

MARKETING ANALYTICS PROJECT



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CHIPOTLE DATASET

AGENDA

PART I: REGRESSION MODEL

PART I: REGRESSION ANALYSIS

PART II: CLUSTER ANALYSIS

PART II SEGMENTATION

PART II
MARKETING MIX



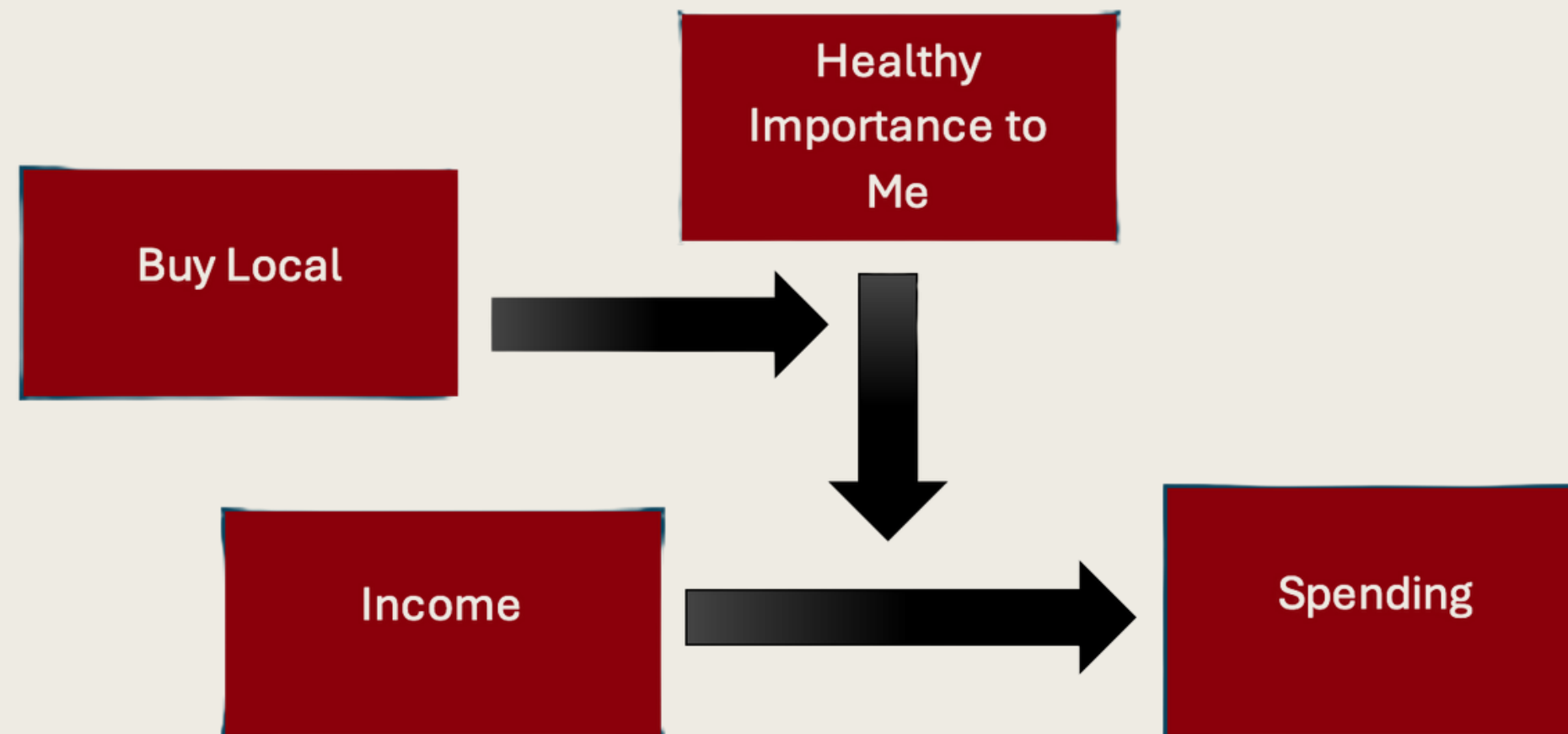
PART I: REGRESSION MODEL



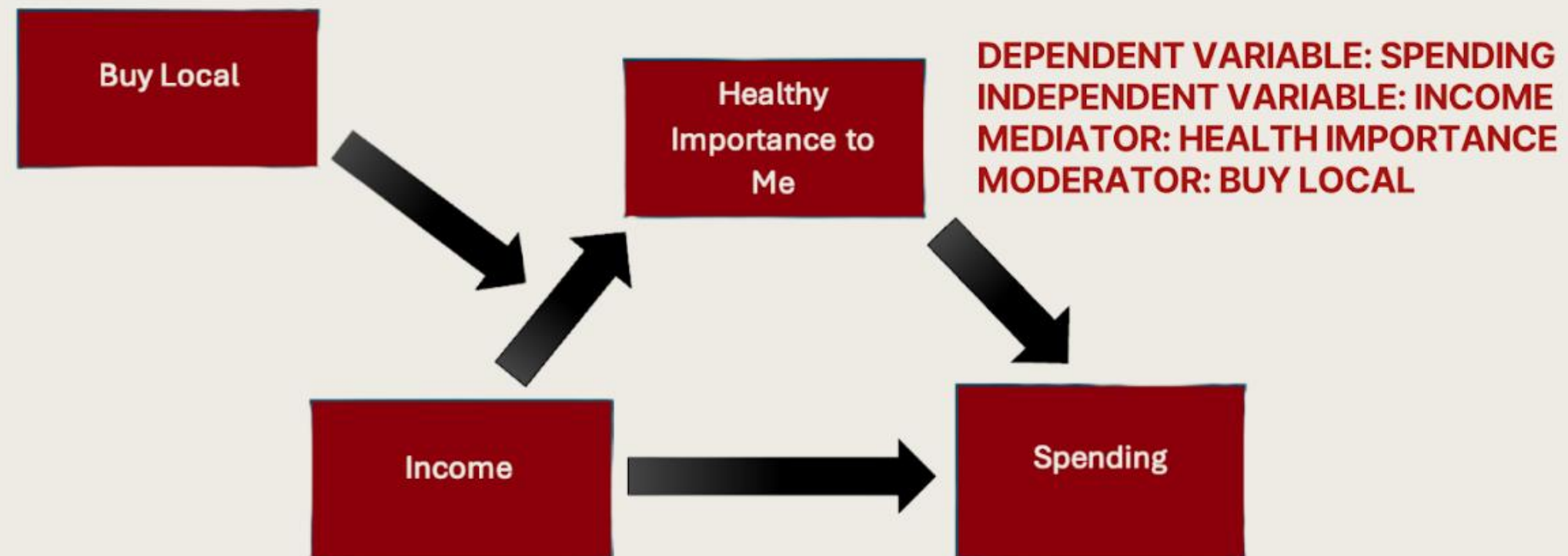
REGRESSION MODEL

DEPENDENT VARIABLE: SPENDING
INDEPENDENT VARIABLE: INCOME
MODERATOR: HEALTH IMPORTANCE
MEDIATOR: BUY LOCAL

