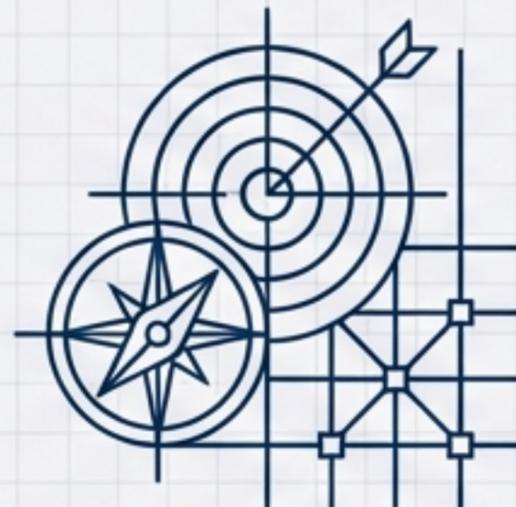# The Blueprint for Market & Consumer Intelligence

## A Strategic Framework for RETAILBUSINESS

A comprehensive plan to identify market demand, define consumer segments, and drive strategic growth through data-driven insights.

Our Mission: Achieving Total Market Clarity

Market Analysis

To identify the market demand for our products and services, their price structures, and the specific characteristics of the consumers who purchase them.

Simultaneously, we will identify competitors in our industries of interest and benchmark the products and services they provide.
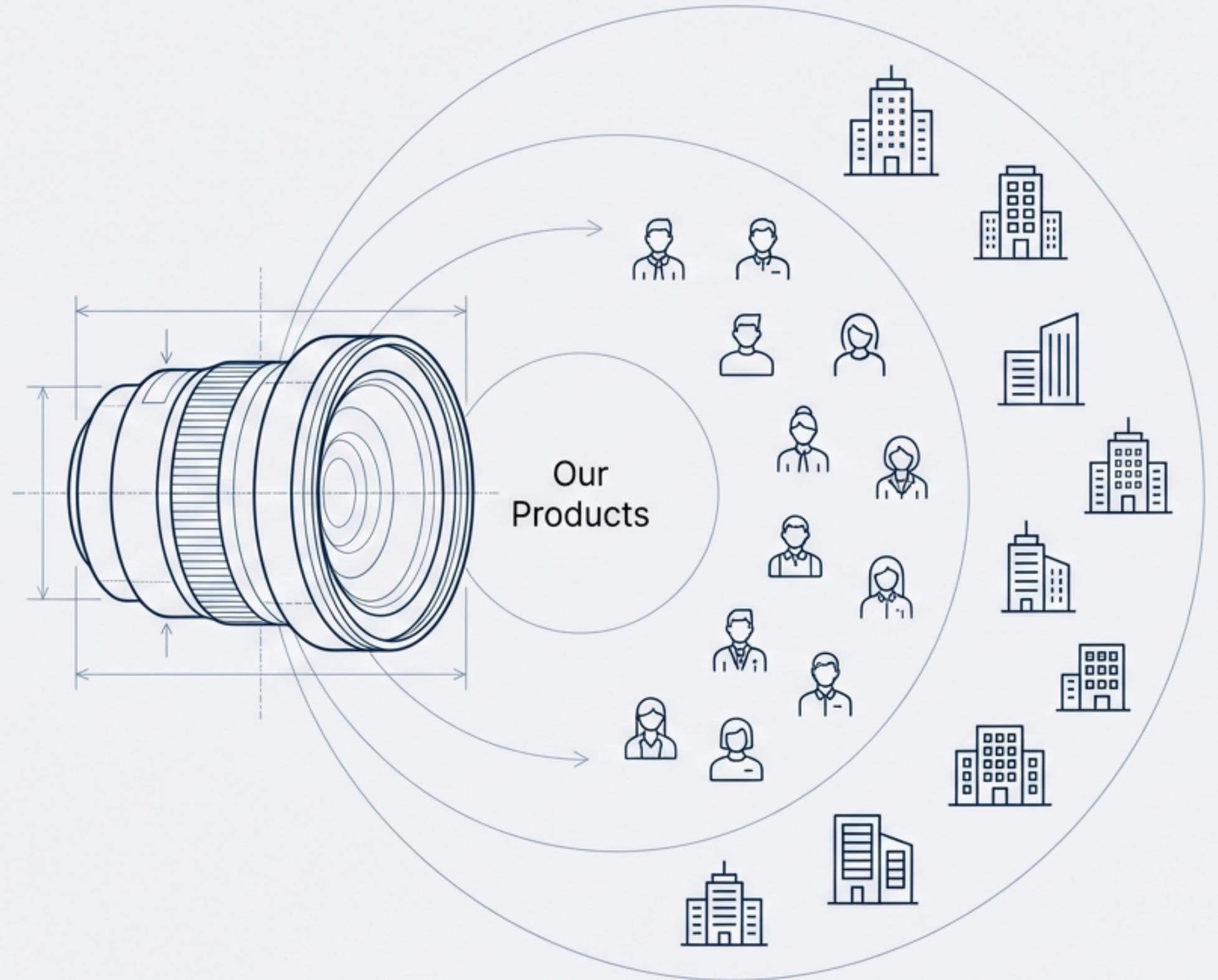
Our Products

