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# AI Driven Market Research Segmentation Analysis Indent Potential Target

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**Abstract:** *Market segmentation analysis are essential for the company. Segmentation process is we can divide a market into a groups and subgroup base on need as well as their characteristics. It's basically identify potential consumer or customer for target more effectively. The purpose for the research is how it been evolved over the time with technological aspects. Todays the market identify consumer or customer base on technology. Often that company can use tool & technique for AI base potential target customer such as behavioral data and psychographic profiling. The reason beyond that, if we understood better manner help to make tailoring marketing effort and strategy to meet needs and look the preferences of those customer. The digital era can make more suitable to increase performance. It make as target them base on Al system with understand digital marketing. Since we as diverse demographic dividend with their lifestyles, personalities and value. As a researcher it found that service provided use Al base system to anticipating and identifying potential target customer. Digital platform serve base business analysis deeply communicating customer comprehensive advertisement campaign result help for business grow.*

**Keywords**: Segmentation, market demographic, ecommerce and potential target

## I. INTRODUCTION

AI driven market research analysis potential market, tools helps market potential as well as identify proper segmentations. Understanding this factor by leveraging the segmentation base on Demographics, Geographic, Behavioural, Information available, revenue data, and consumer factor/intentions. The advertisement performance metrics helps to indent to proper segmentations and organization identify target audiences. This study helps e-commerce's segmentation strategy in the potential market.

## II. LITERATURE REVIEW

Davenport, T.H. & Ronanki R (2018), study mention on the AI in market research that, it's the business process has become large quantity/volumes having structured and unstructured data to identify behaviour of the customer choice, need and purchase patterns. AI tools use, help machine learning, process to predictive analytics to generate insights, its definitely reduce time and cost which help proper search. The e-commerce platform help for potential customer, forecasting and understanding personalized marketing campaigns.

Kotler, P, & Keller (2022), mentions that, market segmentation is divide and subdivide market based on structure, because it have homogenous groups is demographics, psychographics, geographic and behavioral factor and their characteristics. The effective of this factor where help business customized. Marketing strategies helps for those different groups. The traditional and AL tools is huge difference. AI helps clustering the data base on customer patterns.

Sachin Hatole (2025), study on Artificial Intelligence in Consumer Decision-Making: A Review of AI-Driven personalization and its Managerial Implication, research helps homogenous groups can be analysis base on demographics, geographic, behavioral and psychographics factor. Customer potential reviews base on AI- driven personalization, use, users, usage and affinity.

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Wedel M., & Kannam P.K. (2016) study marketing analytics for data rich environments is algorithms machine learning study i.e. Means values (K), cluster data, decisions trees, and network analysis have significantly improved customer segmentations. Its helps history of customer or consumer purchase behaviour, demographic and customer choice or interests. AL driven segmentation provided higher accuracy than traditional methods or tools.

Chaffey, D, & Ellis C.F. (2022), study digital marketing on consumer interest and affinity analysis, understand helps market scanning and analysis. Online behaviour factor observed and analysis very easy when we use AI tools the preferences availed in the online platform such as Google Ads and other cater. Users, audience's analysis browsing patterns such as long or short terms.

Laudon K.C. & Traver C.G. (2023), researcher study on geographic segmentation and revenue analysis helps to identify regional differences in purchasing behaviour. Metropolitan cities generally generate higher revenue. The market is potential, price become penetration or skimming but tools understand the disposable income, and adoption of digital era. AI powered analysis geographic factors. Business point of view required proper budget so that it's became high performing optimizing campaign.

Sachin Hatole (2025), study on strategic marketing in the digital age: bridging consumer behaviour, research found that, AI tools helps customer browsing patterns and purchase patterns. Also understand ads effectiveness in SEO's

Kingsnorth S.(2022), study the average cost of sales in digital marketing used performance, the metric helps digital advertisement that measures advertising expenditures as a sales revenue percentage. The average cost of sales is lower indicate means efficient ads campaigns and higher its suggests needs campaigns optimization. By end ads costs automatically adjust, bids and probability i.e. value and competitions.

Sachin Hatole (2026) study Mass Customization as a Sustainable Entrepreneurial Strategy: Evidence from Consumer Markets in India" study on IoT technology, and understanding AI driven data, machine learning tools helps data sorting and analysis

Kumar V & Reinatz W (2018), study AI for identifying potential target customers, the research base on predictive analytics powered by AI helps business. It is analysis demographics variables, purchase history, browsing behaviour and engagement metrics. CLV analysis, predict customer purchase probability and churn risk. Return on ads spend increases customer retention and enhances personalization.

**Research Gap**

- The existing study examined AI application in customer segmentation and digital marketing.
- Limited research on sate-wise revenue analysis, user affinity and ads performance to identify potential target customer for e-commerce.
- The study identify gap by demographics analysis, geographic revenue distribution, consumer interests.

**Research Aim**

- To analyze the market in order to identify and understand distinct groups of consumers within the market.
- To track the marketing performance of the client company.
- How AI driven analysis to target potential market and customer.

**Objectives of the Study**

- To analyze the market demographics of the e-commerce client company.
- To examine the state-wise revenue distribution of the e-commerce client company.
- To identify users' interests and affinities in order to determine the potential target audience for the company's fitness apparel products.
- To evaluate the Average Cost of Sales (ACOS) and its impact on marketing performance.
- To analyze the relationship between user interests, geographic location, and revenue generation.

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**Hypotheses of the Study**

- Metropolitan cities significantly more to the revenue generation of the client company's fitness apparel products than non-metropolitan cities.
- The Average Cost of Sales (ACOS) of the company's digital marketing campaigns is relatively high.
- Users interested in news, politics, and food & dining constitute a significant portion of the company's target audience for fitness apparel.

