



Analysing the customer behaviour for ABC Company Ltd.

Identifying target for new product launch

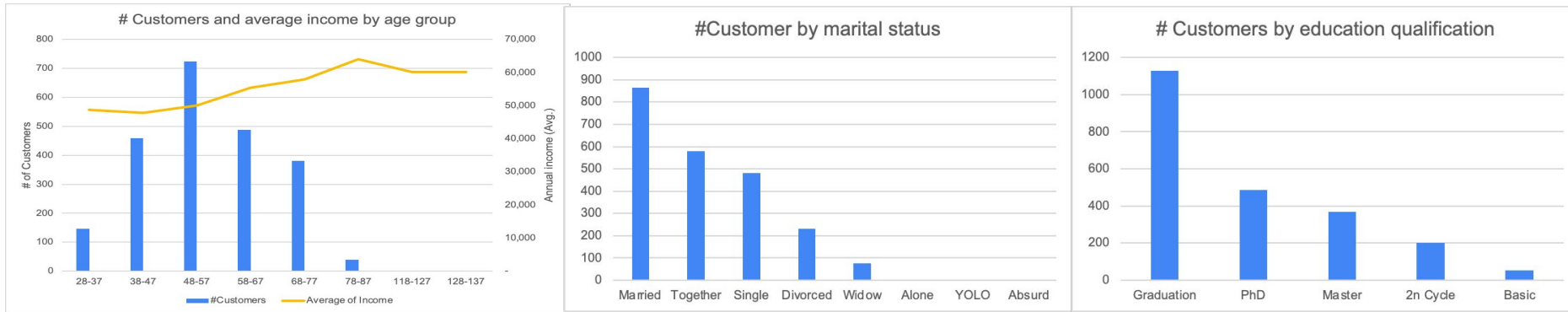
Analysis by XYZ | 31st March, 2024

Understanding the distribution of customers currently

Distribution of customers and income by age, marital status and education

Key Observations

- Most of the customers are middle aged ranging from 35 to 60 years, shows potential of targeting this group often
- Married people are the highest customers, this might be because of high number of kids
- Graduated people are ideal customers maybe because of higher income and more kids



Average income and # customers by age group

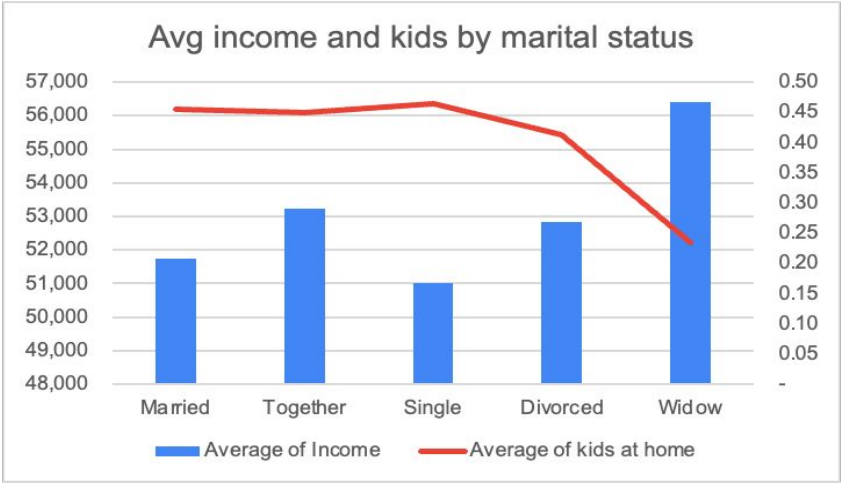
48-57 age, married and graduated people majorly become customers of ABC company Ltd.

We will evaluate reason why customer becomes a customer

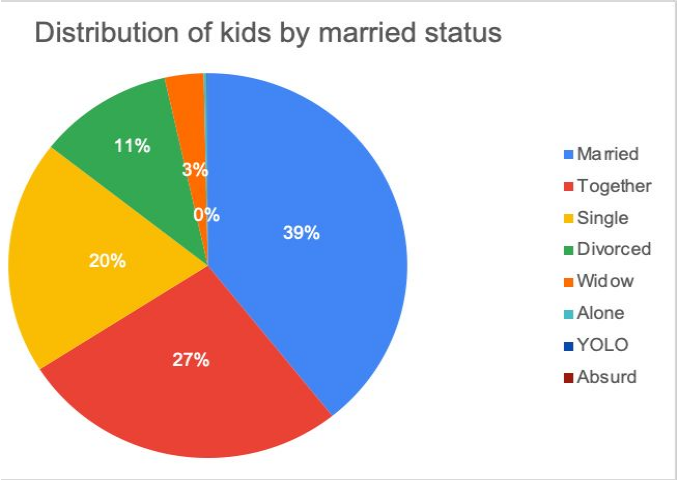
We will explore if income and count of kids impact on married behaviour

Key Observations

- Married people have higher kids at home which means kids at home result in customer conversion
- Higher distribution (40%) of kids for married couple means kids drive purchases for these customers



