Impulsive Buying Survey Story
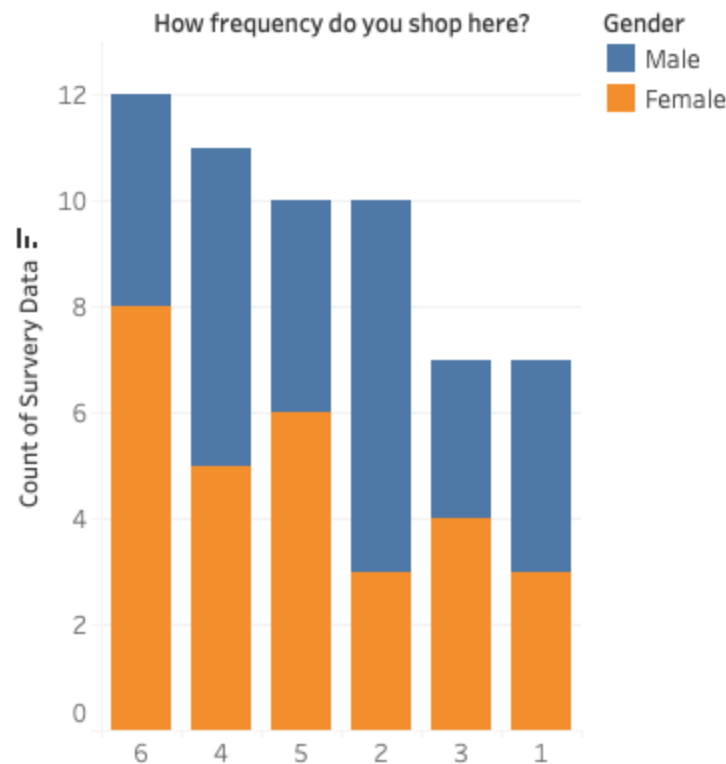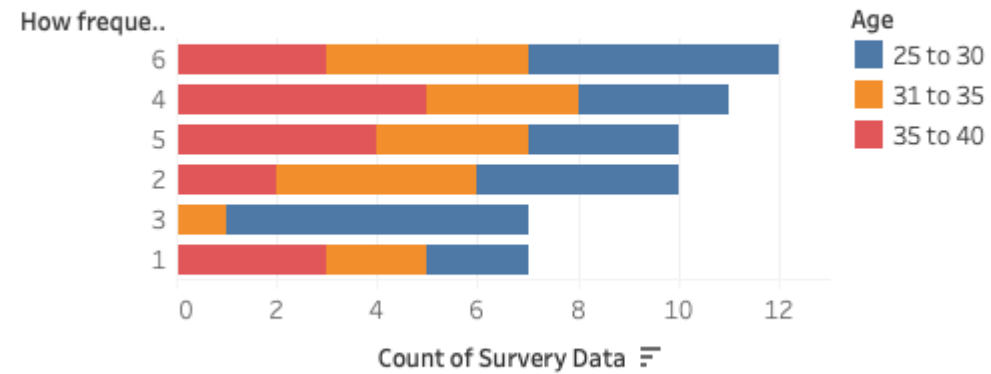
File created on: 1/9/23 5:17:58 PM CST

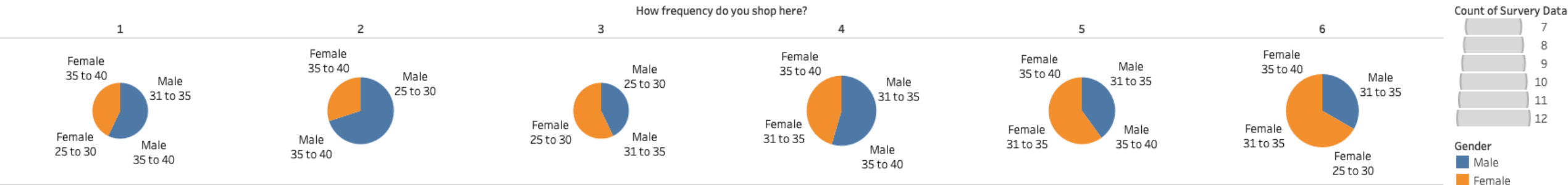# Shopping Frequency by Survey Count

How frequency do you shop here?

