LOYALTY

Pure data driven in the final report

Classify consumers: given definition and creating map correlated with customer loyalty

Boxplot together with premium with violin map

Loyalty didn’t transfer to price advantages

Monthly and store id using in tableau

1.Compared with expensive district population with pets count

2.Increase price range

3.Promo\_flag, no discount.

With linear regression statistic evidence

Count the richest per price

Do the mars itself regression

What’s the contradict evidence

Change the shape of the chart put coefficient and p value together

Integrate those three stories

Rank for the four stores

For my part, add train\_test\_split to calculate accuracy

Add some other companies??

Map specified for seasonality

ggseasonplot + kpss

Do you think those data like texture, longevity will be useful to loyalty.

Survey data. Help to construct …..

Thesis conception based..

USE FMCG instead of Mars

Make subset investigation

Add cross validation~~~~ better than train\_test\_split

and some neural networks….

Exponential smoothing~~~

HAVE A NICE DAY