

BLACKWELL ELECTRONICS REPORT

Overview

1. Customer buying patterns

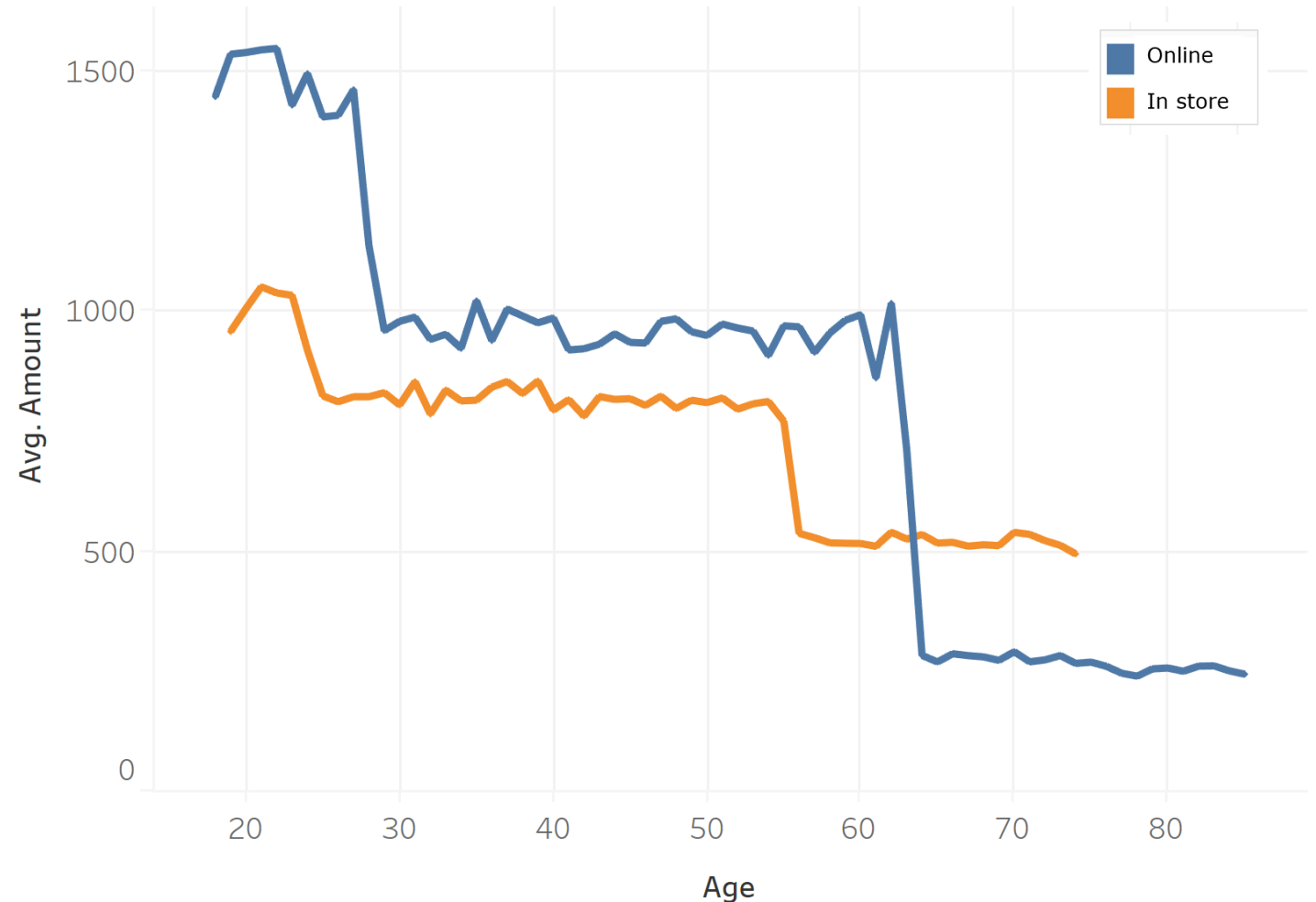
- Is there connection between age and online/in store purchases? Can we predict online/in store purchases based on other data?
- Do older customers spend more on electronics than younger customers?
- Is there any regional connection with age and the amount spent per transaction? Which region spends the most/the least?
- Can we predict age based on other data?
- Is there any connection between number of purchased items and the amount spent?