Count of Survery Data for each How frequency do you shop here?. Color shows details about Gender. The data is filtered on Action (Age,Gender) and Action (Gender,How frequency do you shop here?,Shopper Comments). The Action (Age,Gender) filter keeps 6 members. The Action (Gender,How frequency do you shop here?,Shopper Comments) filter keeps 53 members.

Age of All Shoppers Based on Frequency of Shopping

How freque..

Age
- 25 to 30
- 31 to 35
- 35 to 40

Count of Survery Data

Count of Survery Data for each How frequency do you shop here?. Color shows details about Age.

Gender and Age of Frequent Shoppers

How frequency do you shop here?

1	2	3	4	5	6

1
Female 35 to 40
Male 31 to 35
Female 25 to 30
Male 35 to 40

2
Female 35 to 40
Male 25 to 30
Male 35 to 40

3
Male 25 to 30
Female 25 to 30
Male 31 to 35

4
Female 35 to 40
Male 31 to 35
Female 31 to 35
Male 35 to 40

5
Female 35 to 40
Male 31 to 35
Female 31 to 35
Male 35 to 40

6
Female 35 to 40
Male 31 to 35
Female 31 to 35
Female 25 to 30

Count of Survery Data
7
8
9
10
11
12

Gender
Male
Female

Gender and Age broken down by How frequency do you shop here?. Color shows details about Gender. Size shows count of Survery Data. The marks are labeled by Gender and Age. The data is filtered on Action (Age,Gender) and Action (Gender,How frequency do you shop here?,Shopper Comments). The Action (Age,Gender) filter keeps 6 members. The Action (Gender,How frequency do you shop here?,Shopper Comments) filter keeps 53 members. The view is filtered on How frequency do you shop here?, which keeps 6 of 6 members.

Comments by Frequent Shopper and Gender

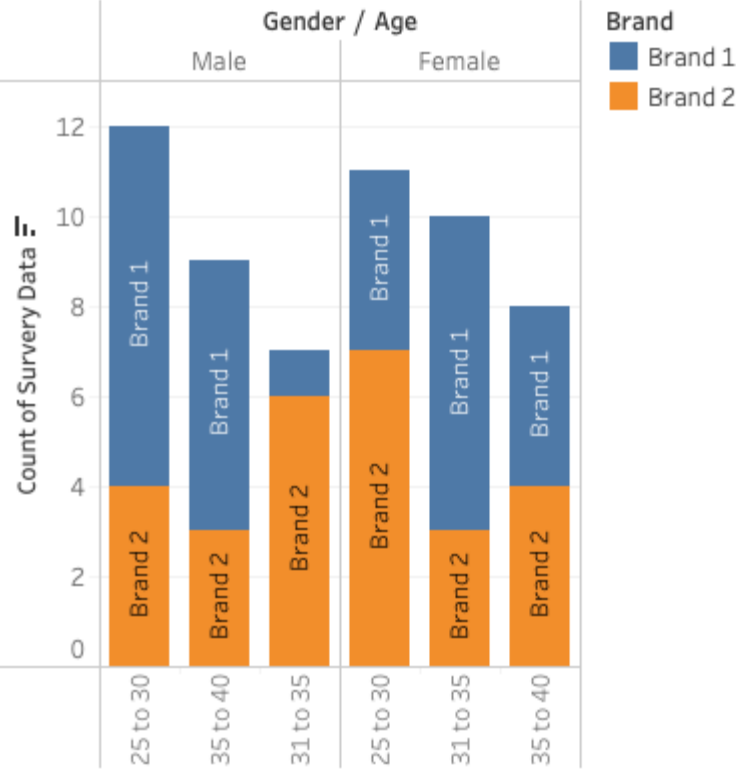|	Gender / How freq..	
	Male	Female
Shopper Comments	6	6
Announcement in store		1
Buy one Get one		2
Co shoppers influence		1
Display offer	1	
Easy access		1
Free product		1
Not an immediate requirement can ..	1	
Package of product	1	
Product visibility		1
Social media reviews	1	
Store promotions		1

Count of Survery Data broken down by Gender and How frequency do you shop here? vs. Shopper Comments. The data is filtered on Action (Age,Gender), which keeps 6 members. The view is filtered on How frequency do you shop here?, which keeps 6.

