iFood Marketing Analysis

DESCRIPTION

iFood is the leading food delivery company in Brazil and Columbia

Several marketing campaigns have not been as effective as expected. Therefore, the company has lost on advertising more than it has earned

In total, 2240 clients have participated in the campaigns

TASKS

The main goal is to understand each campaign and propose insights/solutions for their improvement

The following questions should be answered:
➢ What is the customer base in this company
➢ Are there any patterns/anomalies in the data
➢ What factors contribute to store purchases the most
➢ Is there a correlation between geographical region and campaigns success
➢ Which marketing campaign was is most successful
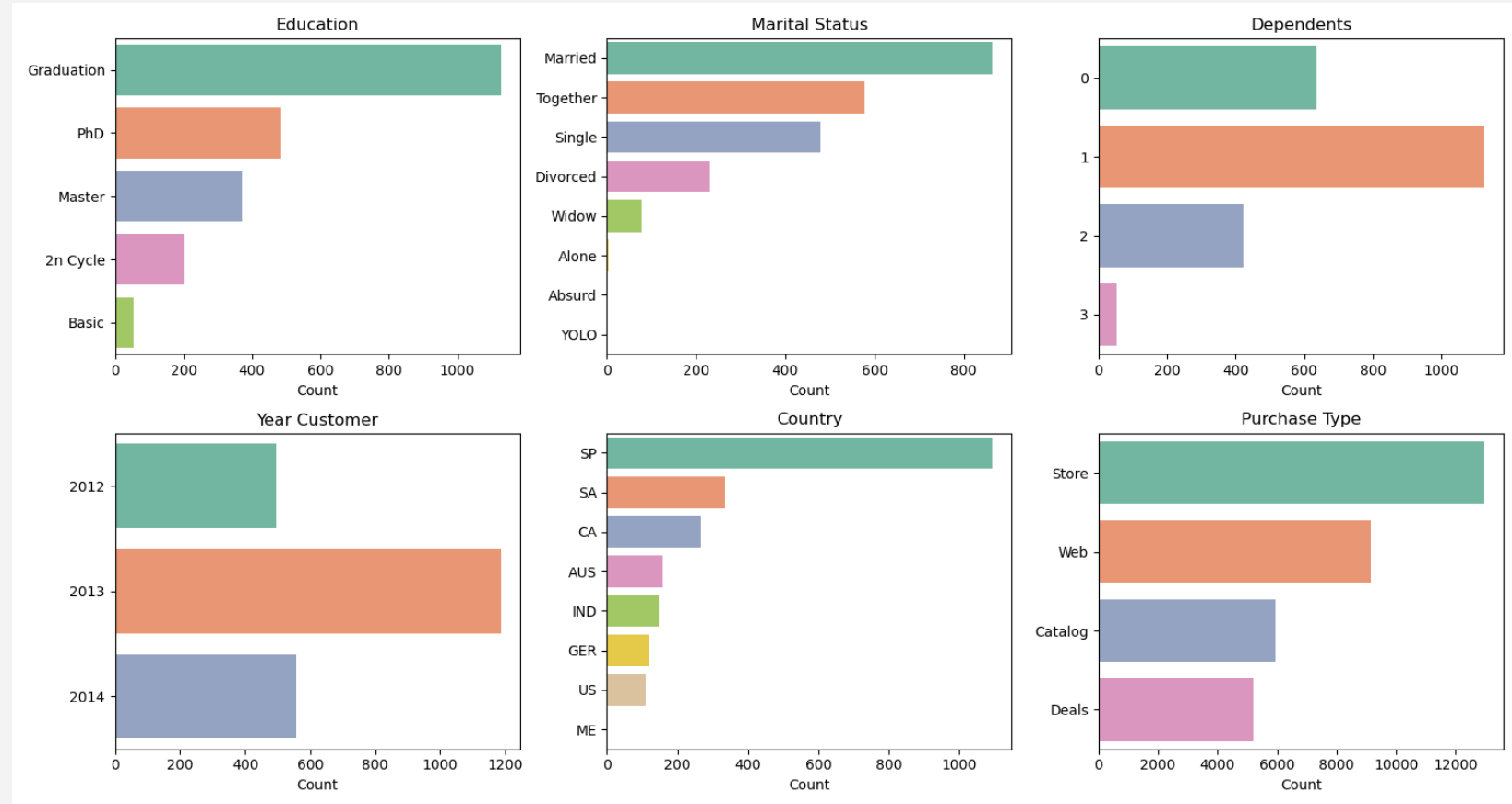➢ Which products are in the greatest demand

