



Analytic Insight. Breakthrough Results.

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## Marketing Analytics: Customer Basics

### Part 1: Who is your customer?

#### Demographics

Gender	Age	Ethnicity	Education
<i>Interests</i>		<i>Other</i>	

#### Buying behavior

<i>Shopping frequency</i>	<i>Average spend</i>	<i>Last shopping date</i>

#### Psychographic Data (optional)

This is typically a life stage description, including personality, values, opinions and attitudes. Psychographic data is available from many different vendors and can be a good guide for crafting messaging and offers unique to each of your customer segments. [View a sample here.](#)

## Part 2: What are they buying?

<b>Product category</b>		<b>Manufacturer</b>	
<b>SKU</b>		<b>Store</b>	

**Other**

*How else do you segment your products/services? How does this data tell you what this customer buys?*

## Part 3: How is that changing over time?

*Parts 1 and 2 tell you what your customers are buying by segment. With this in-depth tracking, you will identify when these buying habits change and know how to adjust your marketing messaging.*

**Next steps**

*Based on buying frequency, how often will you monitor this customer data? (Monthly, quarterly or annually?) What quick changes can be made to marketing messaging? What additional information do you need?*

## Part 4: Customer Profile

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