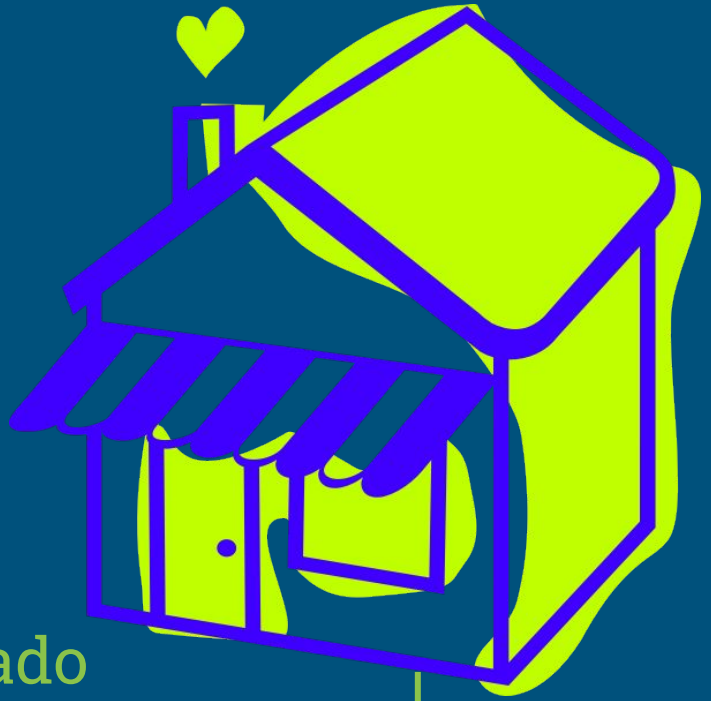
PROYECTO 1



SEGMENTACIÓN: El Mercado

Presenta: Yarenni Romero Vargas

Introducción

Clientes

¿Cómo comprender el comportamiento de los clientes para el éxito de cualquier estrategia de marketing

Método RFM

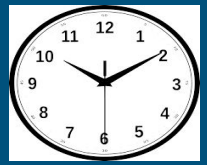
Segmentación

Personalizar las estrategias para adaptarse a las necesidades específicas de cada grupo de clientes.

