



FINAL PROJECT

CHINA - TANTUT WAHYU SETYOKO

Meet Our Team



Mirza Aditya B.



M. Arif Hunaifi



Mutahira Nur Insirat



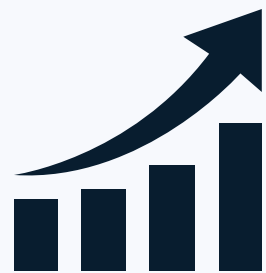
Muhammad Rizky

WHAT'S THE CASE?





HEMAT BIAYA



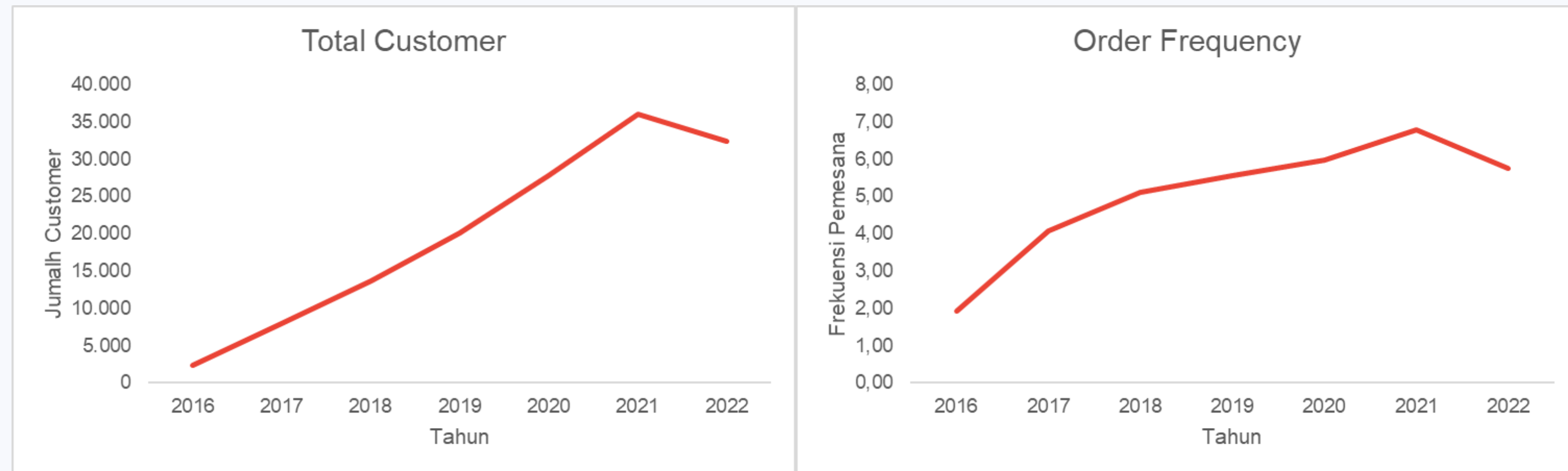
POTENSI PENINGKATAN KEUNTUNGAN DI MASA DEPAN



