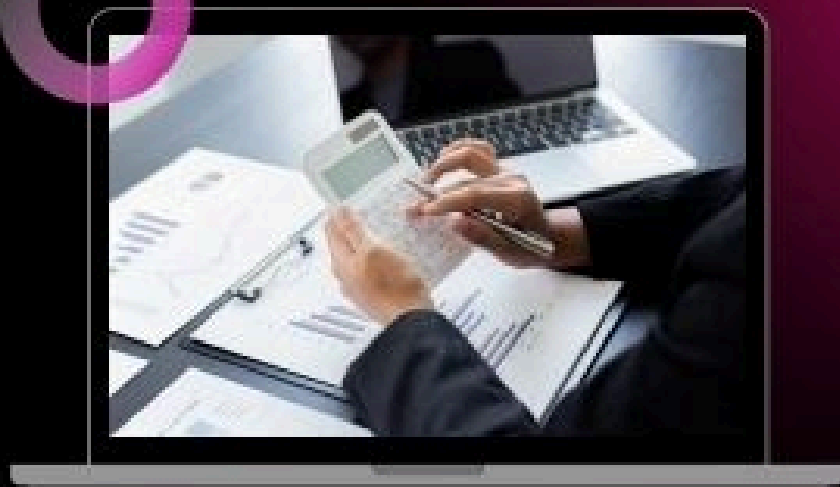




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Key Recommendations for OmniMart Leadership



1. Launch loyalty programs targeting frequent, high-value customers
2. Optimize product catalog by expanding popular categories and reviewing weak ones
3. Encourage digital payments with cashback/loyalty points
4. Improve logistics to reduce cancellations from Standard shipping
5. Personalize marketing by segment-specific product promotions
6. Use customer feedback loops to enhance product quality

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Social Media



Platform Selection

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Engagement Tactics

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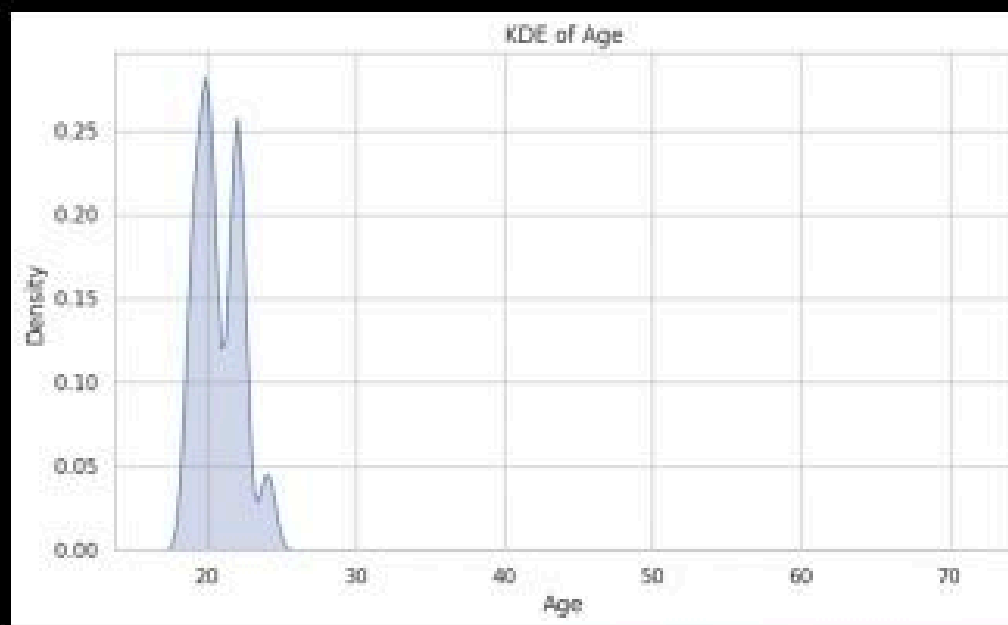
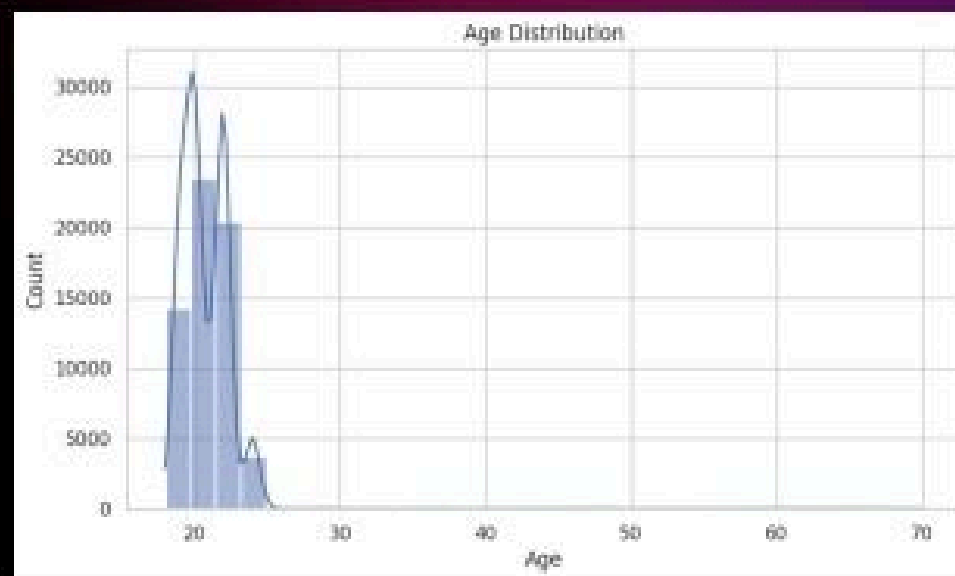
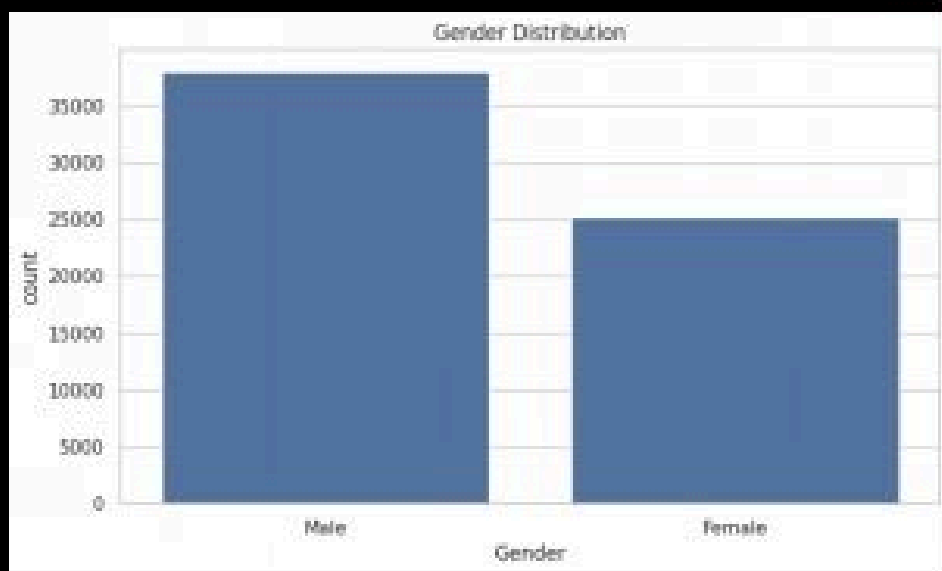