El Mercado

2,230 Clientes

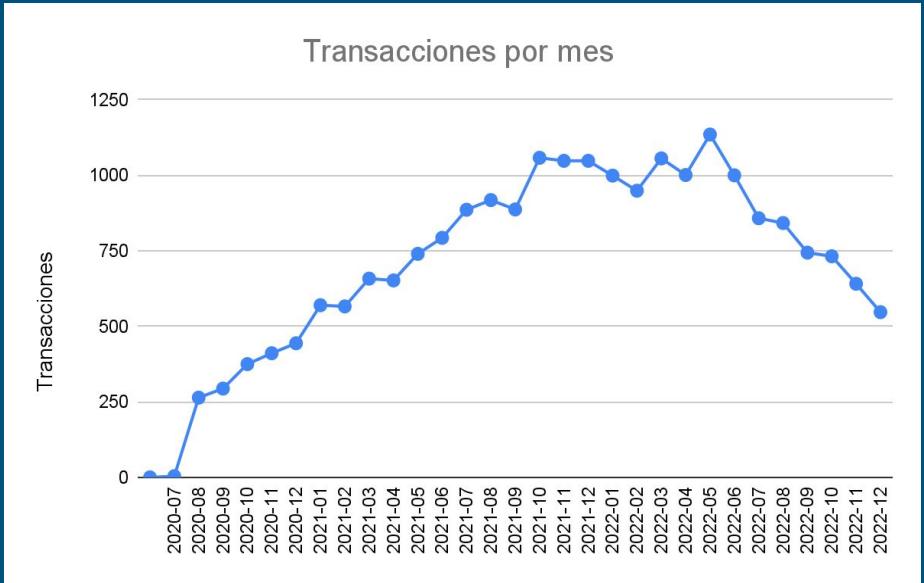
22,026 Transacciones en total

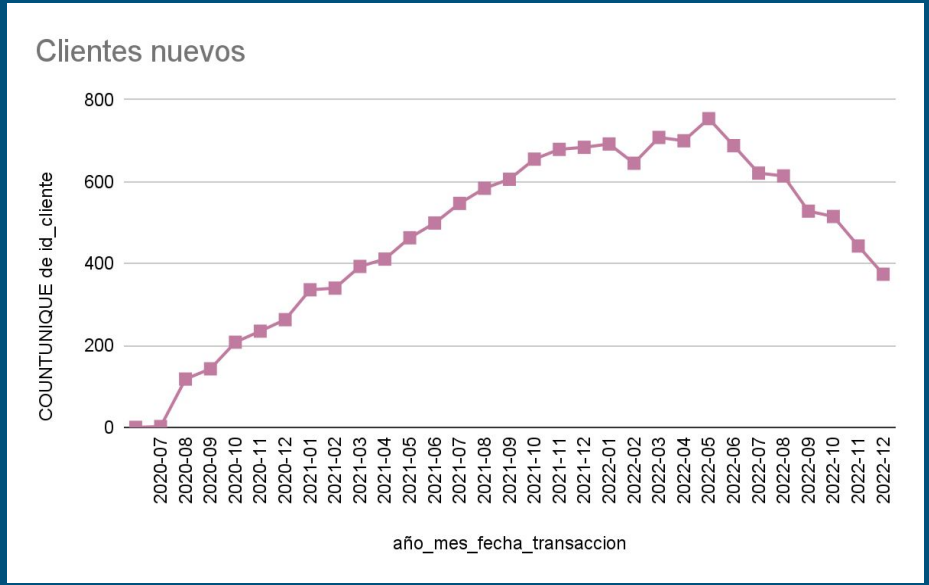


2020-07 al 2022-12

Comportamiento del Mercado

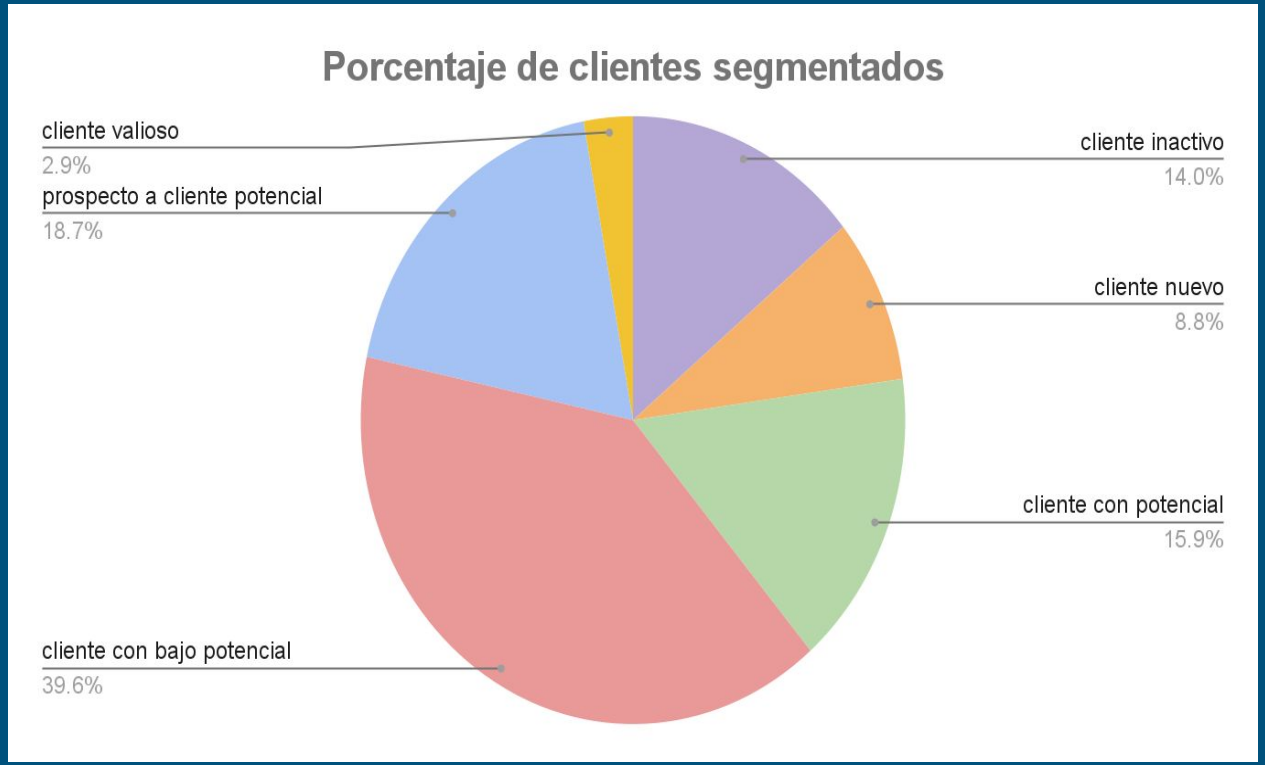
- Comportamiento de las Transacciones por mes
- Comportamiento de la cantidad de clientes nuevos por mes