Our Central Goal: Mastering Consumer Analysis

To identify consumer demand for products and services, determine the attractiveness of market segments, and define how our offerings should be marketed within those segments.

This goal will be achieved by our primary objective: **To Define Market Segments** based on specific, actionable characteristics.

Market → Consumer
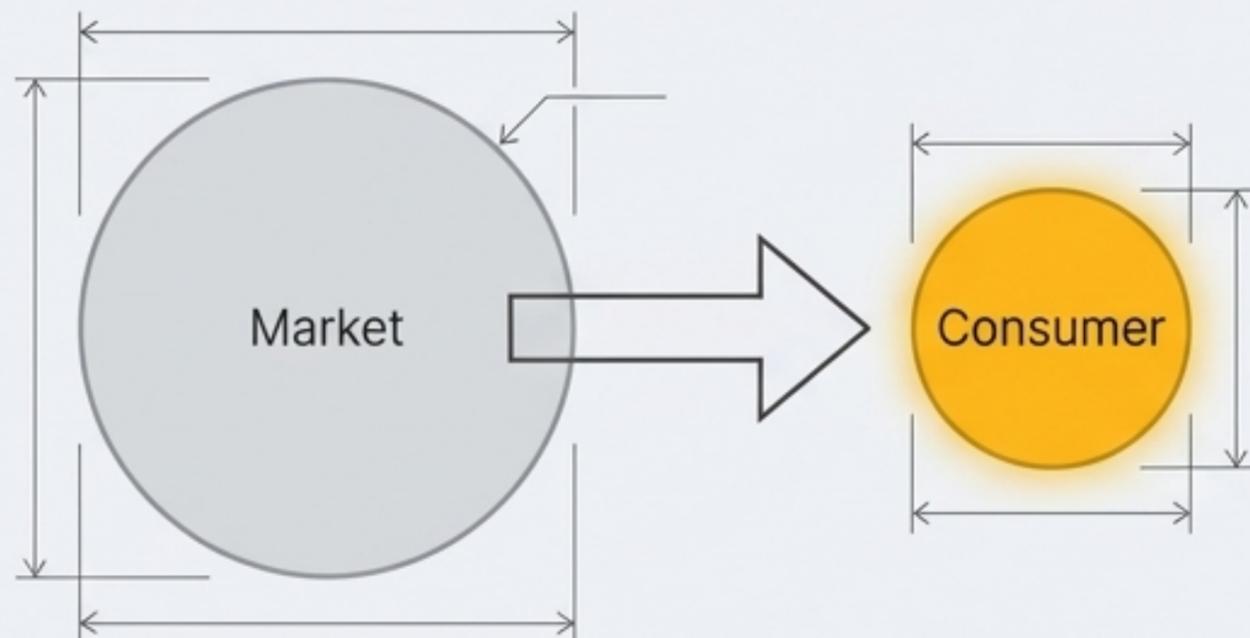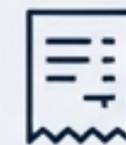
Segmentation Characteristics