MODERATED MODERATION MODEL

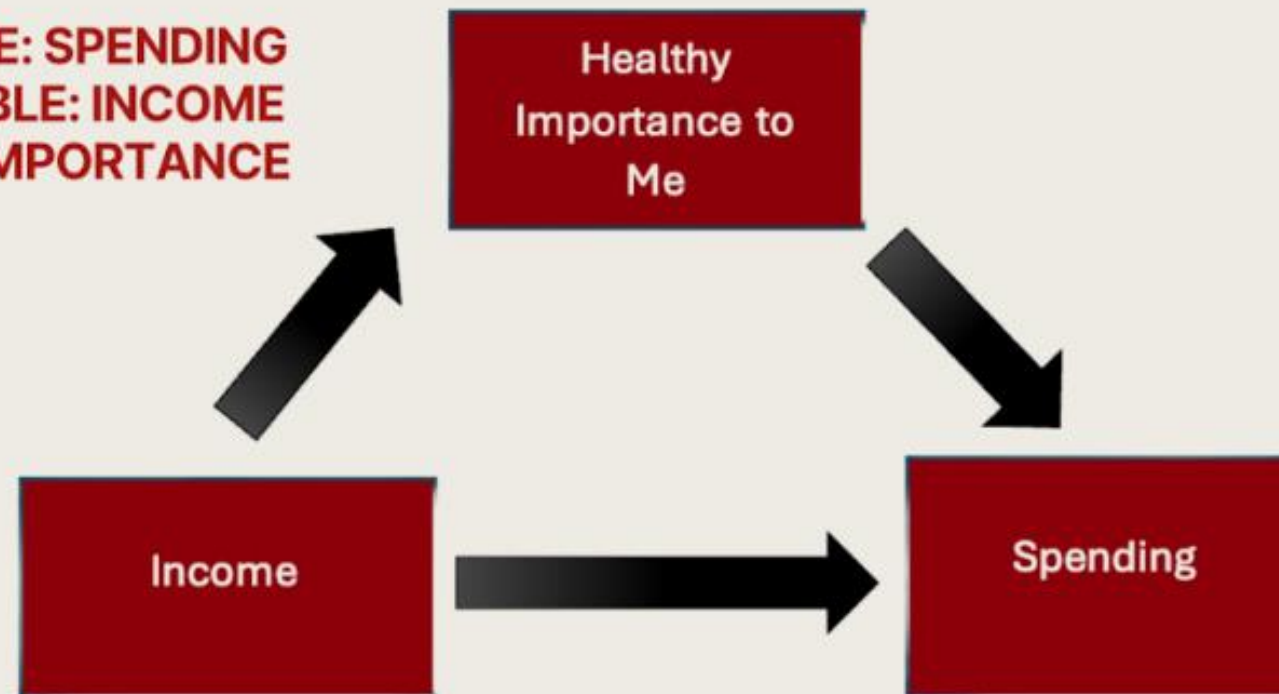


MODERATED MEDIATION MODEL



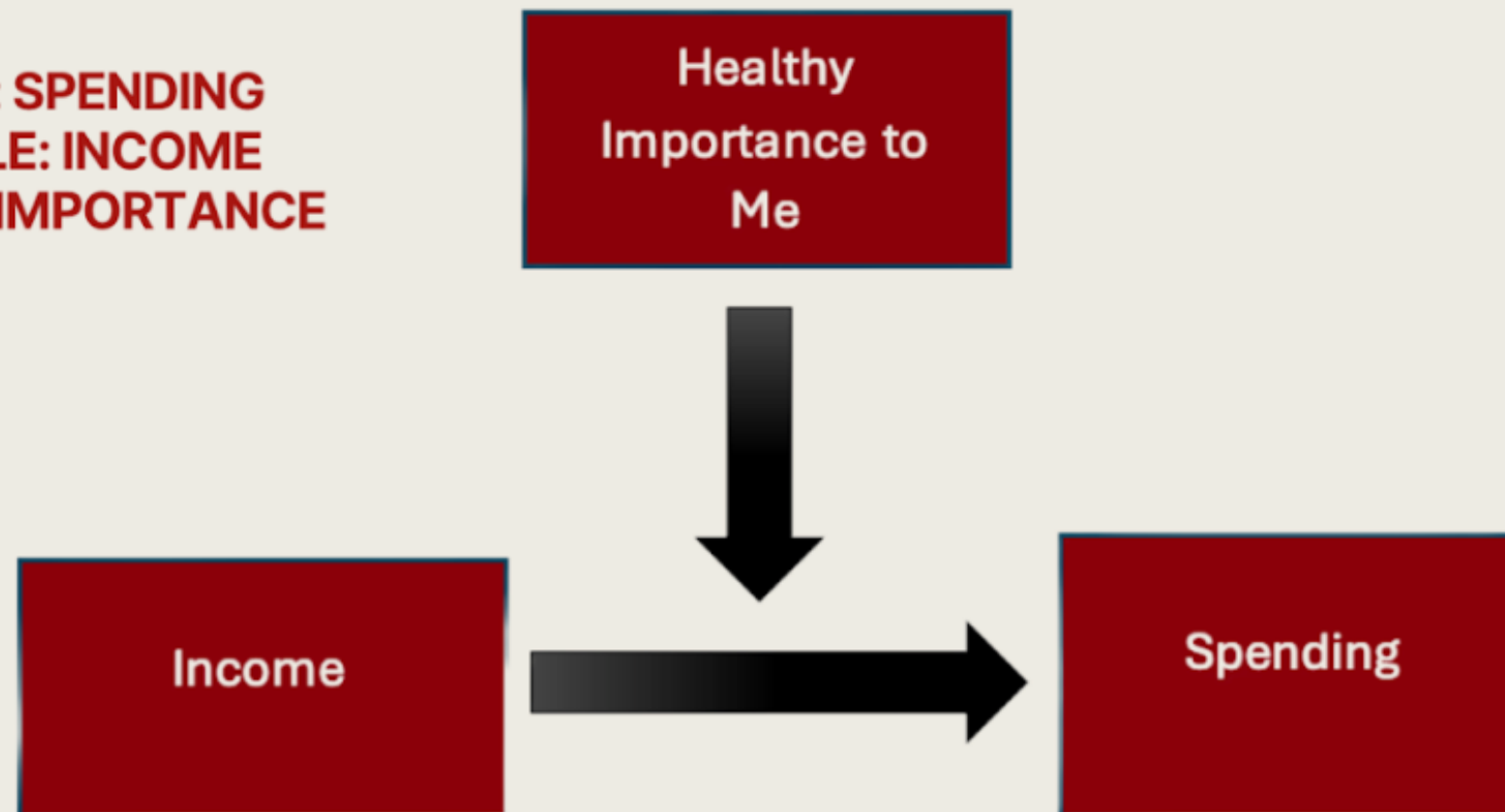
MEDIATION MODEL

DEPENDENT VARIABLE: SPENDING
INDEPENDENT VARIABLE: INCOME
MEDIATOR: HEALTH IMPORTANCE



MODERATION MODEL

DEPENDENT VARIABLE: SPENDING
INDEPENDENT VARIABLE: INCOME
MODERATOR: HEALTH IMPORTANCE



PART I: REGRESSION ANALYSIS



REGRESSION ANALYSIS

OUTCOME VARIABLE:						
spending						
Model Summary						
	R	R-sq	MSE	F	df1	df2
	.3023	.0914	.8428	4.7709	7.0000	332.0000
	p					
	.0000					
Model						
	coeff	se	t	p	LLCI	ULCI
constant	3.1891	.6794	4.6939	.0000	1.8526	4.5257
income	.0000	.0000	-.4503	.6528	.0000	.0000
<u>healthyi</u>	-.8258	.3770	-2.1907	.0292	-1.5673	-.0843
Int_1	.0000	.0000	1.7170	.0869	.0000	.0000
<u>buylocal</u>	-.1910	.3475	-.5497	.5829	-.8746	.4926
Int_2	.0000	.0000	.7951	.4271	.0000	.0000
Int_3	.3249	.1591	2.0413	.0420	.0118	.6379
Int_4	.0000	.0000	-1.6171	.1068	.0000	.0000

