

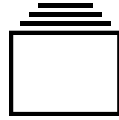


Data Science Presentation

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PART ONE
Users



Contents



PART TWO
Products

Developing Customer Segmentation & Personalizing Retention Strategy



Transaction Data

Product

💰 Price

🏷️ Brand

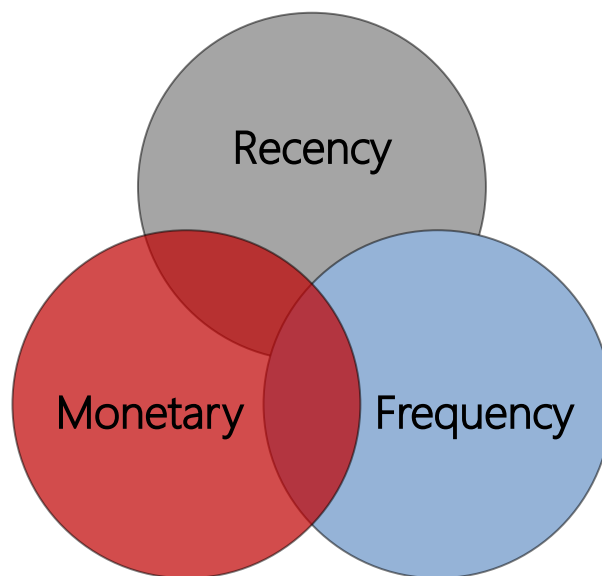
🍷 Category

Customer

🕒 Time

👤 UserID

🛒 Action



RFM Model

K-Means



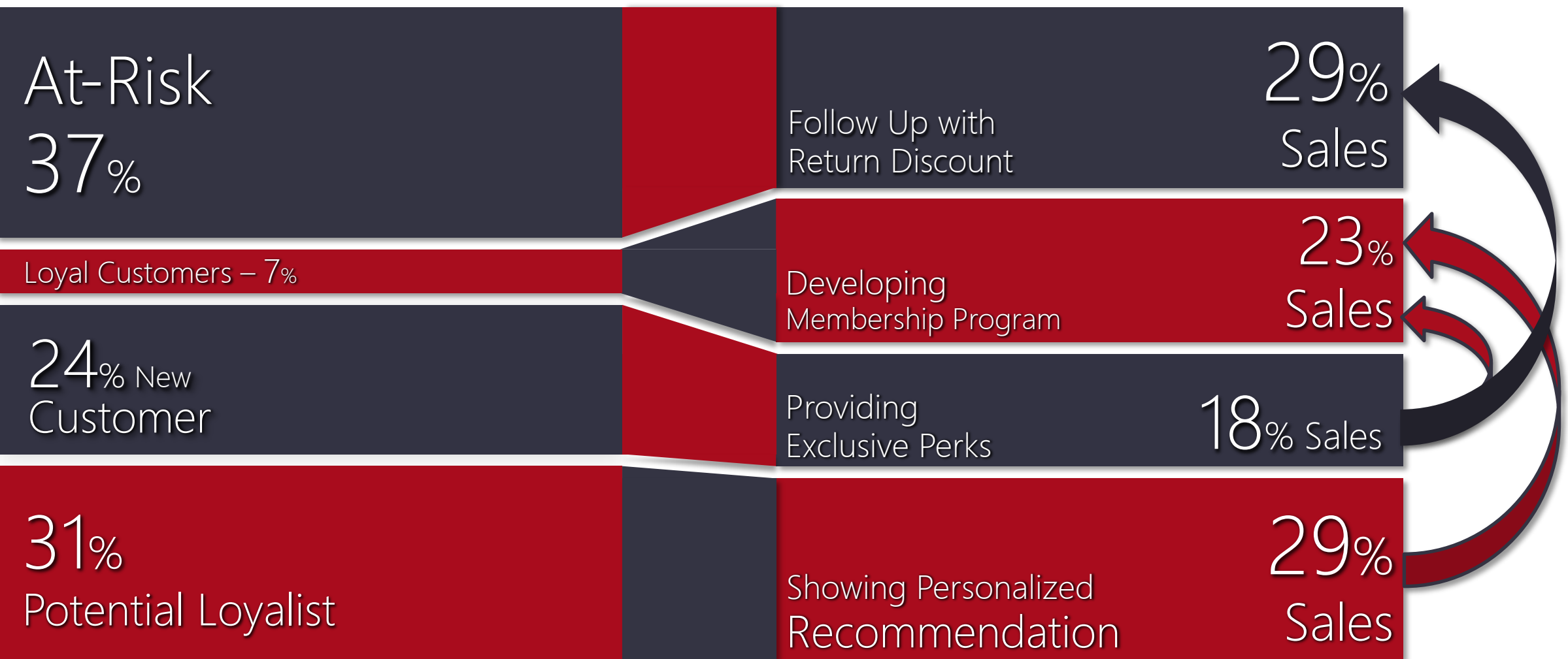