2. Profitability prediction

- 5 new products to introduce based on profitability prediction

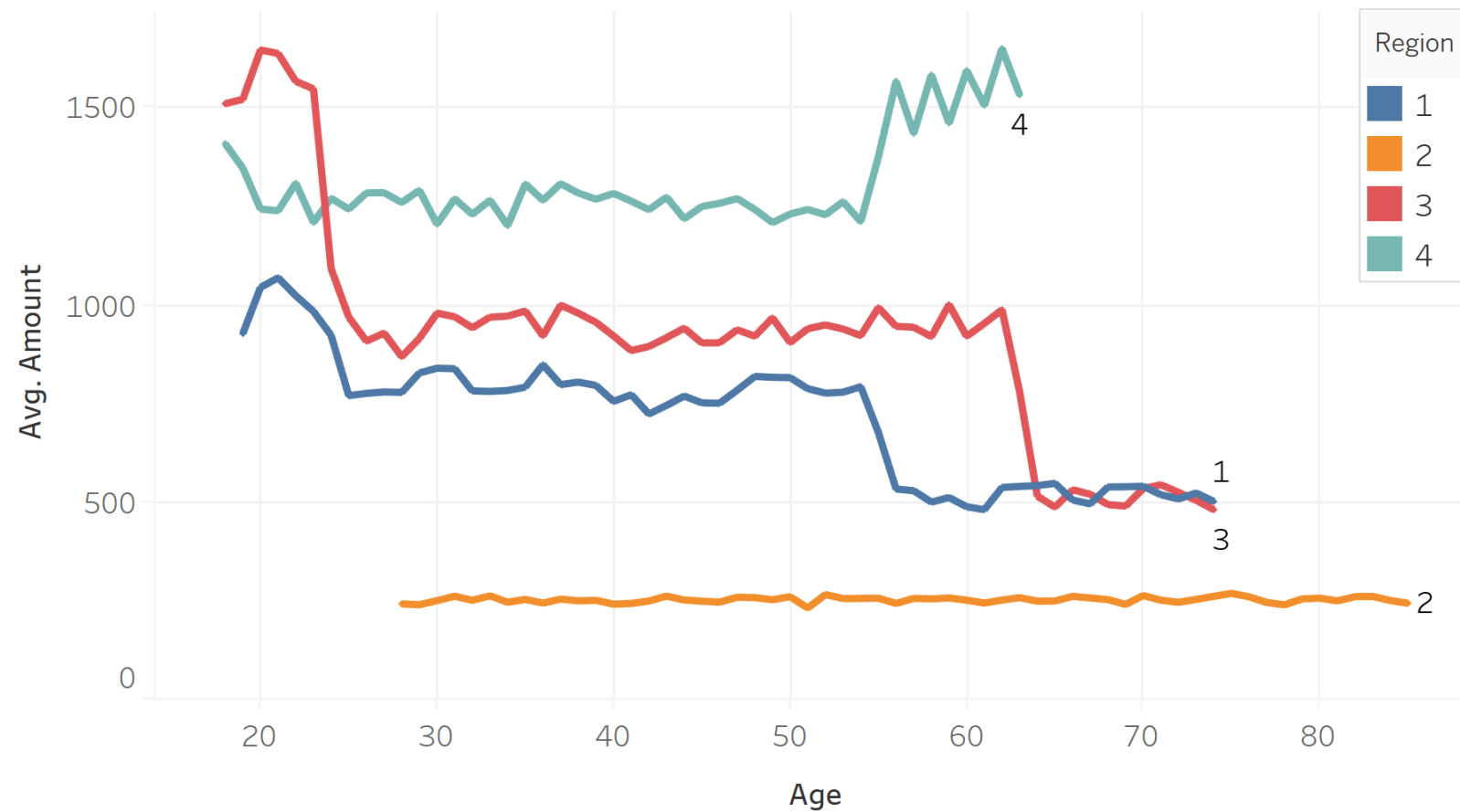
Online/in store purchases

- Age and average amount for in store and online purchases
- Older people don't spend more on electronics
- Location of the transaction connected with region