- Industry Participation
- Gross Revenues
- Products/Services Sold
- Prior Purchase History
- Service Requirements

Defining Success: The Metrics That Matter

Our progress will be measured against three core KPIs, transforming our strategic goals into quantifiable targets.
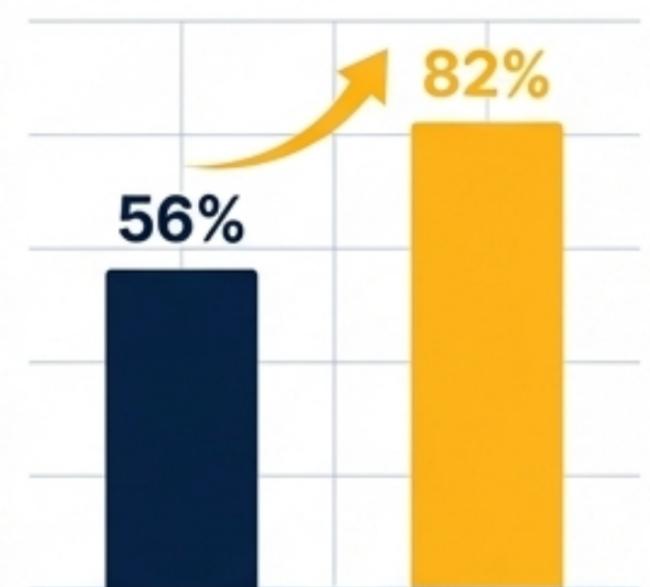
Net Customer Satisfaction
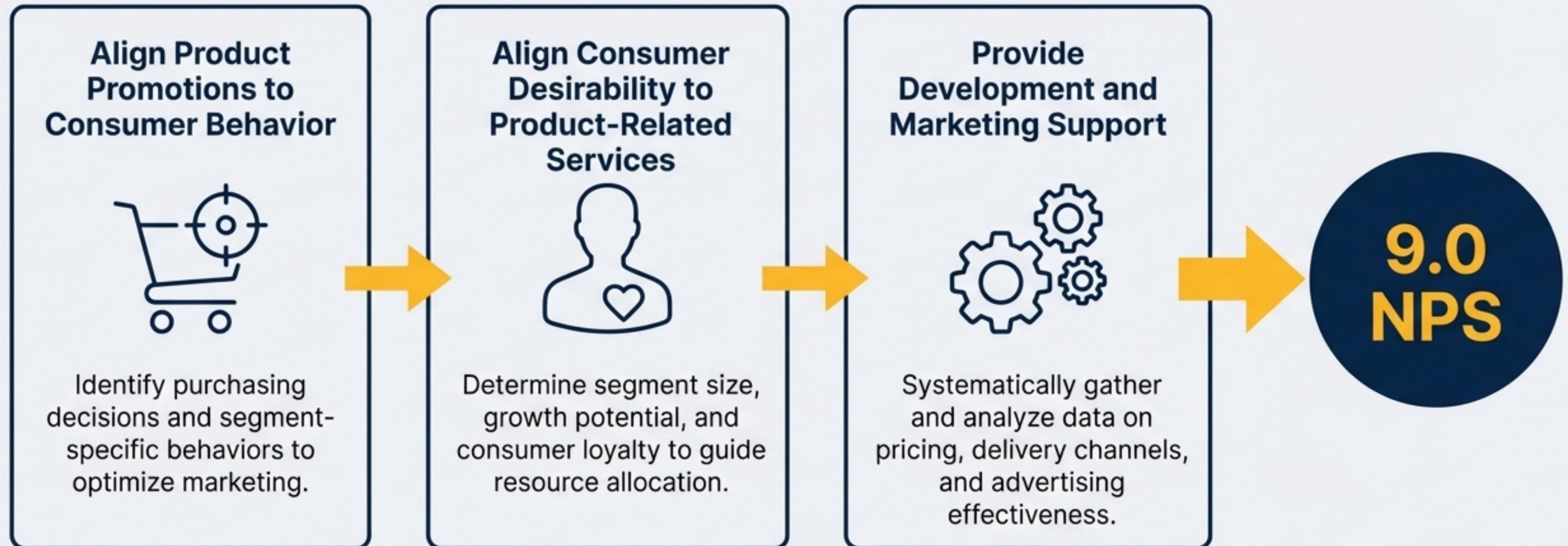
90%