**We have represented our
analysis in the form of graphs
from the next slide for better
understanding**



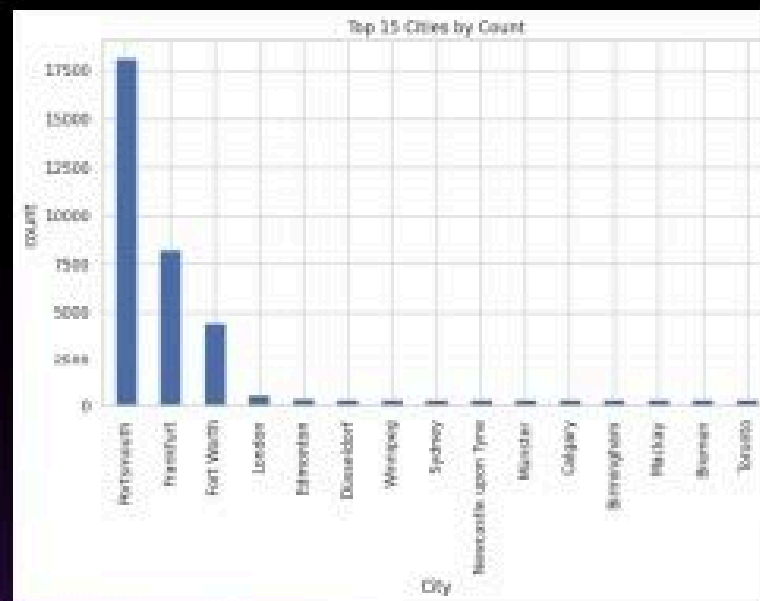
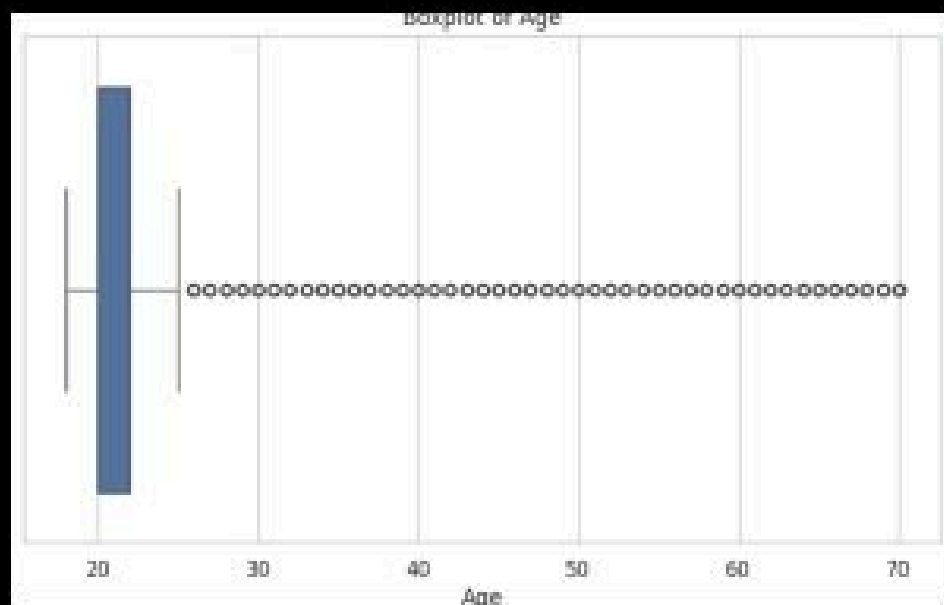
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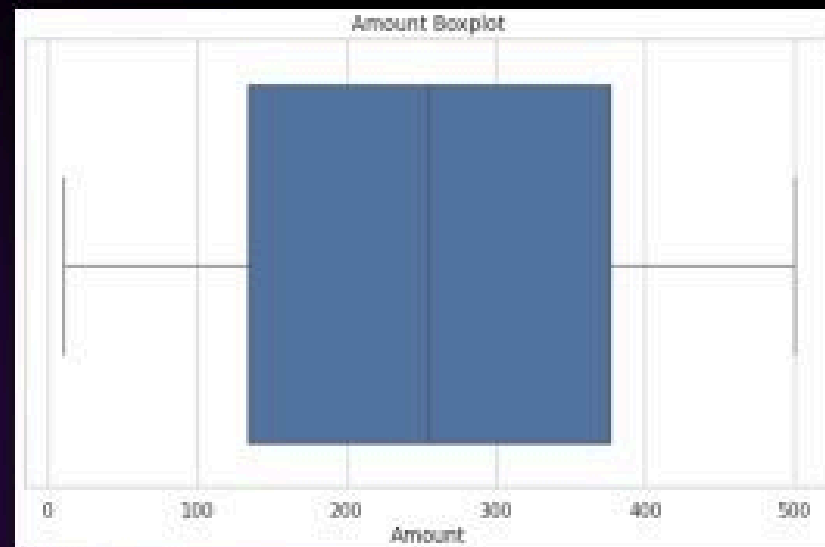
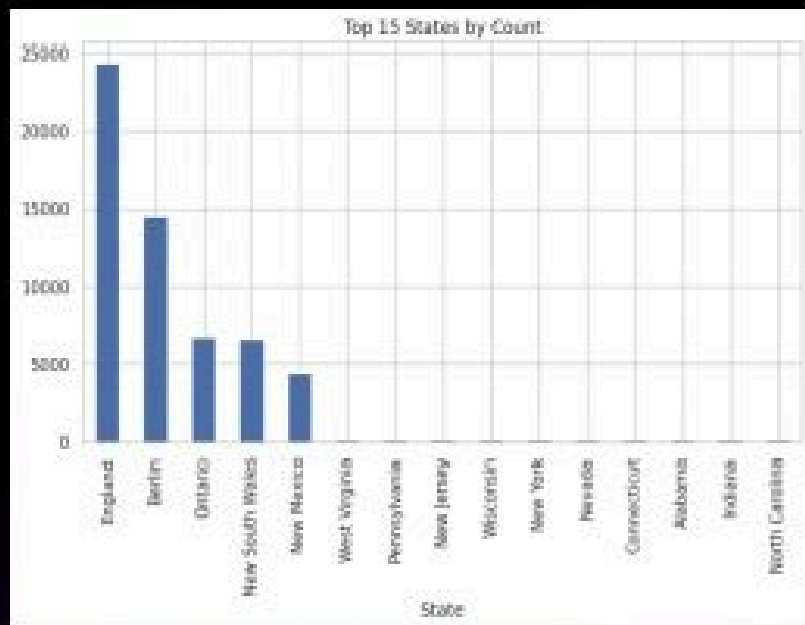


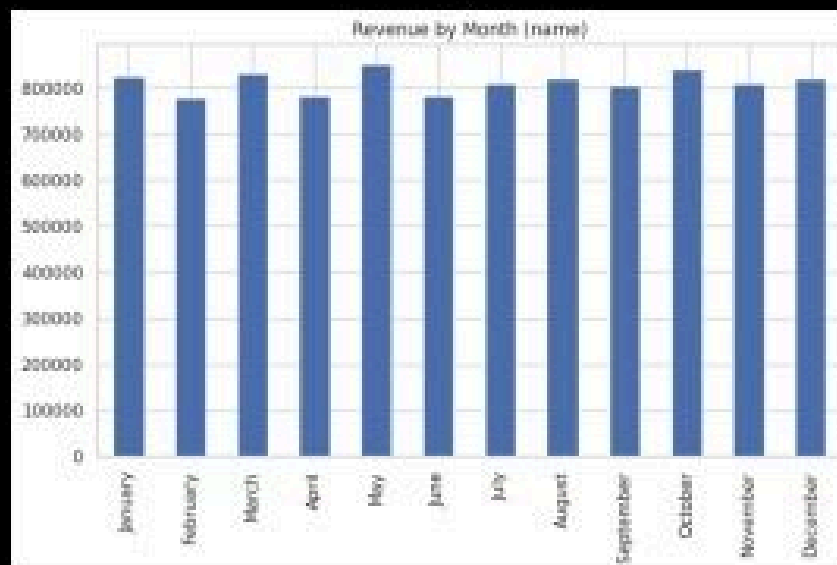
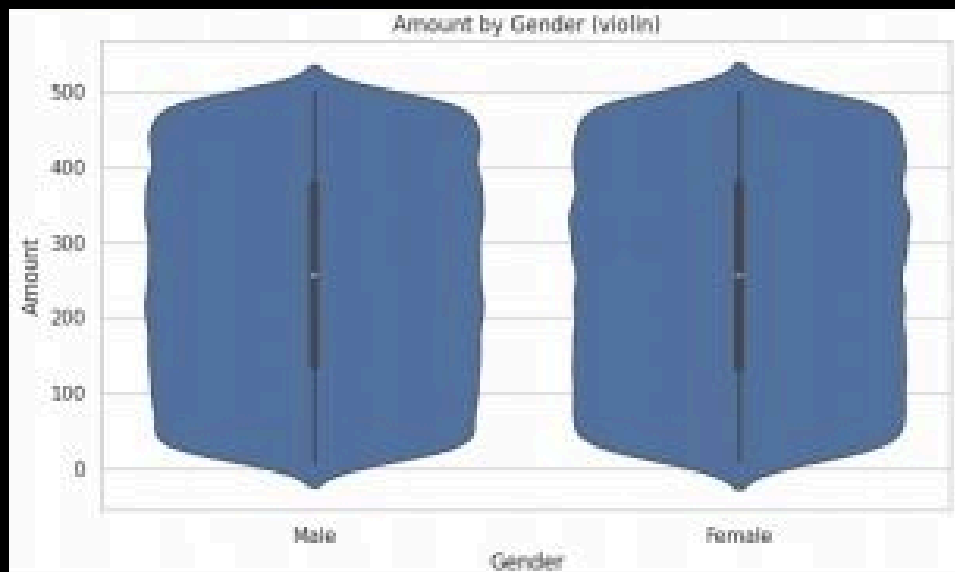


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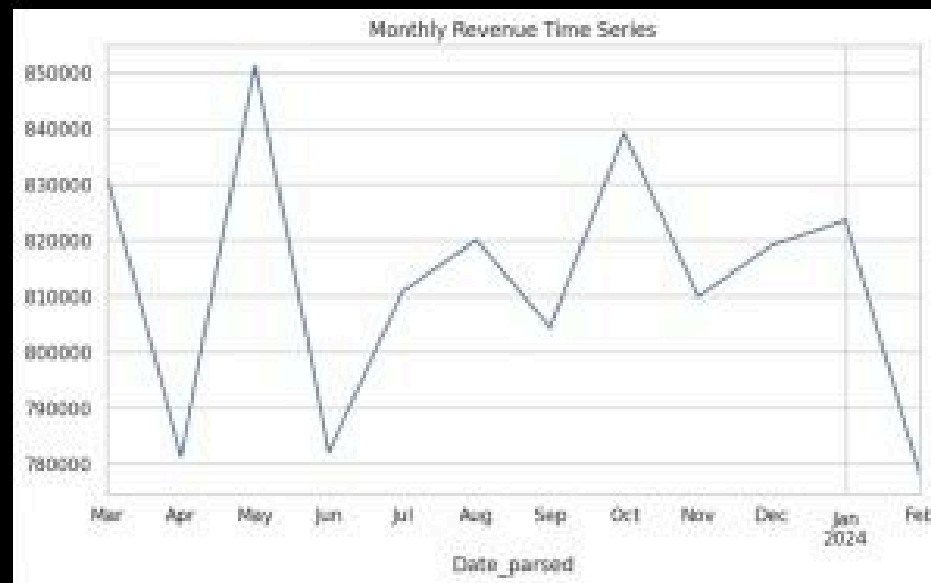
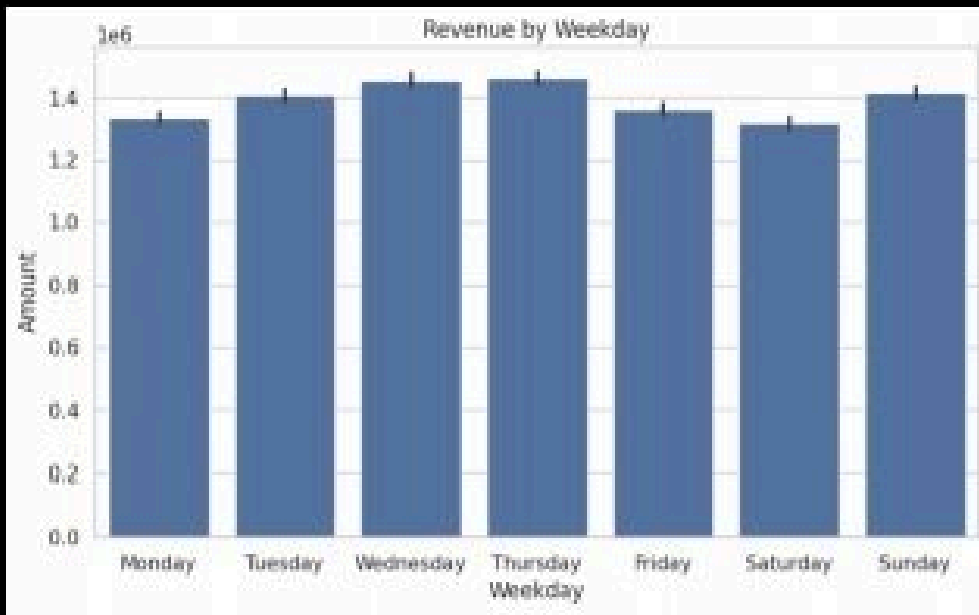