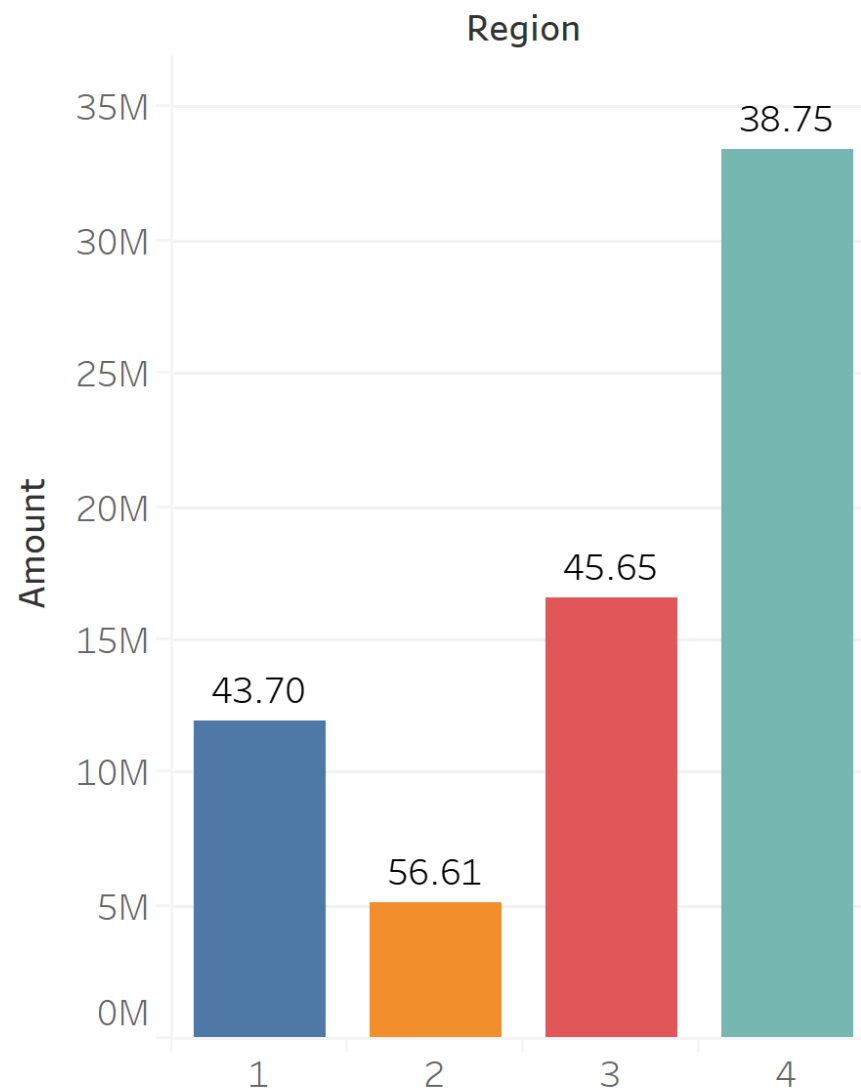


Regional differences