Average kids at home and income by marital status



High distribution of kids for married people

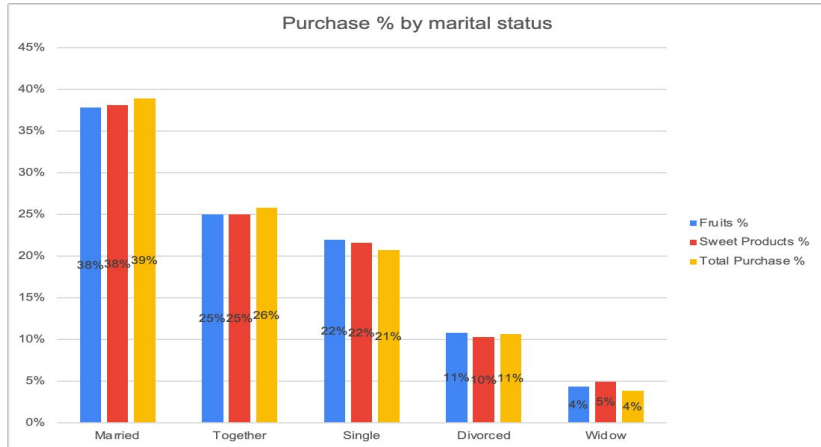
Average number of kids have impact on customers, average income doesn't impact customer

We will evaluate if high customer result in high purchase

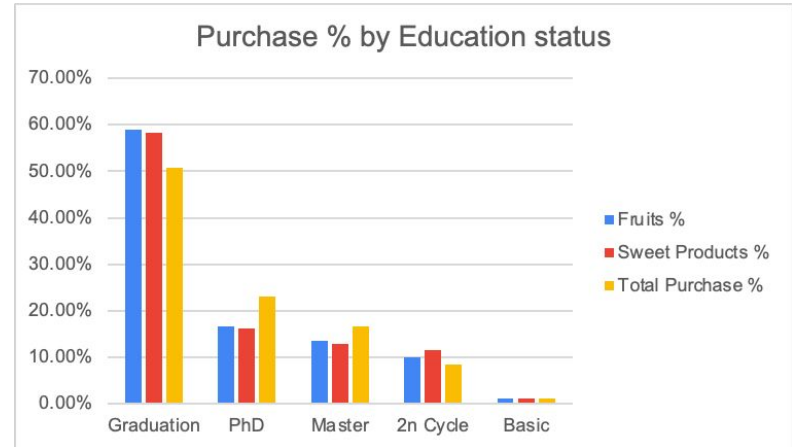
Married and graduate were highest customer segment, assessing purchases here

Key Observations

- Married people are the highest customer count and also result in highest purchase ($\pm 40\%$)
- Similar to married people, graduates also were highest customer count and result in high purchases



Distribution of purchases by marital status



Distribution of purchase by education

High customer count also result in higher purchase, which means customer count is correlated with purchase



New Product Launch

Identifying best target customer group

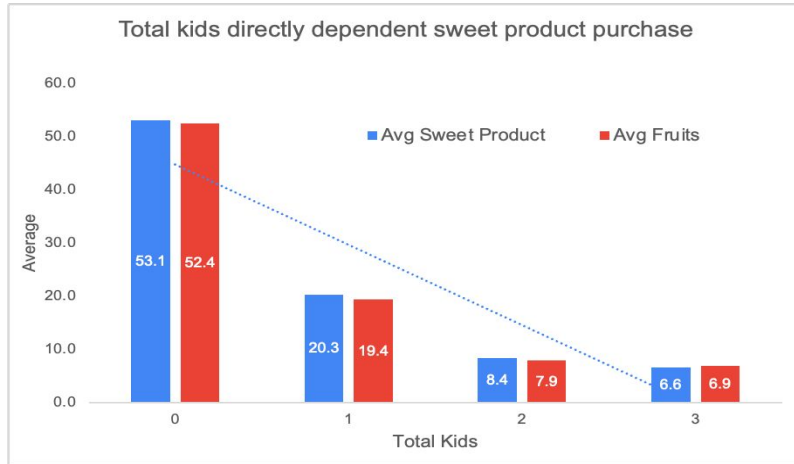
Details in next slide

Analysing best customer segment for new sweet product

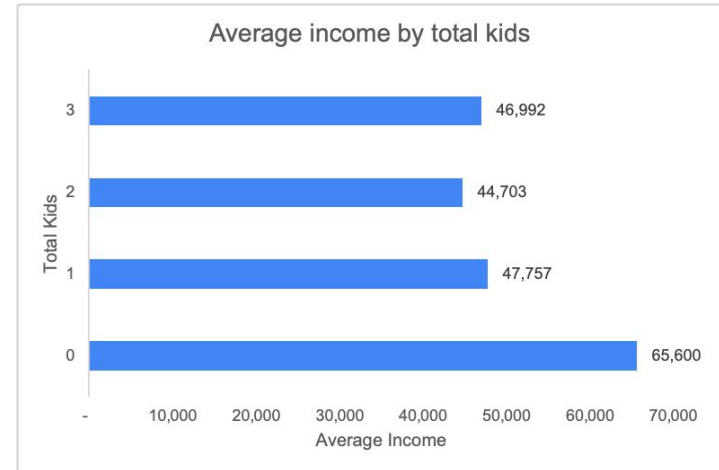
Kids at home and annual income are correlated and result in higher sweet purchases