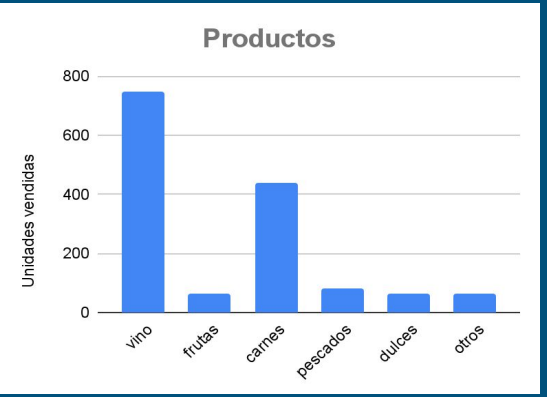
Segmentación RFM

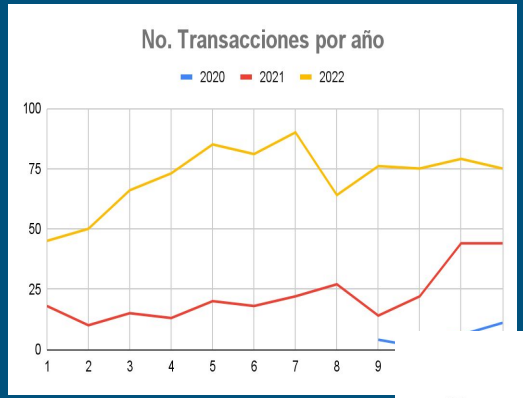
cliente valioso	65
cliente con potencial	354
prospecto a cliente potencial	418
cliente inactivo	313
cliente nuevo	196
cliente con bajo potencial	884



Cliente Valioso

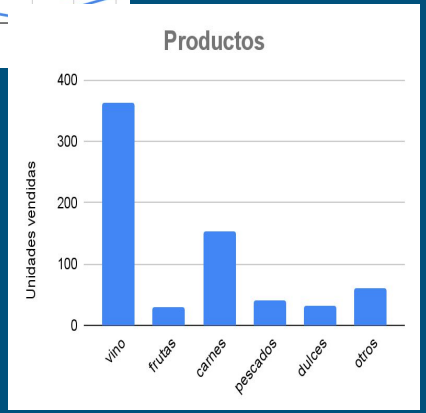
Tienen un salario anual promedio de $75,820
Mediana Monto total $1380

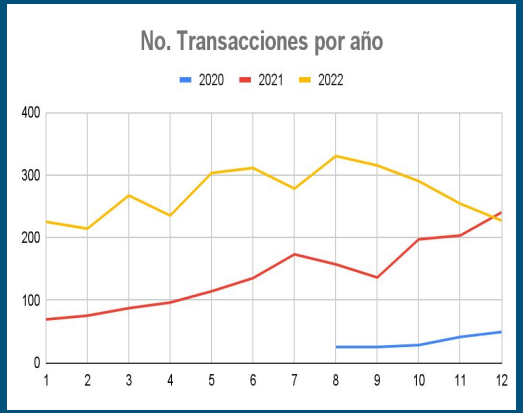




Cliente con Potencial

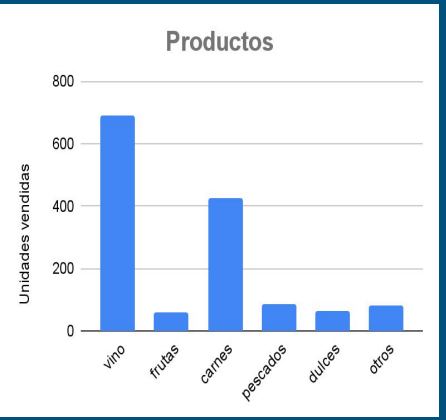
Tienen un salario anual promedio de $61,2018
El 56.5% tiene entre 48 y 67 años
Mediana Monto total $681

