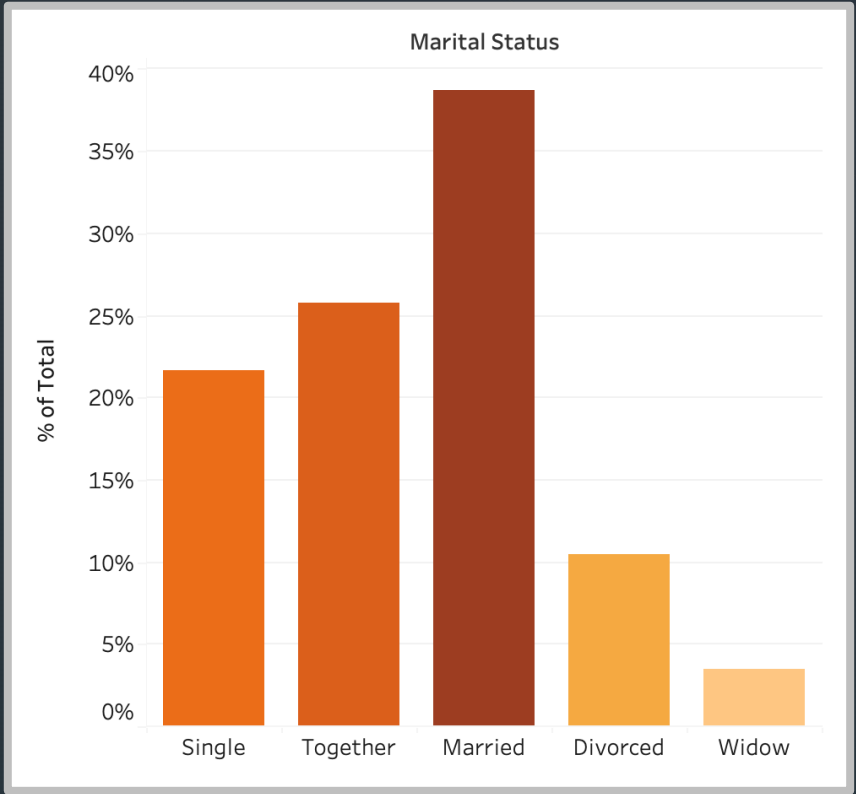
December 2023

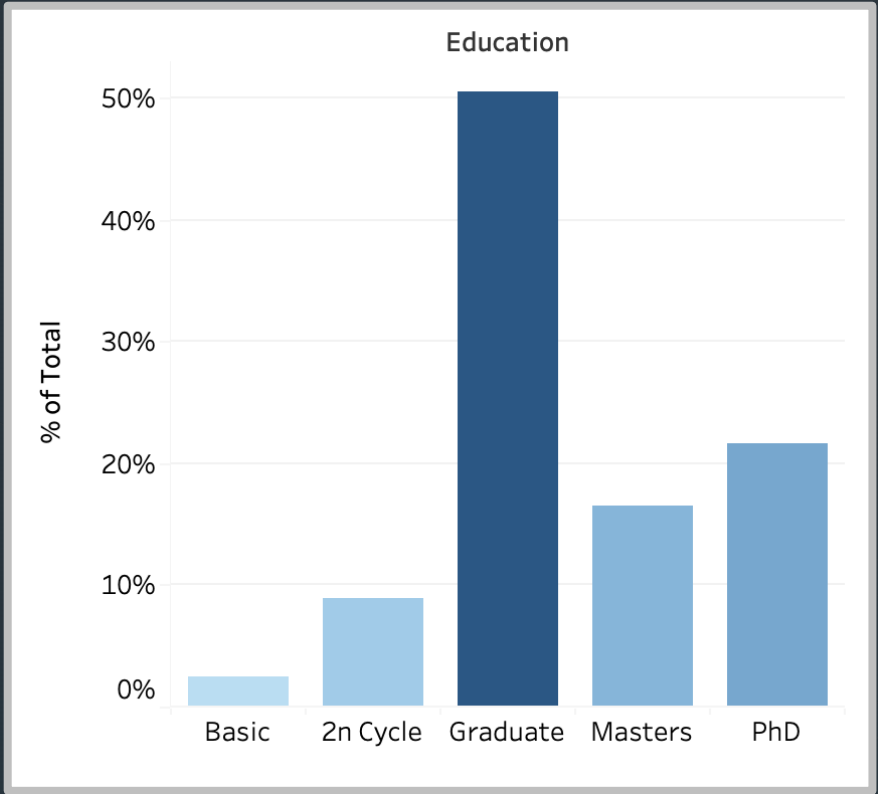
iFood Market Analysis

Customer Profile Analysis

Customer Profile Analysis

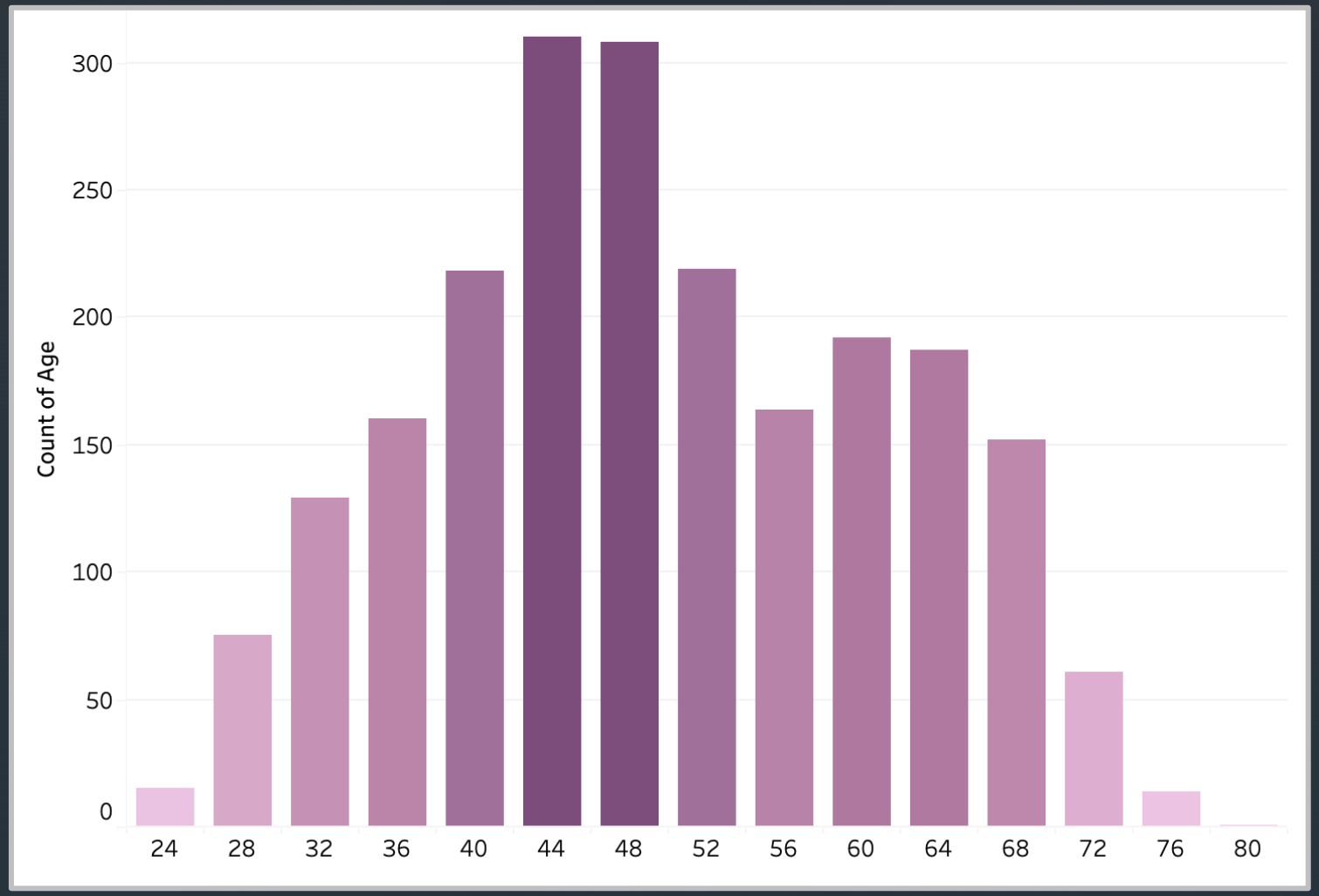
The majority of our customers are individuals who are **married** and/or have completed their education to a **graduate** level. There is no correlation between the two.





