

INITIAL BUSINESS REPORT

HAENSEL AMS RECRUITMENT CHALLENGE

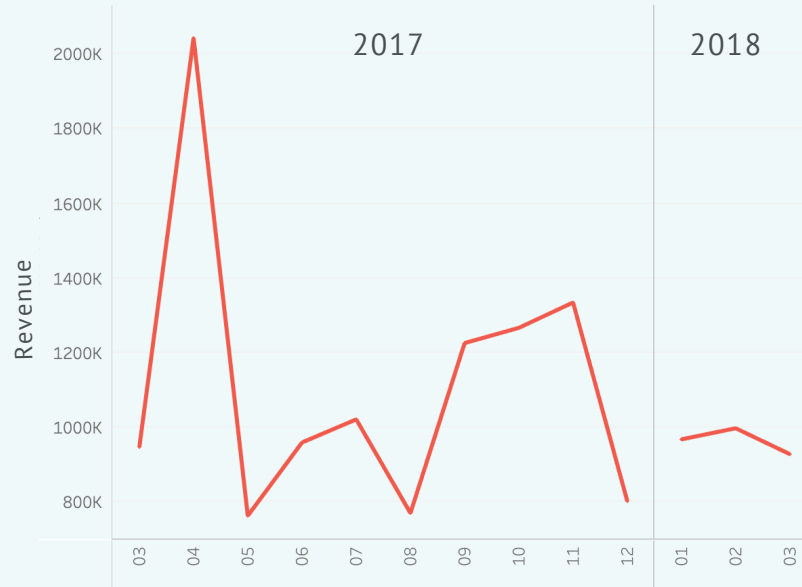
This report is intended to give an initial exploratory analysis of the dataset provided.

FIRST ANALYSIS

Revenue x Time

The month with the **biggest revenue** was **April/2017**.

Was it due to a Marketing Campaign? Or maybe a sign-up promotion?

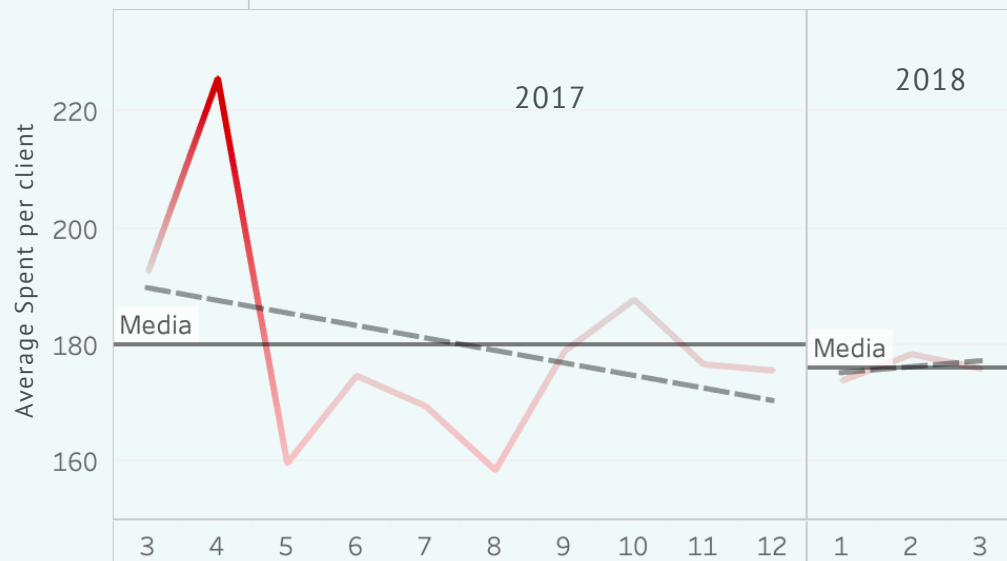


Customers x Time

The number of customers also reached its peak on April/2017.