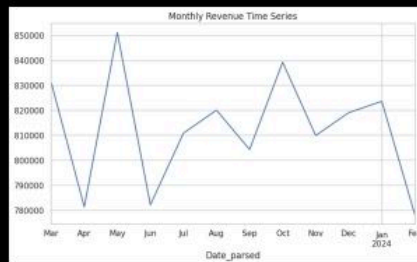
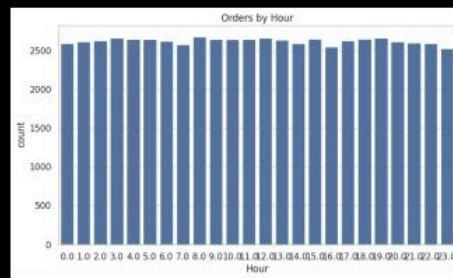
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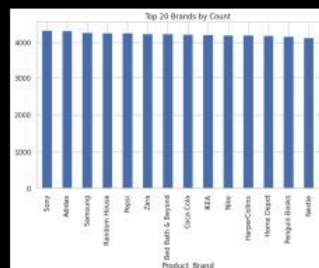
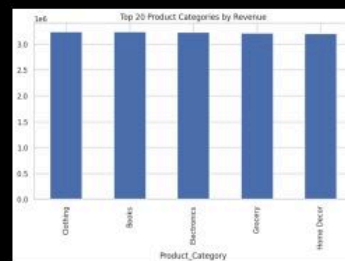
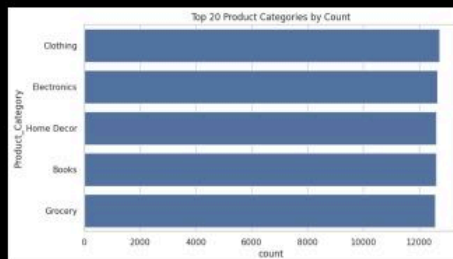


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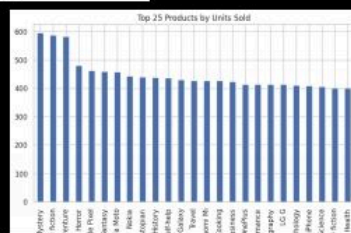
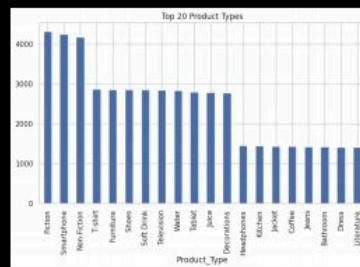
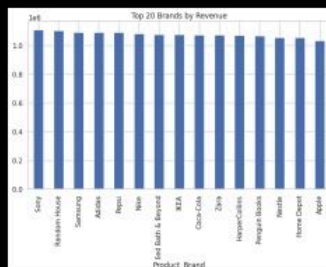




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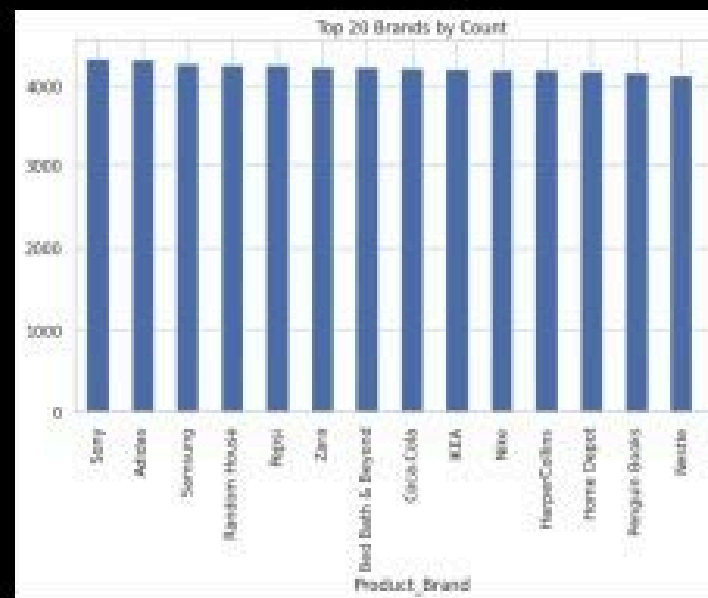
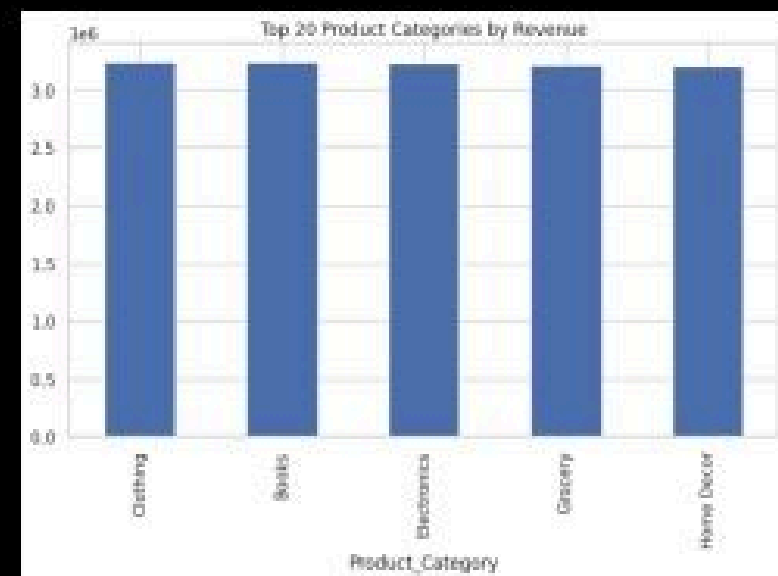
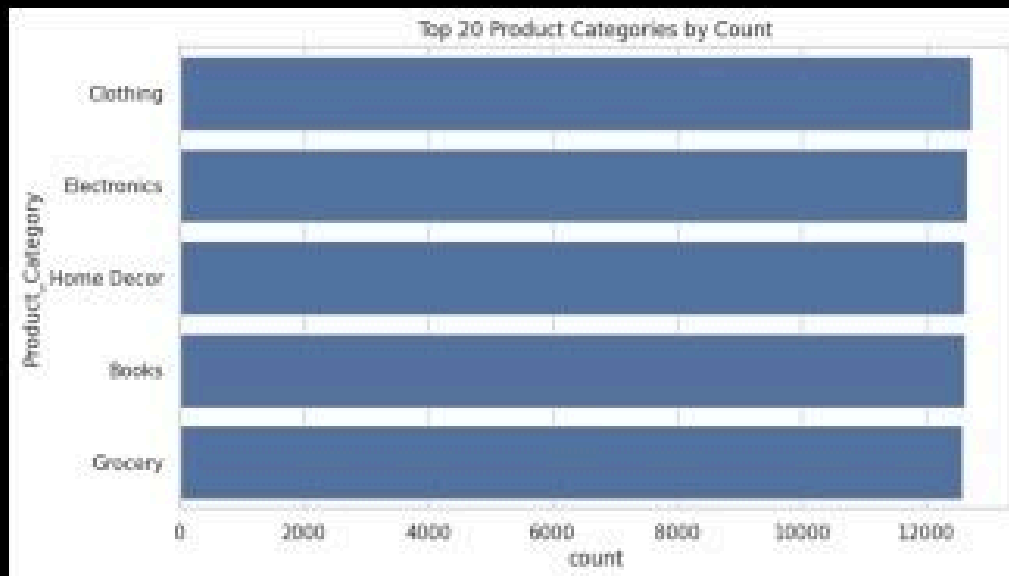
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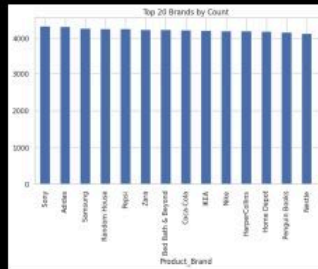
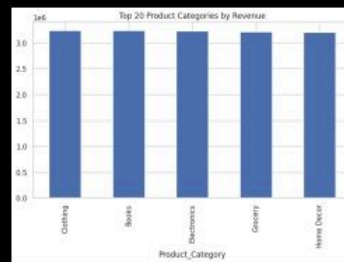
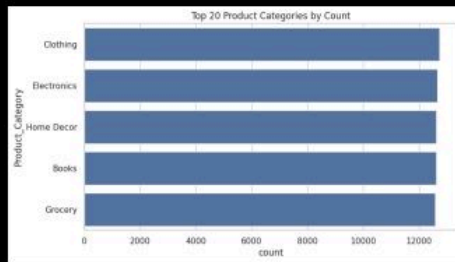
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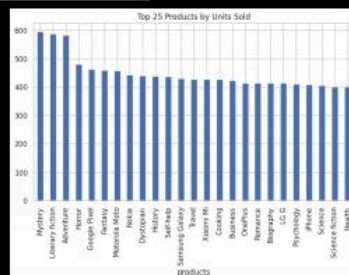
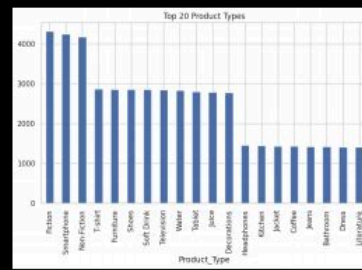
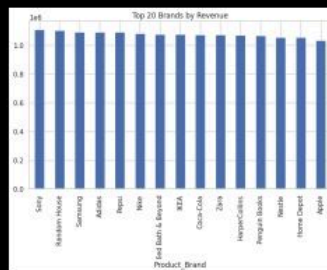


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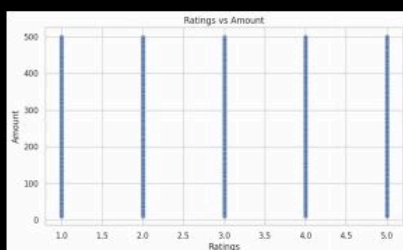




