

Predictive Modeling

Data Set Preparation

Analytical Data Set

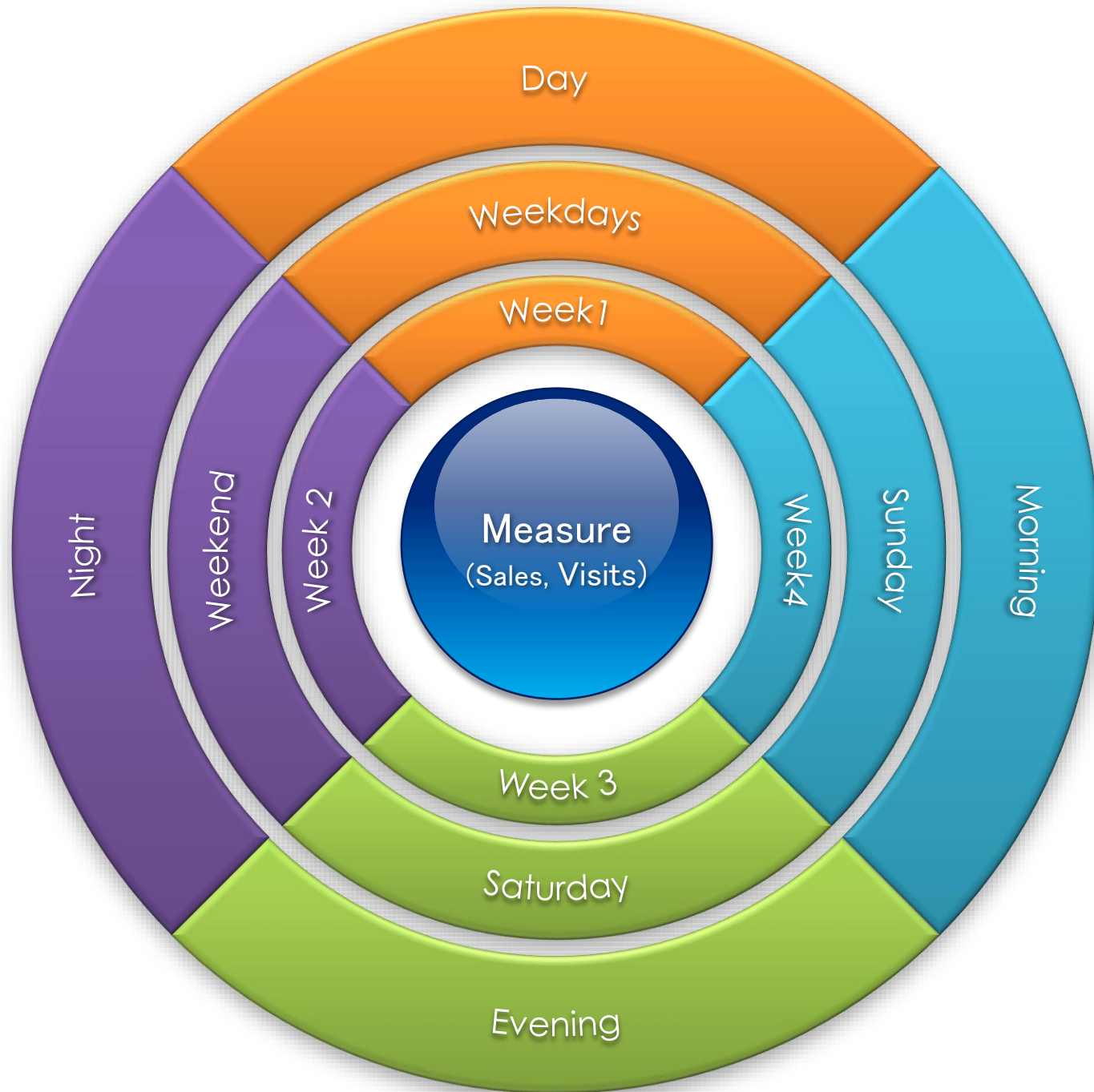


Dimensions

Date, Customer ID

Measures

Sales/Purchases, Visits



- How many times customer visited the Stores
- Last week sales by a customer
- W3 Sales by a customer
- Days since last visit to store for a customer
- Last month sales by a customer
- Week on Week sales by Customer
- Weekend Sales Customer

Business Questions

17th September 2014

26th October 2014

24th September 2014 1st October 2014

7th October 2014

13th October 2014

20th October 2014

W4

W3

W2

W1

W0

No of Visits

No of Visits

No of Visits

No of Visits

No of Visits

Total Sales

Total Sales

Total Sales

Total Sales

Total Sales

Minimum
Sales

Minimum
Sales

Minimum
Sales

Minimum
Sales

Minimum
Sales

Maximum
Sales

Maximum
Sales

Maximum
Sales

Maximum
Sales

Maximum
Sales

17th September 2014

26th October 2014

24th September 2014 1st October 2014

7th October 2014

13th October 2014

20th October 2014

W4

W3

W2

W1

W0

Past

Future

Independent
Variable

Dependent
Variable