PROMOSI GRATIS OLEH PELANGGAN YANG PUAS

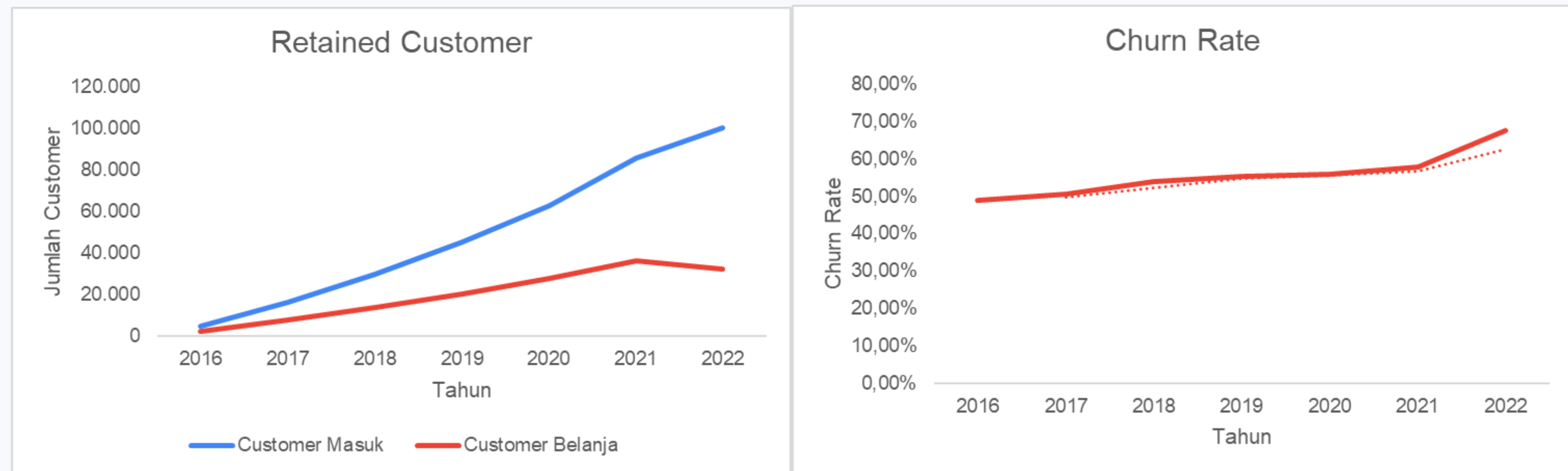


CUSTOMER CHARACTER





RETAINED CUSTOMER



FEATURE ENGINEERING

- Basket Size
- Last Transaction
- Last Purchase
- Segmen Churn
- Segmen Monetary
- Segmen Buying

BASE MODEL

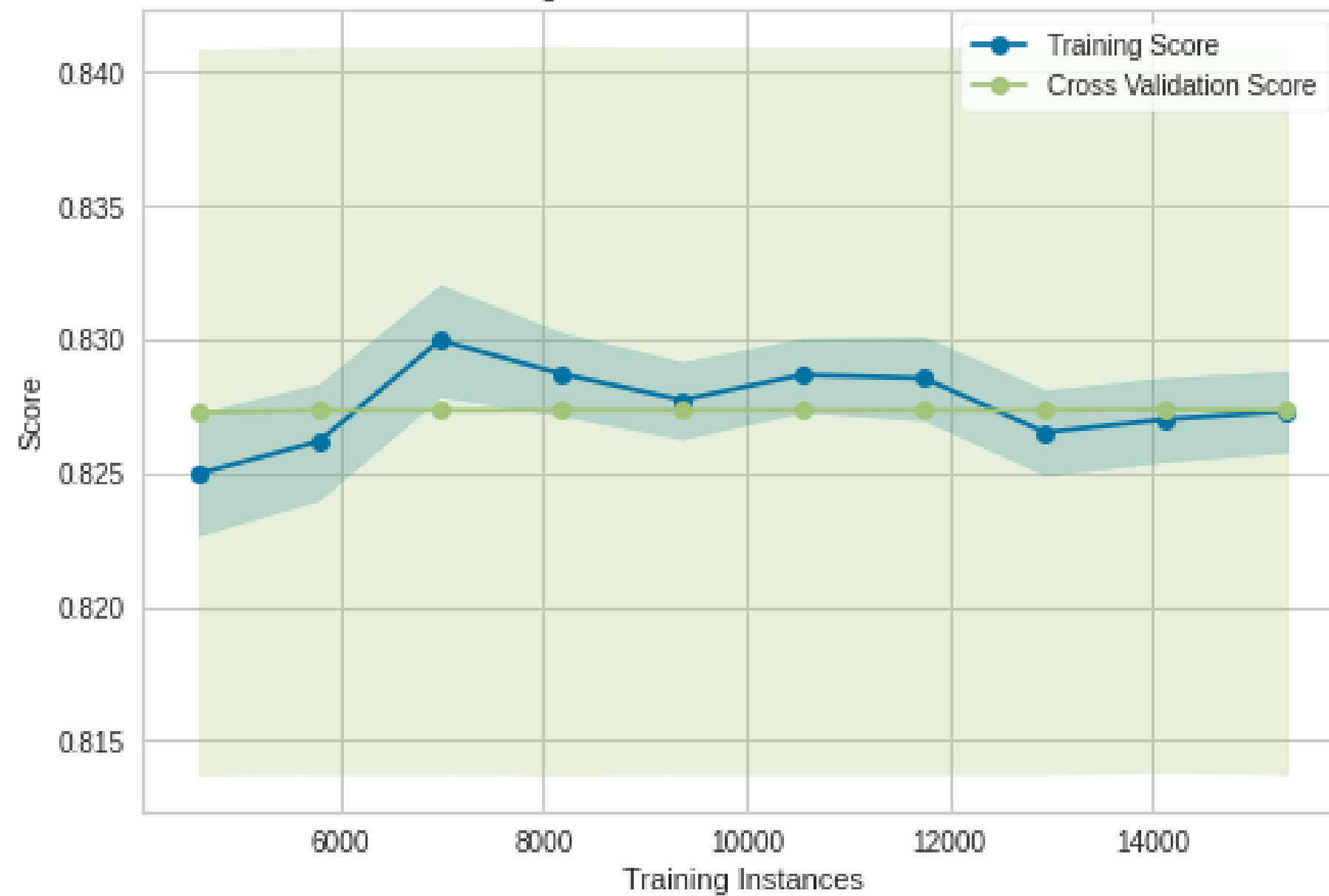
Model	Train	Test
Logistic Regression	0.819	0.814
Ridge Classifier	0.867	0.86
Random Forest	0.998	0.834
Decision Tree	0.998	0.833
Gradient Boosting	0.873	0.816

