

Group Project

The Health and Beauty Pharmacy needs your help!

Health and Beauty Pharmacy (HBP) is a company with seven years that sells medicines, vitamins and supplements, hair and skin products, beauty products, among others. HBP has an extensive dataset with historical data from the past 12 months, containing details on each client and their past spending.



Now they want to introduce new services into their store:

- **Total check-up** – every Monday and Wednesday, they will have a doctor coming to the pharmacy to perform basic exams and recommend specialist appointments or extra exams if needed.
- **Nutrition appointment** – every Saturday, they will have a nutritionist coming to the pharmacy to perform appointments.

HBP has already performed a test with 4 thousand clients, but now they want to understand which clients they should contact to inform about the new services. Sending an e-mail advertising the services has costs and, for this reason, it should only be sent to the ones who are more likely to purchase the service.

HBP has another six thousand clients on their database; now it is time to understand which clients they should contact to advertise each service.

Your job is to suggest which clients should be contacted in order to maximize the cost benefits of this marketing approach.

During class, the Professors will teach you how to do it for the “total check-up” (TOTCHECK), and **you will do it on your own for the nutrition appointment (NUTRIAPPOINT)!**

Requests:

- The group project is only for the action on the nutrition appointment.
- Standard report and SAS Miner project delivered on Moodle until 18th December (11:59 pm).
- The maximum of pages per report is ten(excluding annexes).

Variables in the database

Variable	Description
CUSTID	customer ID number
DAYSWUS	number of days as a customer
AGE	customer's age or imputed age
EDUC	academic degree
INCOME	household income (may be imputed)
KIDHOME	1=child under 13 lives at home
TEENHOME	1=child 13-19 years lives at home
FREQ	the number of purchases in the past 12 mo.
RECENCY	number of days since last purchase
MONETARY	total sales to this person in the past 12 mo.
PERDEAL	% purchases bought on discount
MEDICINES	% of purchases spent on medicines
SKIN	% of purchases spent on skin products
HAIR	% of purchases spent on hair products
BEAUTY	% of purchases spent on beauty products
ACCESS	% of purchases spent on accessories
WEBPURCH	% of purchases made on the website
WEBVISIT	average # visits to the website per month
NPS	adapted net promoter score (1-5)
TOTCHECK	1=scheduled a total check-up
NUTRIAPPOINT	1=scheduled a nutrition appointment

note: MEDICINES + SKIN + HAIR + BEAUTY + ACCESS= 100%