CUSTOMER BASE

CUSTOMER BASE

Average iFood company:
- Birth year: 1969
- Marital status: married
- Became a customer in 2013
- Income: $52,000
- Has one dependent
- Total amount: $605
- Total purchases: 15
- Has made a purchase within the last 49 days
- Preferred purchase method: store, website

CUSTOMER BASE

On average, each client has spent $605 and has made 15 purchases within the past 2 years
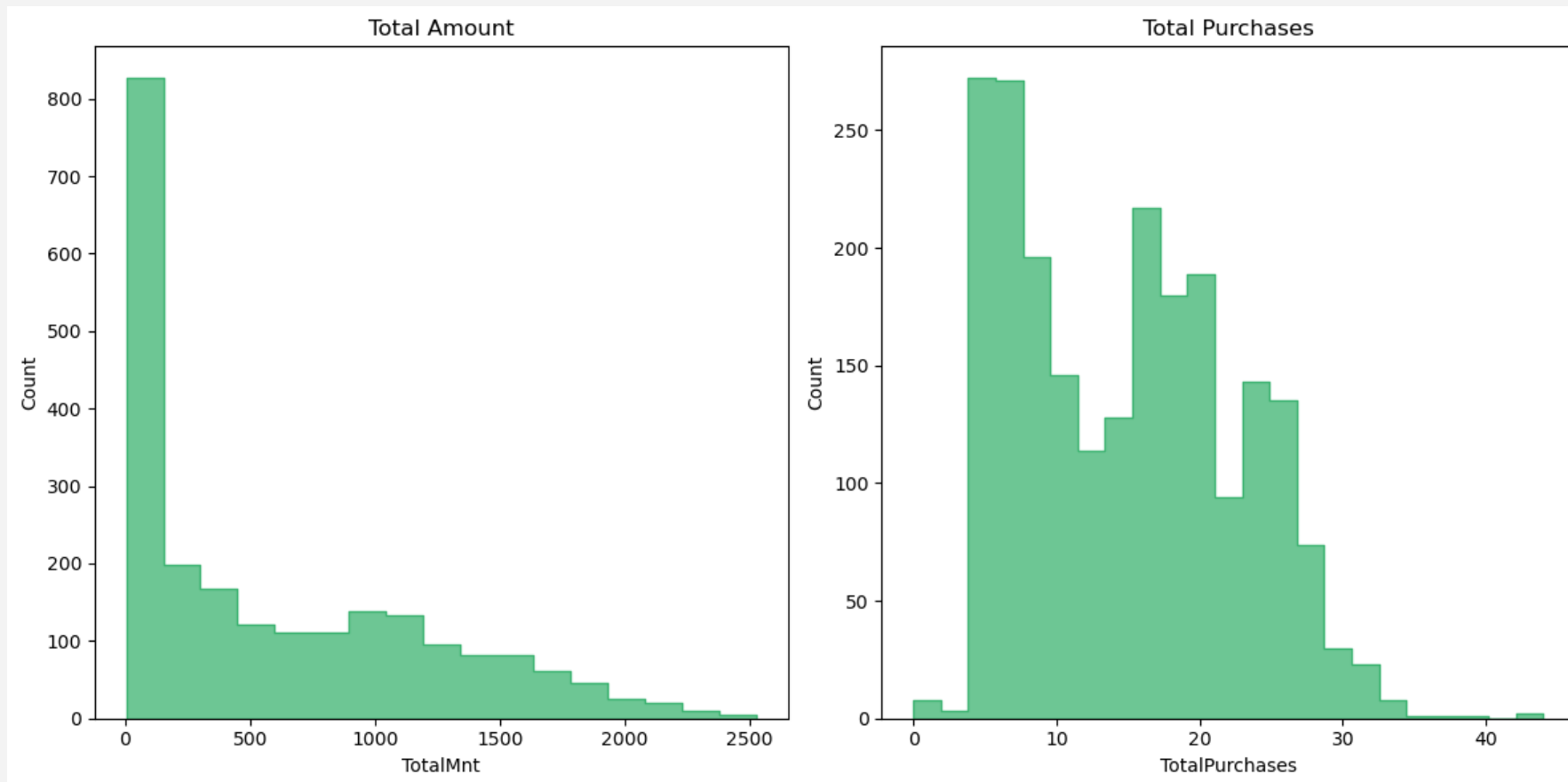
EXPORATORY ANALYSIS