Customer Profile Analysis

Age Histogram

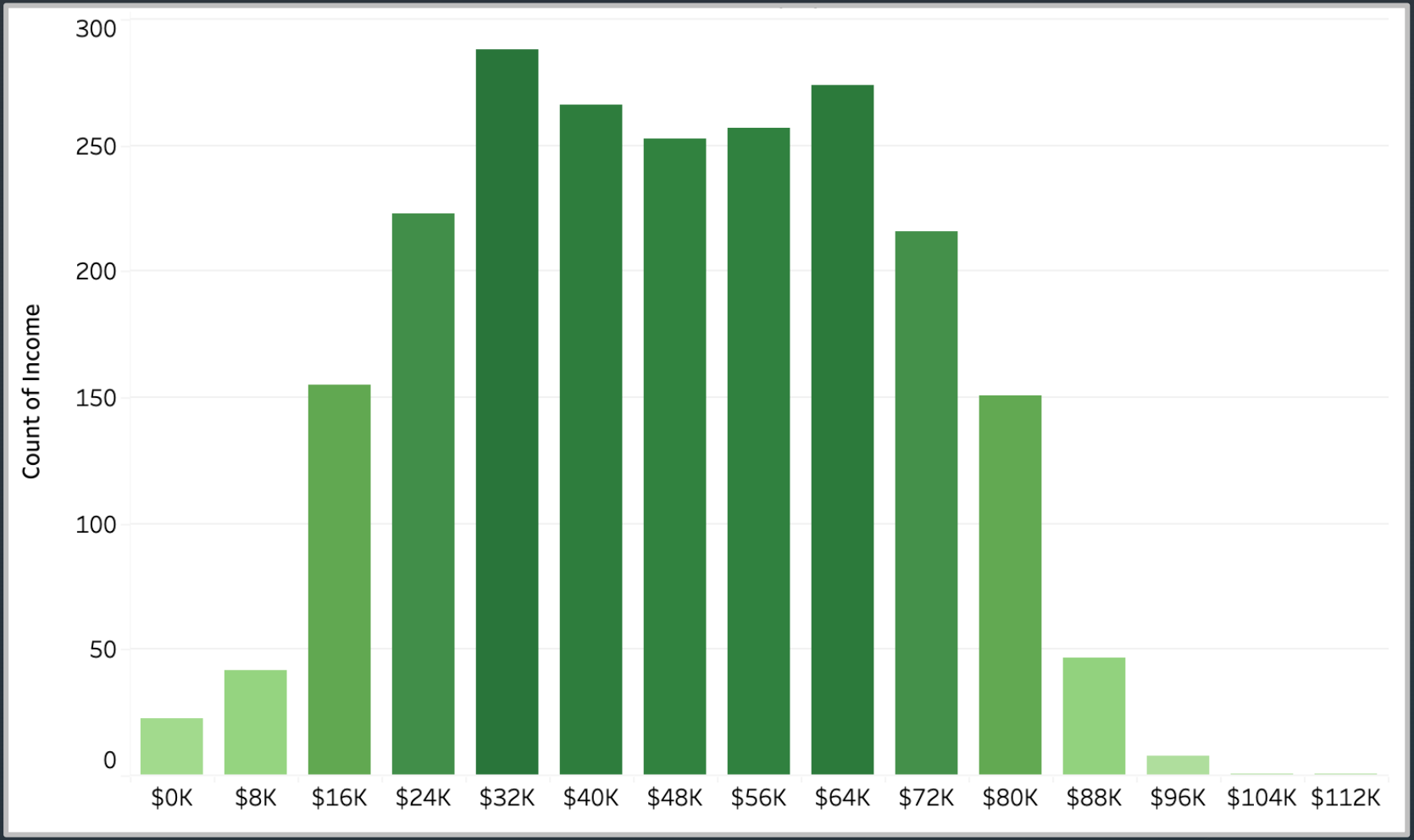


Customers' ages range from **24 to 80 years old**.

