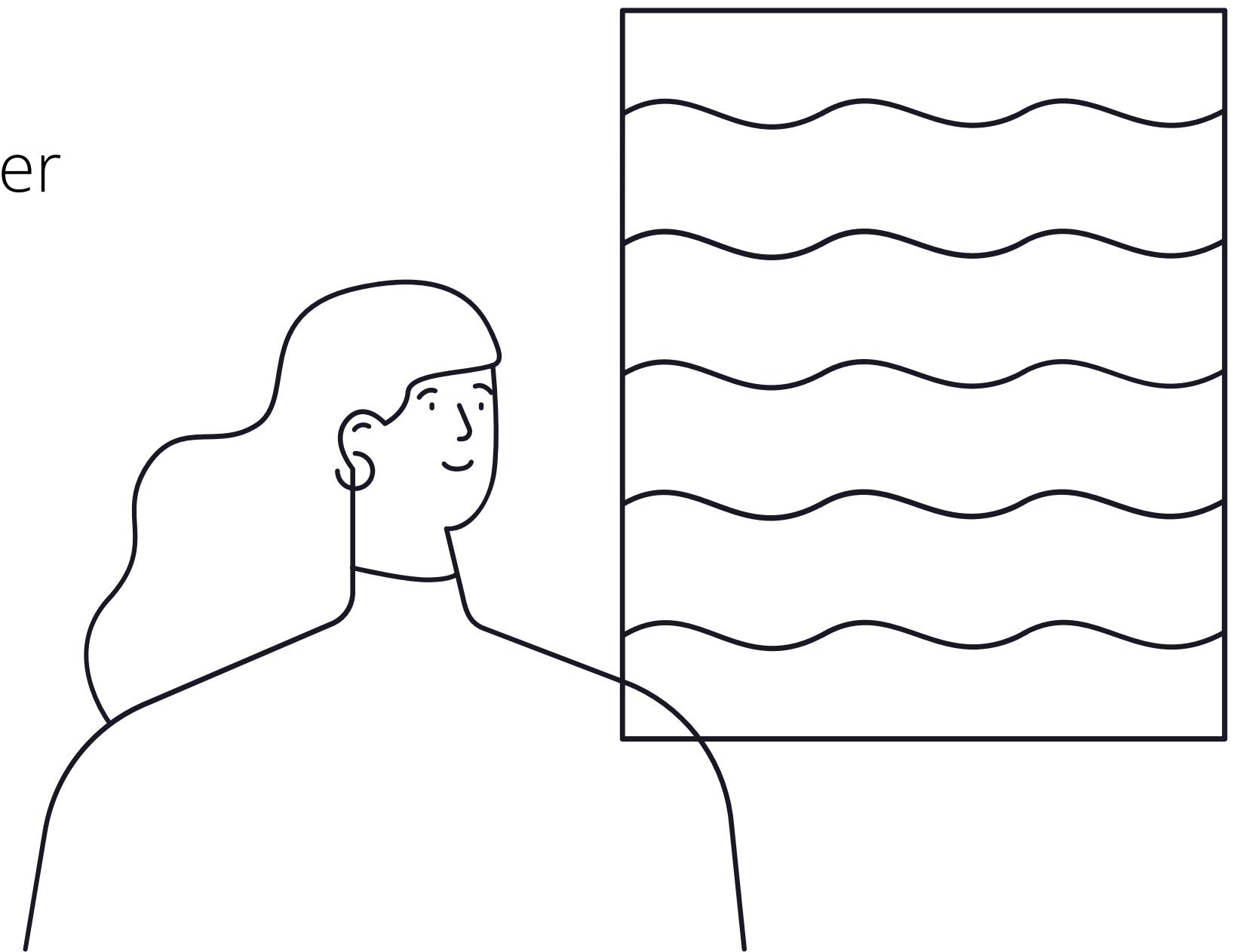




Noa Lapid for Yandex Practicum 100  
Israel

# Report Outline

- General overview
- Orders distribution
- Items sold distribution per month and per hour
- Total revenue by months and Sales per quarter
- Item Clustering
- RFM segmentation



# General Overview



From the graphs we see that most of the customers buy less than 1000 items, but we have also wholestockers; price per unit is mostly less than 1000 dollars, so the items being sold are relatively cheap; most of the customers spend less than 1000\$ per transaction.