**Null Hypotheses**

- There is no significant difference in revenue contribution between metropolitan and non-metropolitan cities.
- The Average Cost of Sales (ACOS) is not significantly high.
- Users' interests in news, politics, and food & dining are not significantly associated with the target audience for the company's fitness apparel.

## III. RESEARCH METHODOLOGY

The research method used is Quantitative Method of Research, The time dimension for this project is Cross-sectional time dimension as the data collected and analyzed was of a certain time. The data of customers was collected from various marketing platforms and also, from the client's customer database. This data was further cleaned, analyzed and represented in a tabular and graphical format which highlighted the findings of the project. Whereas it become descriptive in nature and exploratory data.

Research Design, framework for collect and analyze data base on the population and sampling. Data collection required to identify potential target customer "Customer data", bought for Client Company. It identify behaviour, interest and demographic. The data analysis is an e-commerce company. On the segmentation, demographic, behavioral and psychological. Extract data generate reports from the Meta Ads, Google Ads and Google Analytics. The data was extracted in the.csv format from further analysis.

Sources of data is secondary methods, are Meta Dashboard, Google Analytics, google Ads and Shopify. Primary data collected through the client. This data helped us perform company vs customer expectations analysis.

The questions were asked to the client are,

- What is mission and vision of the company?
- What is the feedback on the products quality from the customer?
- What were your results with the previous marketing strategy?
- How did they use to target the audiences?

The type of research are quantitative method for research. In descriptive research measure the variable and to set cause and effect relationship between them. It help relationship by variable and measuring the effects on the dependent variable.

## IV. ANALYSIS AND RESULTS

**1. Customer Segmentation of the client company;**

AGE - Segregation of data and analyzing age of the customers in different groups.

After extracting the raw data from Google Analytics which recorded the age of the engaged users, the data was further uploaded into the excel file, the data was cleaned thoroughly and only required data was considered.

To clean the data, formulas like 'VLOOKUP', 'SUMIF', 'IF', etc. This data was further filtered into different age groups and segregated accordingly. Later the data was presented in a tabular form, representing which age group has most likely bought the products from the client company. To understand it more, the output data was further converted into "Distribution by Percentage' and a visual chart using Pivot Table.

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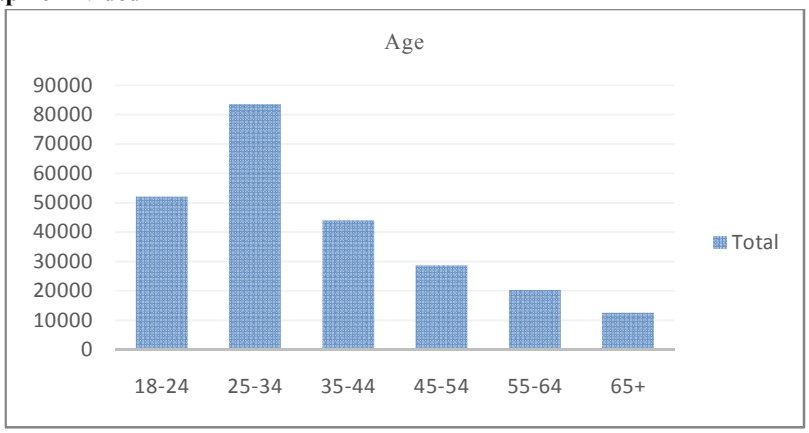
**Table 1: Demographic Dividend**

| Age | Users | Frequency |
|---|---|---|
| **18-24** | 52144 | 22% |
| **25-34** | 83687 | 35% |
| **35-44** | 44025 | 18% |
| **45-54** | 28685 | 12% |
| **55-64** | 20340 | 8% |
| **65+** | 12568 | 5% |
| **Total** | 241449 | |

*Source: Field Survey*

To understand the data more clearly, the data was converted into 'Distribution by Percentage' and also the data was converted into graphical representation as below, to have clear understandings.

**Graph 1: Demographic Divided**




*Source: Construct Data*

As you can see the table & graph above, the 'Age' column represents the age groups and the 'User' column represents the number of website visitors that were engaged with the website. Which means that these many user have made a purchase or has shown interest in the product by adding the product to wish list or cart or even engaged with the website by just subscribing the email news-letter or just sharing the website with other people.

The above visual presentation shows that, around 35% of customers are of age-group '25-34'. This means that the potential age target is '25-34' years of age-group.

**GENDER - Segregation of data and analyzing gender of the customers.**

After extracting the raw data into the excel file, the data was cleaned thoroughly. This data was further filtered into two columns of 'Male' & 'Female' and then segregated accordingly. To clean the data, formulas like 'VLOOKUP', 'SUMIF', 'IF', etc. were used. Later the data was presented in a tabular form, representing which gender has most likely bought the products from the client company. To understand it more, the output data was further converted into "Distribution by Percentage' and a visual chart using Pivot Table.

**Table: 2: Segregation of data and analyzing gender of the customers**

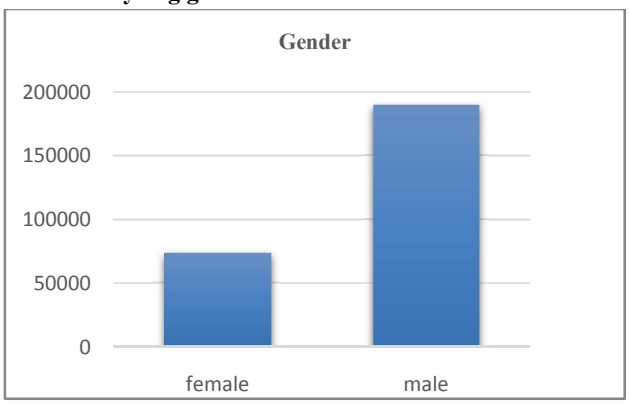
| Gender | Users | Frequency |
|---|---|---|
| Male | 189671 | 72% |
| Female | 73326 | 28% |
| Total | 262997 | |

*Source: Construct Data*

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To understand the data more clearly, the data was converted into 'Distribution by Percentage' and also the data was converted into graphical representation as below, to have clear understandings.