BEST MODEL : RANDOM FOREST

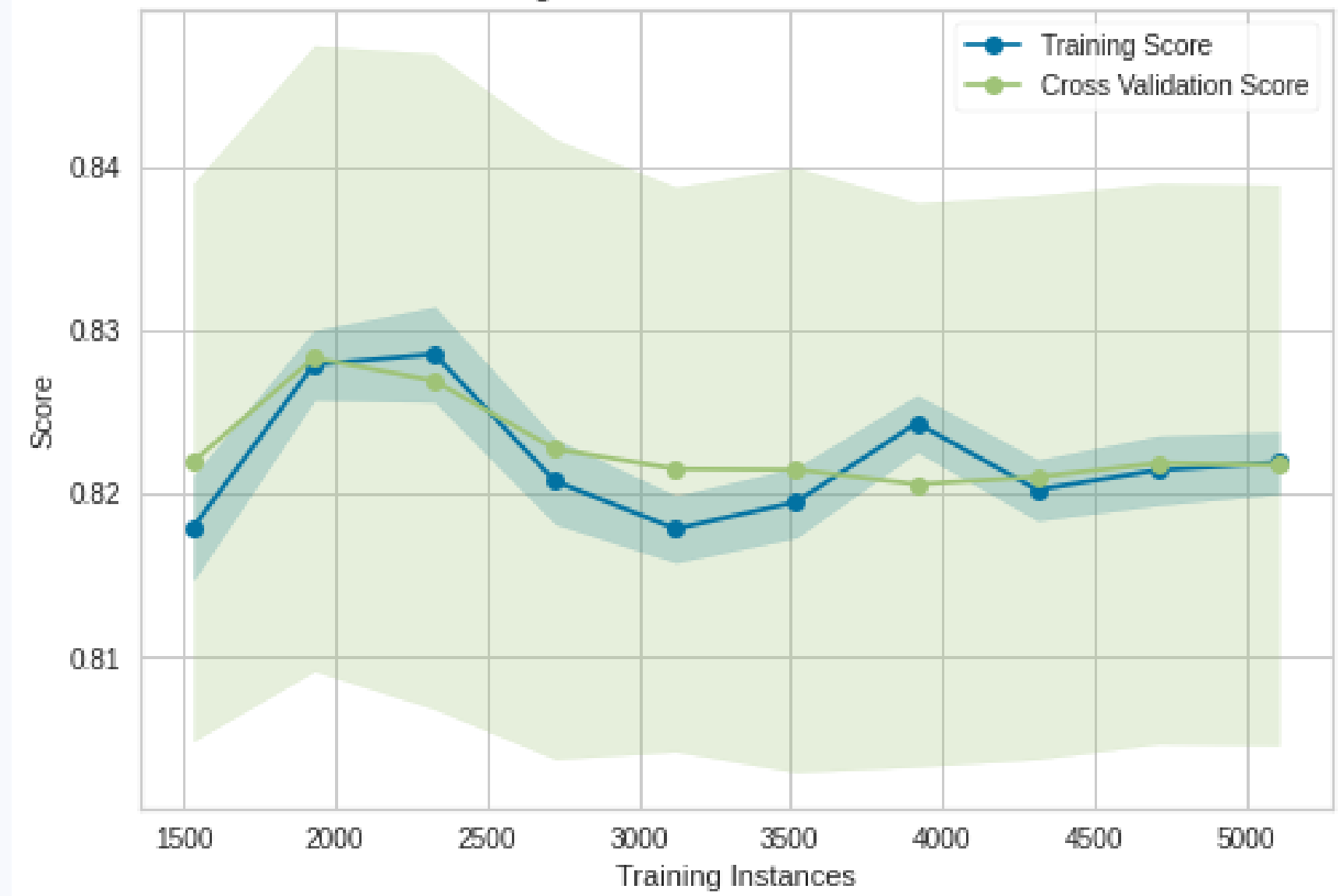
Model	Train	Test
Logistic Regression	0.871	0.860

