Title:

Context & Goals

- Market: [Clearly define the market or industry in which your product/service operates]
- Product/Service: [Describe your offering in detail, highlighting its unique value proposition]
- Goals: [Outline specific objectives you aim to achieve through this analysis, such as identifying new customer segments, optimizing marketing campaigns, or informing product development]

Market Assessment

A. Market Size and Trends:

- SAM (Serviceable Available Market): [Estimate the size of the market segment you can realistically reach and serve]
- TAM (Total Addressable Market): [Define the overall potential market size, including all potential customers]
- Market Growth: [Analyze historical and projected growth rates for the market, considering relevant factors like economic trends, regulatory changes, and technological advancements]
- Key Trends: [Identify major trends impacting the market and their potential influence on your business]

B. Competitive Landscape:

- Direct Competitors: [List and analyze your main competitors, assessing their strengths, weaknesses, market share, and target segments]
- Indirect Competitors: [Identify alternative solutions or substitutes that may compete for customer attention]
- Competitive Advantages: [Define your unique value proposition and key differentiators compared to competitors]

Target Customer Profiling

A. Segmentation:

- Demographic Segmentation: [Divide your target market into groups based on age, gender, income, location, education, and occupation]
- Psychographic Segmentation: [Cluster customers based on interests, values, lifestyles, personality traits, and media consumption habits]
- Behavioral Segmentation: [Segment customers by their purchase history, usage patterns, online activity, customer support interactions, or brand engagement]

B. Buyer Personas:

- Develop detailed profiles for each key customer segment, including:

  - Demographics and psychographics: [As mentioned above]
  - Needs and pain points: [Identify specific challenges and unmet needs]
  - Values and motivations: [Understand what drives their purchasing decisions]
  - Media consumption and communication channels: [Determine where they are most likely to encounter your messaging]

Business Metrics (For New Product/Feature or Improving Existing Product)

- Customer Acquisition Cost (CAC): [Calculate the average cost of acquiring a new customer in each segment]
- Customer Lifetime Value (CLTV): [Analyze the average revenue generated by a customer over their lifetime]
- Conversion Rate: [Track the percentage of users who take a desired action (e.g., sign up, purchase, subscribe) for each segment]
- Retention Rate: [Monitor the percentage of customers who continue using your product/service after a certain period]
- Churn Rate: [Analyze the percentage of customers who stop using your product/service within a given timeframe]

Actionable Insights

- Based on your analysis, identify opportunities for:

  - Product Development:
  - Marketing and Sales:
  - Customer Support:
  - Pricing and Distribution:

Data Sources

- List the specific data sources you used for your analysis, including internal data (e.g., sales metrics, user data), external market research reports, competitor analysis, and industry publications.