EXPLORATORY ANALYSIS

Key points:

- There is a positive correlation between total amount and customer's income
- The number of dependents is negatively correlated with total amount and customer's income. However, dependents and the number of deal purchases are positively correlated
- Income is also positively correlated with the frequency of participation in campaigns
- Website visits and web purchases are not related
- On the other hand, there is an increase in deal purchases as website visits grow

CAMPAIGNS EXPLORATION

What factors contribute to store purchases the most

The following table contains the main factors that influence store purchases

Value	Correlation
Total purchases	0,82
Total amount	0,675
Income	0,628
Catalog purchases	0,519
Web purchases	0,502

# Is there a correlation between geographical region and campaigns success

Marketing campaigns success heavily depends on geographical region. It becomes very noticeable in the last campaign as campaign participation drastically grows in Spain
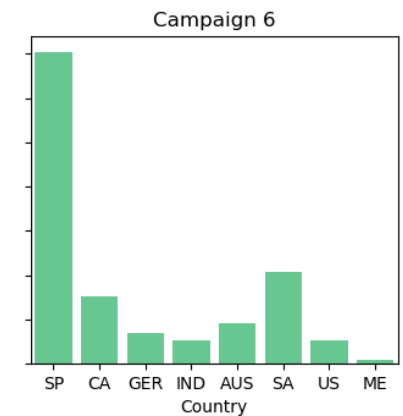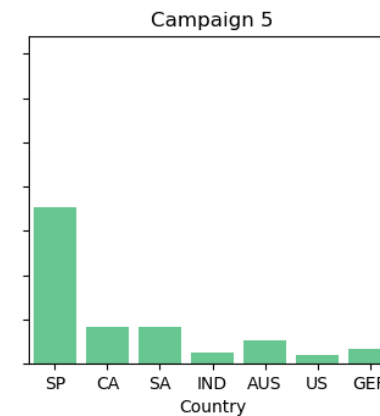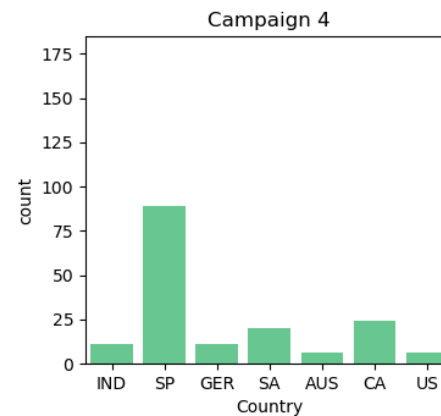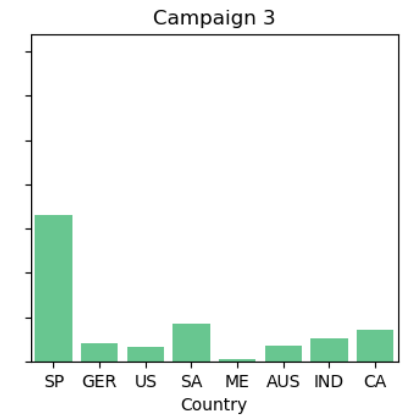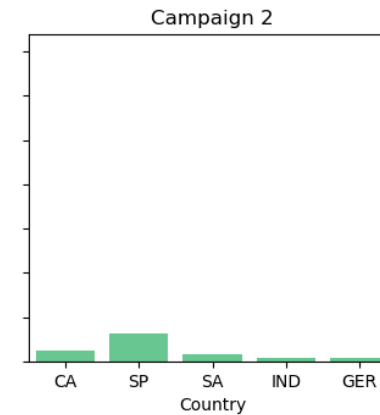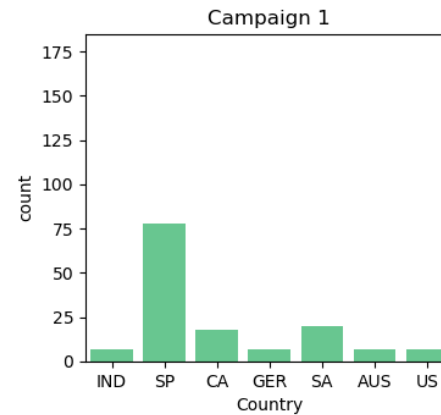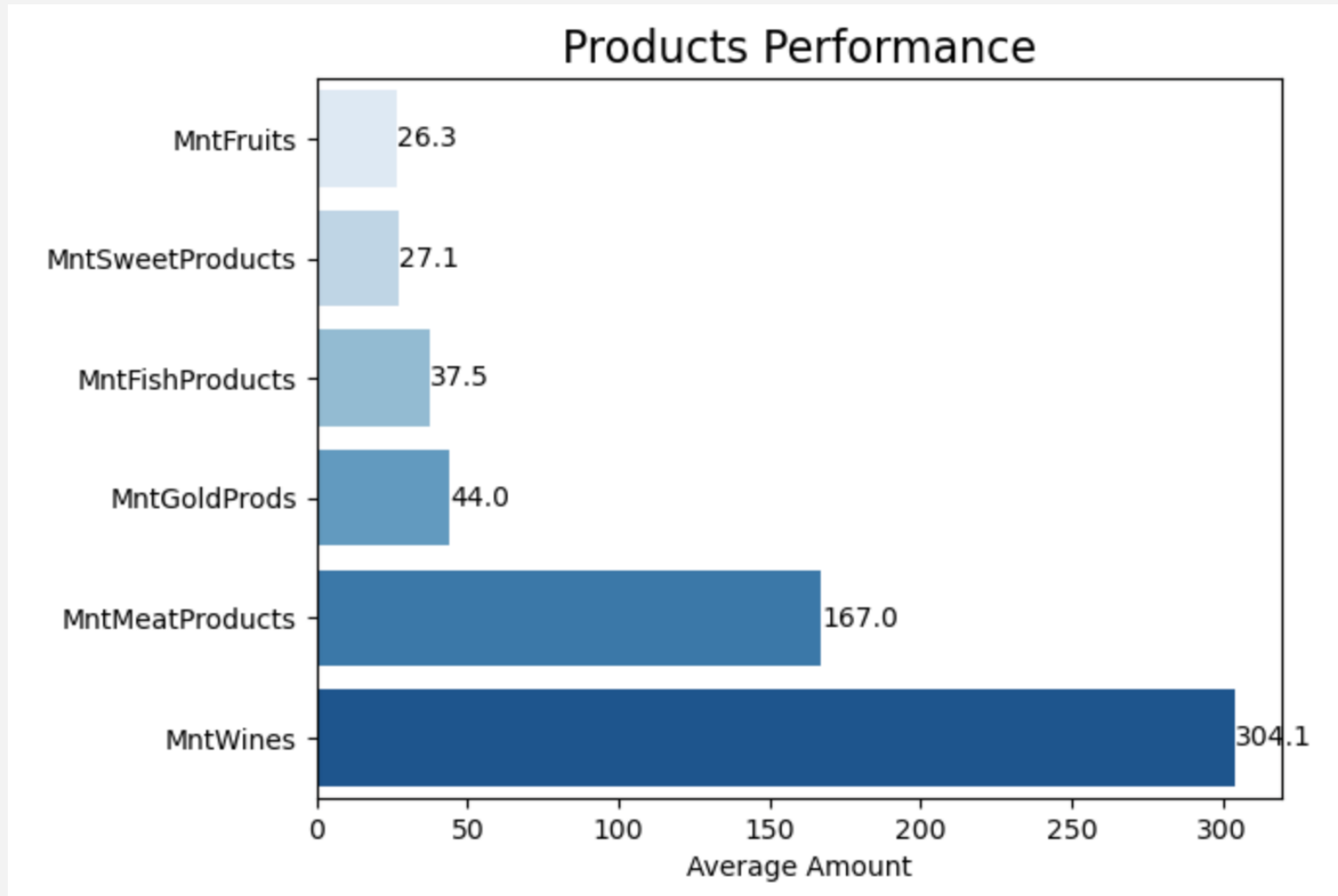
Which marketing campaign is the most successful