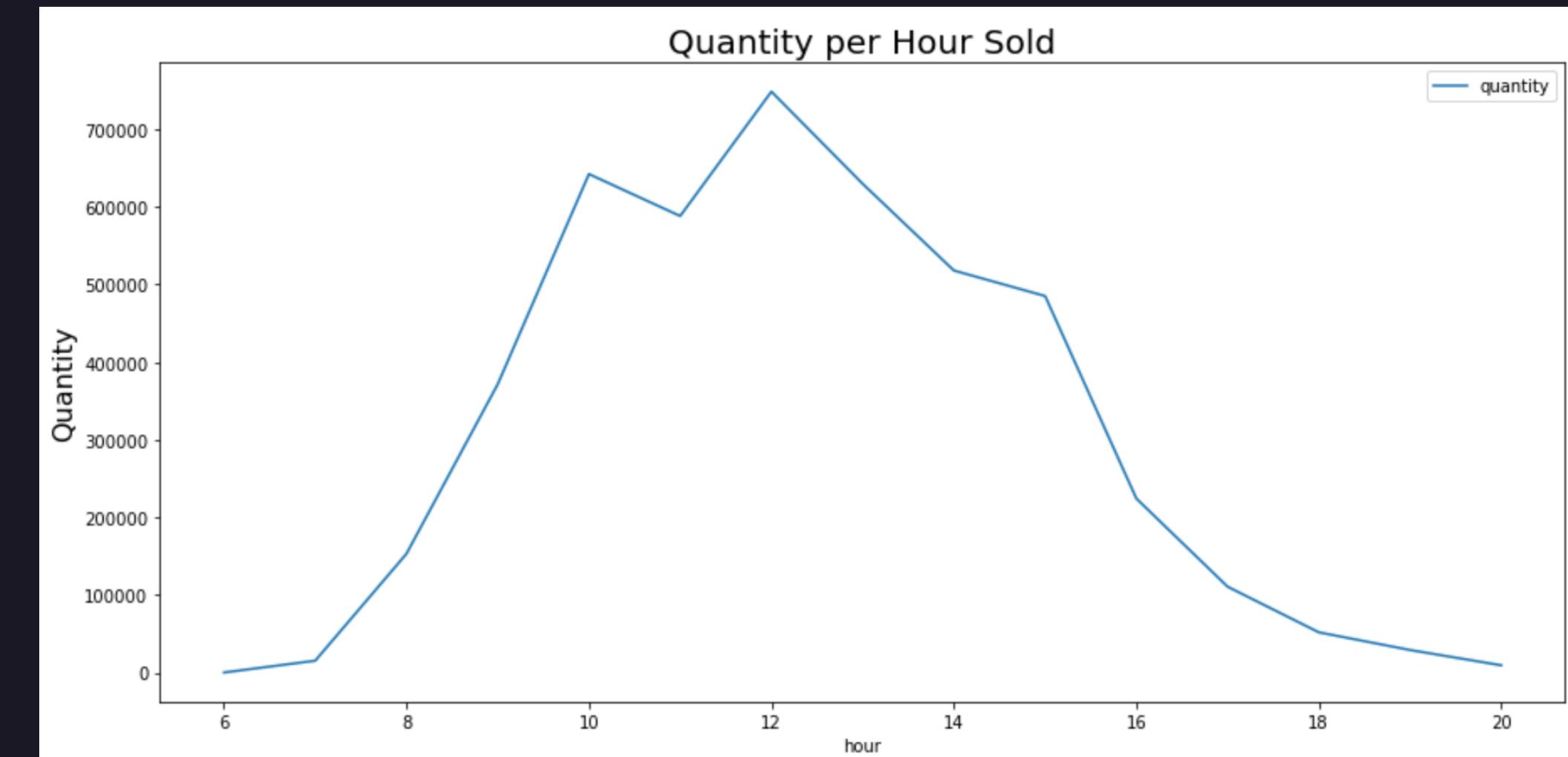
