

Recommendations

Gender-Specific Recommendations:

- **Target Male Customer Retention and Acquisition**, Recognizing that men spend more than women, the company should prioritize retaining existing male customers and attracting new ones.
- **Tailored Marketing for Females**, Since females generally spend less, the company should develop targeted marketing strategies to address their specific needs and potentially increase their spending.

Product Category Strategy:

- Products in categories 1, 5, 8, and 11 show high purchasing frequency, indicating customer preferences. The company should focus on increasing sales of these products and explore strategies to promote less-purchased items.

Focusing on Unmarried Customers:

- Unmarried customers exhibit higher spending compared to married customers. The company should concentrate on acquiring and retaining unmarried customers.

Age-Specific Marketing:

- **Engage Younger Consumers with Incentives (0-17 Years)**, Customers in the 0-17 age group have the lowest spending per transaction. To attract more young shoppers, the company can offer games and incentives tailored to the preferences of the younger generation, creating a more engaging and enjoyable shopping environment. Implementing special offers and games for the 0-17 age group can attract families and boost sales.
- **Attract Younger Shoppers with Games(18-25)**, Introducing games in the mall can attract a younger audience and contribute to increased sales. Management should explore interactive strategies to engage younger customers.
- **Tailor Offerings (26-45)**, Given that the age group 26-45 drives the majority of sales, Walmart should tailor its product selection offering exclusive deals on popular products.
- **Enhance Shopping Experience for Age Group 51-55**, The 51-55 age group exhibits the highest spending per transaction. Walmart can enhance their shopping experience through exclusive pre-sale access, special discounts, and personalized recommendations.

City_Category C Revenue Boost:

- Male customers in City_Category C spend more than those in other categories. Increasing product offerings and marketing efforts targeting the males in City_Category C can enhance overall revenue.
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