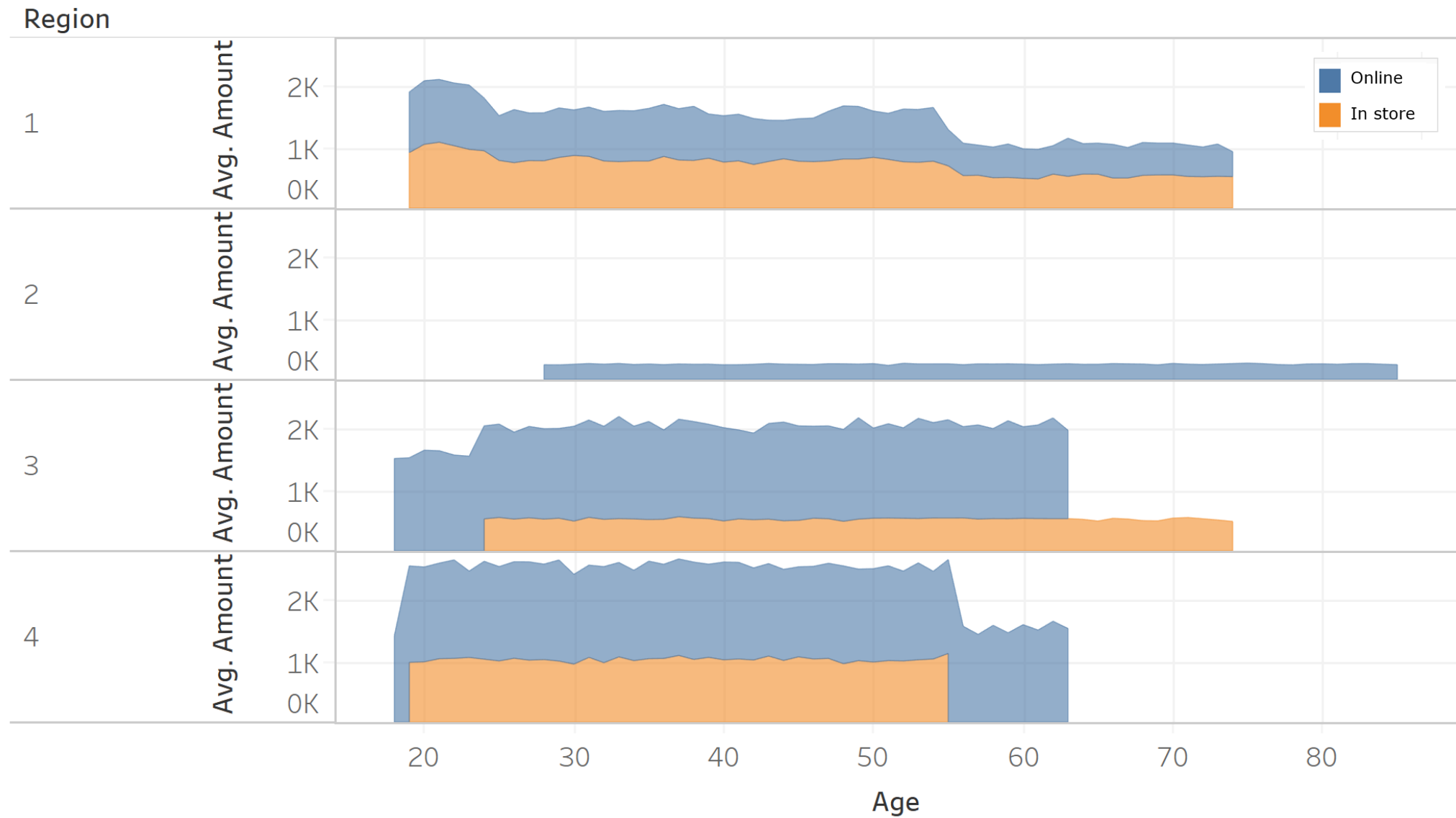
Region connection with age and the average amount spent