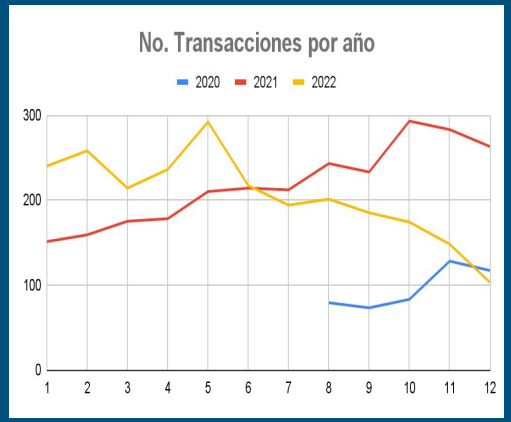




Prospecto a cliente con potencial

Tienen un salario anual promedio de $74,002
El 56.5% tiene entre 48 y 67 años
Mediana Monto total $1380.5

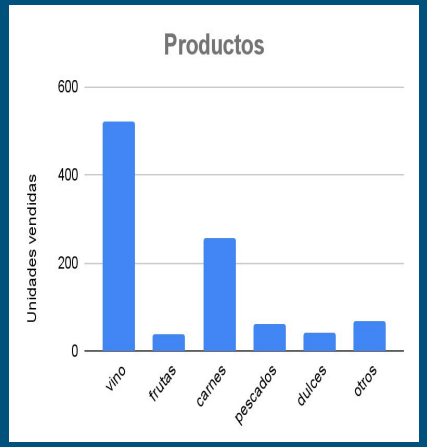


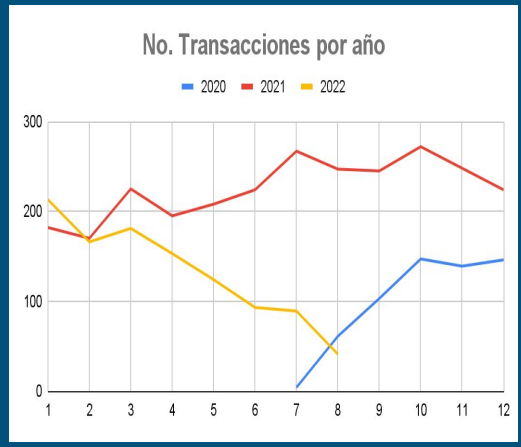


Estos clientes tienen en su mayoría entre 38 y 7 años

Cliente Inactivo

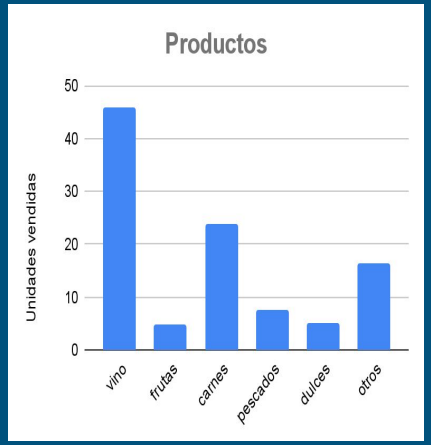
Salario anual promedio de $63,120
Mediana Monto total $894.5