**Graph 2: Segregation of data and analyzing gender of the customers**




*Source: Construct Data*

As you can see the table & graph above, the 'Gender' column represents the gender of the user and the 'User' column represents the number of website visitors that were engaged with the website. Which means that these many users have made a purchased or has shown interest in the product by adding the product to wishlist or cart or even engaged with the website by just subscribing the email news-letter or just sharing the website with other people.

The above visual presentation shows that, around 72% of customers are male & 28% of customers are female. This means that the potential gender target is male.

**LOCATIONS - Segregation of data and analyzing the locations (state and city) of the customers that have purchased the products from client's website. The data is analyzed by considering the revenue generated from any particular state & city.**

**By State** - After extracting the raw data of customer information from Shopify dashboard of client's website and Meta and Google Ads dashboard, the data was uploaded into the excel file, then data was cleaned thoroughly. To clean the data, formulas like 'VLOOKUP', 'SUMIF', 'IF', etc. were used. This data was further filtered into top 10 states with from which the company has generated most revenue, following with most conversion rate. Then, the data segregated accordingly. Later the data was presented in a tabular form, representing which state has generated the most revenue, followed by the other states. To understand it more, the output data was further converted into "Distribution by Percentage' and a visual chart using Pivot Table.

**Table 3: Segregation of data and analyzing the locations (State and City)**

| Region | Users | Revenue | Ecommerce Conversion Rate |
|---|---|---|---|
| Maharashtra | 188276 | 9387877.07 | 3.09% |
| Karnataka | 85278 | 4229518.08 | 3.08% |
| Gujarat | 82430 | 2468709.58 | 2.11% |
| Delhi | 71756 | 2754831.99 | 2.56% |
| Uttar Pradesh | 66964 | 1847206.16 | 1.94% |
| Tamil Nadu | 58148 | 2326994.47 | 2.55% |
| Telangana | 56773 | 2097531.08 | 2.42% |
| Rajasthan | 35351 | 1021518.54 | 1.98% |
| West Bengal | 32215 | 1009284.90 | 2.25% |
| Haryana | 32080 | 1150867.13 | 2.37% |

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| | | | |
|---|---|---|---|
| **Total** | **918423** | **34201677.08** | **2.48%** |

*Source: Construct Data*

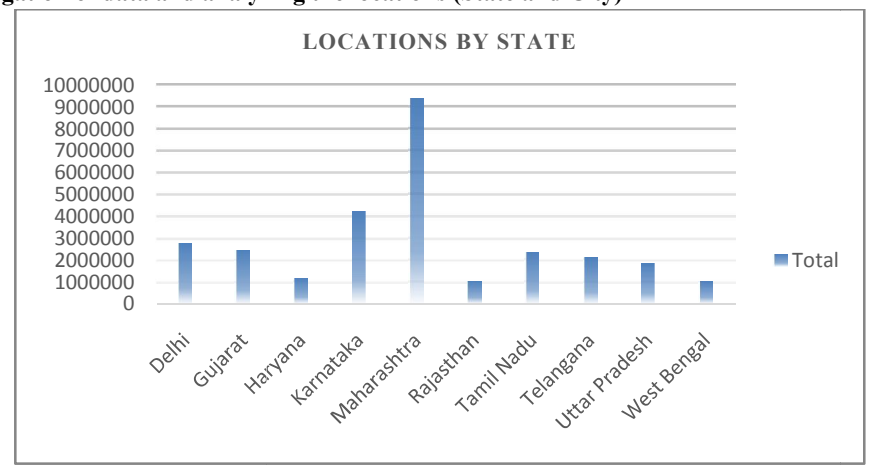
To understand the data more clearly, the data was converted into 'Distribution by Percentage' and also the data was converted into graphical representation as below, to have clear understandings.

**Table 4: Distribution by Percentage'**

| **Region** | **Percentage by Revenue** | **Region** | **Percentage by Revenue** |
|---|---|---|---|
| Maharashtra | 27% | Tamil Nadu | 7% |
| Karnataka | 12% | Telangana | 6% |
| Gujarat | 7% | Rajasthan | 3% |
| Delhi | 8% | West Bengal | 3% |
| Uttar Pradesh | 5% | Haryana | 3% |

*Source: Construct Data*

**Graph 4: Segregation of data and analyzing the locations (State and City)**




*Source: Construct Data*

As you can see the table above, the 'Region' column represents the State of the customer and the 'User' column represents the number of website visitors that were engaged with the website. Which means that these many users have made a purchased or has shown interest in the product by adding the product to wish list or cart or even engaged with the website by just subscribing the email news-letter or just sharing the website with other people. Further, column 'Revenue' represents the total revenue generated by the respective state and the last column 'Ecommerce Conversion Rate' represents the percentage of total number of the customer who made purchase out of total number of users who saw the ad.

The above visual presentation shows that, around 27% of customers are from Maharashtra. This means that the potential location target by state is Maharashtra as it has majority of customers.

**By Cities** – To narrow down the findings, the data was further filtered down to the city level. This data gave the clear representation of top 10 cities from which the client company received the most orders.

To analyses this, a huge customer data base report was generated from the client's website dashboard which gave us every information of the customer.