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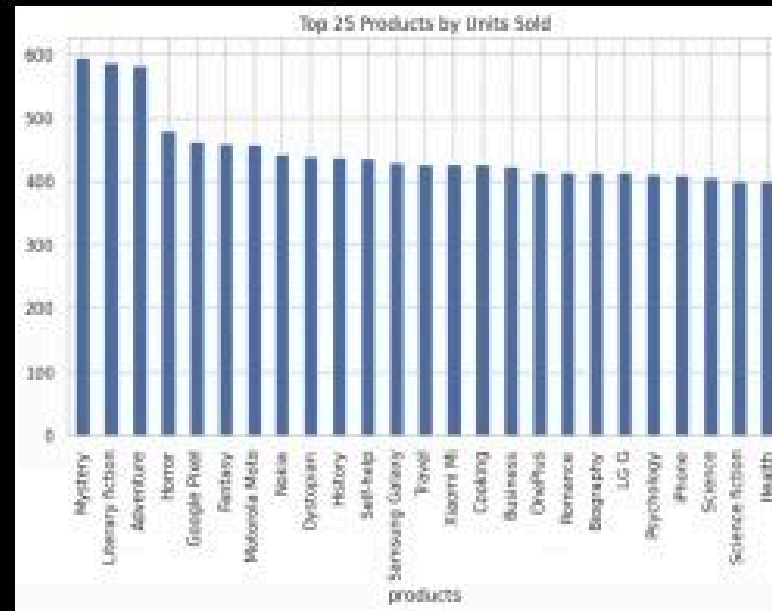
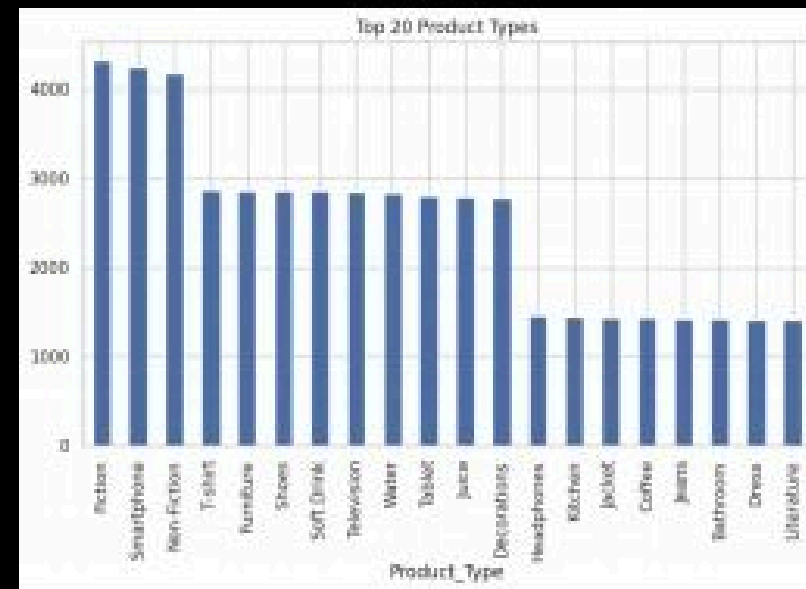
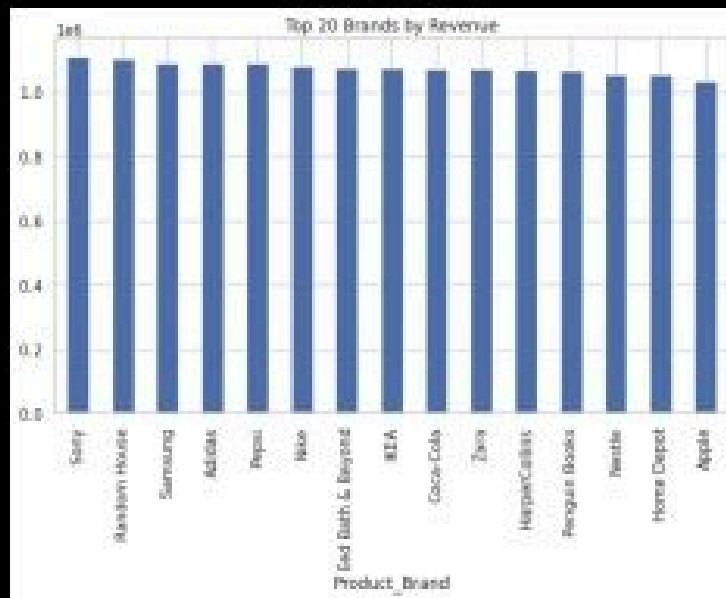
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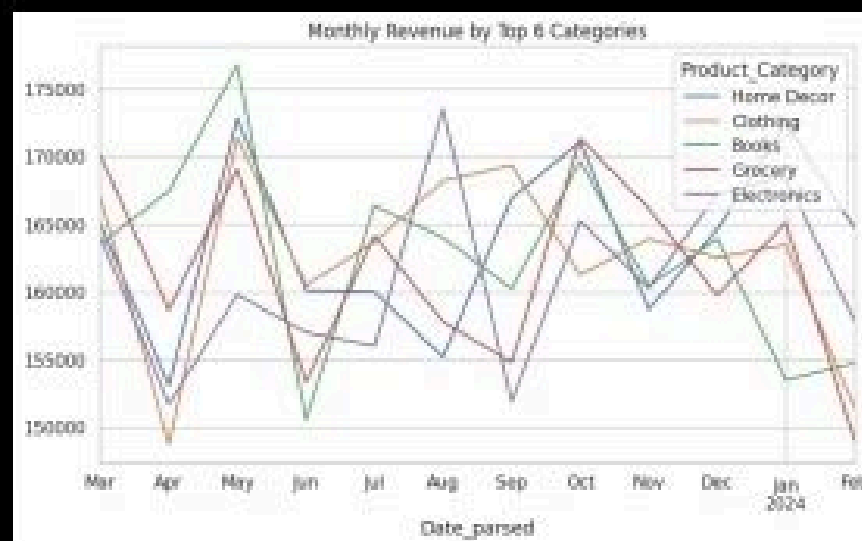
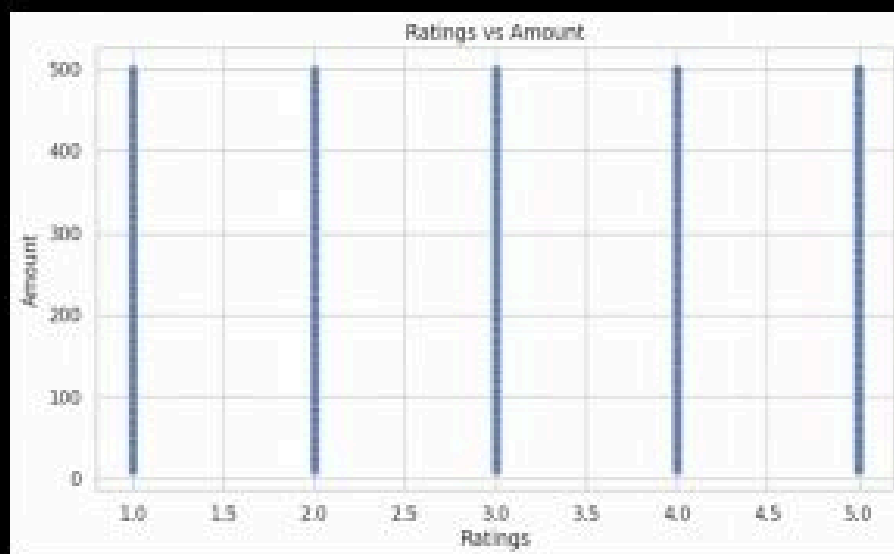
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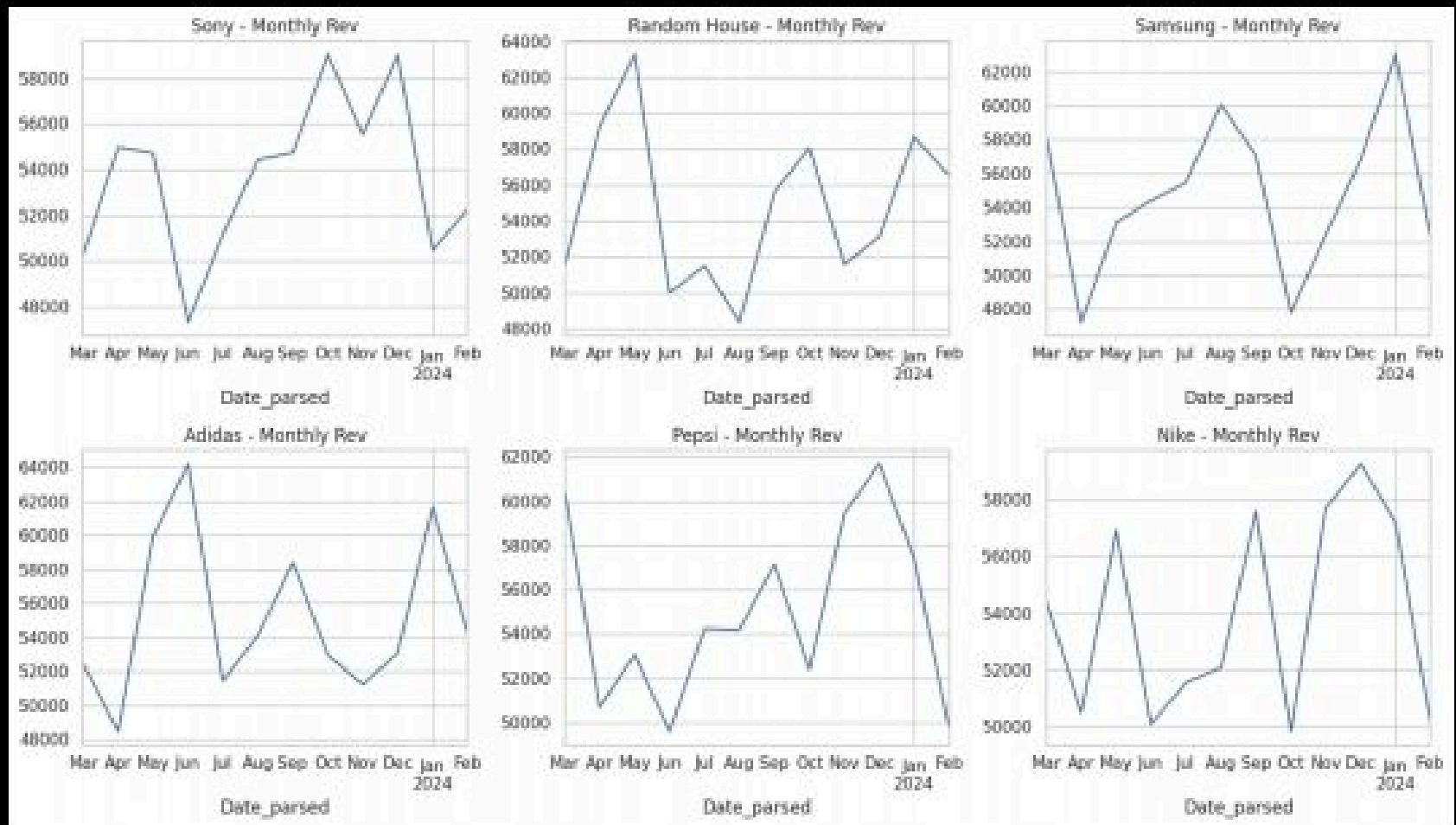
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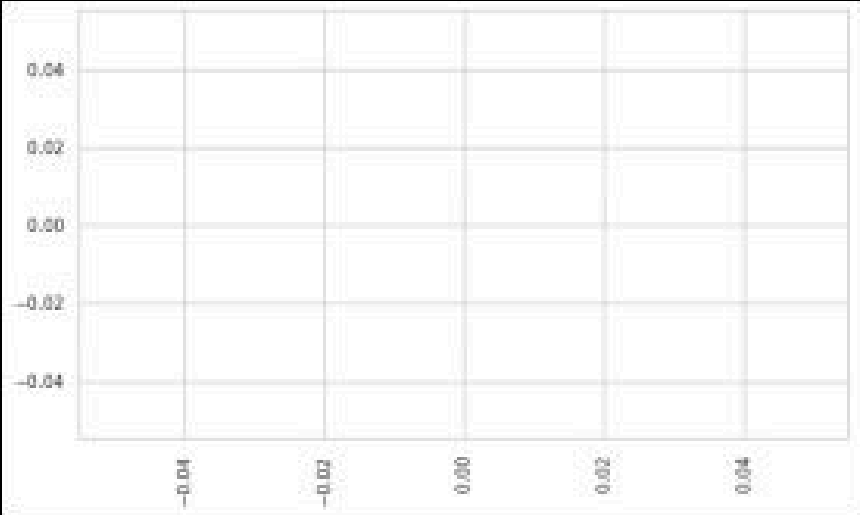