Mean: 51 years

Customer Profile Analysis

Income Histogram



Customers' income spans from **$1,700 to $113,000**

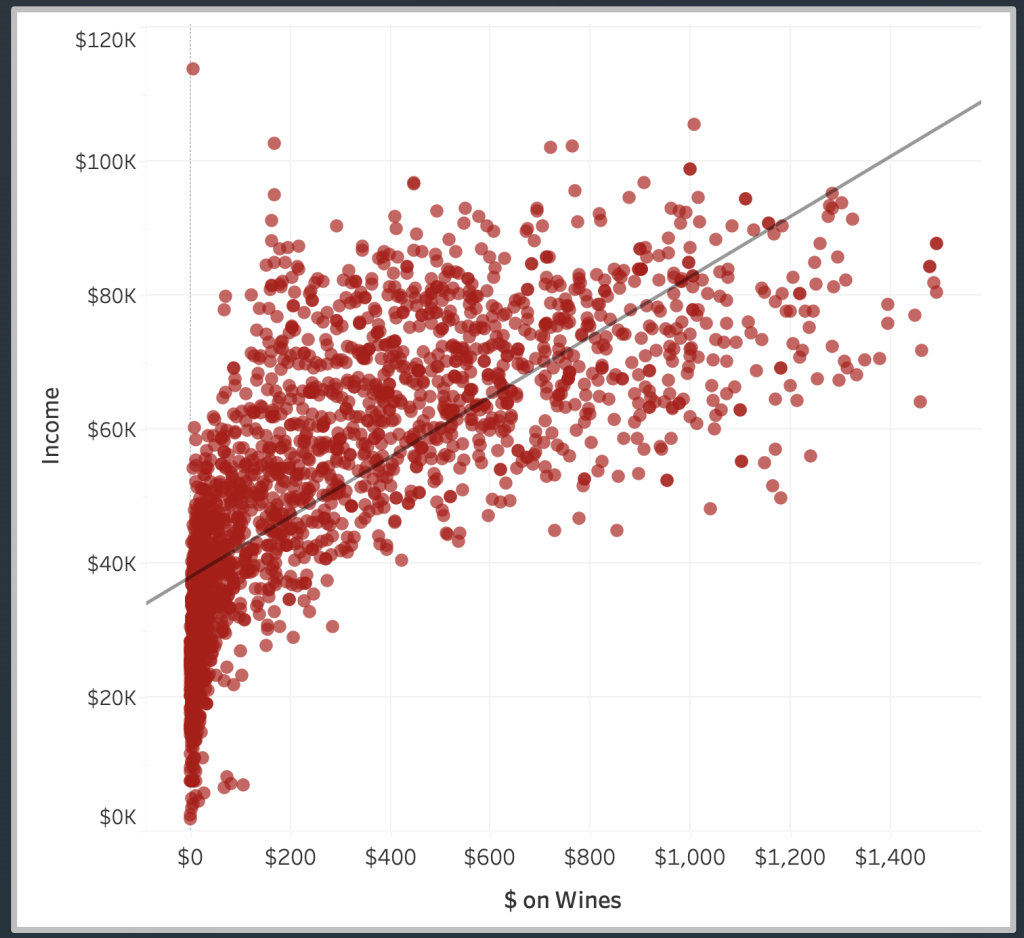
Mean: $51,600

Correlations

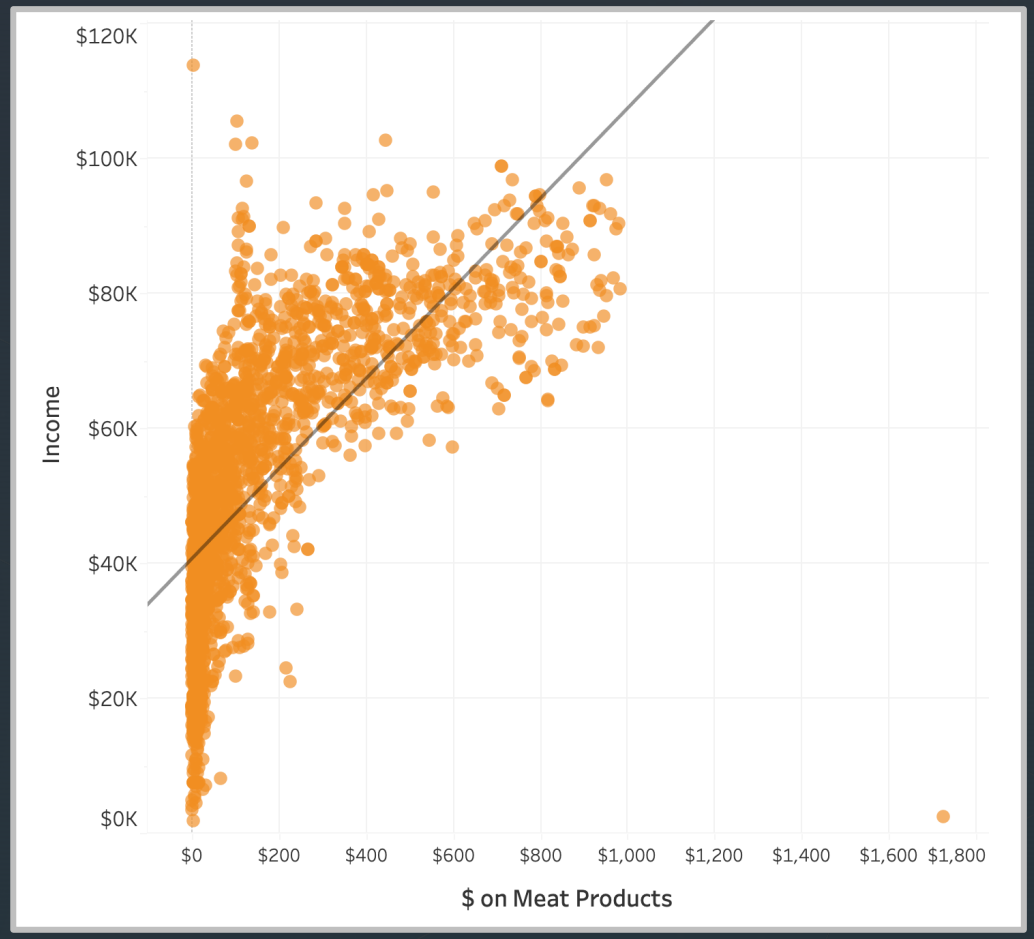
Correlations

Amount spent on wine and meat products correlates very positively with income

Wines



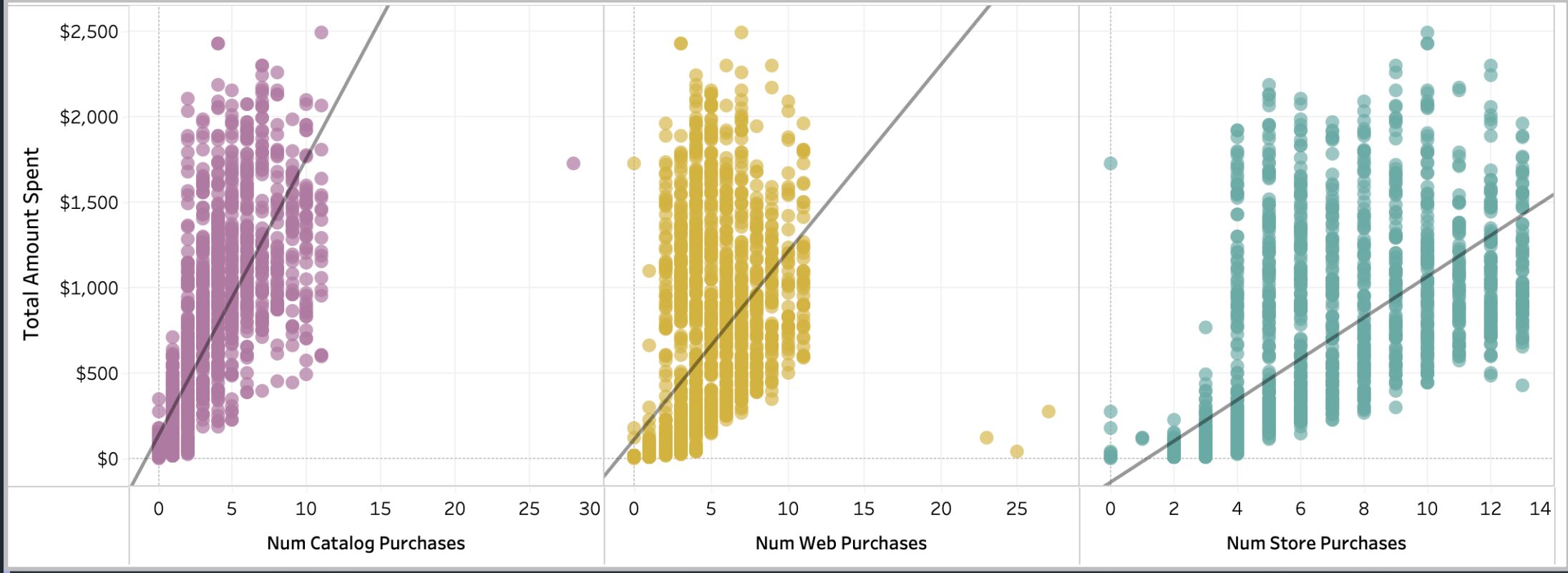
Meat Products



Correlations

Amount of catalog purchases has higher correlation to total amount spent, ***compared*** to amount of web purchases and store purchases

→ suggests more expensive purchases are made through catalog



Customer Segmentation

Customer Segmentation

LOW INCOME
(Avg $28,000)

Most have 1 kid
Most Web visits per month

AVERAGE INCOME
(Avg $51,500)

Most have 1 teen

HIGH INCOME
(Avg $75,500)

No kids
Most number of purchases overall
Accepts the most campaigns

Predictive Model

To determine if a customer will respond to the next campaign

Predictive Model

88% accuracy

Variable	Variable Importance
Accepted Campaigns Overall	100.00
Recency	69.84
Customer Days	63.99
$ on Meat Products	33.79
Income	33.33
$ on Gold Products	26.42
$ on Wines	25.66
Age	25.05
Total Amount Spent	22.08
$ on Regular Products	21.94