Target Rate

Net Promoter Score (NPS)

7.0

9.0

Target Increase

Net Promoter Campaign Effectiveness

56%

82%

Target Growth

Our Strategic Path to Achieving a 9.0 NPS

We will achieve our targets by executing three core strategies designed to link our actions directly to consumer needs and behaviors.

Align Product Promotions to Consumer Behavior

Identify purchasing decisions and segment-specific behaviors to optimize marketing.

Align Consumer Desirability to Product-Related Services

Determine segment size, growth potential, and consumer loyalty to guide resource allocation.

Provide Development and Marketing Support

Systematically gather and analyze data on pricing, delivery channels, and advertising effectiveness.

9.0 NPS

Strategy in Focus: Aligning Promotions with Behavior

Which promotions are the most effective?

The primary focus is to assist in marketing development by identifying how market segments make purchasing decisions, how consumer characteristics influence them, and how sales are affected by price and product combinations.

We will use targeted data analysis to provide a definitive answer.

The Lens for Identifying Promotion Effectiveness

Querying for Insight

This query counts the usage of each promotion, allowing us to rank them by effectiveness and directly inform our marketing strategy.

```sql
select promotion_Name, count(promotion_Name)
from promotions
group by promotion_Name
order by count(promotion_Name);
```
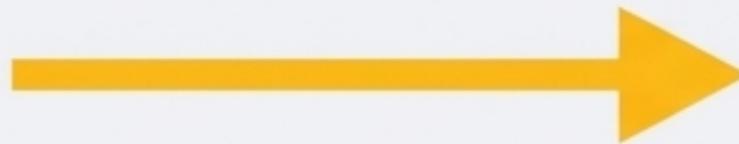

A clear, data-backed ranking
of all current promotions.

Uncovering Service & Marketing Opportunities

Aligning Desirability to Services

Determine segment size, growth potential, consumer loyalty, and bargaining power to guide strategic resource allocation.

> ▶ **Key Insight to be Uncovered:** Identify video promotional opportunities relative to product services.

Development & Marketing Support

Provide direct assistance to marketing decision processes by analyzing product pricing, delivery channels, and advertising.

Key Activities

Review Advertising
Analyze consumer trends and anticipated responses to guide promotion strategy.

Review Pricing
Review historical transaction data to understand demand and price sensitivity.

