

A large red square with a thin white border, centered on a white background. Inside the square, the text "Analyzing Marketing Campaigns" is written in white, sans-serif font, arranged in three lines.

Analyzing Marketing Campaigns

Objectif

Analyser les données des dernières campagnes marketing d'un supermarché.

- > Visualisation
- > Segmentation RFM
- > Clustering

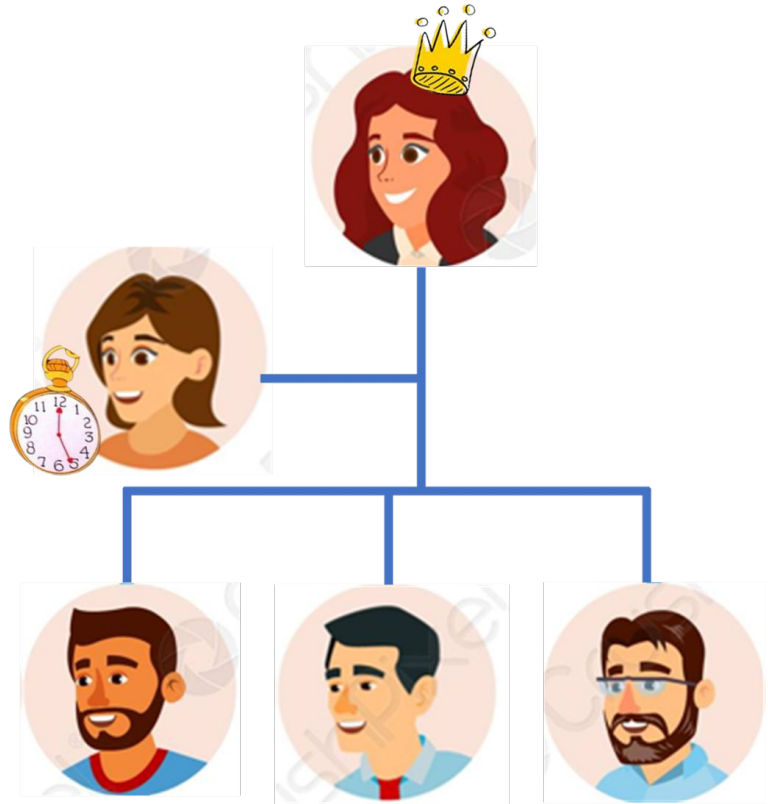


Organisation