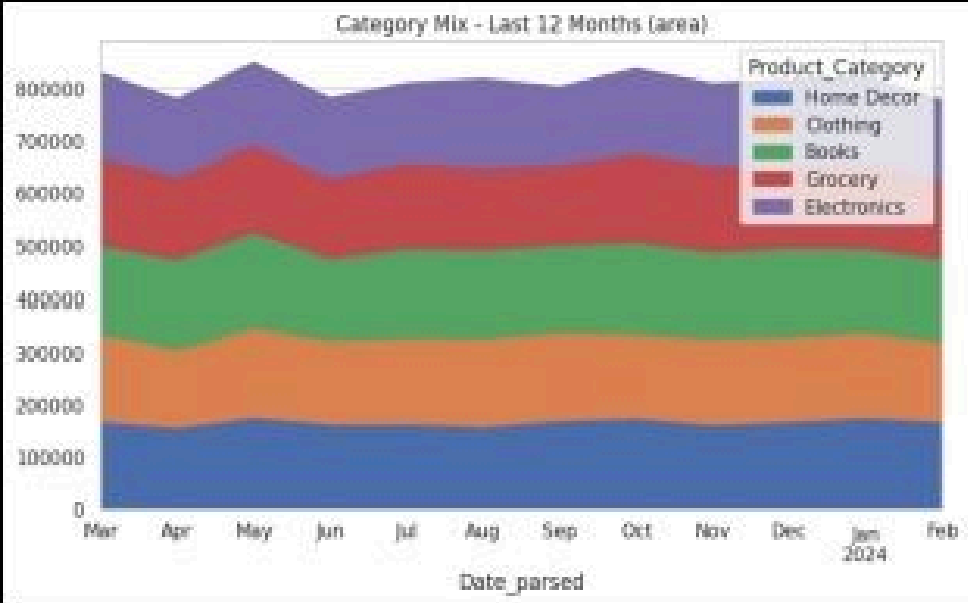
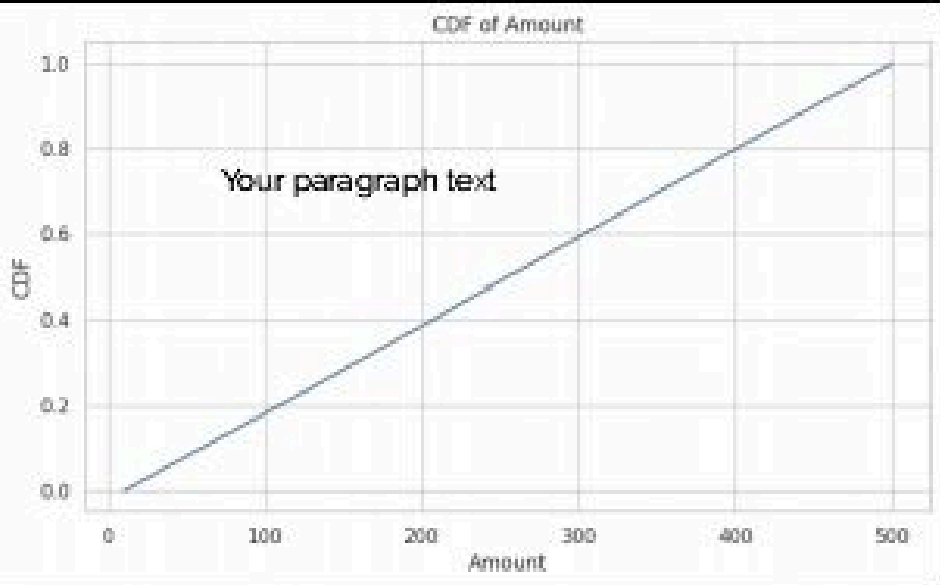
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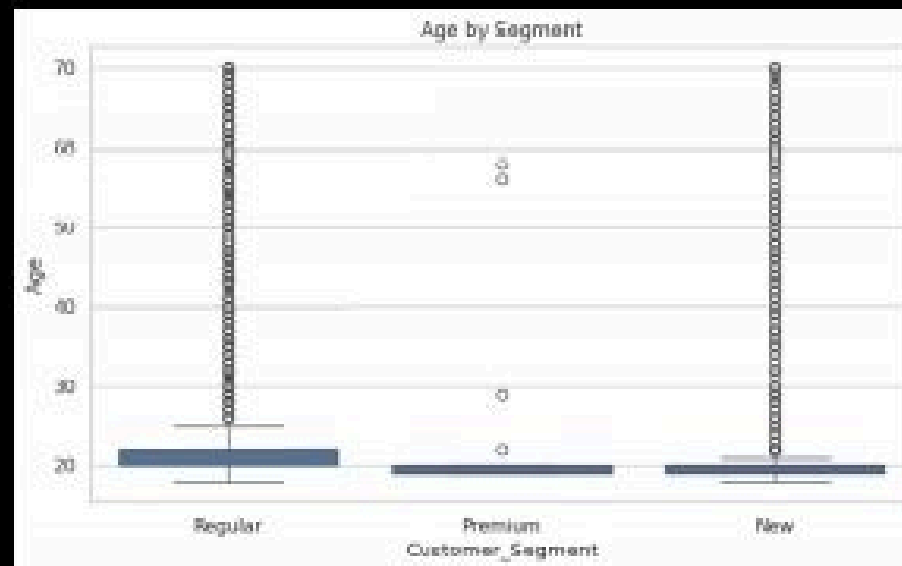
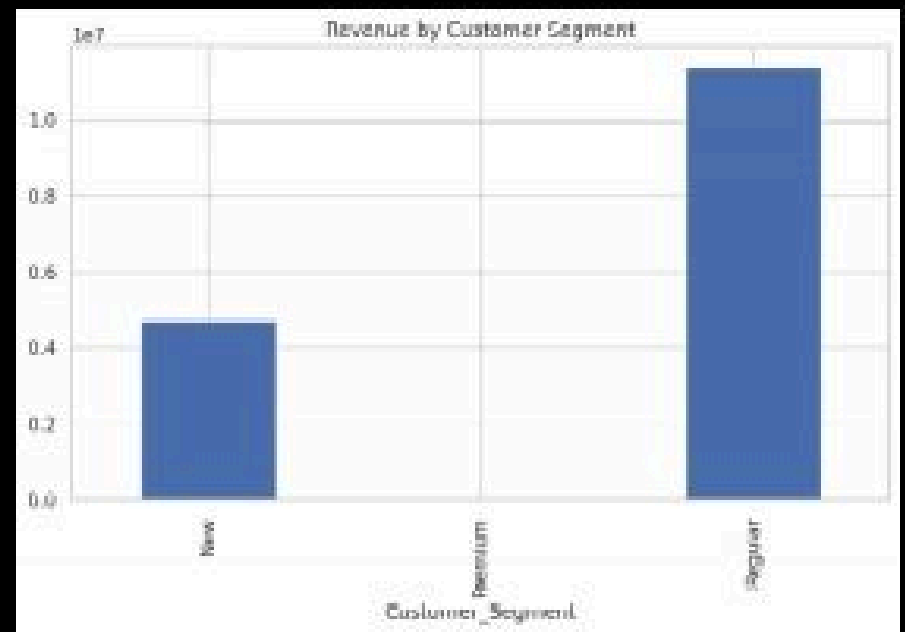
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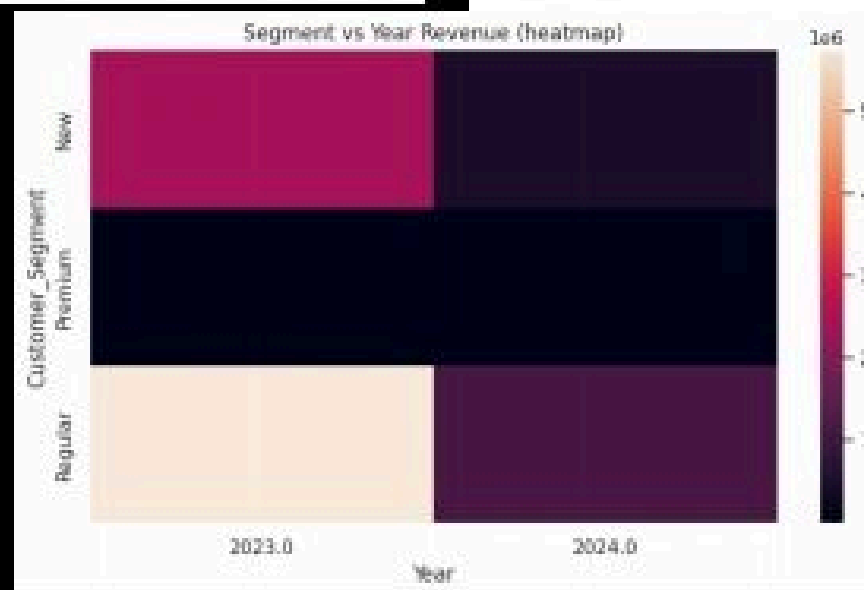
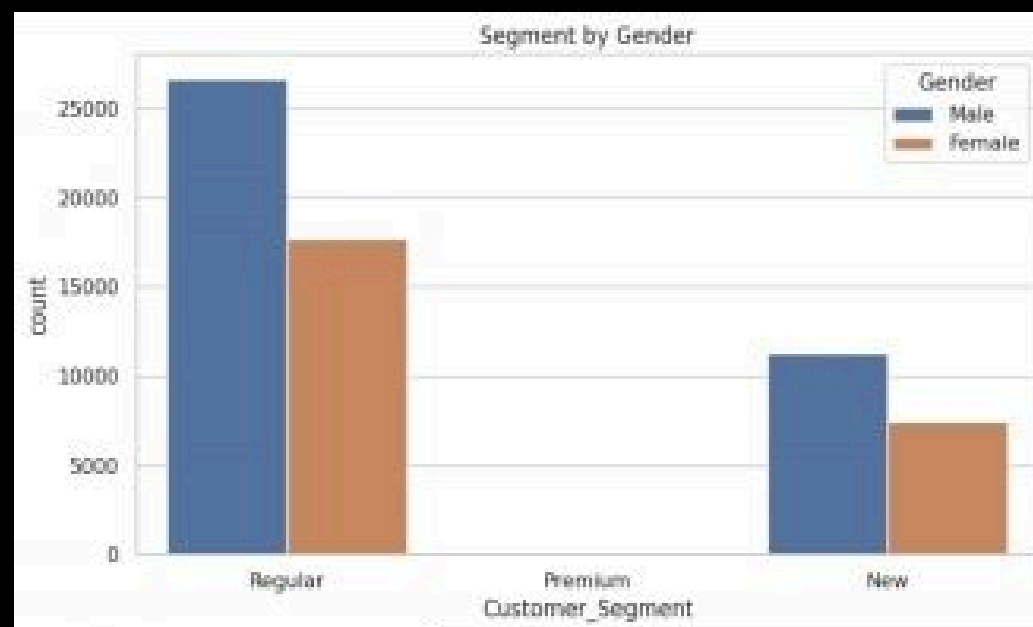
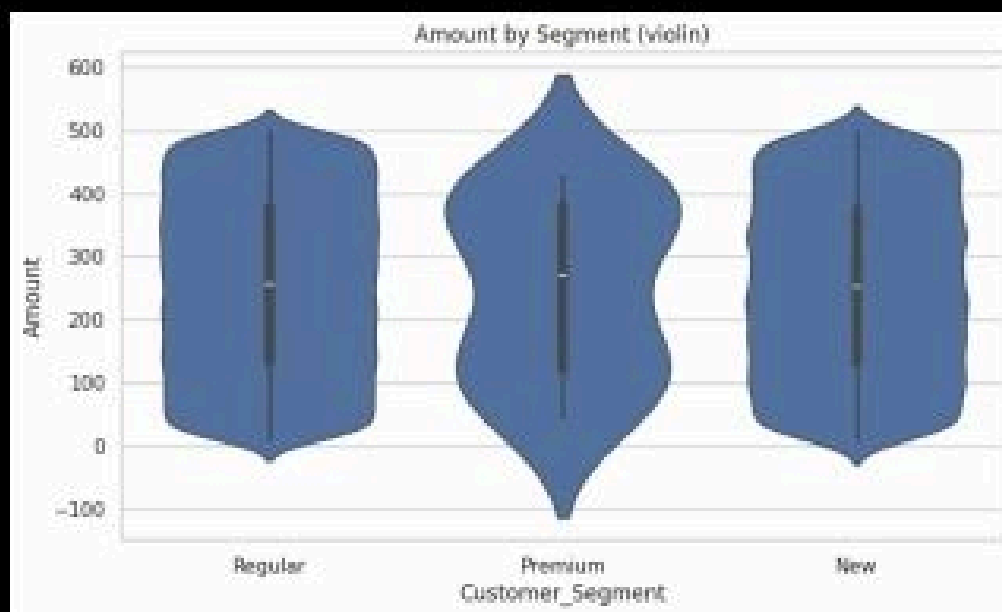
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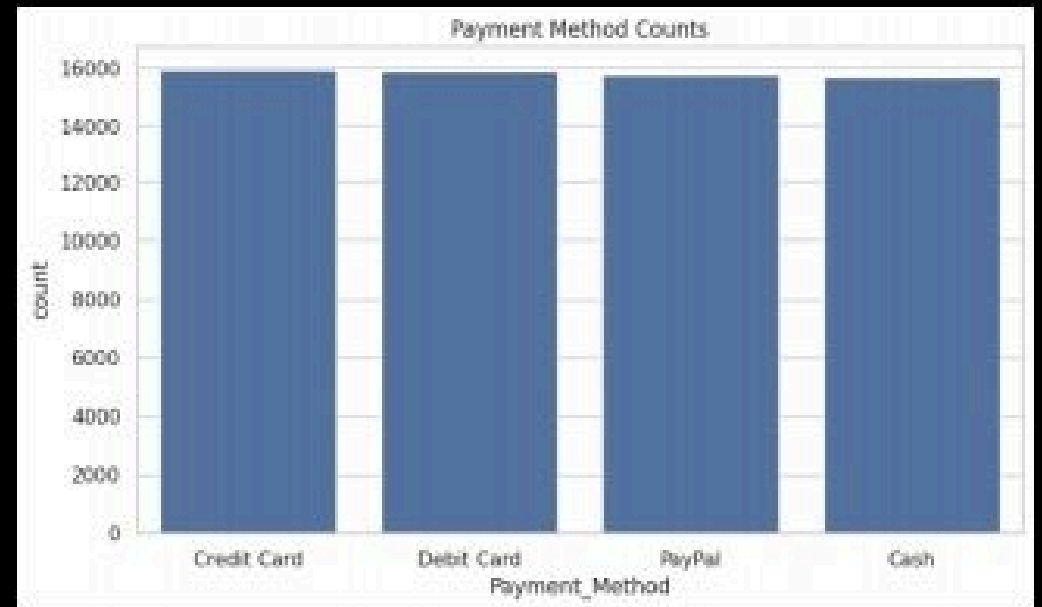