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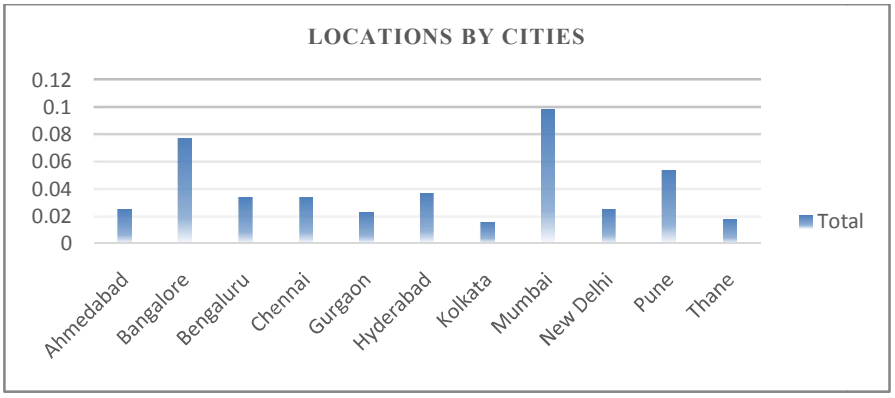
**Table 5: The client's website dashboard the client's website dashboard**

| Cities | No. of Orders | Frequency | Cities | No. of Orders | Frequency |
|---|---|---|---|---|---|
| Mumbai | 4280 | 10% | Ahmedabad | 1079 | 2% |
| Bangalore | 3364 | 8% | New Delhi | 1068 | 2% |
| Pune | 2312 | 5% | Gurgaon | 982 | 2% |
| Hyderabad | 1586 | 4% | Thane | 758 | 2% |
| Chennai | 1477 | 3% | Kolkata | 658 | 2% |
| Bengaluru | 1459 | 3% | | | |

*Source: Construct Data*

To understand the data more clearly, the data was converted into 'Distribution by Percentage' and also the data was converted into graphical representation as below, to have clear understandings.

**Graph 5: The client's website dashboard the client's website dashboard**




*Source: Construct Data*

As you can see the table above, the 'Cities' column represents the cities of the customers who have frequently bought the products and the 'No. of orders' column represents the number of orders that were received from that particular city.

The above visual presentation shows that, around 10% of customers are from Mumbai & 8% customers are from Bangalore, making them top 2 cities from where the most sales come from. This means that the potential location target by city is Mumbai & Bangalore as it has majority of customers.

**INTERESTS - Segregation of data and analyzing interests of the engaged audience (website visitors) in different groups.**

After extracting the raw data from Google Analytics which recorded the behavior and interest of the engaged users. The data was further uploaded into the excel file, the data was cleaned thoroughly and only required data was considered. To clean the data, formulas like 'VLOOKUP', 'SUMIF', 'IF', etc. This data was further filtered into different interests' groups and segregated accordingly. Later the data was presented in a tabular form, representing the user's behaviors and interests. So, there are three types' categories of user interests, Affinity Category, In-market Segment Category and remaining usual interests fall under Other Categories.

Affinity Category is the overall interests of the consumer & In-market Segment Category tells the overall purchase behavior or the online shopping behavior of the user. This data represented as below. To understand it more, the output data was further converted into 'Distribution by Percentage' and a visual chart using Pivot Table.

**Table 6: Distribution by Percentage- Attribute**

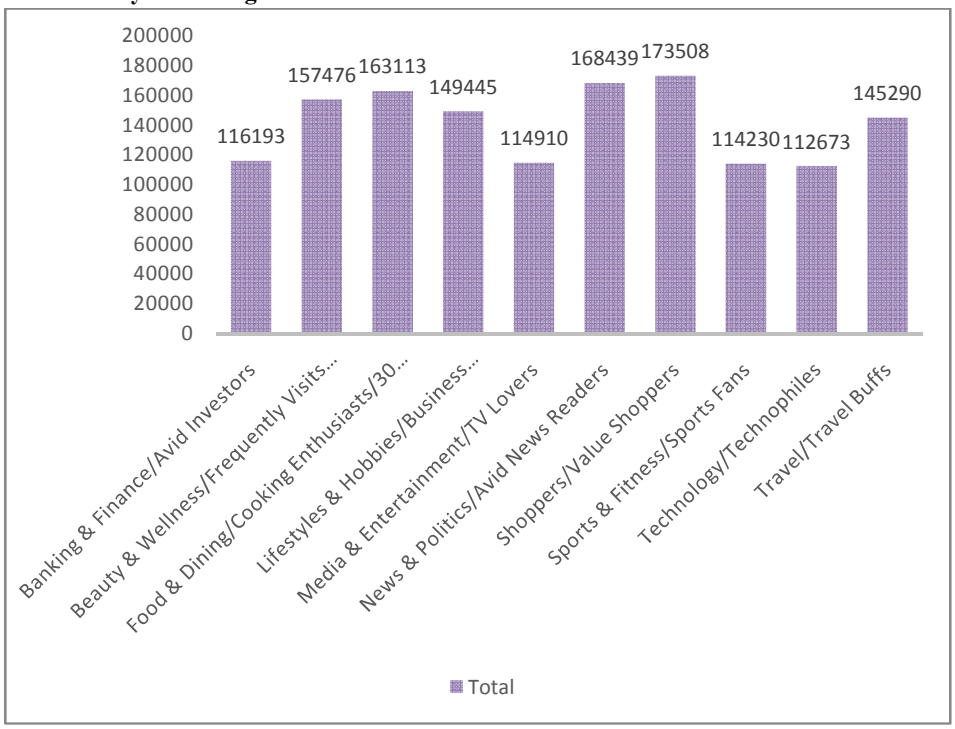
| Affinity Category | Users | Frequency |
|---|---|---|
| Shoppers/Value Shoppers | 173508 | 12% |

