



EDUCATION

MIT Academy of Engineering, Pune B.Tech. - Computer Engineering CGPA: 7.80 / 10	2023 - 2027
A.G.E.M college, Talode (M CI) 12 th MSBSHSE Percentage: 72.67 / 100	2023
New high school ,taloda, Talode (M CI) 10 th MSBSHSE Percentage: 85.60 / 100	2021

PROJECTS

Increase sales by identifying the factors that influence customer behaviour

10 Mar, 2024 - 11 Mar, 2024

Mentor: none | Team Size: 3

Key Skills:

Python Data Analysis Regression Regression Models Decision Trees Segmentation Matplotlib
Project Management Skills Communication Skills Presentation Skills Matrix Business Development
Customer Acquisition Customer Retention

1. Identify High-Value Customers:

Analyzing the frequency and recency of customer visits to identify high-value customers who visit the supermarket frequently and have made recent purchases. These customers are likely to be more loyal and contribute significantly to sales.

Targeting these high-value customers with personalized promotions, discounts, or loyalty rewards to incentivize them to make repeat purchases and increase their spending.

Segment Customers:

2 .Segmenting customers based on their frequency and recency of visits to the supermarket. This segmentation can help tailor marketing strategies and promotions to different customer segments.

For example, we can create segments such as frequent shoppers, occasional shoppers, and lapsed customers, and design targeted campaigns to re-engage lapsed customers and encourage occasional shoppers to visit more often.

Re-engage Lapsed Customers:

3 .The recency data to identify customers who haven't visited the supermarket in a while (e.g., 30 days or more). Implement reactivation campaigns targeting these lapsed customers to remind them of the supermarket's offerings and encourage them to return.

Offer special promotions or discounts to entice lapsed customers back to the supermarket and rekindle their interest in shopping there.

Promotional Targeting:

4 .Utilizing customer frequency data to determine the optimal timing and frequency of promotional campaigns. For example, if certain customers tend to shop at the supermarket on specific days or times, schedule promotions accordingly to maximize their effectiveness.

Send targeted promotions or offers to customers based on their past purchasing behavior and preferences. For instance, if a customer frequently buys a particular product category, send them personalized discounts or recommendations for related products.

Enhance Customer Experience:

6 . The customer frequency data to improve the overall shopping experience at the supermarket. Identify peak shopping times and ensure adequate staffing and inventory levels to meet customer demand during these periods.

Implement loyalty programs or incentives to reward frequent shoppers and enhance their shopping experience. Offer perks such as priority checkout lanes, exclusive discounts, or personalized recommendations to make loyal customers feel valued and appreciated.

Feedback and Communication:

7 Encourage customers to provide feedback on their shopping experiences through surveys, suggestion boxes, or online review platforms. Use this feedback to identify areas for improvement and address any issues or concerns raised by customers.

Maintain open communication channels with customers through email newsletters, social media, or in-store signage to keep them informed about new products, promotions, or upcoming events at the supermarket.

Monitor and Adjust Strategies:

Continuously monitor the impact of your strategies on sales and customer engagement. Analyze the effectiveness of different promotional campaigns, loyalty programs, and customer segmentation strategies and adjust them as needed based on the results. Stay agile and responsive to changes in customer behavior, market trends, and competitive dynamics to ensure ongoing growth and success.

By leveraging customer frequency and recency data effectively, we can tailor marketing efforts, promotions, and customer engagement strategies to drive sales growth and enhance the overall shopping experience at the supermarket.

IMs

- Other - https://www.linkedin.com/in/rohan-wani-82b2062bb?utm_source=share&utm_campaign=share_via&utm_content=profile&utm_medium=android_app

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