Gender and Age of Survey Data

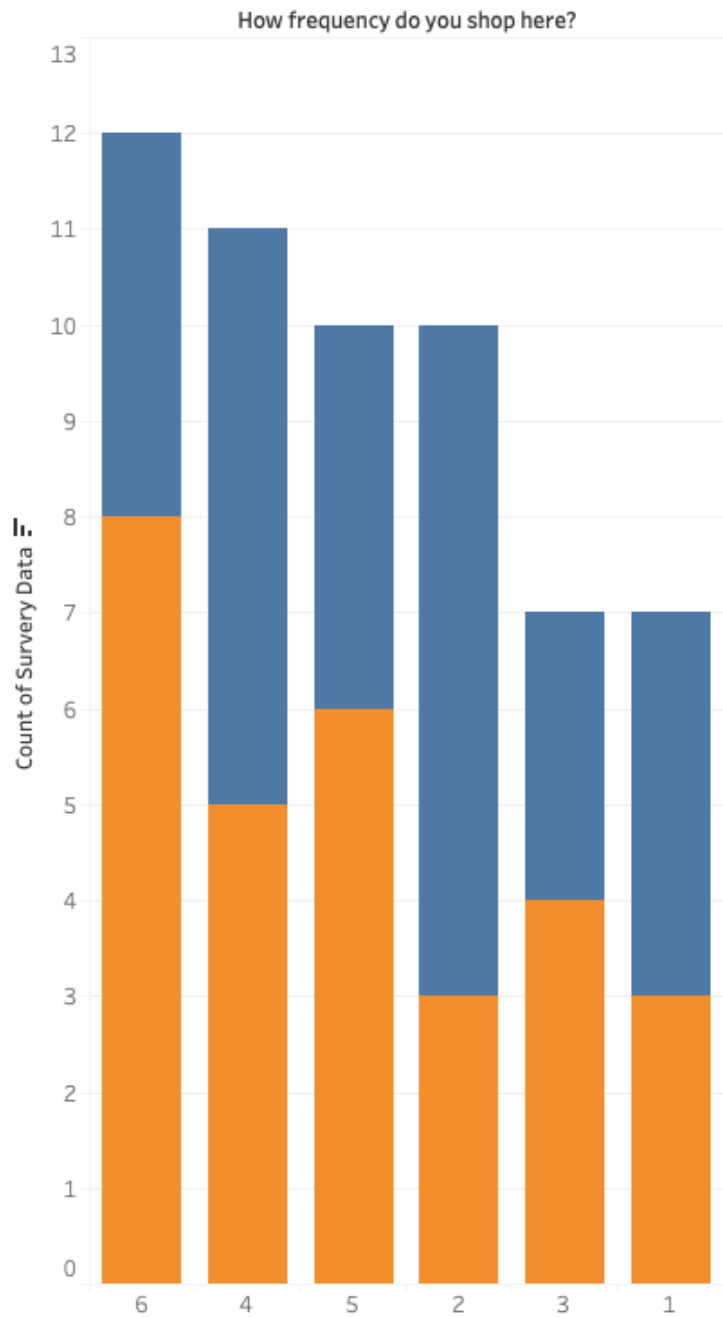| Gender	Age		
	25 to 30	31 to 35	35 to 40
Male	12	7	9
Female	11	10	8

Count of Survery Data broken down by Age vs. Gender. The data is filtered on Action (Gender,How frequency do you shop here?,Shopper Comments), which keeps 53 members.
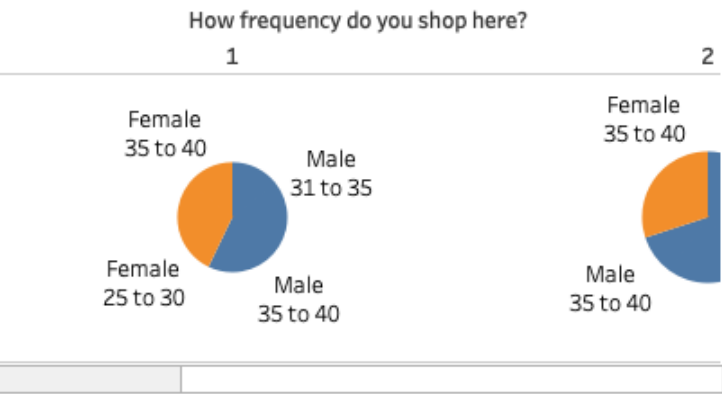
Brand Preference by Age and Gender