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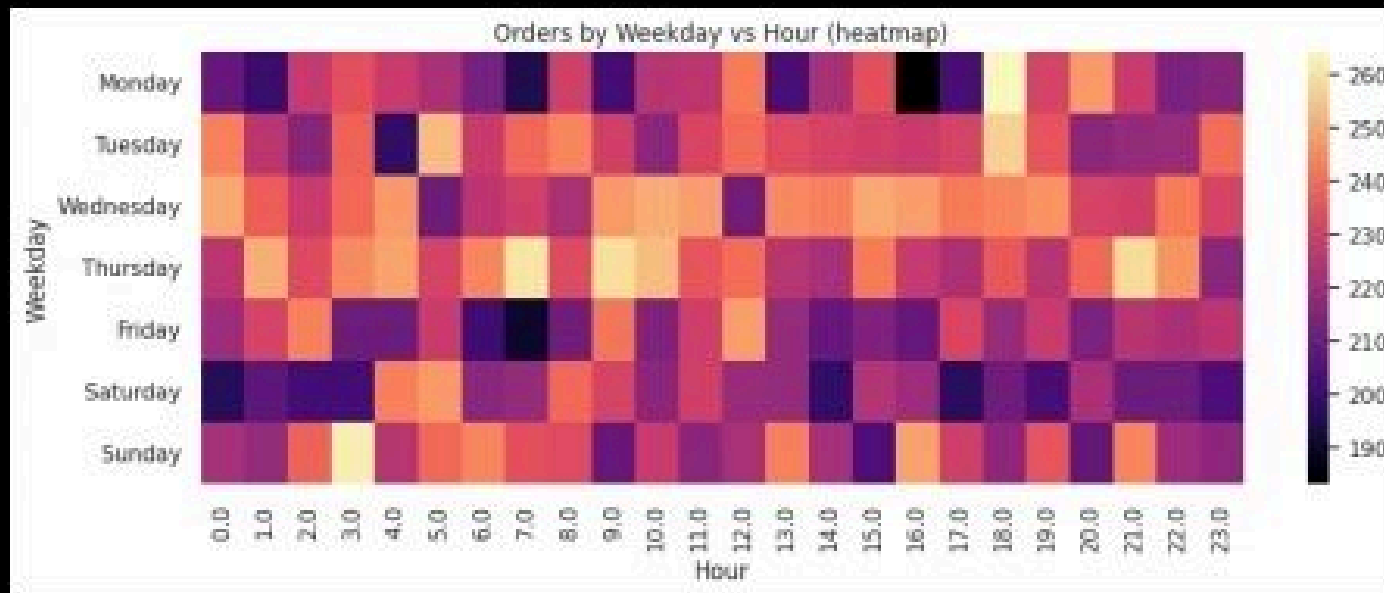
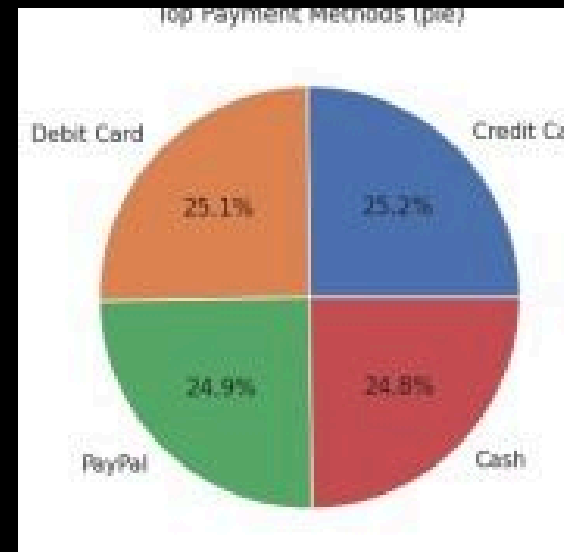