Key Observations

- We analyzed multiple factors to identify relationship between sweet products and sales
- Eventually, we identified that sales of both sweet products and fruit products are dependent on total kids
- Average income is also a factor of total kids



0 kids at home result in highest average sweet product purchase



Lesser kids at home means higher average income

For new product launch, we should target people with 0 total kids and also groups with higher income

Summary

Based on our **observations**, we can conclude the following for ABC Company Ltd. -

- People with graduation as their education status are more prone to become customers
 - Married customers with kids should also be an area of focus for the company
 - Average number of kids impact customer behaviour positively
 - Average income does not impact the customer conversion
 - Number of customers are directly related to the purchases made
-
- For **new product launch**, we should prioritise targeting people with “0” **kids at home** and people with **higher average income**

Communication Template



Introduction to the business problem and objective

Additional details of the problem (if any)

Analysis Owner | Date

High-level summary of the problem and findings

- What was the problem
- How did we approach the problem
- What are the high level findings about the problem
- Recommendations - Next Steps

Talking Header to talk about the business objective / findings

Sub- Header provides additional details about the objective, solution

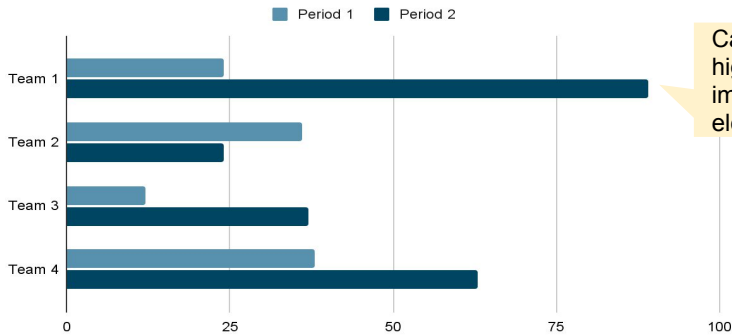
Insights Header (eg. “Key Observations”)

- Important Insights 1
- Insights 2
- Insights 3
- Insights 4

Insights Header

- Key points to consider
- Key mappings
- Other trends
- etc.

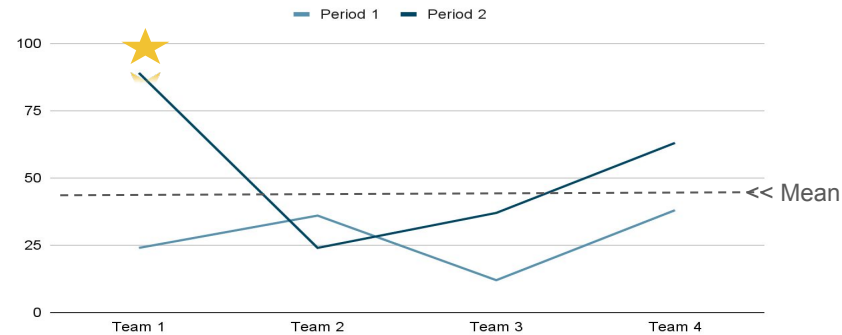
Points scored



Callouts to highlight important chart elements

Details about the chart above

Points scored



Details about the chart above

Takeaway Box concludes the entire slide with actionable insights and recommendations

APPENDIX

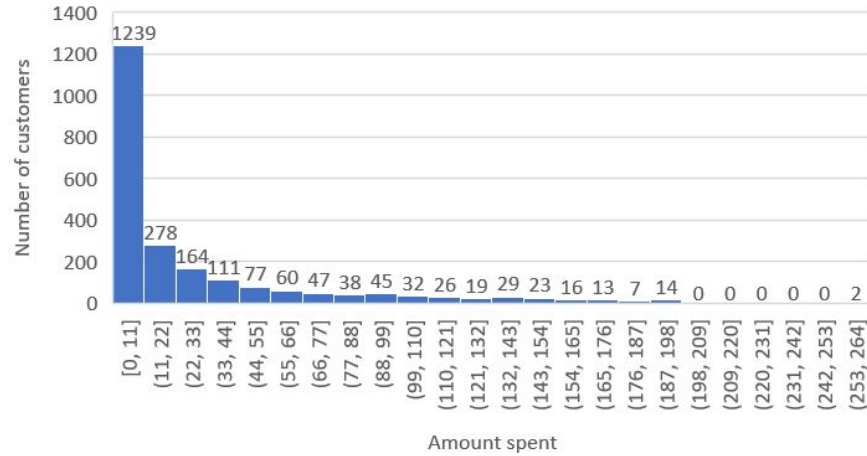
Additional Slides

Understanding the demographics

Key Observations

- Most of the customers spend below \$22 on their purchases

Amount spent on sweets



Amount spent on fruits