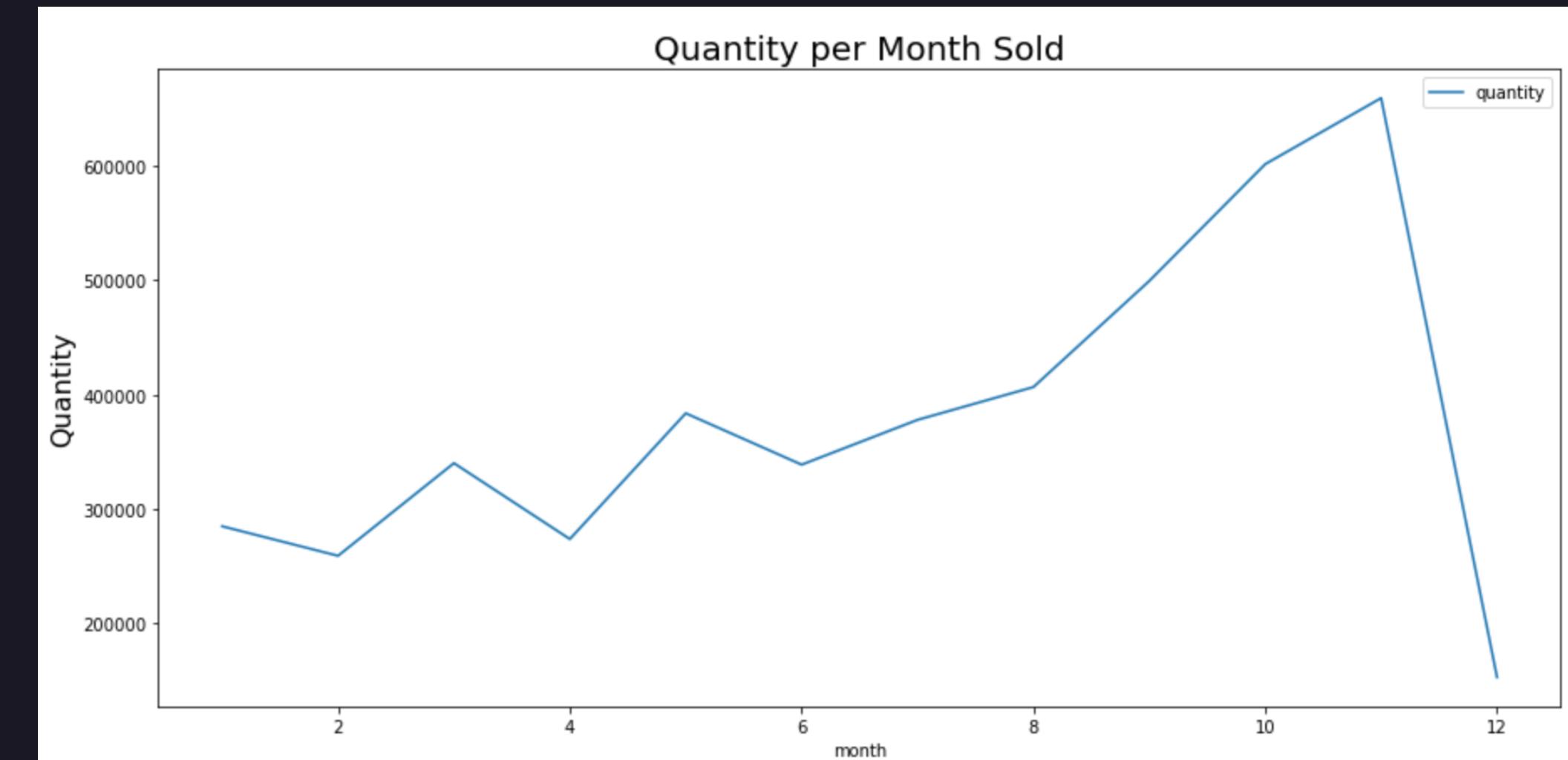


