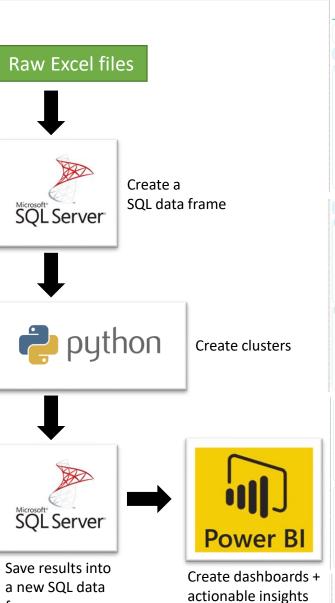
Report to Showcase My Abilities:

Creating Clusters to Guide Business Strategies

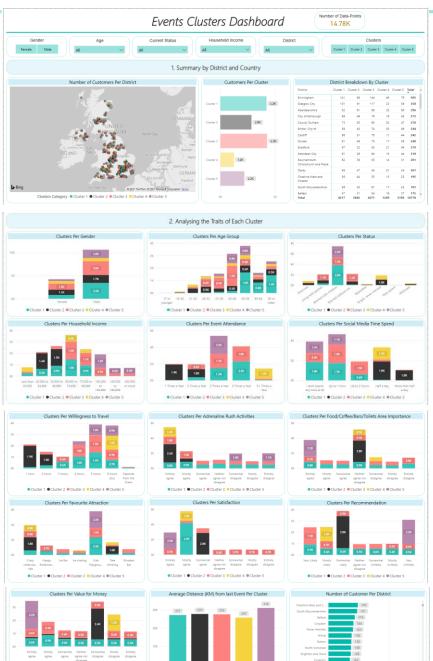
Valentin DE BALTHASAR

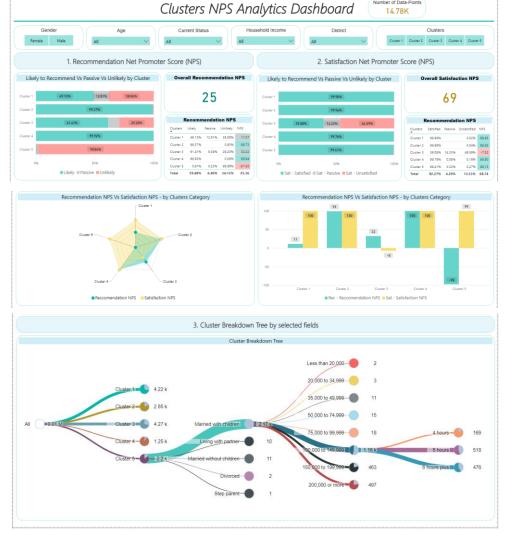
Valentin DE BALTHASAR

1. Create Interactive Dashboards



frame





2. Generate Insights to Add Value to the Business

Creating clusters' traits to guide business strategies and save budget

Cluster 1 Traits

- Mostly people with age being 50+
- Mostly Married with Children
- Household Income ranges from 25k to 100k
- Attend Events 3 to 4 times a year
- Don't spend too much time on Social Media (< 1 hour)
- Willing to travel 4 6 hours
- Kids Playgrounds is their favourite attraction
- Very satisfied with last event

Cluster 2 Traits

- People who don't have kids mostly single
- Earn between 20k to 50k
- Attend events mostly once or twice a year
- Spend a lot of time in Social Media; half a day +
- Willing to travel 1 to 2 hours
- Love adrenaline rush activities
- Not bothered with food/coffee/bars/toilet areas
- Somewhat satisfied with last event
- Somewhat likely to recommend it to others
- Event was not value for money

Cluster 3 Traits

- Mostly people with age range between 26 to 50
- Married people who have kids or living with their partners (2+)
- Earn between 50k to 150k
- Attend events 3 to 4 times a year
- Spend mostly 1 to 2 hours in social media
- Mostly willing to travel 4 to 6 hours
- Like a bit of everything in the attractions
- Very likely to recommend their last event
- Very "general" group of people; maybe willing to try new things

Cluster 4 Traits

- People who single, separated, divorced or widowed
- Household income ranges between 50k to 100k or less than 20k
- Attend a lot of events per year; 5 plus
- Spend half a day in social media
- Willing to travel up to 6 hours and they love adrenaline rush activities
- Not bothered with food/bars/coffee/toilet areas
- Mostly satisfied with their last event and willing to recommend
- They do not think the last event was value for money

Cluster 5 Traits

- Mostly people between 40 to 60 age
- Married with children
- High earners; making 100k +
- Attend events 3 times a year
- Do not spend much time on social media;
- 1 hour or less
- Willing to travel 4-6 hours for the event
- Not adrenaline people
- Food/Coffee/bars/toilets are very importance
- Kids playgrounds are essential
- Very satisfied with last event BUT* Unlikely to recommend (dummy data)
- Last event was value for money

Example: Potential customers in cluster 1 and cluster 5 are mostly going to events that has "kid playgrounds".

→ IF the coming event does not have kids playgrounds, THEN do not target customers in cluster 1 and 5 during the marketing campaign.

