



Profiling The Customer Clusters

Wonjun Ryhu

Cluster 0 - Deal-Driven Family Shoppers

● **Customer Profile:**

- They are definitely a **parent**.
- The family has a maximum of 4 members and at least 2.
- Single parents are a subset of this group.
- Most have a teenager at home.
- They are relatively older.

● **Marketing Strategy Recommendations:**

- **Goal:** Focus on **convenience** and **family value packs**.
- **Action:** Offer **multi-buy discounts** on common household staples and non-perishables (e.g., "Buy 2, Get 1 Free" on cereals, snacks, or cleaning supplies). Promote **ready-made meal solutions** or **meal kits** designed for 3-4 people to save busy parents time. Since they are older, use **traditional marketing channels** like flyers or newspaper inserts in addition to digital ads.

Cluster 1- Young Families with Low Spending

● **Customer Profile:**

- The **majority** of these people are **parents**.
- The family has a maximum of 3 members.
- They majorly have one child (and not teenagers, typically).
- They are **relatively younger**.

- **Marketing Strategy Recommendations:**

- **Goal:** Focus on **child-centric products, premium quality, and ease of shopping.**
 - **Action:** Highlight the **fresh produce** section and **organic/health-focused baby and toddler items.** Given their younger age, run targeted **social media campaigns** and use your grocery app for **personalized coupons** on specific baby/toddler brands. Offer **in-store experiences** like "kids eat free" samples or designated family-friendly parking spots.
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Cluster 2 - High-Income, Low-Deal, Non-Parent Segment

- **Customer Profile:**

- They are **definitely not a parent.**
- The family has a maximum of only 2 members.
- A slight majority are couples over single people.
- They span all ages.
- They are a **high-income group.**

- **Marketing Strategy Recommendations:**

- **Goal:** Focus on **premium, specialty, and gourmet items** with a higher margin.
 - **Action:** Promote **high-end cuts of meat, imported cheeses, fine wines, and specialty/international foods.** Since they are high-income, emphasize **quality and unique experiences** over discounts. Create **premium bundle kits** (e.g., "Gourmet Pasta Night") and use elegant, **magazine-style email newsletters** to feature new, exclusive products.
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Cluster 3 - High-Spending Parents with Budget Constraints

● Customer Profile:

- They are **definitely a parent**.
- The family has a **maximum of 5 members** and at least 2.
- The majority of them have a **teenager** at home.
- They are relatively **older**.
- They are a **lower-income group**.

● Marketing Strategy Recommendations:

- Goal:** Focus on **maximizing savings** and **large volume discounts**.
- Action:** Prioritize marketing for **store-brand/private-label products** across all categories, as this offers better value. Promote **bulk buying options** (large family sizes) and publicize your **weekly circular sales** heavily. Implement a **loyalty program** that offers high-value points or immediate cash-off rewards to drive repeat visits based on necessary cost savings.