SPENDING = CONSTANT + B1I + B2H + B3L + B4IH + B5IL + B6HL + B7IHL + E

PART II: SEGMENTATION

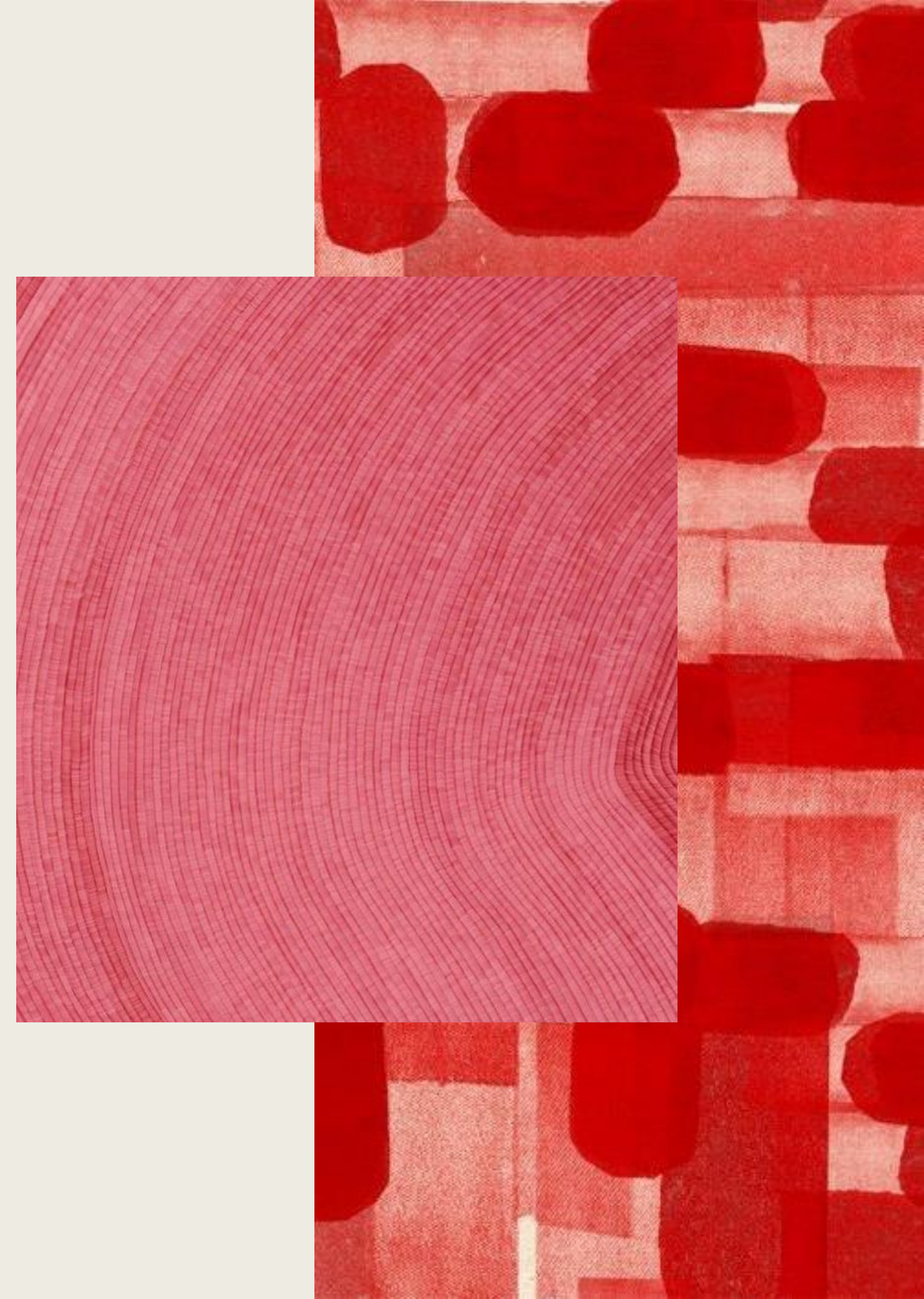


SEGMENTATION

Demographic: Gender, Age, Income

Psychographic: Important Convenience, Important Variety, Important Price, Importance Healthy, Important Taste, Important Ambience, Plan, Buy Local, Healthy Important to me, Spending

Behavioral: Chipotle Convenience, Chipotle Variety, Chipotle Price, Healthy Chipotle, Chipotle Taste, Chipotle Ambience, Word of Mouth, Social Media, Walk By, Billboard, Patronage



SEGMENT CLUSTERS

DEMOGRAPHIC

Number of Cases in each Cluster			
Cluster	1		161.000
	2		55.000
	3		127.000
Valid			343.000
Missing			656.000

PSYCHOGRAPHIC

Number of Cases in each Cluster			
Cluster	1		210.000
	2		111.000
Valid			321.000
Missing			678.000

BEHAVIORAL

Number of Cases in each Cluster		
Cluster	1	31.000
	2	75.000
	3	119.000
	4	101.000
Valid		326.000
Missing		673.000



PART II: CLUSTER ANALYSIS



PRIMARY TARGET-BEHAVIORAL SEGMENTATION

- We chose to take our primary target from our behavioral segment due to us having a somewhat even cluster distribution over the four segments, which means we have a broader market coverage. This can allow for diversified marketing strategies due to seeing a balanced view of the entire customer base

Final Cluster Centers				
	Cluster			
	1	2	3	4
chipotleconvenient	3.39	4.29	2.97	4.47
chipotlevariety	3.81	3.75	3.13	4.61
chipotleprice	3.74	2.71	3.12	4.70
chipotlehealthy	4.39	4.51	3.99	4.92
chipotletaste	4.35	4.63	3.71	4.92
chipotleambience	3.52	3.92	3.05	4.55
wom	.55	.64	.51	.55
sm	.13	.04	.08	.07
walk	.19	.27	.38	.42
billboard	.00	.00	.00	.04
patronage	3.16	.11	.14	.04