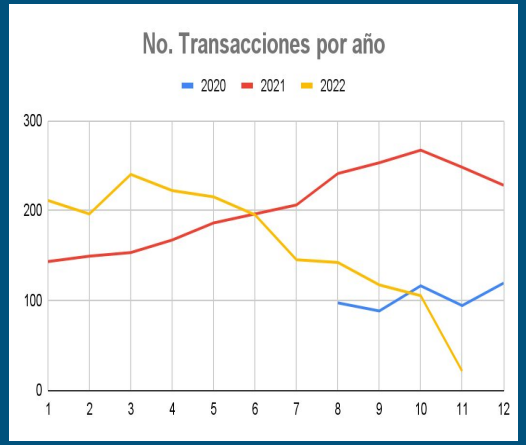




Cliente con bajo potencial

Salario anual promedio de $34,713
Mediana Monto total $66

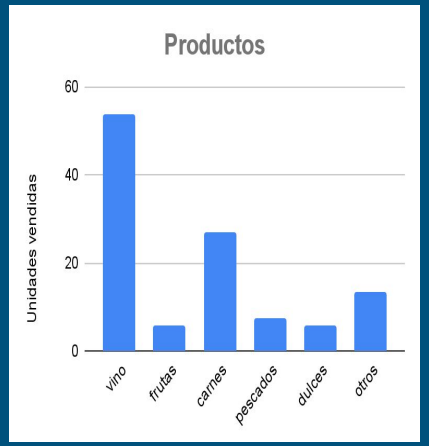


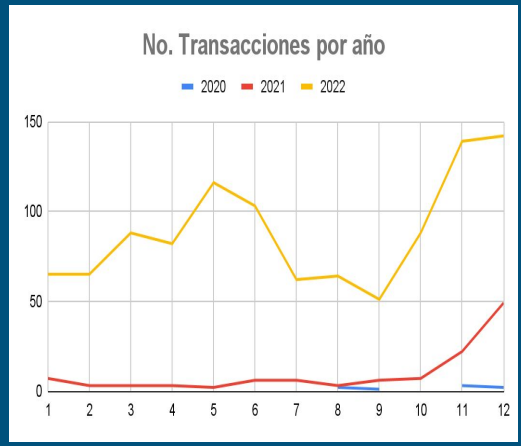


Estos clientes tienen en su mayoría entre 38 y 57 años

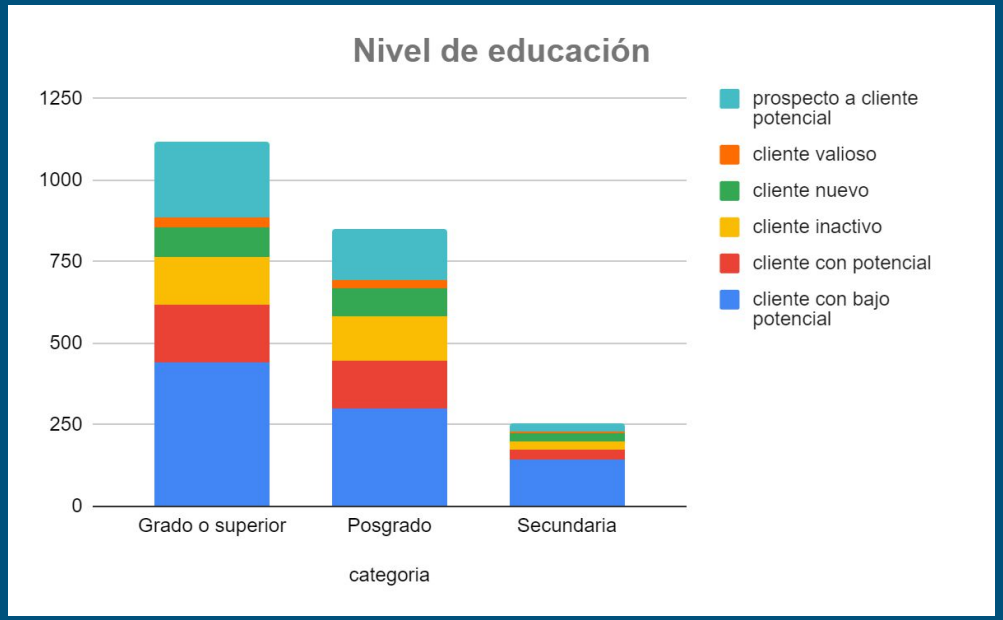
Cliente Nuevo

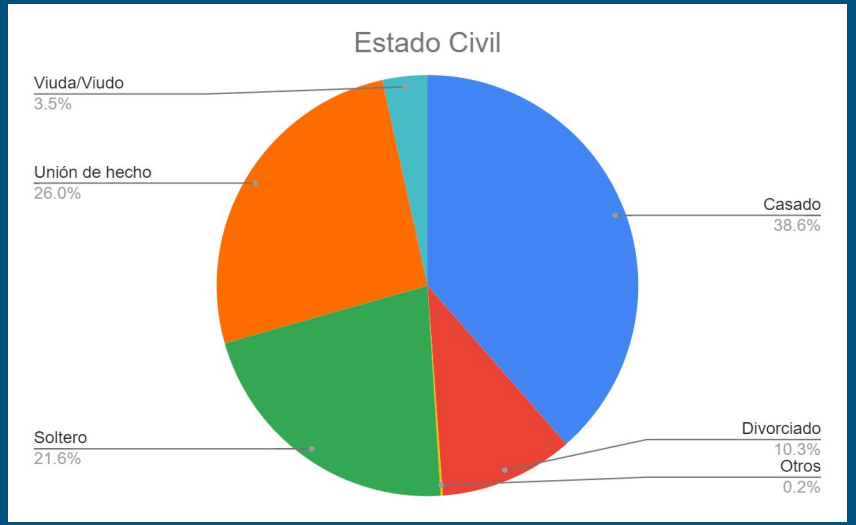
Salario anual promedio de $34,408
Mediana Monto total $71