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| | | |
|---|---|---|
| News & Politics/Avid News Readers | 168439 | 12% |
| Food & Dining/Cooking Enthusiasts/30 Minute Chefs | 163113 | 12% |
| Beauty & Wellness/Frequently Visits Salons | 157476 | 11% |
| Lifestyles & Hobbies/Business Professionals | 149445 | 11% |
| Travel/Travel Buffs | 145290 | 10% |
| Banking & Finance/Avid Investors | 116193 | 8% |
| Media & Entertainment/TV Lovers | 114910 | 8% |
| Sports & Fitness/Sports Fans | 114230 | 8% |
| Technology/Technophiles | 112673 | 8% |
| **Total** | **1415277** | |

*Source: Construct Data*

**Graph 6: Distribution by Percentage- Attribute**




*Source: Construct Data*

**Table 7: Market Segment – Attribute**

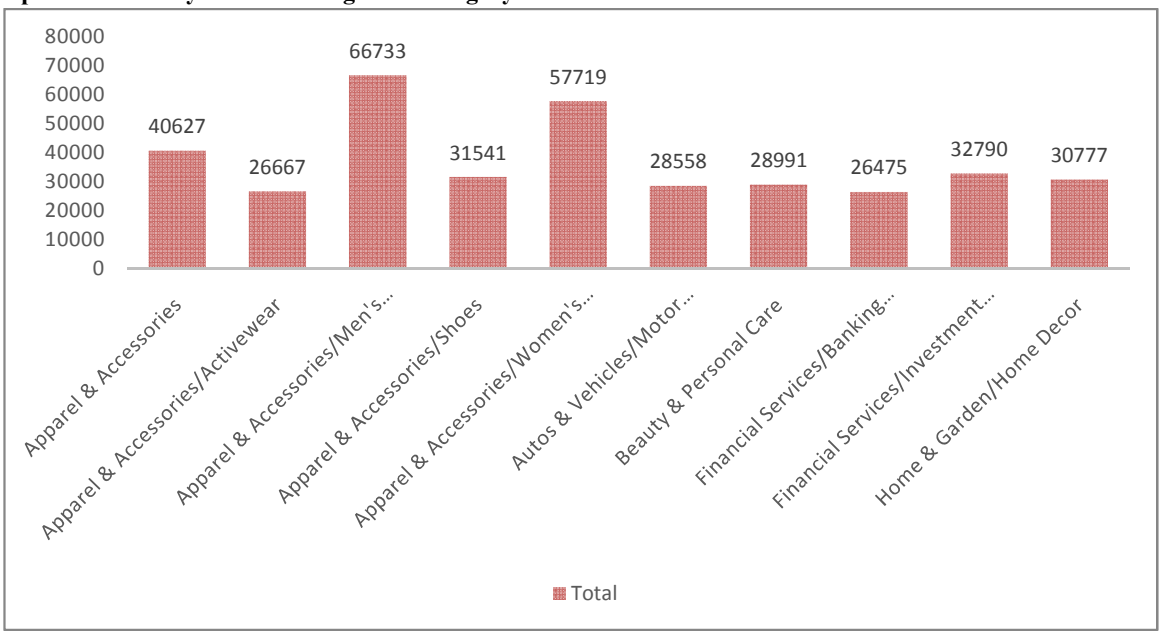
| In-Market Segment | Users | Frequency |
|---|---|---|
| Apparel & Accessories/Men's Apparel | 66733 | 18% |
| Apparel & Accessories/Women's Apparel | 57719 | 16% |
| Apparel & Accessories | 40627 | 11% |
| Financial Services/Investment Services | 32790 | 9% |
| Apparel & Accessories/Shoes | 31541 | 9% |
| Home & Garden/Home Decor | 30777 | 8% |
| Beauty & Personal Care | 28991 | 8% |

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| | | |
|---|---|---|
| Autos & Vehicles/Motor Vehicles/Motor Vehicles (New) | 28558 | 8% |
| Apparel & Accessories/Activewear | 26667 | 7% |
| Financial Services/Banking Services | 26475 | 7% |
| Total | **370878** | |

*Source: Construct Data*

**Graph 7: Interest by in-Market segment Category**




*Source: Construct Data*

As you can see in the tables above, the column A represents the categories of interests of the customers and the column B represents the total number of users who have frequently bought the products or have engaged with the website and belong to that sub-category of the Interest.

To understand the data more clearly, the data was converted into graphical representation as below, to have clear understandings.