Gender / Age

| Male | Female |

Brand
- Brand 1
- Brand 2

Count of Survery Data

12

10

8

6

4

2

0

Brand 1

Brand 2

25 to 30 | 35 to 40 | 31 to 35 | 25 to 30 | 31 to 35 | 35 to 40

Count of Survery Data for each Age broken down by Gender. Color shows details about Brand. The marks are labeled by Brand.
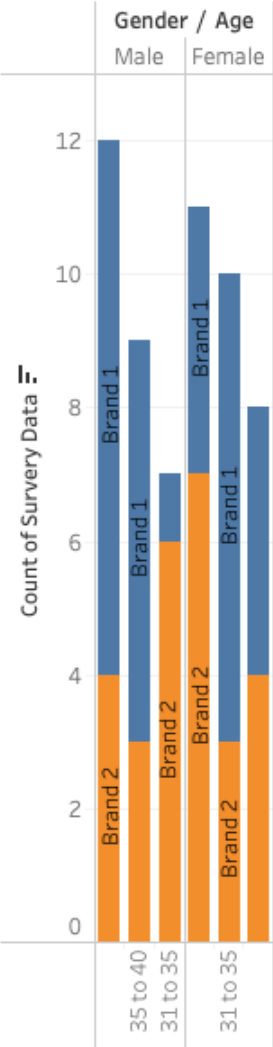
Shopping Frequency by Survey Count

How frequency do you shop here?

Gender and Age of Frequent Shoppers

How frequency do you shop here?

1   2

Female 35 to 40
Male 31 to 35
Female 25 to 30
Male 35 to 40

Female 35 to 40
Male 35 to 40

Brand Preference by Age and Gender

Gender and Age of Survey Data

Gender	Age		
	25 to 30	31 to 35	35 to 40
Male	12	7	9
Female	11	10	8

Comments by Frequent Shopper and Gender

	Gender / How freq..	
	Male	Female
Shopper Comments	6	6
Announcement in store		1
Buy one Get one		2
Co shoppers influence		1
Display offer	1	
Easy access		1
Free product		1
Not an immediate requirement can ..	1	
Package of product	1	
Product visibility		1
Social media reviews	1	
Store promotions		1

Gender / Age
Male   Female

Shopping Frequency by Survey Count

How frequency do you shop here?

Gender and Age of Frequent Shoppers

How frequency do you shop here?

Brand Preference by Age and Gender

Gender / Age		
Male		Female

Gender and Age of Survey Data

Gender	Age		
	25 to 30	31 to 35	35 to 40
Male	12	7	9
Female	11	10	8

Comments by Frequent Shopper and Gender

	Gender / How frequency do ..		
			Male
Shopper Comments	1	2	3
Amenities	1		
Announcement in store		1	
Buy one Get one		1	
Co shoppers influence			
Crowded			
Design of the product	1	1	
Display of products at billing			
Display offer	1		
Don't want to come again			
Easy access			
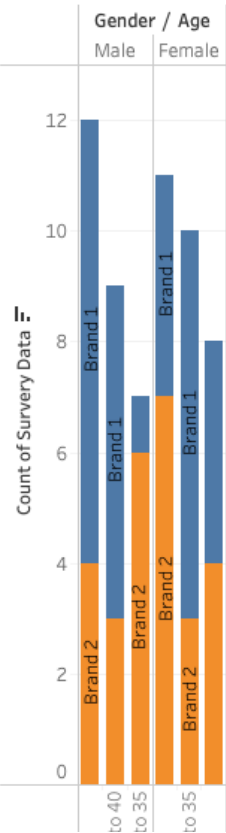
In an effort to understand shoppers' behavioral characteristics a dashboard was built to identify those who are the most frequently visiting our stores. While we did not invest time in observing which brand is more appealing to our most frequent customers we wanted to identify who those customers are. The most frequent customers purchasing our products and visiting out stores are males and females between 25 to 30 years old. From this group, comments from the male perspective focus on display offers as well as reviews on social media. Females within this age range made comments regarding product visibility, easy access, and co-shopper influence. From this information we can assume to enhance these targeted markets we can send out social media campaigns to advocate for these changes within some product offers.