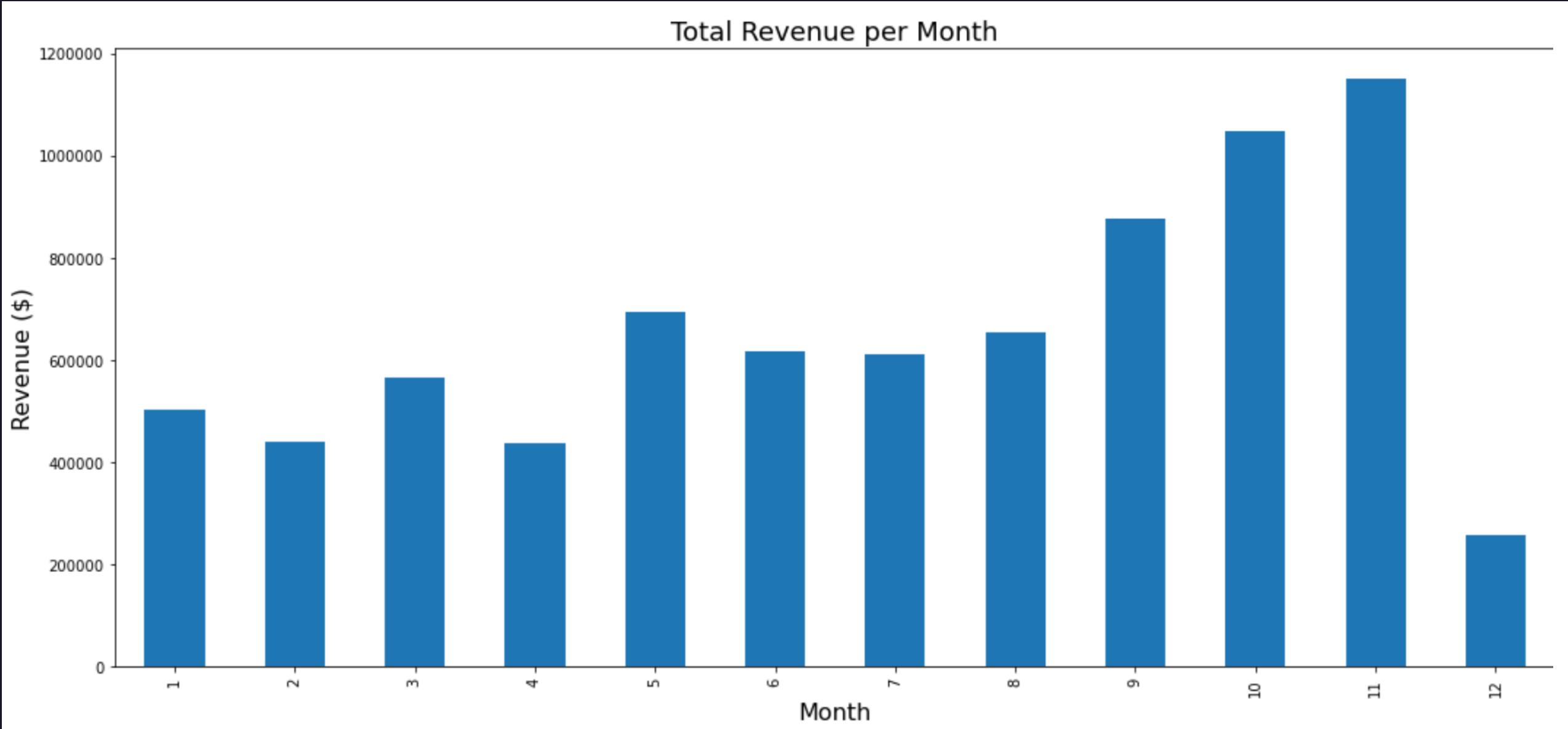
Half of the customers placed around 2 orders, 95% of the customers placed around 12 orders or less. So our clients are buying relatively often.