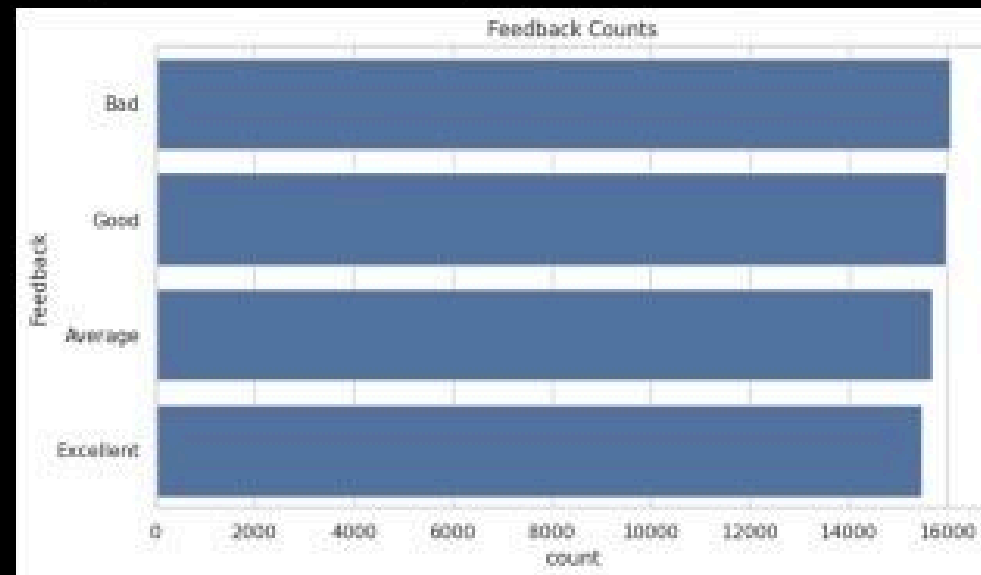
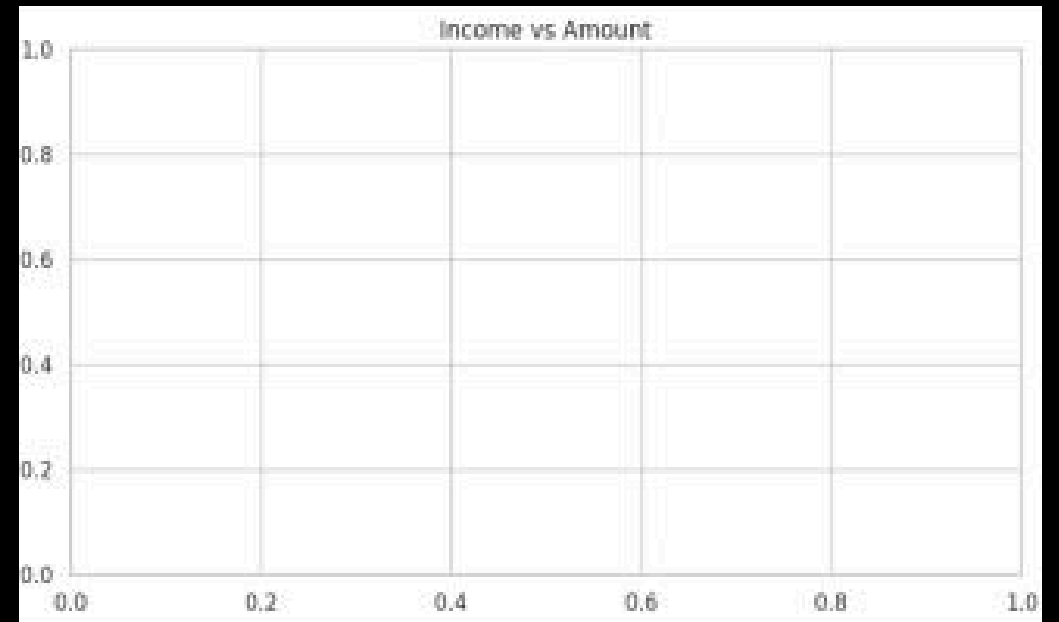
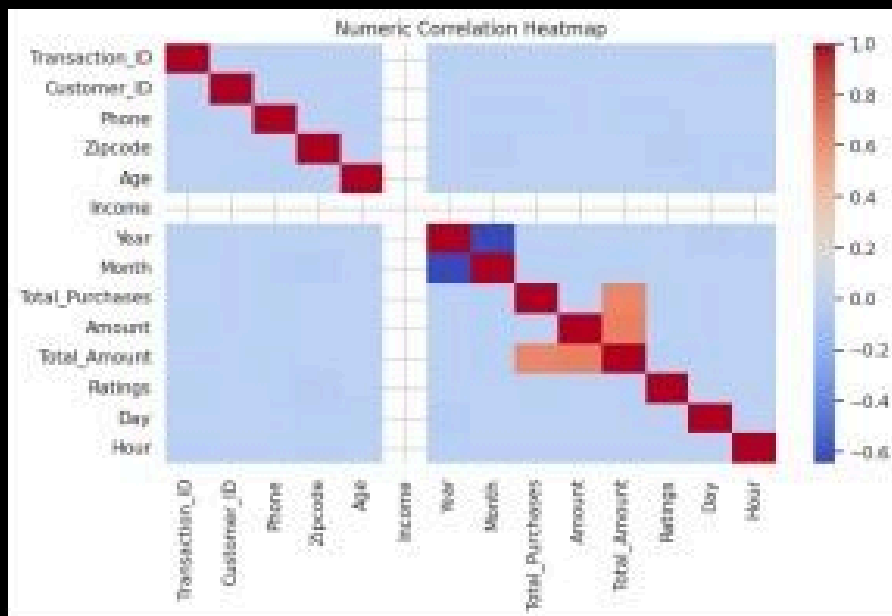
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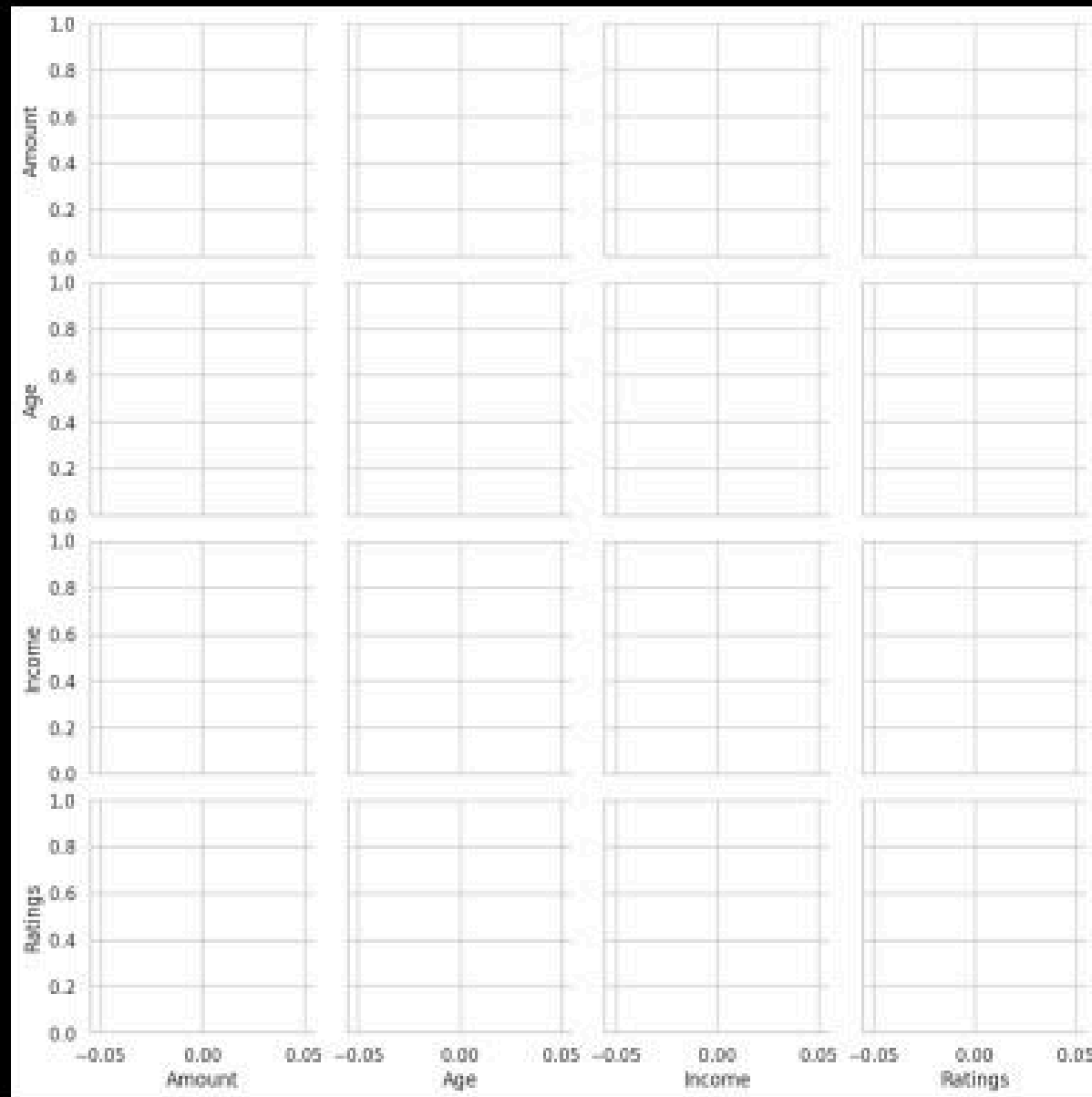
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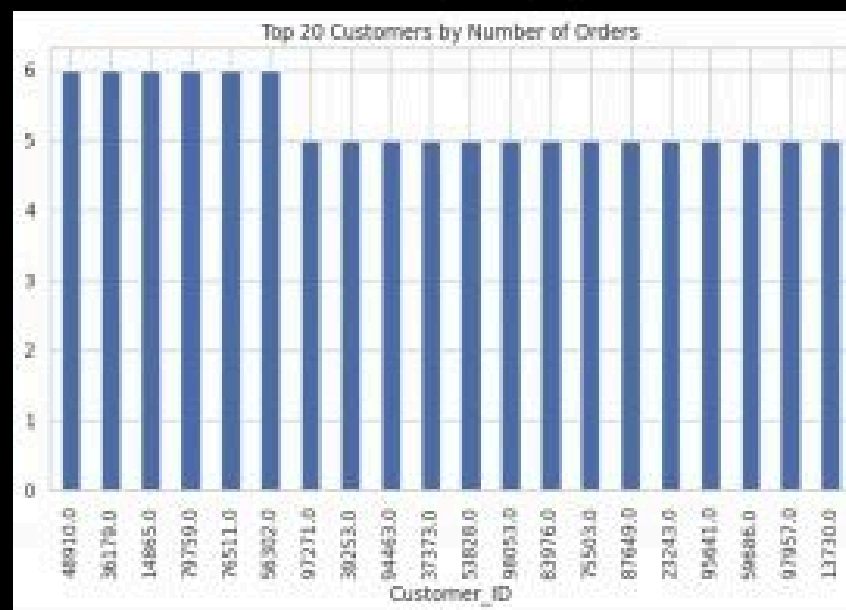
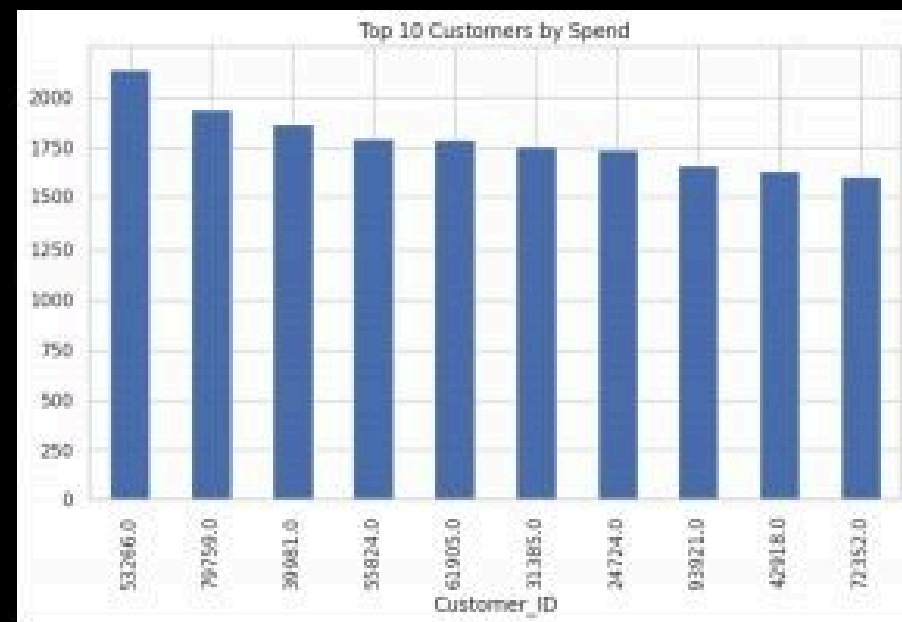
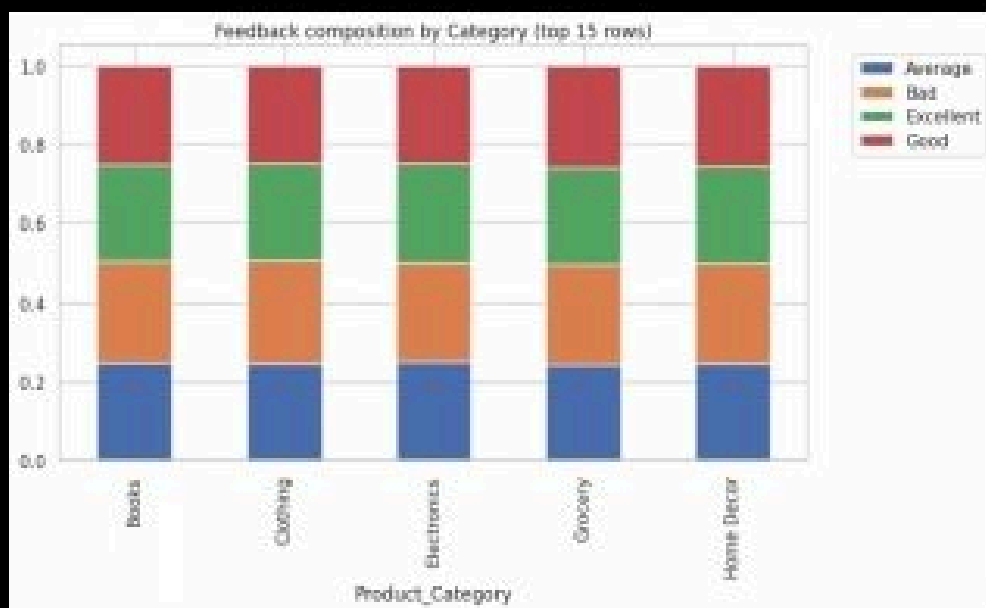
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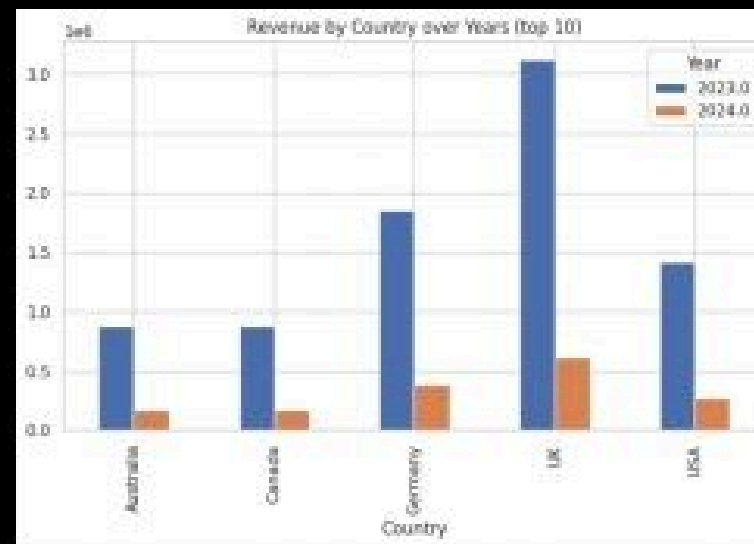
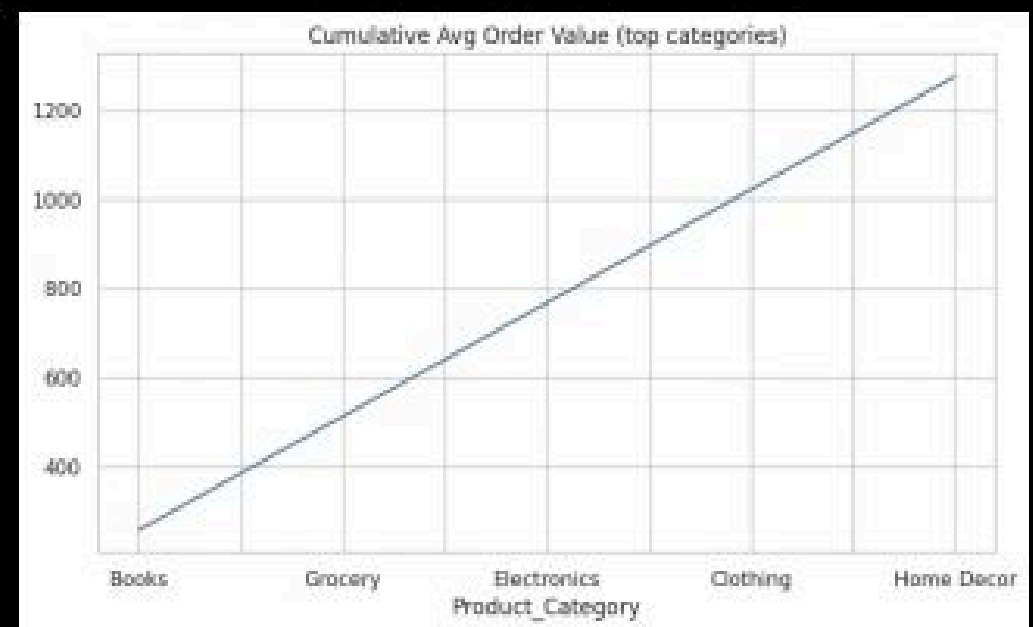
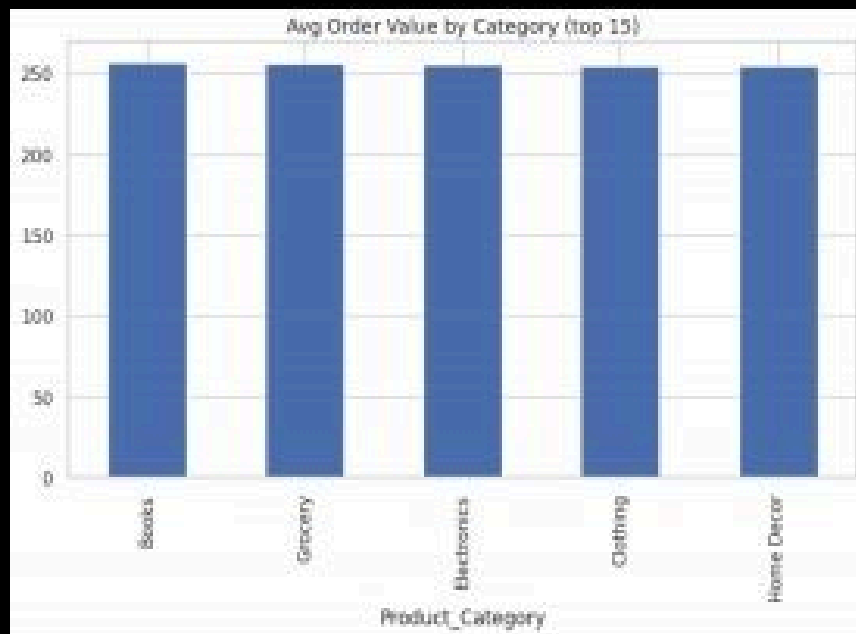
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Conclusion



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By leveraging customer segmentation, loyalty trends, and operational insights, OmniMart can improve customer experience, boost sales, and strengthen its market position.

Next Steps: Implement targeted campaigns, refine product catalog, and enhance logistics.

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Thank You!

Special thanks to our team members:

Ankita De
Snehal Basu
Banasri Patra

Any Questions?