The 6th campaign is the most successful in terms of participation count
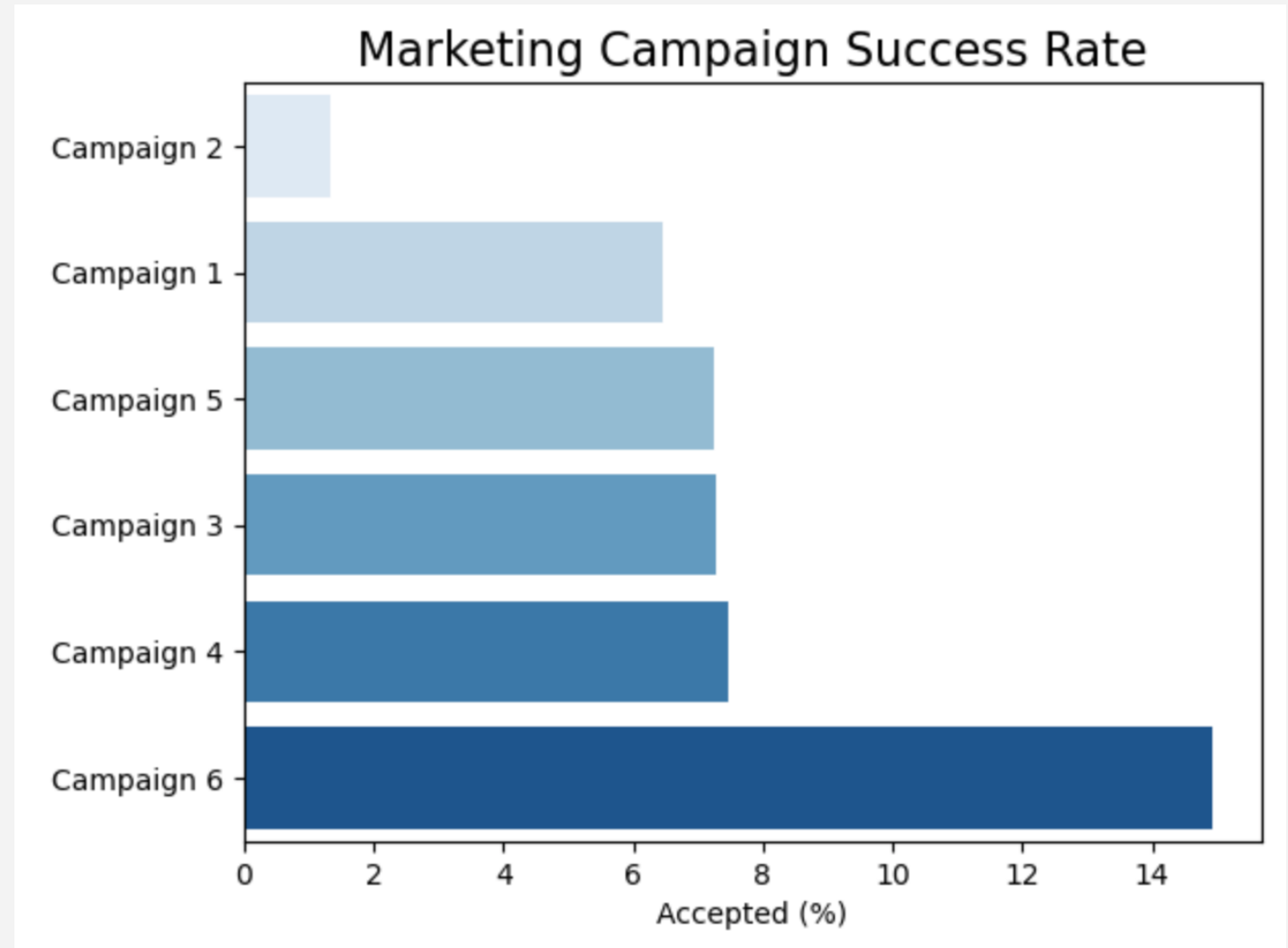
Which products are in the greatest demand

Wine (avg: $304,1) and meat ($167,0) products are in the greatest demand

Products Performance

CONCLUSION

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Here are a few insights and solutions for the future campaigns:

- Use the last campaign's model (№6)

- Create two streams of marketing campaigns each focused on:

  1 – High income customers without dependents

  2 – Low income customers with dependents

- Increase sales of the least popular products

- Focus on boosting store and web purchases

- Use discounts as one of the ways to attract new customers (particularly via website)