# Items Sold per Month / per Hour

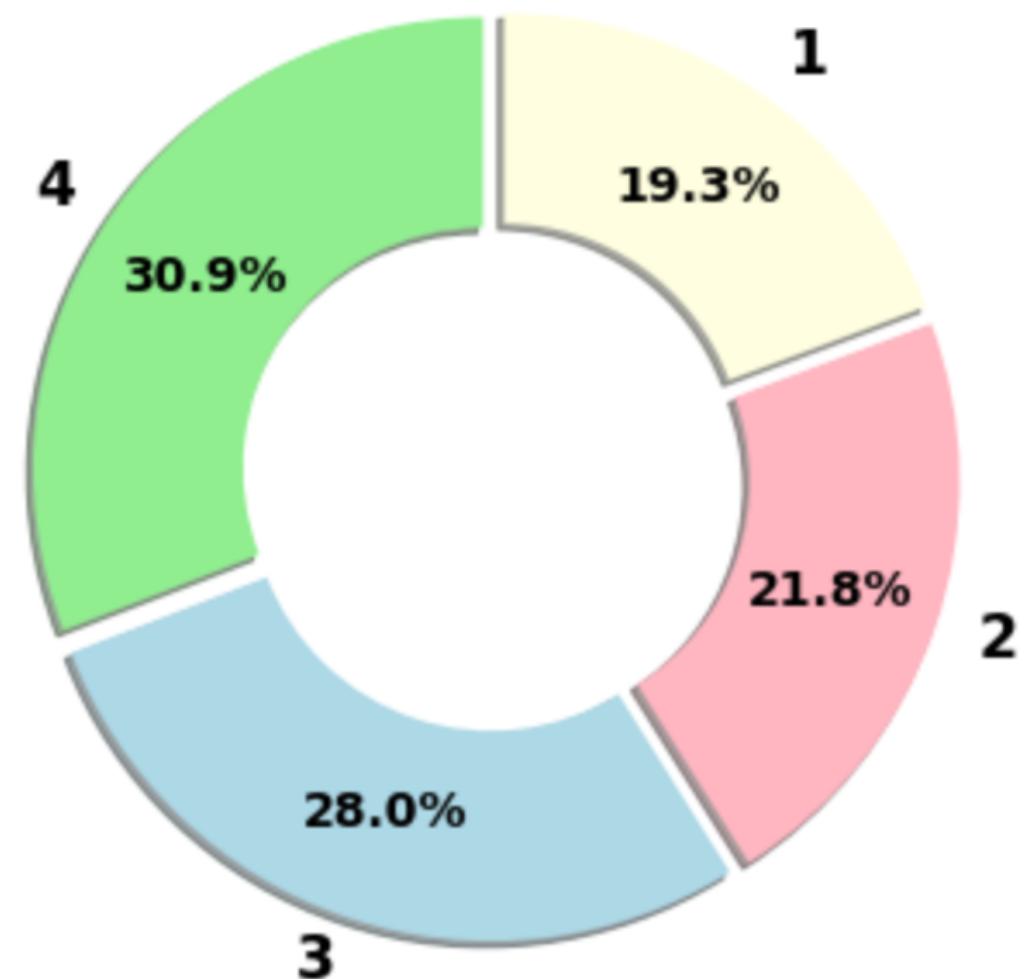
Huge amount of the orders were received around the end of a year, probably because the clients were stocking up before Christmas holidays and buying presents.

An interesting thing discovered when investigating Quantity per Hour chart: most of the sales have been made during the office working hours.