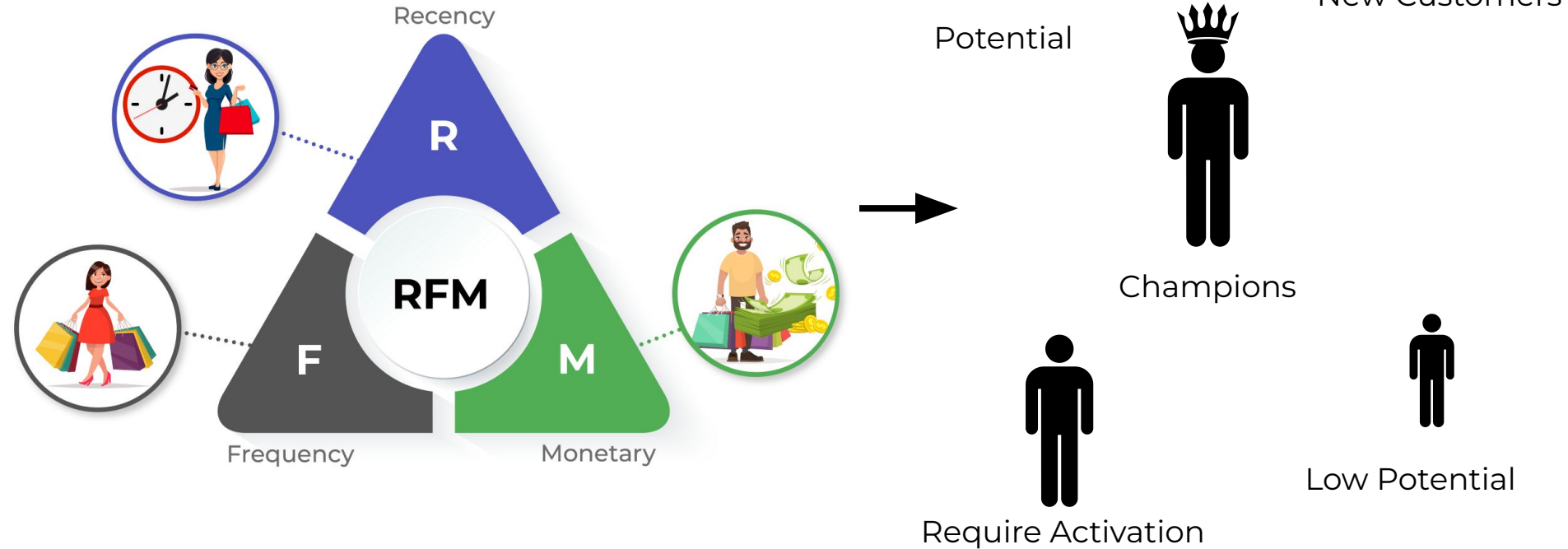
Méthode agile

Répartition des tâches

Stand-up meetings



RFM: Segmentation client



Démonstration

Données

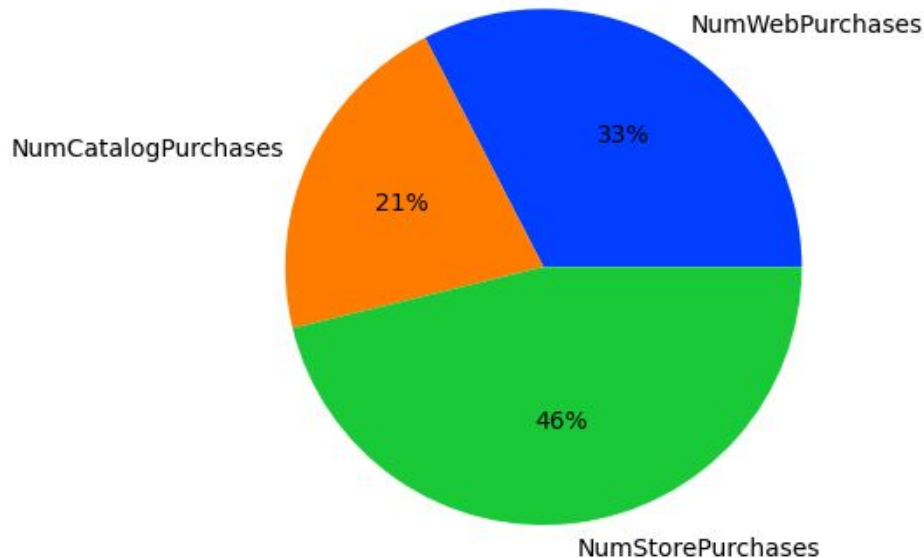
- > 2240 rows / 29 colonnes
- > Pas de doublons
- > Valeurs nulles de la colonne 'Income' imputées grâce à un KNN
- > Outliers (client.es de +120 ans / valeurs importantes dans 'Income')
- > Nettoyage (uniformisation de 'Marital_Status')

