**Logo

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To

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**Business Problem**

We need to find the ideal customer profile so that investment decisions can be taken in areas of product development, sales channel development, marketing (including advertising) and operations (including store locations).

Shape, circle

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**Business Solution**

Information providing details of customer purchasing patterns based on multiple factors like below will be the business solution.

* Year\_Birth
* Education
* Marital\_Status
* Income
* No of Kids at home
* No of Teen at home
* Dt\_Customer
* Recency of the customer visited
* Type of product purchased like fish, gold, sweet, etc
* Type of purchase: like store, online, catalog, etc
* Accepted campaigns
* Revenue
* Response of customer

**Business Product**

BI product is the final information received in the form of visual analytics using Tableau as below. Please find the screenshots below:

1)

Graphical user interface, application

Description automatically generated

Above graph explains customers on the basis of education, marital status, Income, Generation, kids at home and teenagers at home. This can help in selecting **target audience** for deals and marketing.

2)

Calendar

Description automatically generated with medium confidence

Above graph includes specific product purchase based on type of purchase done like store, online or catalogue. This can help in understanding which products are sold more at store as compared to online. This will enable in deciding if more deals needs to provided on online purchase for boosting up e-commerce. Graph also shows year with sales in numbers.

3)

Graphical user interface, application

Description automatically generated

Above graph specifically checks how many people accept the deals in 1st, 2nd, 3rd, 4th and 5th campaigns. We can see maximum people accept the deals in later calls as compared to initials calls which means the teams needs to work on deal and customer service both.

**Validation**

If the decisions are taken based on above visuals, then below points can be validated:

* Are campaigns calls now accepted in initial stages?
* Is the target audience now purchasing more of the respective target product?
* Are online deals more liked by customers now? Has e-commerce increased for the company?
* The lowest selling products – are they showing better sales which means the operations and product teams has worked towards it.