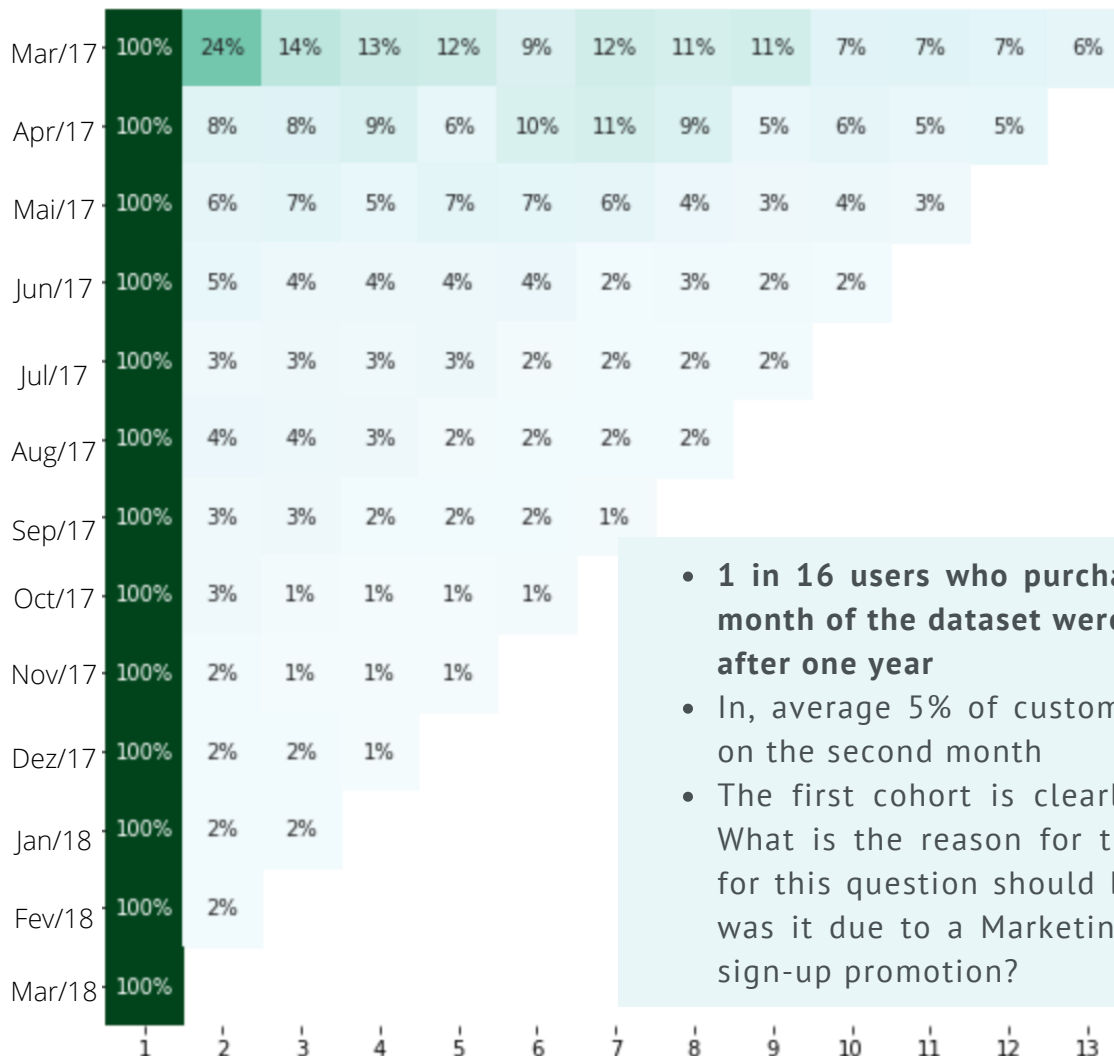
Average Spent x Time

The total average spent per customer is \$180, having some oscillation, reaching its peak on April 17, with \$220



April/2017 was an atypical month. The reasons could be: Marketing Campaign, Sign-in Promotion, Special Offer, etc. After that, the company came back to its regular activity, with some occasional peaks.

USER ENGAGEMENT OVER TIME



- 1 in 16 users who purchased on the first month of the dataset were still purchasing after one year
- In, average 5% of customers are retained on the second month
- The first cohort is clearly the strongest. What is the reason for that? The answer for this question should be of great help, was it due to a Marketing campaign or a sign-up promotion?

TOP CUSTOMERS

They are the ones that buy with more frequency, they spend more and they do it recently.

Every top customer has its own typical path, that they tend to follow in almost all their purchases. A common path, for example, is:
I > A > B > C > G

They tend to spend more than \$180 per purchase.