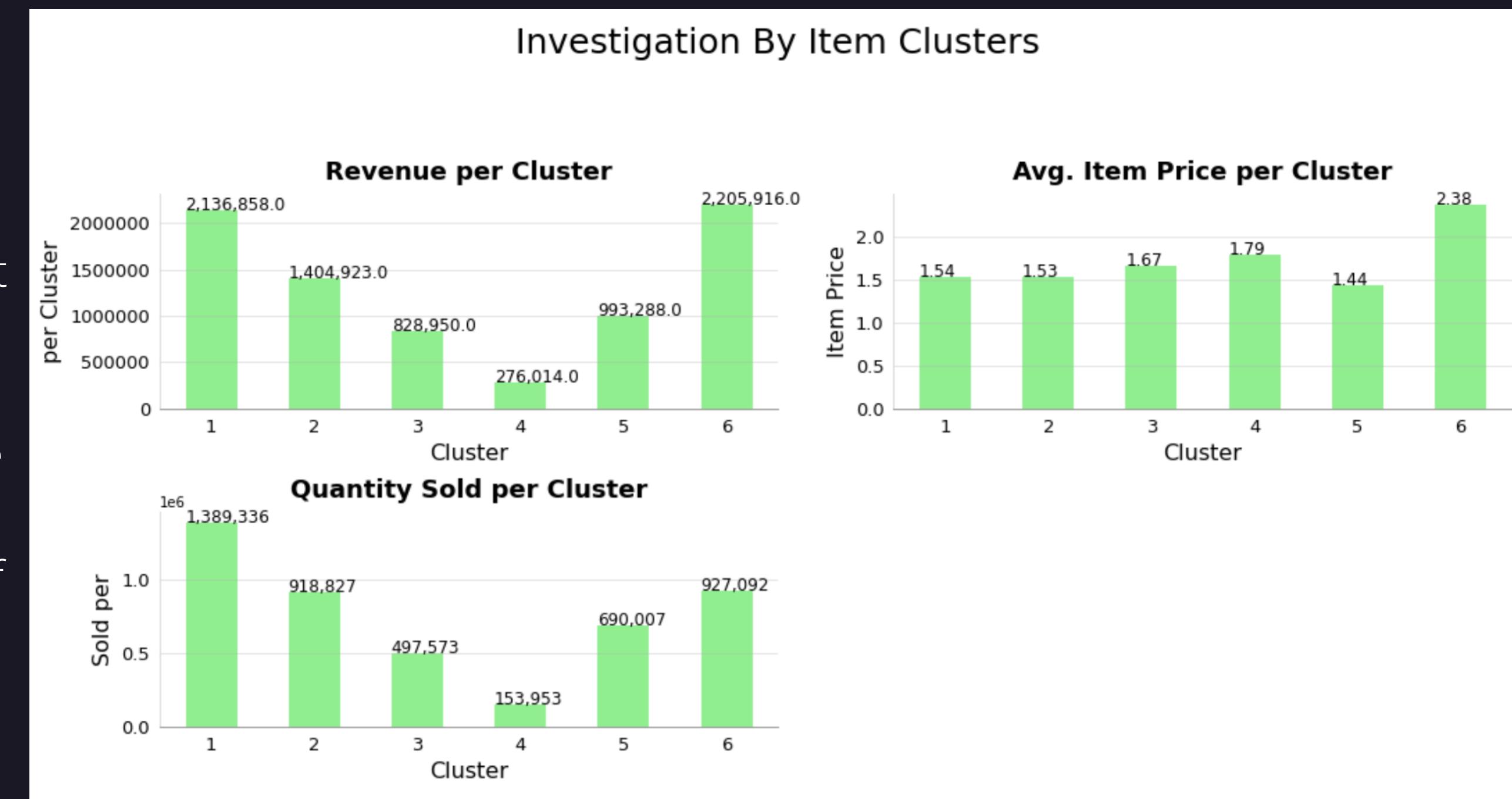
**Sales Per Quarter**



As we see from the charts, the highest sales are falling on 3rd and 4th quarters of a year.

# Item Clustering

- cluster 1 (*kitchen and cooking items*) is sold in the largest quantities and brought the highest revenue.
- cluster 2 (*water bottles and metal*) is relatively expensive, brought the lowest revenue and very few of it has been sold. It's better to think if we should continue selling this cluster's items in future.



- cluster 3 (*home furniture and clocks*) takes the second place according to revenue, good quantity has been sold and price per item is also relatively high.
- cluster 4 (*bags*) is not the best when it comes to revenue and quantity sold, but not as bad as the 2nd cluster.
- clusters 5 and 6 are pretty similar and showing the good score both by revenue and items sold quantity.

# RFM Segmentation

## 1. Core - Our Best Customers **(429** customers)

Recommendation: the marketing team should pay extra attention to this group and investigate the reasons standing behind this success.

## 4. Rookies - Our Newest Customers (**112** customers)

Who They Are: First time buyers on your site.

Recommendation: we should think of the ways to attract them to buy from us again in the nearest future.

## 2. Loyal - Our Most Loyal Customers (**1047** customers)

Who They Are: Customers who buy the most often from your store.

## 5. Slipping - Once Loyal, Now Gone (**40** customers)

Who They Are: Great past customers who haven't bought in awhile.

Recommendation: even though the number of slipping customers is very low, we might try reaching them out and get them back with promotions.

## 3. Whales - Our Highest Paying Customers (**1052** customers)

Recommendation: according to a big amount of customers in this group, we can find another proof that a lot of our clients are wholestockers. We should concentrate on providing them proper range of items according to their needs and seasonality.



# THANK YOU

Link to a dataset:

[https://drive.google.com/file/d/1mSWYEi\\_evlzDoA6sULqKwKD1KBvvkSc04/view?  
usp=sharing](https://drive.google.com/file/d/1mSWYEi_evlzDoA6sULqKwKD1KBvvkSc04/view?usp=sharing)