The Lenses for Service and Product Analysis

Identifying Video Service Opportunities

This query identifies the number of customers who are potential candidates for video services, revealing a key growth segment.
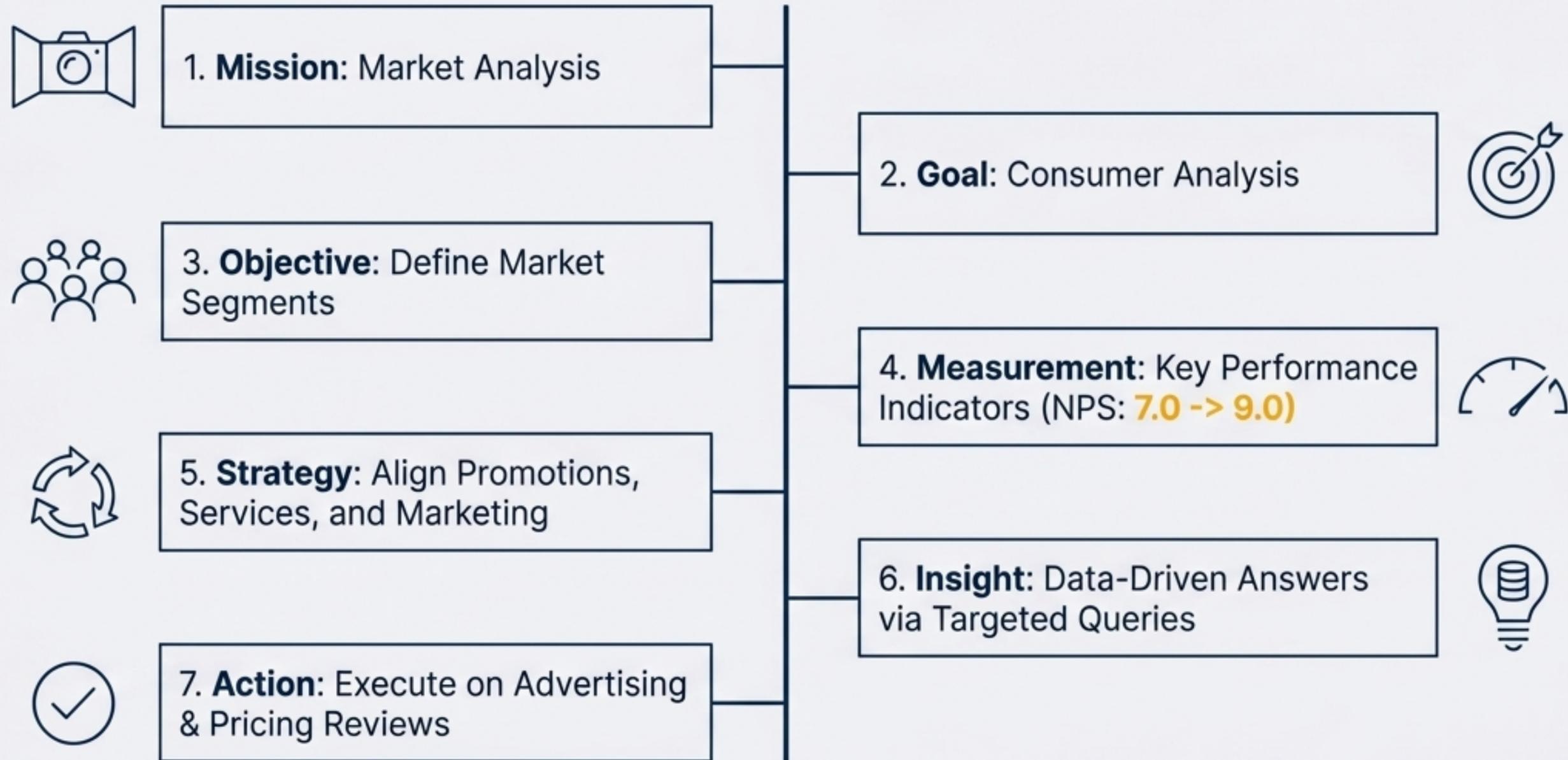
```sql
Select COUNT(customer_ID)
FROM service_customers
 JOIN addresses ON service_customers.address_ID = addresses.address_ID
 JOIN suppliers ON addresses.address_ID = suppliers.address_ID
 JOIN services ON suppliers.supplier_ID = services.supplier_ID
Where service_name = 'Video';
```

Optimizing Product Marketing Strategy

This query ranks all product categories by order volume, allowing us to identify **underperforming categories that require additional marketing and promotional support.**

```sql
select products.product_details, count(order_ID)
from products
join order_items on products.product_ID = order_items.product_ID
group by product_details
order by count(order_ID) DESC;
```