E-Commerce Customer Psychographics Analysis: *Condensed Version*

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Objectives of Project

- Deeper understanding of who Company A's customers are.
  - The current perception of the 'typical customer' is based on social platform dashboards, derived from demographics and inferences from the organization
- Refine market segmentation through demographic & psychographic data.
  - Company A needs a data-driven solution to market segmentation
  - Improve efficiency & effectiveness of marketing expenditures by targeting each identified segment with a relevant and personalized message.
- Help guide future research & development (R&D)
  - Understanding customer lifestyle preferences is beneficial to R&D related decision-making.

Note: company name is intentionally not included for privacy reasons.

Project Outline & Methodology

- Collect demographic & psychographic data
  - First-party data collected through questionnaire
    - Sample Frame: 5,570 customers (est sample frame needed for 50+ responses)
    - Sampling Method: simple random sampling
    - Collection Method: email questionnaire (hosted on third-party platform)
    - Customer Motivation: 20% OFF next order
- Questionnaire Details
  - 46 questions (skip logic included, no respondents had 46 required questions)
    - 9 - Demographic
    - 26 - Interests (Psychographics)
    - 11 - Attitudes (Psychographics)
- Analysis
  - Use visualizations, data aggregation & data mining techniques to find patterns

Analysis & Findings

NOTE: For privacy reasons, only broad insights will be provided

- 5 market segments were created based on gender & age:
  - Female, 30 - 40
  - Female, 41 - 50
  - Female, 51 - 60
  - Female, 25 - 29
  - Male, 36 - 40
- Detailed personas with data-driven psychographics & demographics were created for each gender & age segment.
- Implementation into marketing strategy
  - Each persona will be used as a guideline to personalize marketing campaigns.

Main Customer Persona - Visualization

OUR CUSTOMER

🏠 Homebody   🐾 Pet Lover

Age: 30 - 45
Gender: Female
Marital Status: Married
Children: None

Occupation: Employed, Full-Time
Education: Bachelors Degree+
Household Income: Over $100,000
Location: Suburban

Interests/Hobbies

🌱 Houseplants
🔥 Cooking & Baking
🏠 Home Décor

🥾 Hiking, Walking & Running
🧳 Traveling
🎵 Music

Home Décor Styles
1. Modern/Contemporary
2. Mid-Century Modern
3. Bohemian

Genres
1. R&B/Soul
2. Pop
3. Rock

Travel Activities
1. Cultural Immersion
2. Relaxation
3. Nature/Outdoor Activities
4. Adventure & Exploration

Types of Travel
1. Weekend Trips
2. Summer Vacation
3. Road Trips

Places of Interest

🍴 Restaurants
🌲 Gardens & Parks
🍷 Wineries/Vineyards

🏪 Farmer's Markets
☕ Coffee Shops & Cafés
🏛 Museums & Art Galleries

Attitudes & Values

Sustainability, family & social equality are all important to our customers.

Purchasing Habits

Makes online purchases weekly, from both small & large retailers
Purchase Factors: Reviews/Rating, Price & Brand Reputation

Who They Are Not

Our customers do not prefer motor vehicles, sports, hunting & video games. They do not consider themselves 'social butterflies' or 'nightlife enthusiasts'. Casinos, amusement parks & sporting events are not preferred places. For travel, they do not enjoy cruises or stays at luxury resorts. When dining, they avoid fast food & diners.

Additional information may be supplied upon request.