[EX14] [REPORT][VISUALIZATION]   Aran Coll
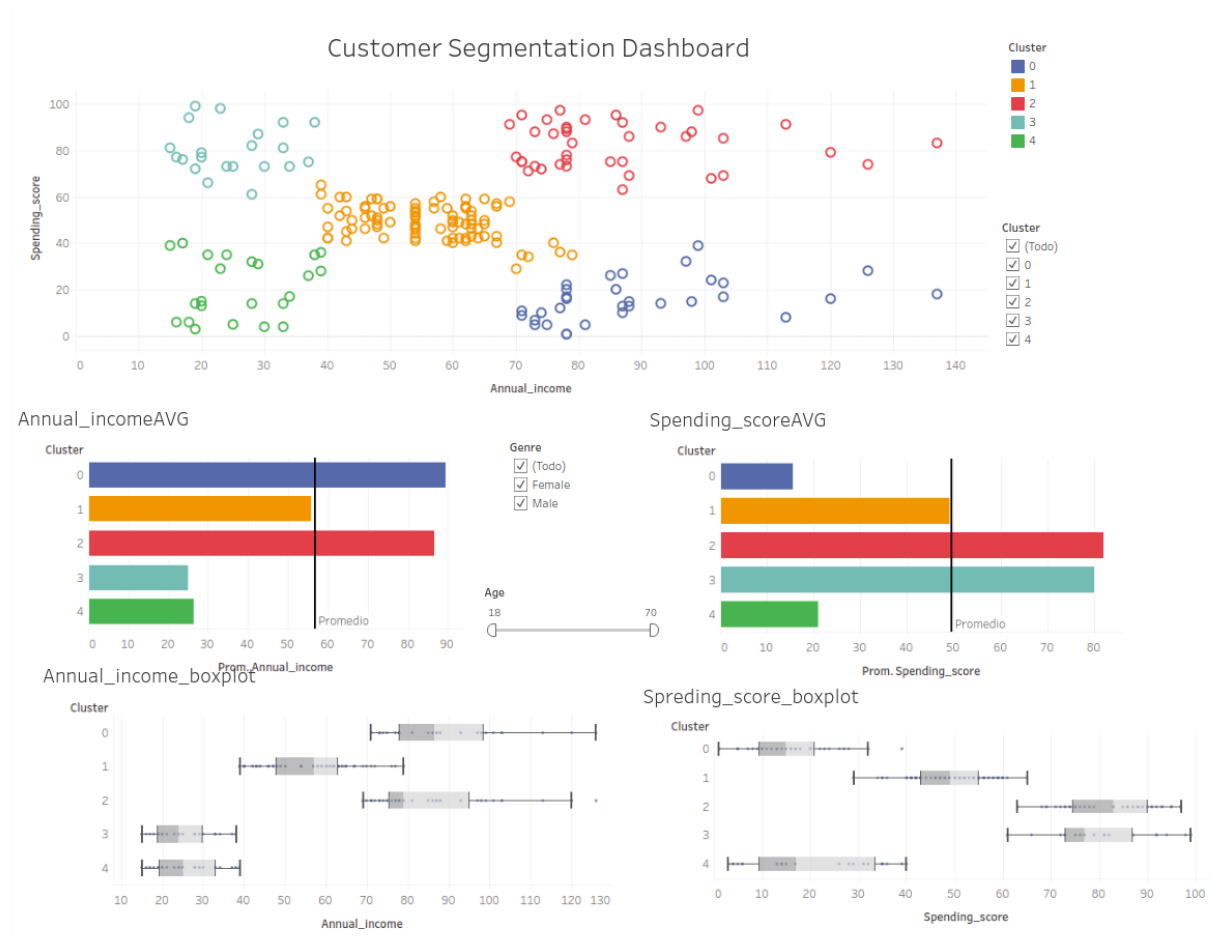
Disseny and build your own dashboard to be used for our Marketing organization in order for them to filter, represent and understand the customer segmentation.

https://public.tableau.com/profile/aran3436#!/vizhome/CustomerSegmentationDashboard_16054635075610/Dashboard1

The visualization of the dashboard shows us the differentiation of the customer clusters by its Spending_score and Annual_income especially. We can observe that apart from cluster number 1 (yellow) which tends to be the average of all the others, we see the others filling the possibilities of spending short or large quantities over a short or large annual income. Clusters 0 and 2 have similar values in the Annual income variable, however, they are completely the opposite when it comes to the spending score. It happens the same with cluster 3 and 4, although their annual income values are distant from the average.

[EX15] [REPORT]

If our sales team wants to launch new campaign, answer the following questions:

- which cluster(s) will you recommend for a retention campaign of high value customers?

For a retention campaign it makes sense to think of those users clustered in either number 2 or 3. Since the Annual income of cluster 2 is way higher, I would recommend to focus our efforts on trying to retain them.

- How are the customers with more possibilities to improve their score?

Since the annual revenues of a customer depend on external conditions, the customer's with already high annual incomes that spend little amounts of money on our shop seem the ones with more possibilities to improve their overall score.

- We have a very limited budget for a new commercial campaign, which group do you select? Justify your answer

With a similar idea as the one explained in the previous exercise, I would focus the commercial campaign towards those whose annual income is considerably high but their spendings on our shop are below the average. That is, I would focus on convincing cluster 0 customers to spend more money on us, since their spending score can increase quicker.