Vue générale

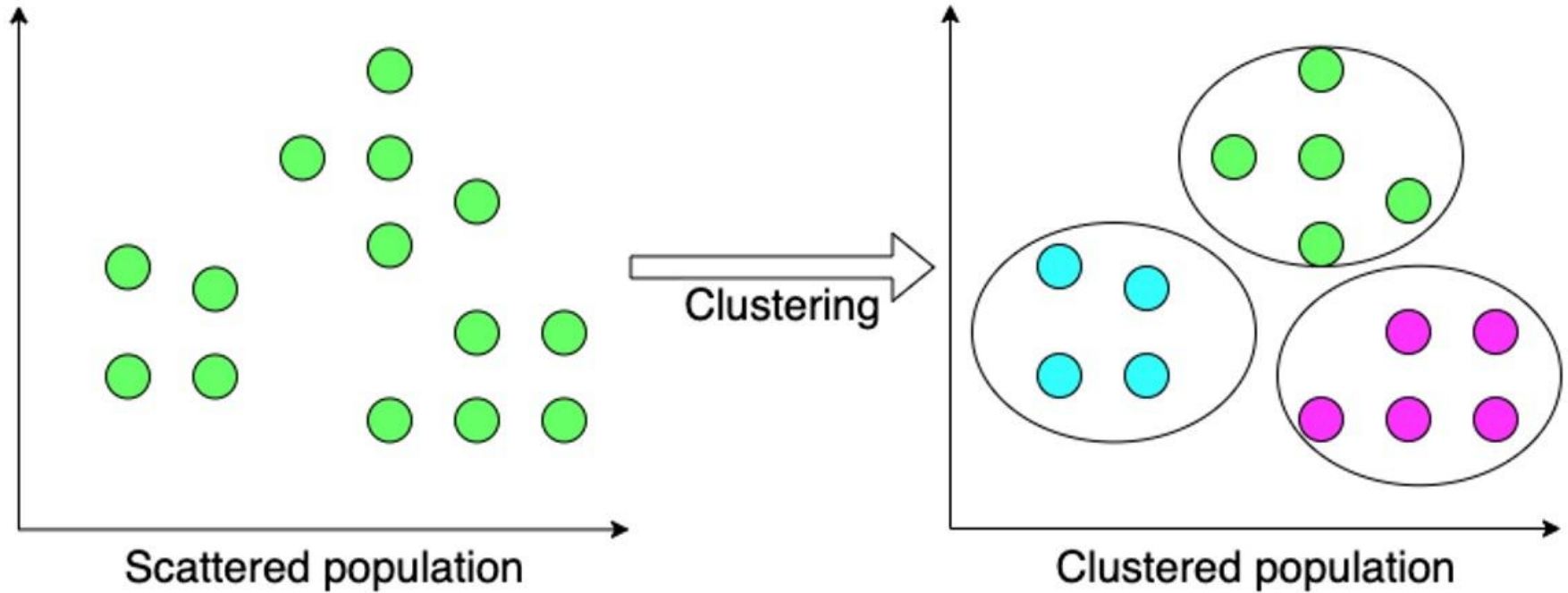
Âge moyen des clients
53 ans

Revenu moyen annuel
~ 52,000

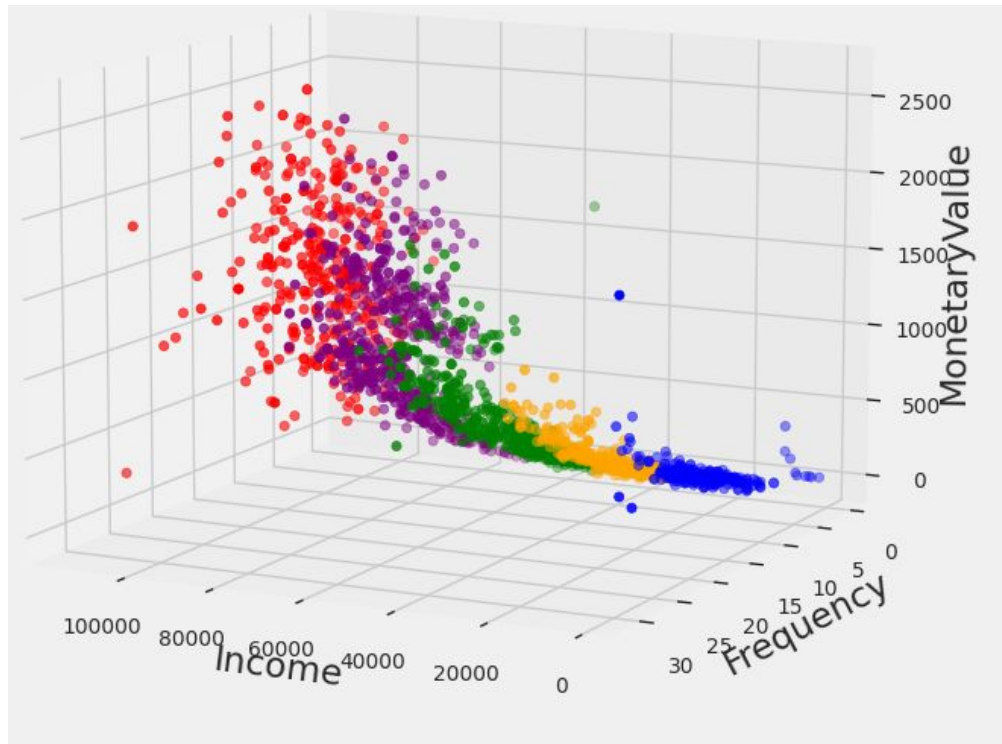
21 complains
2 dernières années



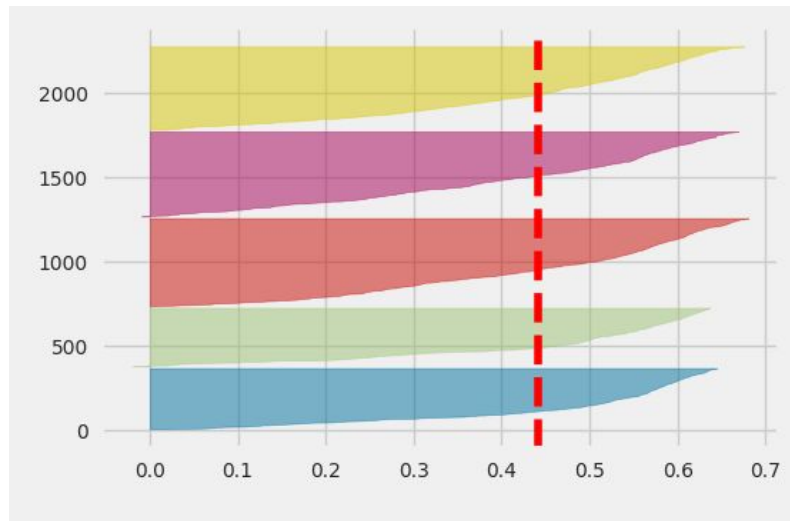