BEST MODEL : RANDOM FOREST

Learning Curve for RandomForestClassifier

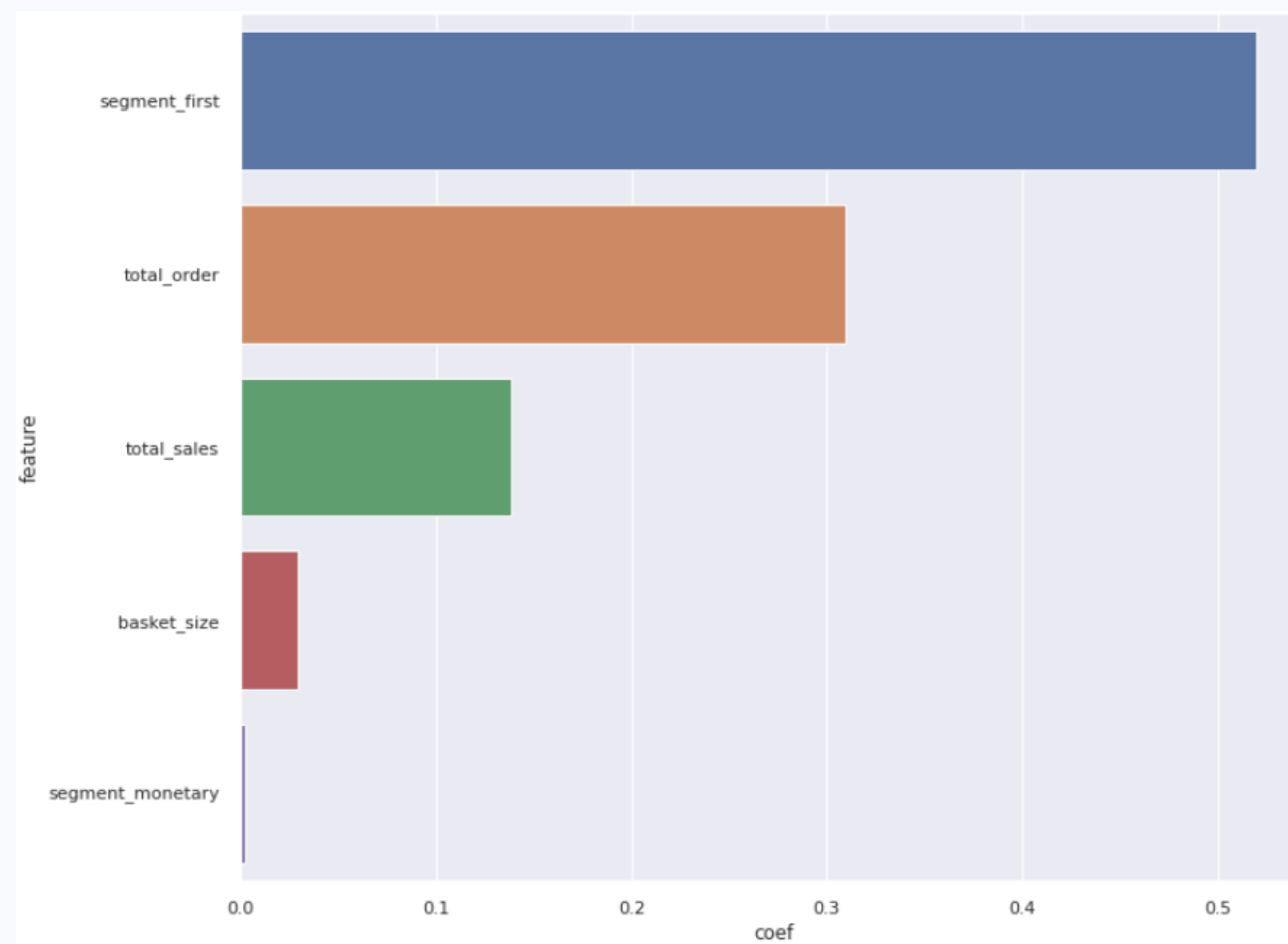


Learning Curve for RandomForestClassifier





FEATURE IMPORTANCE



TEAM'S RECOMMENDATION

- Mudahkan transaksi customer
- Buat program customer loyalty
- Apresiasi customer yang sering melakukan order dengan nilai tinggi
- Apresiasi customer yang melakukan order dengan nominal besar
- Lakukan follow up terkait pembelian yang dilakukan
- Atasi komplain pelanggan dengan maksimal

DASHBOARD

<https://intip.in/DashboardFinalChina>

NOTEBOOK

<https://intip.in/FinalProjectChina>



THANK YOU