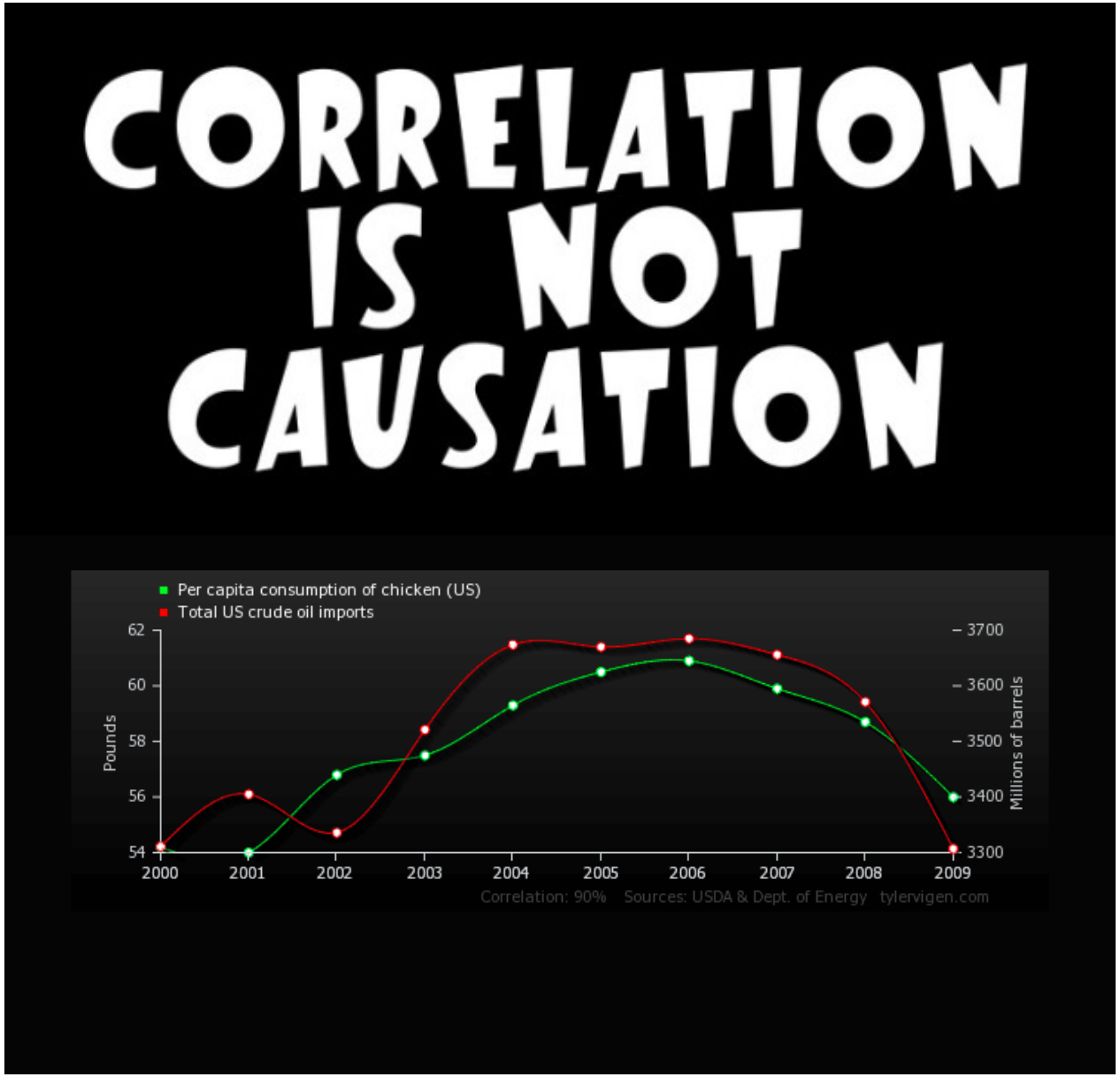
3_2. Hands on

Statistical Analysis. How?



Examples

Statistical Analysis. How?

https://github.com/arunp77/Data-analysis-projects/tree/main/E-commerce

https://github.com/prayagpadwal/Adidas-Sales-Analysis

https://medium.com/illumination/customer-behaviour-analysis-101-the-ultimate-step-by-step-guide-2e3f42a2cd69

→ https://github.com/richardwarepam16/
→ https://www.datascienceportfol.io/codewarepam

Examples

Statistical Analysis. How?

Consumer Behaviour Analysis

Customer Behaviour: Case Study
https://statso.io/customer-behaviour-case-study/

Solution 1. Reference from webpage
https://thecleverprogrammer.com/2023/11/06/customer-behaviour-analysis-using-python/

Solution 2. Customer Behaviour Analysis 101
https://colab.research.google.com/drive/1uF-6j8AgIuD-XYhM5jJhoi27fbvhg9iH?usp=sharing#scrollTo=f05239ff

Today's Homework

Statistical Analysis. How?