New Customer

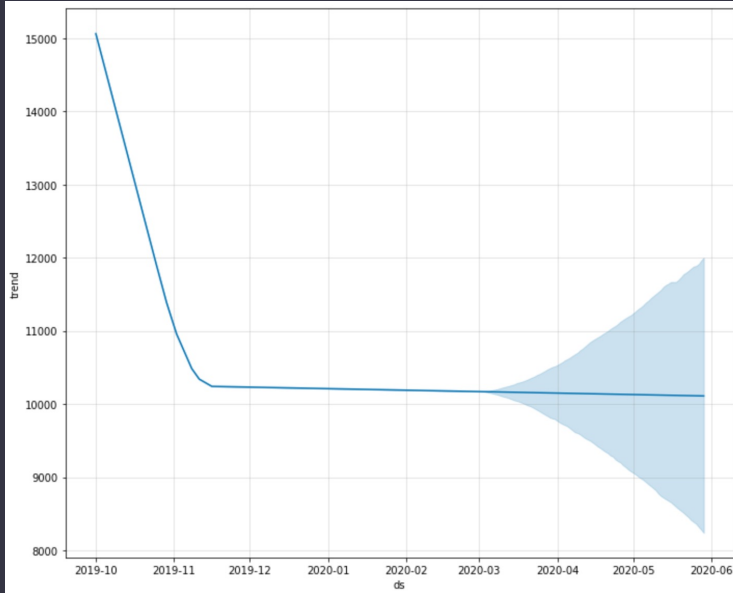
Potential Loyalist

Loyal Customer

At-Risk Customer

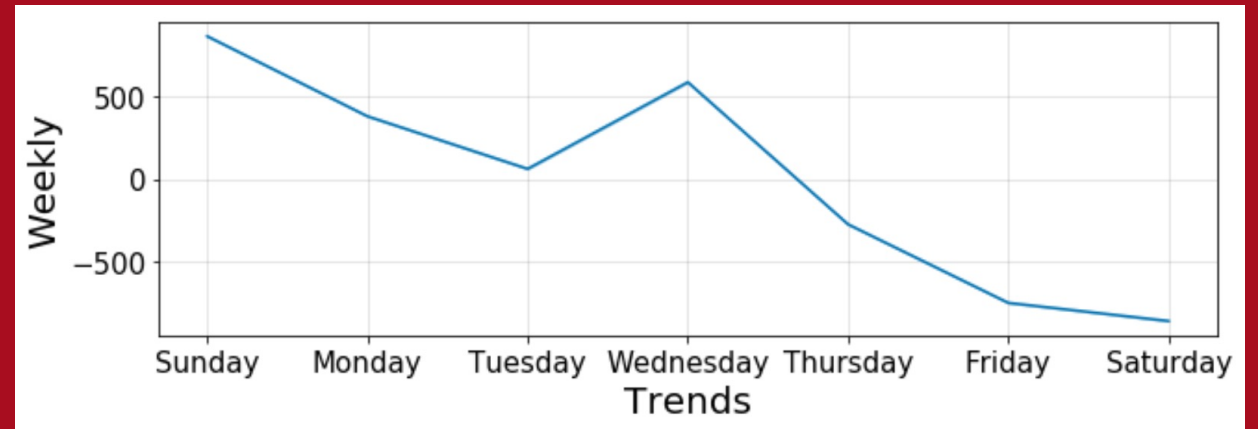
Developing Customer Segmentation & Personalizing Retention Strategy





10,000

Increased Number of New Customer
in per day



Wednesday

Weekly Trends of increased New Customer
If without Wednesday, the number will keep decrease from Sunday to Saturday.