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BEHAVIORAL SEGMENT BREAKDOWN

- **Cluster 1**- People who have eaten at Chipotle the most in the past three months across the four clusters. They perceive Chipotle to be very healthy and tasty.
- **Cluster 2**- People who have not eaten at Chipotle very often in the last three months. They find Chipotle to be extremely convenient, healthy, and tasty.
- **Cluster 3**- People who have heard about Chipotle the most from word of mouth and walking by. They rate the main components of Chipotle the lowest across all aspects.
- **Cluster 4**- People who think very highly of Chipotle. However, across this cluster, consumers are the least likely to visit Chipotle and have not done so in the last three months. They admire Chipotle, but it may not be easily accessible to them.

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CLUSTER 1

- We chose Cluster 1 as Chipotle’s primary target. We believe Cluster 1 is the best target because it includes consumers who frequently visit Chipotle and also think the restaurant is very healthy as well as tasty. However, the advertising efforts were rated average across this cluster, so if Chipotle were to increase its promotional efforts towards Cluster 1, we might be able to create a relationship with them to result in brand loyalty and keep them coming back.

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PART II: MARKETING MIX



PRICE-AVERAGE PRICING AROUND \$12-18

PRODUCT-COULD PROVIDE MORE OPTIONS FOR CUSTOMERS

PROMOTION-POINT SYSTEM FOR CUSTOMERS ONCE THEY SPEND A CERTAIN AMOUNT/
DISCOUNTS FOR SPECIAL OCCASIONS

PLACE-DIRECT-TO-CONSUMER, IN-STORE, DOORDASH, MOBILE ORDER

THANK YOU!

ANY QUESTIONS?