**Table 8: Interest by other Category**

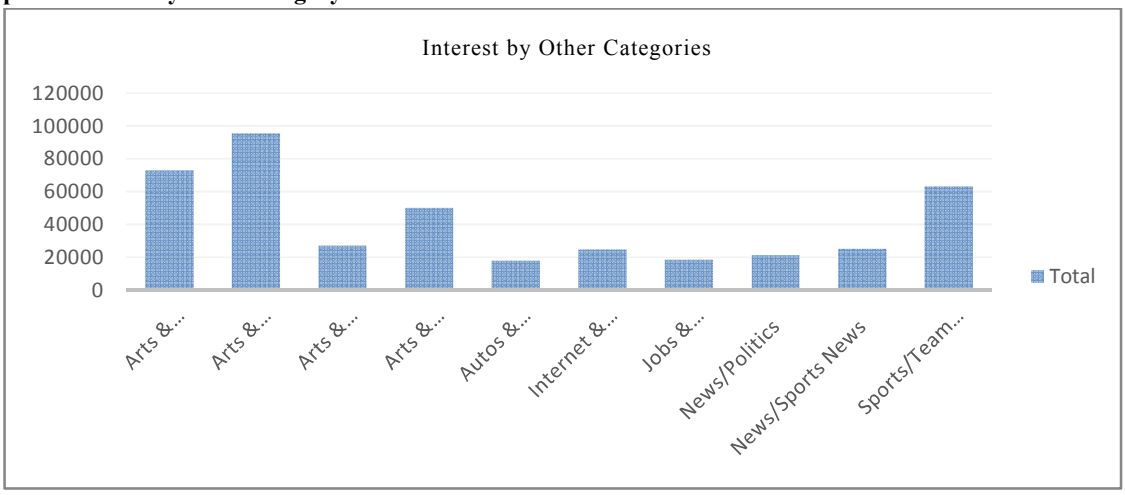
| **Other Category** | **Users** | **Frequency** |
|---|---|---|
| Arts & Entertainment/Movies/Bollywood & South Asian Film | 95605 | 23% |
| Arts & Entertainment/Celebrities & Entertainment News | 72844 | 17% |
| Sports/Team Sports/Cricket | 63075 | 15% |
| Arts & Entertainment/TV & Video/Online Video | 50154 | 12% |
| Arts & Entertainment/Music & Audio/World Music/South Asian Music | 27156 | 7% |
| News/Sports News | 25048 | 6% |
| Internet & Telecom/Mobile & Wireless/Mobile Phones/Smart Phones | 24780 | 6% |
| News/Politics | 21260 | 5% |
| Jobs & Education/Education/Standardized & Admissions Tests | 18540 | 4% |
| Autos & Vehicles/Vehicle Shopping/Vehicle Specs, Reviews & Comparisons | 17916 | 4% |
| Total | **416378** | |

*Source: Construct Data*

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**Graph 8: Interest by other category**




*Source: Construct Data*

The above graphical presentations explains the interests of people who have made a purchased or has shown interest in the product by adding the product to wishlist or cart or even engaged with the website by just subscribing the email news-letter or just sharing the website with other people. The top interests are - the people who are avid news reader, people who are interested in politics and geopolitics, people who are cooking enthusiast, people who love traveling, people who like playing sports and go to gym, people who are active online shoppers, and people who like watching movies and sports are the type of user who have engaged with the client's website.

**Marketing Performance Analysis:**

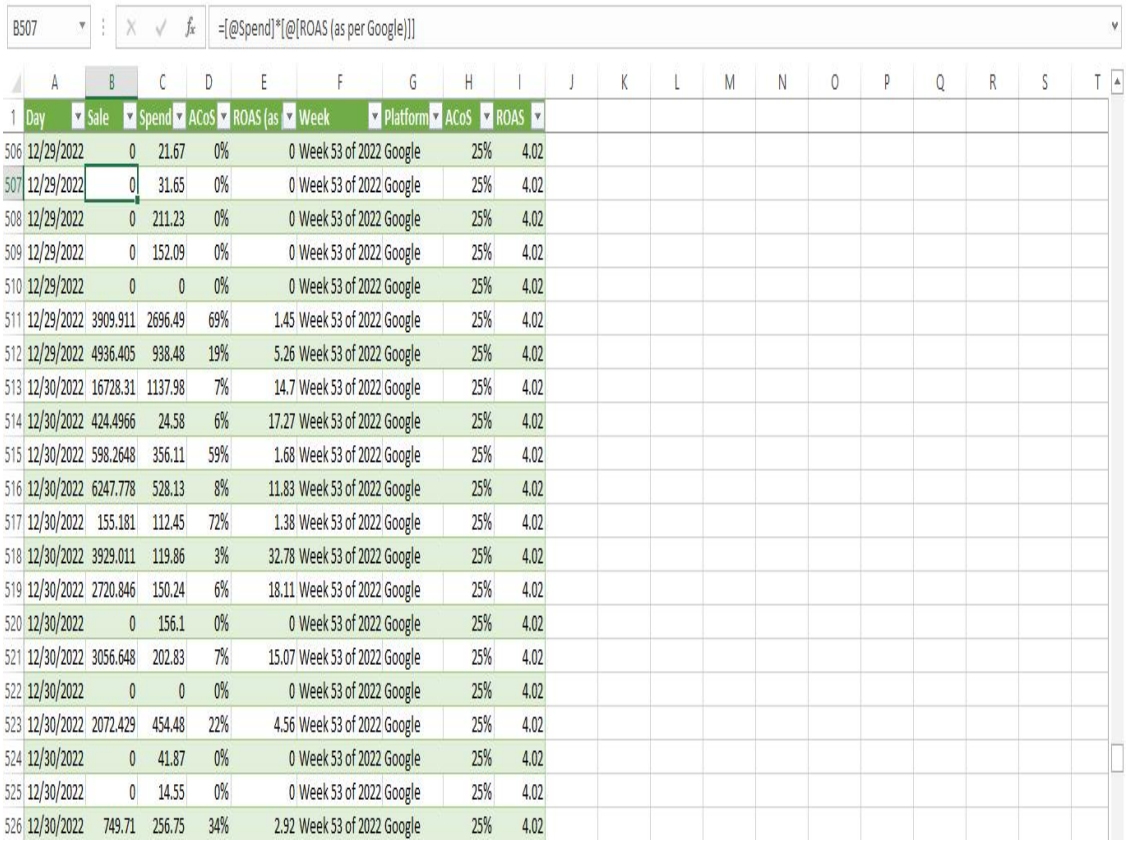
After identifying the potential target customer and implementing it to the marketing strategies, it is very important to track the performance to understand whether our segmentation analysis is performing positively or it is impacting the performance negatively. Hence, in order to analyse this data, a time frame of 1 month was given to test the new targeting and observe the trend and patterns of marketing performance on daily basis.

The data was extracted from the marketing platforms after 1 month of starting new campaigns with new targeting which was concluded from the 'Market Segmentation Analysis'.