Product Segmentation

Conversion rates

Category

Product

View - Purchase

View - Cart

Cart - Purchase

Cart - Remove

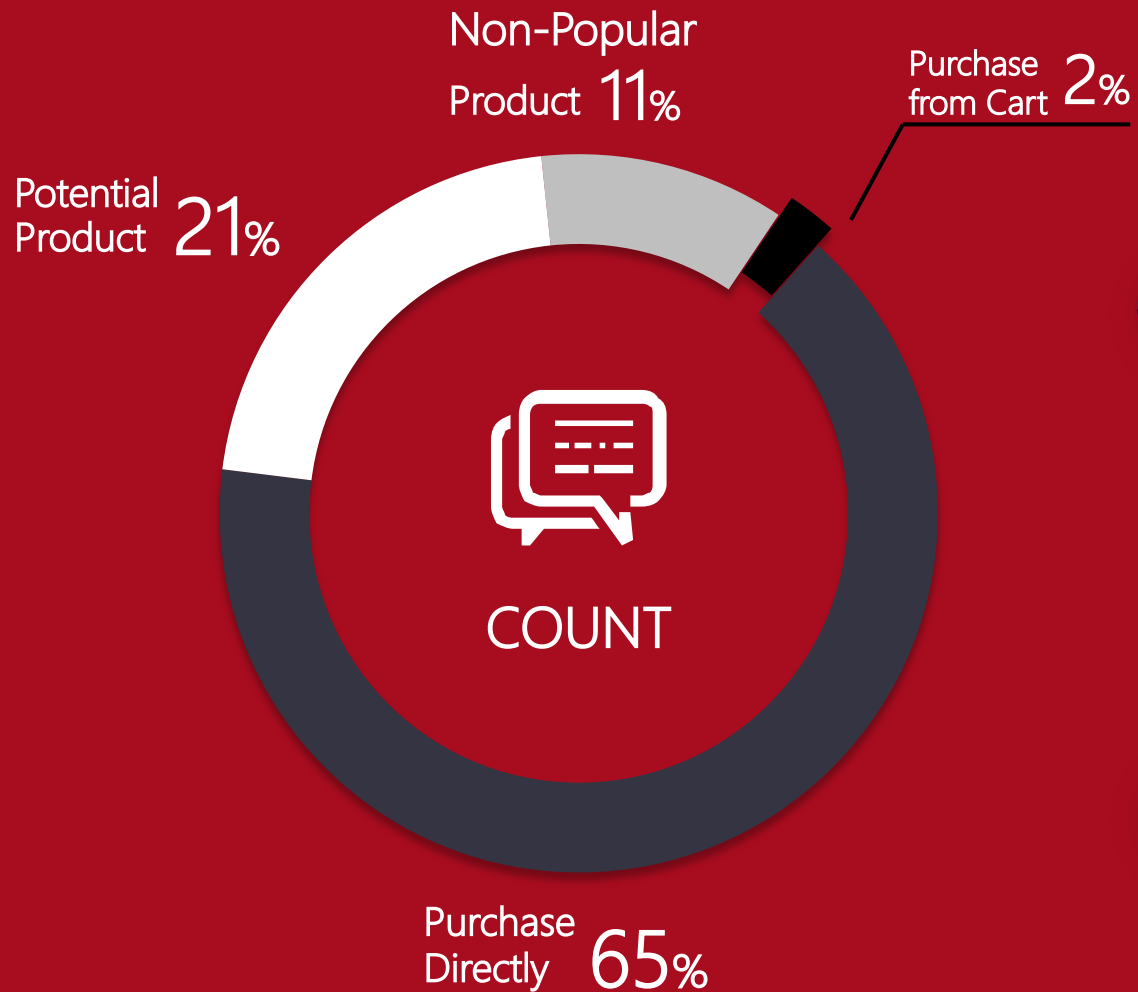


Potential

Popular

Not Popular





Popular
Users tend to purchase directly after they viewed it.
→ Add One-Click order button.

Potential
Setting up the promoting plan for converting potential product
Popular product is the company next step

COUNT SALES

67% - 87%

Together, 67% of the product generated 87% of the sales. Users tend to purchase directly after they viewed it


The non-popular products with 11% of total number of product generate 13% of the sales.

 0.3%

| BALBCARE | LEVISSIME | SOLEO |
|----------------------------|---------------------------|-------------------------------|
| \$1090.47 $346/2 = 173$ | \$10975 $2234/6 = 372$ | \$26272.81 $9173/54 = 169$ |

 22%

| IRISK | RUNAIL | GRATTOL |
|-------------------------------|--------------------------------|-------------------------------|
| \$223903 $73806/1263 = 58$ | \$343433 $111408/1277 = 87$ | \$266295 $49542/319 = 155$ |

 <\$100 & <2

| ROREIC | BOSNIC | LUNARIS |
|---------------------|----------------------|----------------------|
| \$1.40 $1/1 = 1$ | \$20.94 $1/1 = 1$ | \$16.19 $1/1 = 1$ |

Number of Session / Number of Product

Each brand will cover plenty of categories and product type. How to adjust the inventory of the product to maximize the sales is the company's top priority.

Since, it is not fair to rank each product by the sales. So, I calculate another value for each product: session per product.

2021

Thank You