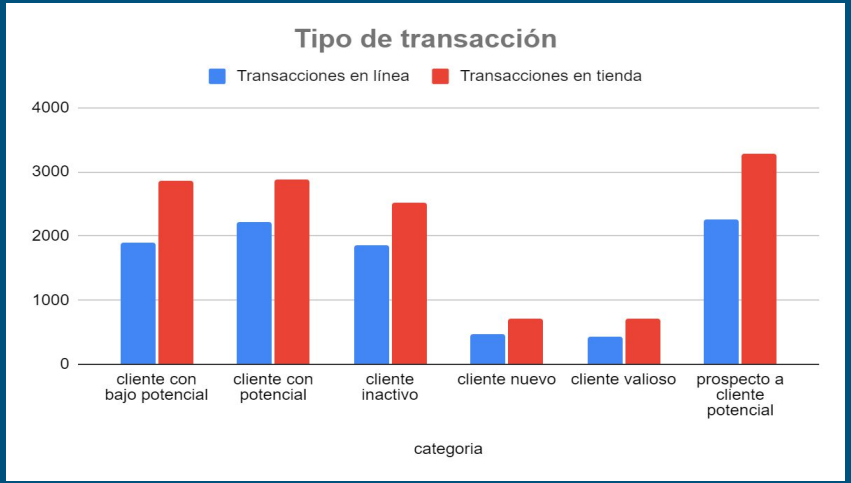




Generalidades entre clientes







Primer año de análisis

COUNTUNIQUE meses_transcurridos

año_mes_fecha	0	1	2	3	4	5	6	7	8	9	10	11	12
2020-07	100.00%		100.00%	100.00%		100.00%	50.00%	50.00%	50.00%		50.00%		50.00%
2020-08	100.00%	36.44%	51.69%	45.76%	40.68%	33.90%	31.36%	31.36%	31.36%	28.81%	36.44%	32.20%	29.66%
2020-09	100.00%	51.02%	41.84%	48.98%	51.02%	42.86%	44.90%	38.78%	35.71%	33.67%	37.76%	30.61%	34.69%
2020-10	100.00%	45.26%	42.11%	49.47%	42.11%	41.05%	43.16%	45.26%	38.95%	37.89%	36.84%	33.68%	27.37%
2020-11	100.00%	43.30%	55.67%	40.21%	44.33%	48.45%	43.30%	40.21%	37.11%	37.11%	38.14%	39.18%	36.08%
2020-12	100.00%	45.78%	33.73%	38.55%	27.71%	32.53%	31.33%	30.12%	37.35%	33.73%	24.10%	26.51%	21.69%
2021-01	100.00%	50.00%	42.45%	40.57%	42.45%	44.34%	41.51%	42.45%	40.57%	31.13%	33.96%	23.58%	34.91%
2021-02	100.00%	50.00%	47.00%	46.00%	44.00%	43.00%	48.00%	35.00%	37.00%	35.00%	36.00%	34.00%	28.00%
2021-03	100.00%	48.04%	44.12%	42.16%	50.00%	46.08%	41.18%	45.10%	39.22%	35.29%	39.22%	24.51%	28.43%
2021-04	100.00%	47.67%	53.49%	47.67%	43.02%	46.51%	43.02%	33.72%	40.70%	33.72%	27.91%	25.58%	30.23%
2021-05	100.00%	47.12%	52.88%	44.23%	44.23%	50.96%	47.12%	40.38%	38.46%	32.69%	29.81%	26.92%	29.81%
2021-06	100.00%	44.57%	50.00%	50.00%	48.91%	43.48%	38.04%	38.04%	31.52%	35.87%	30.43%	22.83%	20.65%
2021-07	100.00%	45.45%	44.44%	43.43%	40.40%	42.42%	41.41%	26.26%	35.35%	28.28%	27.27%	28.28%	22.22%
2021-08	100.00%	42.72%	52.43%	57.28%	55.34%	50.49%	49.51%	44.66%	41.75%	34.95%	29.13%	30.10%	20.39%
2021-09	100.00%	41.49%	53.19%	46.81%	40.43%	31.91%	40.43%	43.62%	35.11%	34.04%	27.66%	21.28%	19.15%
2021-10	100.00%	68.38%	56.41%	52.14%	54.70%	43.59%	42.74%	36.75%	37.61%	29.91%	24.79%	18.80%	23.93%
2021-11	100.00%	48.89%	42.22%	45.56%	44.44%	36.67%	45.56%	42.22%	40.00%	45.56%	50.00%	43.33%	40.00%
2021-12	100.00%	40.22%	36.96%	44.57%	30.43%	43.48%	40.22%	38.04%	41.30%	47.83%	36.96%	42.39%	44.57%
2022-01	100.00%	45.56%	53.33%	44.44%	48.89%	42.22%	41.11%	47.78%	35.56%	38.89%	55.56%	51.11%	
2022-02	100.00%	40.26%	37.66%	48.05%	38.96%	41.56%	45.45%	38.96%	50.65%	50.65%	37.66%		
2022-03	100.00%	42.59%	41.67%	48.15%	39.81%	51.85%	40.74%	48.15%	46.30%	42.59%			
2022-04	100.00%	57.45%	50.00%	39.36%	47.87%	52.13%	53.19%	47.87%	50.00%				
2022-05	100.00%	53.15%	52.25%	56.76%	55.86%	53.15%	45.95%	54.05%					
2022-06	100.00%	66.67%	63.89%	48.61%	52.78%	59.72%	59.72%						