The data extracted was cleaned thoroughly and only required data was considered like – Spends, Revenue, Date, Week, Average Cost of Sales (ACOS) and Return on Ads Spends (ROAS).

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**Graph 9: Market Segmentation Analysis**



B507 =[@Spend]*[@[ROAS (as per Google)]]

| | A | B | C | D | E | F | G | H | I |
|---|---|---|---|---|---|---|---|---|---|
| 1 | Day | Sale | Spend | ACoS | ROAS (as | Week | Platform | ACoS | ROAS |
| 506 | 12/29/2022 | 0 | 21.67 | 0% | 0 | Week 53 of 2022 | Google | 25% | 4.02 |
| 507 | 12/29/2022 | 0 | 31.65 | 0% | 0 | Week 53 of 2022 | Google | 25% | 4.02 |
| 508 | 12/29/2022 | 0 | 211.23 | 0% | 0 | Week 53 of 2022 | Google | 25% | 4.02 |
| 509 | 12/29/2022 | 0 | 152.09 | 0% | 0 | Week 53 of 2022 | Google | 25% | 4.02 |
| 510 | 12/29/2022 | 0 | 0 | 0% | 0 | Week 53 of 2022 | Google | 25% | 4.02 |
| 511 | 12/29/2022 | 3909.911 | 2696.49 | 69% | 1.45 | Week 53 of 2022 | Google | 25% | 4.02 |
| 512 | 12/29/2022 | 4936.405 | 938.48 | 19% | 5.26 | Week 53 of 2022 | Google | 25% | 4.02 |
| 513 | 12/30/2022 | 16728.31 | 1137.98 | 7% | 14.7 | Week 53 of 2022 | Google | 25% | 4.02 |
| 514 | 12/30/2022 | 424.4966 | 24.58 | 6% | 17.27 | Week 53 of 2022 | Google | 25% | 4.02 |
| 515 | 12/30/2022 | 598.2648 | 356.11 | 59% | 1.68 | Week 53 of 2022 | Google | 25% | 4.02 |
| 516 | 12/30/2022 | 6247.778 | 528.13 | 8% | 11.83 | Week 53 of 2022 | Google | 25% | 4.02 |
| 517 | 12/30/2022 | 155.181 | 112.45 | 72% | 1.38 | Week 53 of 2022 | Google | 25% | 4.02 |
| 518 | 12/30/2022 | 3929.011 | 119.86 | 3% | 32.78 | Week 53 of 2022 | Google | 25% | 4.02 |
| 519 | 12/30/2022 | 2720.846 | 150.24 | 6% | 18.11 | Week 53 of 2022 | Google | 25% | 4.02 |
| 520 | 12/30/2022 | 0 | 156.1 | 0% | 0 | Week 53 of 2022 | Google | 25% | 4.02 |
| 521 | 12/30/2022 | 3056.648 | 202.83 | 7% | 15.07 | Week 53 of 2022 | Google | 25% | 4.02 |
| 522 | 12/30/2022 | 0 | 0 | 0% | 0 | Week 53 of 2022 | Google | 25% | 4.02 |
| 523 | 12/30/2022 | 2072.429 | 454.48 | 22% | 4.56 | Week 53 of 2022 | Google | 25% | 4.02 |
| 524 | 12/30/2022 | 0 | 41.87 | 0% | 0 | Week 53 of 2022 | Google | 25% | 4.02 |
| 525 | 12/30/2022 | 0 | 14.55 | 0% | 0 | Week 53 of 2022 | Google | 25% | 4.02 |
| 526 | 12/30/2022 | 749.71 | 256.75 | 34% | 2.92 | Week 53 of 2022 | Google | 25% | 4.02 |

*Refer the above screenshot of the raw marketing data.*

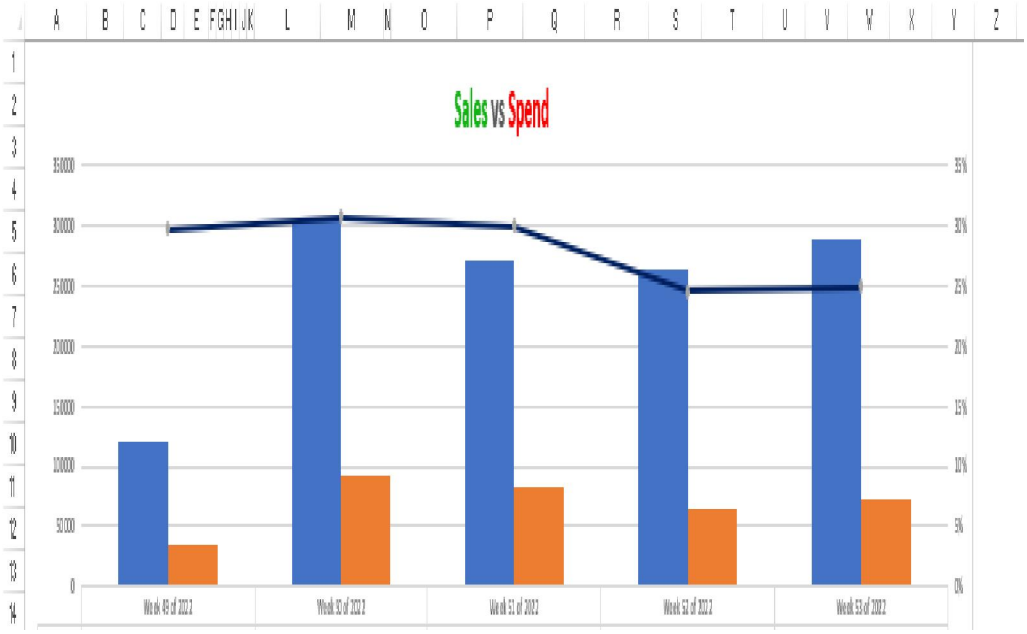
The above data was further narrowed down to weekly basis to understand the numbers on weekly level using formulas like, 'IF', 'SUMIF', 'TEXT' and 'DATE'. This gave a clear representation of numbers on weekly basis.