(1) Make 'Adidas Sales Analysis' work… and provide three (3) justified modifications – 3 points

https://github.com/prayagpadwal/Adidas-Sales-Analysis

Today's Homework

(2) Retail for Data Analysis… and provide seven (7) justified insights – 7 points

1. Customer Segmentation Analysis

Analyze customer data to segment your customer base based on demographics, behavior, and purchase history.

https://www.kaggle.com/search?q=customer+segment+analysis

2. Promotion Effectiveness Analysis

Evaluate the impact of marketing and promotional campaigns on sales and customer engagement.

https://www.kaggle.com/c/rossmann-store-sales/data

3. Customer Churn Prediction

Analyze customer behavior and predict which customers are likely to churn (stop buying) and implement retention strategies.

https://www.kaggle.com/code/slayomer/churn-prediction-with-xgboost-on-marketing-data/input

Today's Homework

4. Price Optimization

Analyze pricing strategies and competitor prices to optimize product pricing for maximizing profits.

https://www.kaggle.com/code/harshsingh2209/retail-price-optimization/input

5. Supply Chain Optimization

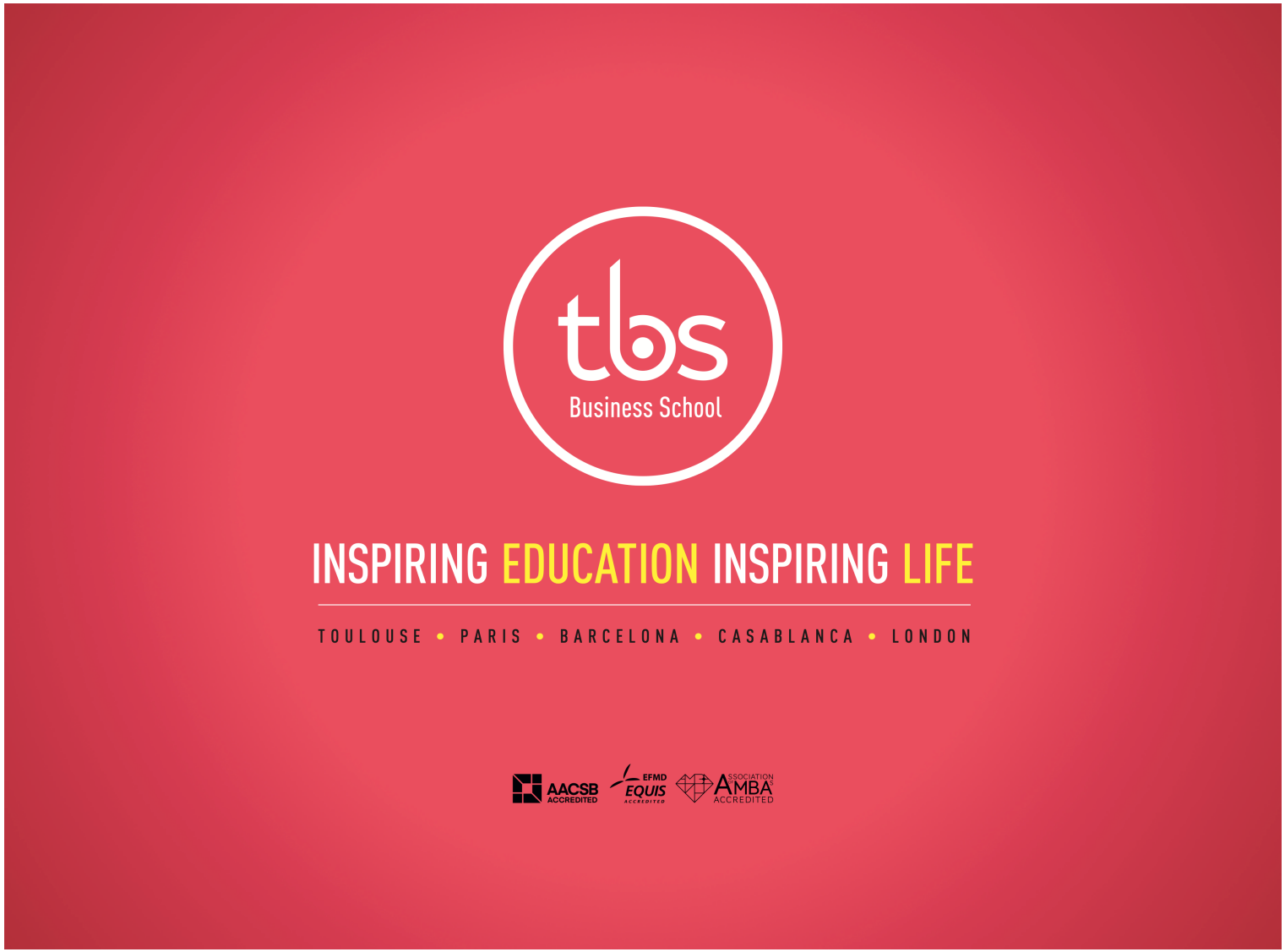
Optimize the supply chain by analyzing supplier performance, transportation costs, and lead times.

https://data.world/datasets/supply-chain

6. Customer Sentiment Analysis

Analyze customer reviews and social media data to understand customer sentiment and feedback about products and services.

https://www.kaggle.com/datasets/datafiniti/consumer-reviews-of-amazon-products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