Variables scaled from 0.00 to 100.00, top 10 shown

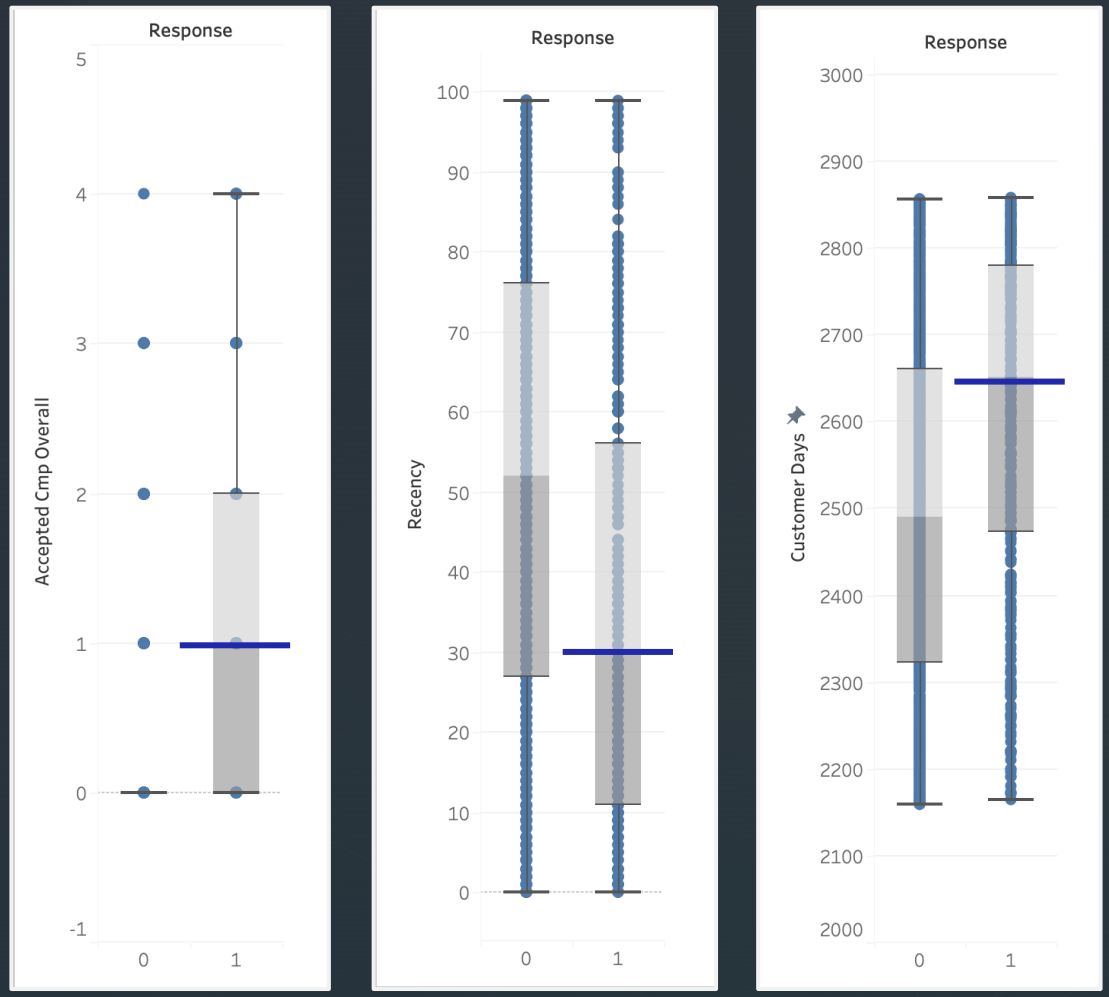
Most Important Factors

Accepted Campaigns Overall
Days since Last Purchase
Days of enrollment with iFood

Recommendations

Target customers who have

- Accepted at least **1 campaign** in the past
- Made a purchase in the last **30 days** or less
- Been enrolled at least **2650 days**



Response: 0 is rejected, 1 is accepted