30.10%

Segundo año de análisis

13	14	15	16	17	18	19	20	21	22	23	24
	50.00%	50.00%	50.00%		50.00%	50.00%	100.00%	50.00%	50.00%		
33.90%	26.27%	21.19%	25.42%	22.88%	22.03%	8.47%	21.19%	14.41%	12.71%	19.49%	9.32%
35.71%	28.57%	23.47%	26.53%	23.47%	21.43%	21.43%	24.49%	11.22%	14.29%	11.22%	4.08%
21.05%	30.53%	17.89%	25.26%	16.84%	21.05%	12.63%	14.74%	12.63%	8.42%	10.53%	6.32%
30.93%	31.96%	24.74%	25.77%	28.87%	23.71%	23.71%	14.43%	10.31%	9.28%	6.19%	3.09%
21.69%	16.87%	16.87%	13.25%	22.89%	8.43%	12.05%	9.64%	9.64%	6.02%	4.82%	2.41%
27.36%	30.19%	20.75%	26.42%	16.98%	22.64%	16.98%	12.26%	6.60%	7.55%	2.83%	
35.00%	26.00%	26.00%	16.00%	19.00%	17.00%	11.00%	19.00%	9.00%	2.00%		
31.37%	24.51%	17.65%	19.61%	17.65%	9.80%	11.76%	5.88%	1.96%			
18.60%	25.58%	17.44%	13.95%	9.30%	12.79%	2.33%					
17.31%	17.31%	15.38%	12.50%	12.50%	4.81%	1.92%					
13.04%	27.17%	23.91%	8.70%	6.52%	1.09%						
22.22%	18.18%	11.11%	8.08%								
11.65%	14.56%	10.68%	2.91%								
17.02%	10.64%	1.06%									
6.84%	2.56%										
43.33%											

5.04%

Conclusiones

- Los cliente que más capta la tienda son aquellos que tienen bajo potencial, lo que quiere decir que no hay estrategias de marketing o no están funcionando.
- Los clientes nuevos registrados y la cantidad de transacciones tienen un comportamiento ascendente hasta Mayo 2022, donde comienza a decaer.
- Los productos más vendidos son los vinos y las carnes.
- Las ventas en tienda superan a las en línea, sin embargo, hay poco margen entre ellas.
- Durante el primer año la retención de clientes es del 30.10%.

Recomendaciones

- Hay que hacer una investigación para averiguar por qué a partir de mayo 2022 comienzan a decrecer los clientes nuevos y las ventas. ¿Aumentaron los precios? ¿No hubieron campañas de marketing?
- Al cliente inactivo hay que recuperarlo para volverlo cliente potencial o cliente valioso en el mejor de los casos.
- Hay que prestar atención en los prospectos a clientes potenciales, ya que tienen los números necesarios para convertirse en clientes valiosos.
- Hay que darle mayor visibilidad a los productos como frutas, dulces, pescados y otros para que comiencen a venderse más.