SuperStore
Customer Lifetime Value Analyst (CLV)

BACKGROUND

This project aims to provide insight to SuperStore's marketing team in order to use new marketing strategies that can increase SuperStore's sales growth. The analysis was conducted using the Customer Lifetime Value (CLV) metric.

BACKGROUND

Customer Lifetime Value (CLV) is a metric that calculates how much revenue is earned from customers while they are active customers by considering average value, purchase frequency, and customer lifetime.

OVERVIEW

CLV analysis is done by comparing LTV every year for 4 years. This is done to see consumers who have a growing CLV value every year.

ANALYZE

There are a total of 20 columns in this dataset:

1. Order_ID
2. Customer_ID
3. Postal_Code
4. Product_ID
5. Sales
6. Quantity
7. Discount
8. Profit
9. Category
10. Sub_Category
11. Product_Name
12. Order_Date
13. Ship_Date
14. Ship_Mode
15. Customer_Name
16. Segment
17. Country
18. City
19. State
20. Region

ANALYZE

To calculate CLTV, we will use only a few columns:

1. Customer_ID

2. Sales

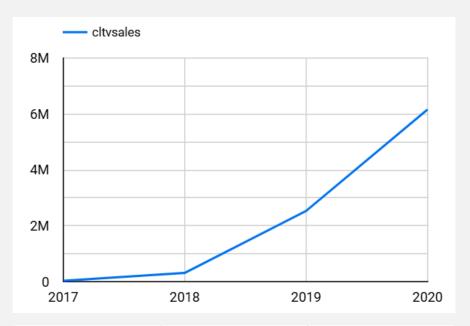3. Order_Date

4. Order_ID

5. Sub_Category

6. Product_Name

ANALYZE

Because the year date in this dataset is 4 years (2017, 2018, 2019, and 2020) and we want to find Customer_ID that has an increasing CLV value every year, then the CLV calculation is carried out for each year separately and then combined at the end.

Note: Using Temporary Tables to speed up the query process.

CONCLUSION & RECOMMENDATION

From the data from the CLV query calculation results and getting a list of customer_ids that have increasing CLV values every year, it can be a new insight for the marketing team to be able to target new consumer segments with Sub_Category or product_name recommendations from the customer_id list.

Customer_ID	Sub_Category	Product_Name
AC-10450	Binders	GBC DocuBind TL300 Electric ...
AC-10450	Binders	Storex Dura Pro Binders
AC-10450	Labels	Avery Address/Shipping Labels...
AC-10450	Accessories	Belkin Standard 104 key USB K...
AC-10450	Binders	Acco Suede Grain Vinyl Round ...
AC-10450	Supplies	Martin Yale Chadless Opener El...
AC-10450	Phones	Plantronics HL10 Handset Lifter
AC-10450	Binders	Ibico Hi-Tech Manual Binding S...
AC-10450	Paper	Great White Multi-Use Recycled...
BF-11020	Chairs	Global Armless Task Chair, Roy...
BF-11020	Tables	Barricks Non-Folding Utility Table with Steel Legs, Laminate Tops
BF-11020	Paper	Xerox 205
BF-11020	Chairs	Global Wood Trimmed Manage...
BF-11020	Binders	Pressboard Data Binders by Wil...
BF-11020	Paper	Tops Wirebound Message Log ...
BF-11020	Paper	Xerox 1916
BF-11020	Binders	Premier Elliptical Ring Binder, B...