Profiling the Customer Clusters

Cluster 0

Customer Profile
This group clearly **consists of parents**. Most households have **between two and four members**, with **single parents** forming a smaller subset. **Teenagers are common** in these households, and customers in this cluster tend to be **relatively older**.

Marketing Strategy Recommendations:
Goal: Emphasize **convenience** and **value for families**.
Action: Promote **multi-buy offers** on everyday household essentials such as cereals, snacks, and cleaning products. **Ready-made meals or family-sized meal kits** designed for three to four people would appeal to their busy routines. Given the age profile, **traditional marketing channels** like flyers or newspaper inserts should complement digital promotions.

Cluster 1

Customer Profile
The **majority** of customers in this cluster are **parents** living in smaller households, typically with **a maximum of three members**. Most have **one young child** rather than a **teenager**, and overall this group is **relatively younger**.

Marketing Strategy Recommendations:
Goal: Highlight **child-focused products, quality, and shopping convenience.**
Action: Focus promotions on **fresh produce** and **organic/health-focused baby and toddler items**. Since this group is younger, targeted **social media campaigns** and app-based **personalized coupons** would be effective. **In-store experiences** such as kid-friendly product samples or family-friendly parking could further improve engagement.

Cluster 2

Customer Profile
Customers in this cluster are **not parents** and live in small households of **one or two people**. Couples slightly **outnumber single individuals**. This group spans **a wide age range** but stands out as a **high-income segment**.

Marketing Strategy Recommendations
Goal: Promote **premium and specialty products** with higher margins.
Action: Showcase gourmet offerings such as **high-quality meats, imported cheeses, fine wines, and international foods**. Rather than focusing on discounts, highlight **quality, exclusivity, and unique shopping experiences**. Curated **premium bundles**, such as themed dinner kits, along with **magazine-style email newsletters** can help position the brand as upscale and distinctive.

Cluster 3

Customer Profile
This cluster consists **entirely of parents**, typically living in larger households of **two to five members**. **Teenagers are common**, and customers in this group tend to be **older**. Compared to other clusters, they represent a **lower-income segment**.

Marketing Strategy Recommendations
Goal: Focus on **maximizing savings** and **large volume discounts**.
Action: Strongly promote **private-label and store-brand products** across categories, as these provide better value for money. Emphasize **bulk purchasing options** and clearly communicate **weekly sales through flyers and in-store signage**. A **loyalty program** offering high-value points or immediate cash-off rewards would encourage repeat visits and support cost-conscious purchasing behavior.