Perspectives : Clustering



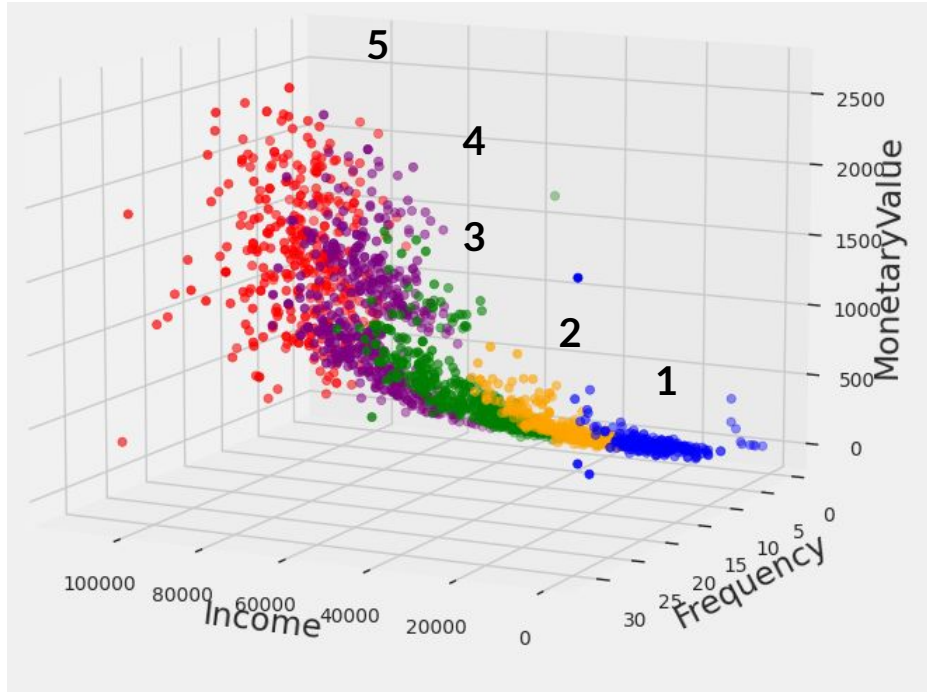
Perspectives : Début de Clustering



Silhouette Metric



Perspectives



RFM segmentation	K-Mean Clustering
Champions	5 + 4
Potential	4 + 3
Low Potential	2 + 1



Merci