Later the data was analyzed with the help of Pivot Tables and Charts with the weekly filter for that month. The data was represented in the 3 different charts to have a look at overall performance. The 1st chart was of 'Sales vs Spends' which gave a clear representation of how much money was spend and how much revenue was generated using the new targeted audience.

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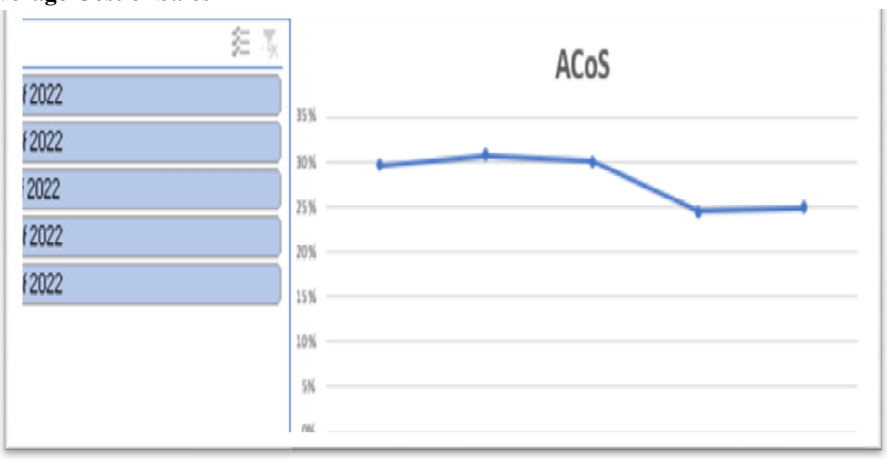
**Graph 10: Sales Vs Spend**




*Source: Construct Data*

The above graphical presentation shows the 'Sales vs Spends' data of the given month.
It shows that, in 2nd week of the month, the sale was high as well as ACOS is in control.
The 2nd chart represents 'Average Cost of Sales' which simply states that how much average cost was required to convert a purchase. Lower the percentage of ACOS, better the performance and vice-versa.

**Graph 11: Average Cost of Sales**




*Source: Construct Data*

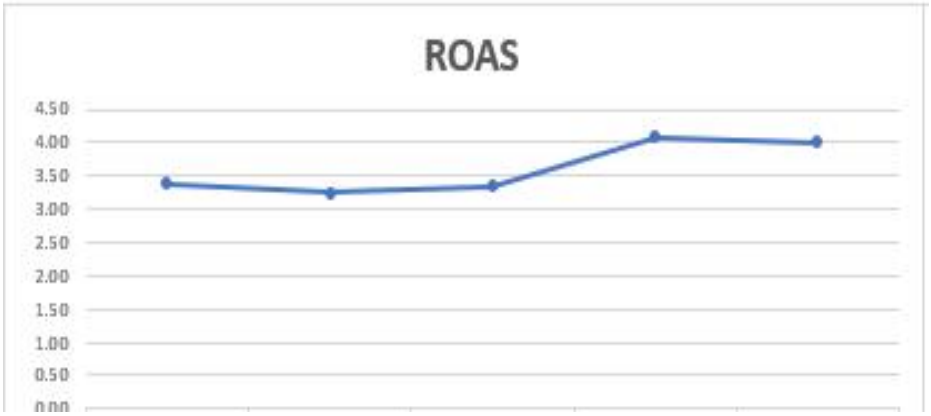
In the graph above, you can see that the weekly trend of ACOS shows the gradual decrease in the ACOS from 1st week to 4th week. There was a high ACOS in the first week when the new campaign with new targeting were started. After

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applying new target to the campaigns, gradually, the ACOS was decreased to by 6%. This means the average cost to make 1 sale eventually decreased because of new targeting.

The 3rd chart represents 'Returns on Ads Spent' which means how much times return we got on the amount we spent on the ads.

**Graph 12: Returns on Ads Spent**




*Source: Construct Data*

As you can see that the trend report of ROAS show that the returns on the first week were on lower side as compared to the last week. The ROAS was increased eventually. This means that the new targeting work in the favor of client as it gave higher returns.

## V. FINDING, SUGGESTION AND CONCLUSION

**Finding of the study**

The age group '25-34' is the age group who frequently made a purchase with client company.

The majority of customers who purchased the product were 'Male'.

The cities from where the client company received most orders were - Mumbai, Bangalore, Pune, Hyderabad, Chennai, Ahmedabad, New Delhi, Gurgaon, Thane and Kolkata.

After implementing the results of analysis into marketing campaigns, there was an improvement in ACOS (Average cost of sales) by 6% and ROAS (return on ad spend) by 2x.

**Suggestion**

To keep the limitations of secondary data in mind and have a plan B ready to perform market segmentation.

Surveys and interviews would perform best too. Also, the combination of both the research would perform best.

**Conclusion**

Using market segmentation, companies are able to identify their target audiences and personalize marketing campaigns more effectively.

It allows you to understand your customers, anticipate their needs, and seize growth opportunities.

This powerful technique allows you to improve your decision-making and improve your company's overall marketing performance.

**Limitations of the Study and Scope for Future Research:**

The study only metropolitan city only. Somehow very less kindly of product and their digital service use. The future part of study can include different technology aspects.

**Author Contribution**

The research paper basically are field study report. It's became a literature review, data collection and analyses with findings.

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