

## **Case Study**

### **Store Segmentation:**

We need to localize & better tailor our assortment in line with the shoppers/neighborhood of the store.

Create Store Segments & detailed segment profiles using the provided Store Demographic & Store Sales Data. Below are guidelines to be followed while building the store segments.

1. Each segment should be greater than 5% of total # stores
2. We should restrict total # segments to not more than 7

### **Business Questions:**

- 1) Which stores are the most critical drivers of overall revenue and customer engagement?
- 2) What are the demographic characteristics of high-value stores that contribute significantly to profitability?
- 3) What targeted engagement and assortment strategies can be developed for each store cluster to maximize customer satisfaction and drive sales growth?