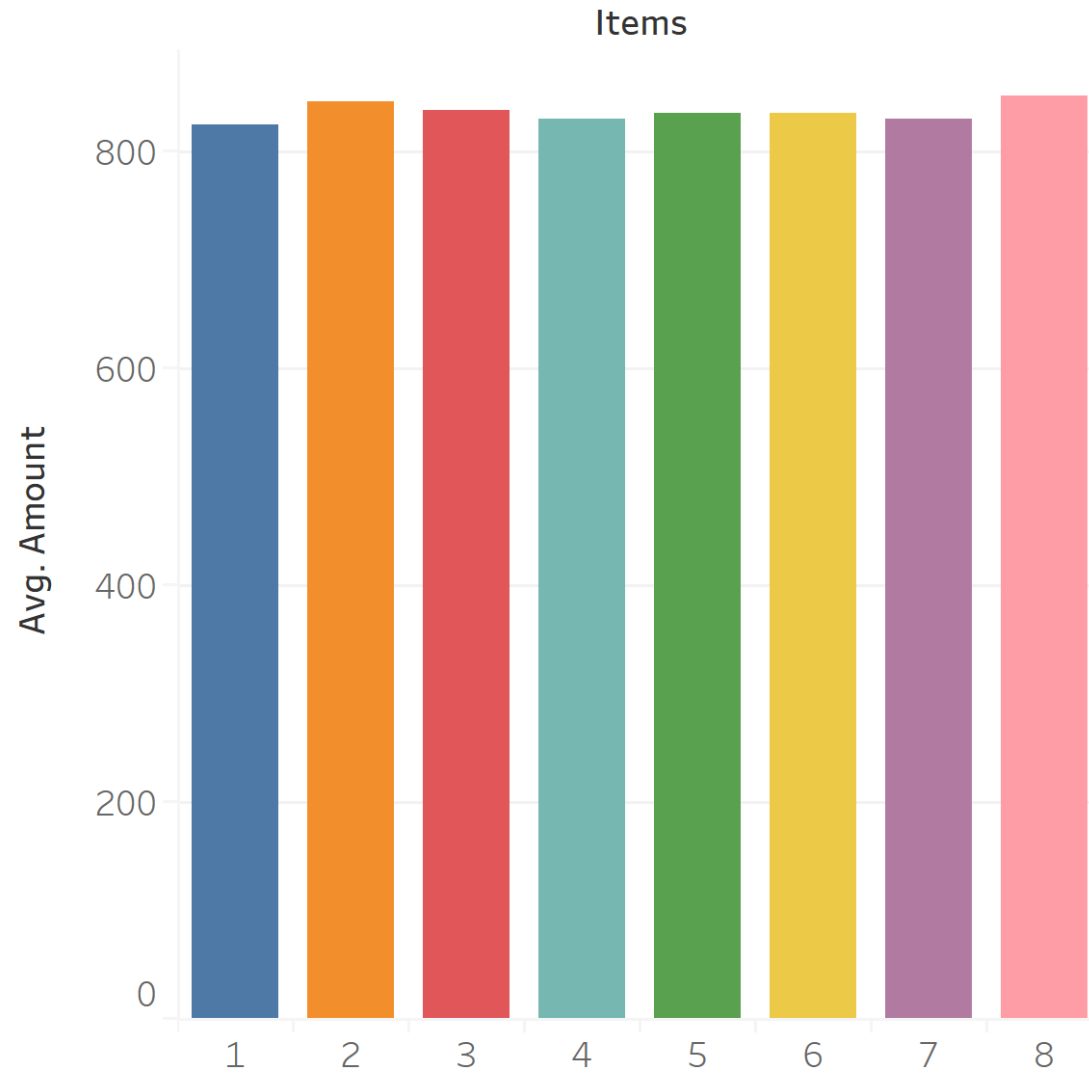
Amount and average age per region



Average amount, age and location per region



More items = bigger amount?



New product introduction by profitability



Future steps

- Collect data on product types and connect with already collected data for better insight (better recommendation system)
- Personal approach (more data collection, surveys)
- Attract younger customers who shop in store (because the in store purchases for that group are still higher than online purchases)
- Keep in mind the older population in second region (west) and the lack of physical store and target it properly

Summary

- Younger customers spend more money on electronics than older customers
- Older customers buying habits depend mostly on region
- Central region (fourth) spends the most and has youngest customers
- West region (second) customers spend the least and they are the oldest customers; no physical store in this region
- Similar number of transactions between online and in store purchases, but online amounts visibly larger
- East region (first) has more in store transactions, but the amounts spent online and in store are similar
- No connection between number of purchased items and the amount spent
- New products to introduce: Dell PC, Apple and Amazon tablets, Apple laptop and Acer netbook

Thank you!

Questions?