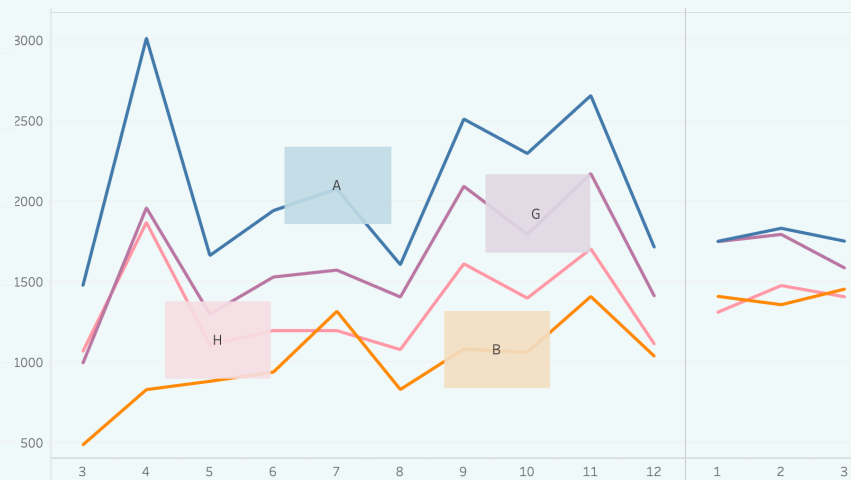
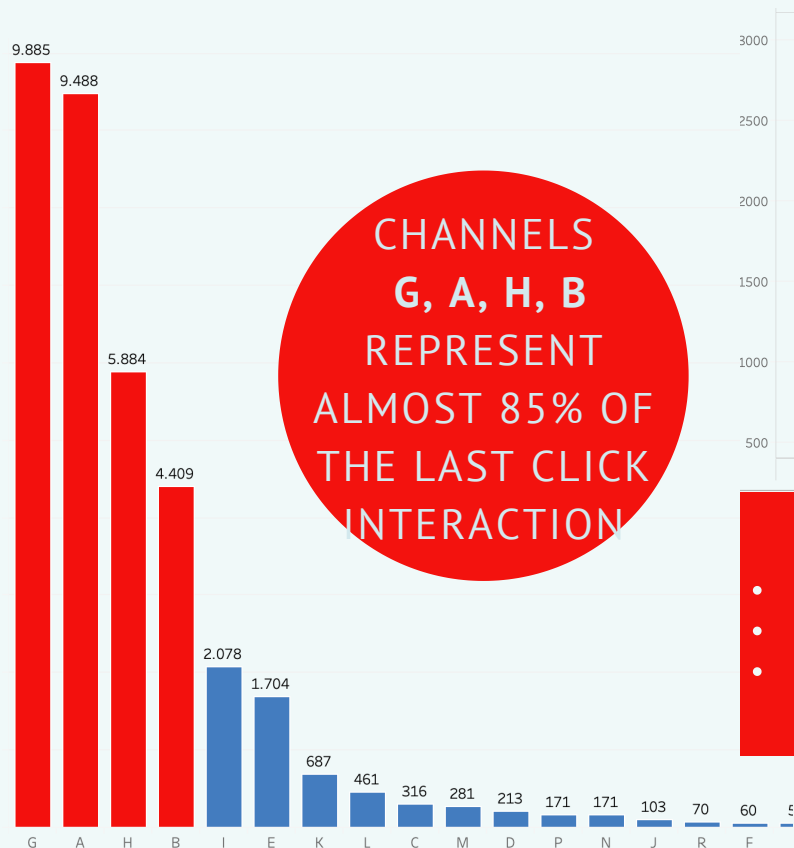
Top customers did not only buy on April 2017, when clearly there was a promotion or special event, but they tend to keep purchasing in a regular basis.

Focusing on the Champions Customers could be a good strategy for promoting new products, for example!

Below are some of the best costumers, getting more information about them might help targeting strategy. **Why do they buy from you and who is similar to them?**

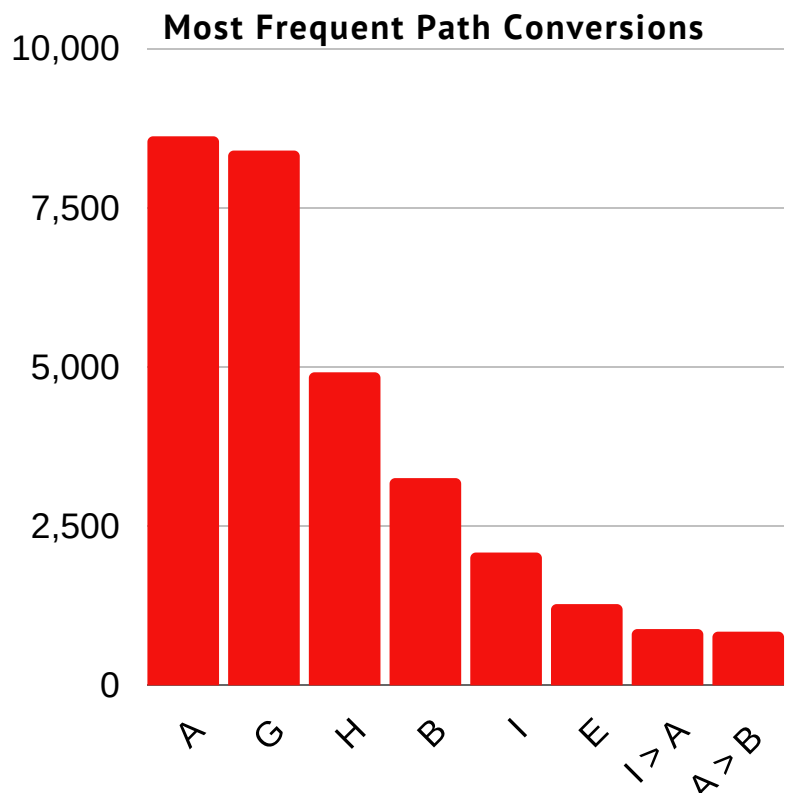
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CHANNELS



TOP-CHANNELS BY REVENUE

Revenue Range	Top Channels
\$20-99	P, A, G
\$100-499	A, G, B
\$500-1999	A, G, H
\$2000+	A, G



When we have more information about the dataset (business field, for example) it is possible to explore it in more detail. **More information** about customers would enable us to produce meaningful customer behaviour analysis, for example