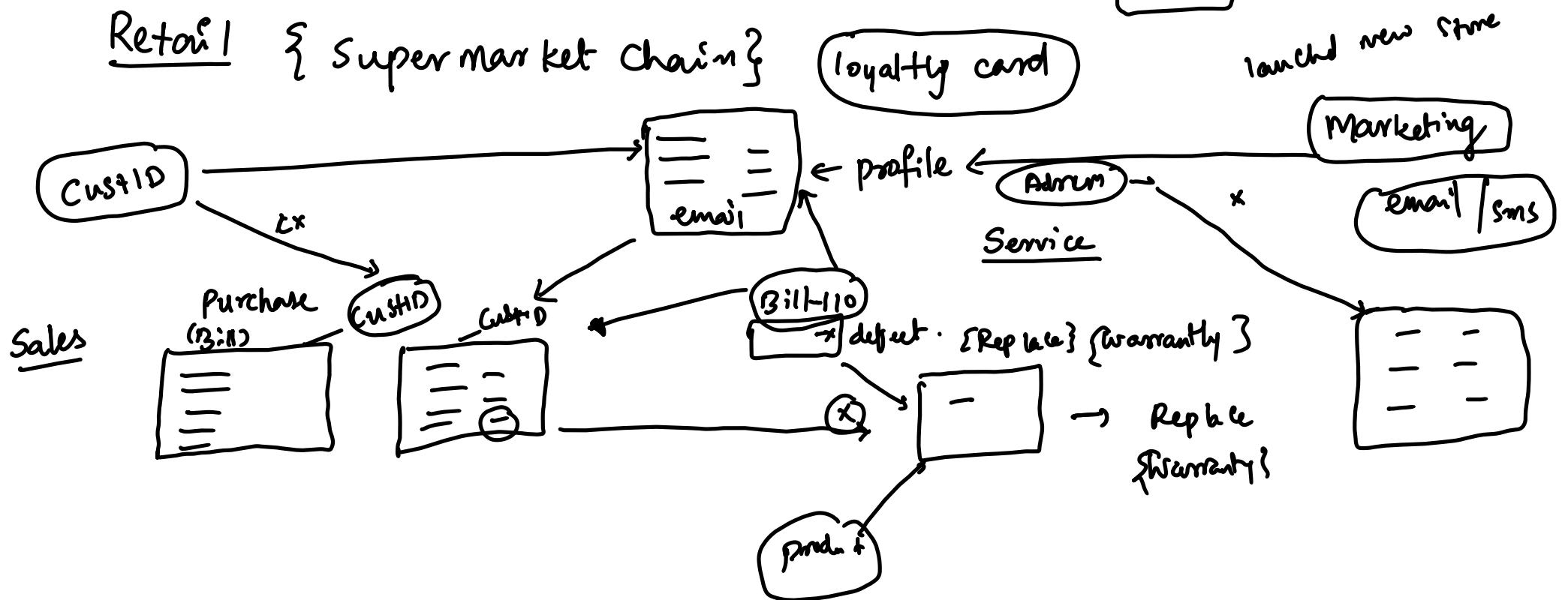


CRM Analytics

CRM → Customer Relationship Management



Why CRM Analytics?

→ Cohort analytics
group with some common condition.

→ Same behaviour -

{Segmentation?}

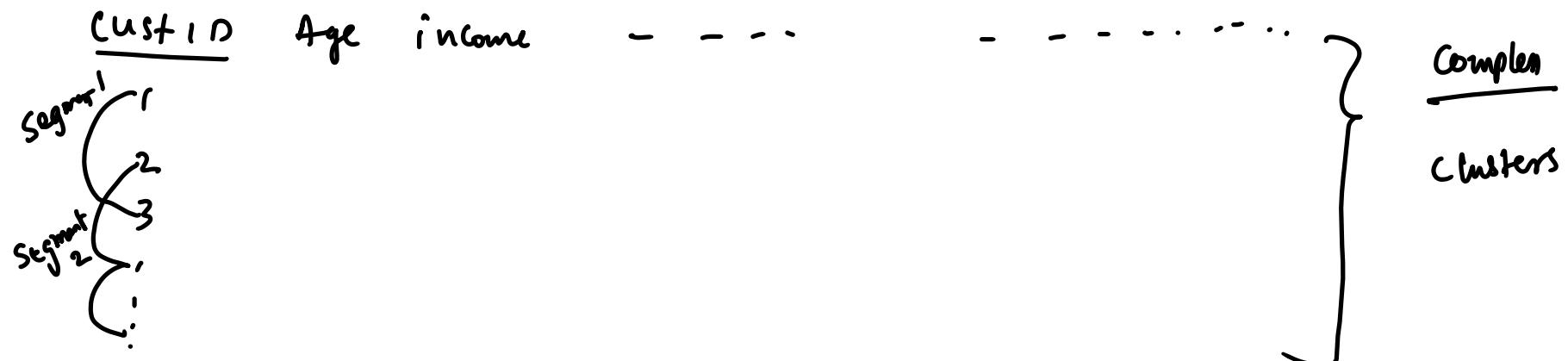
→ age, income, gender [Demographics],

→ Psychographic information {lifestyle, social status, interests, third party}

→ Geographic {address} → □

Purchase history, (patterns)

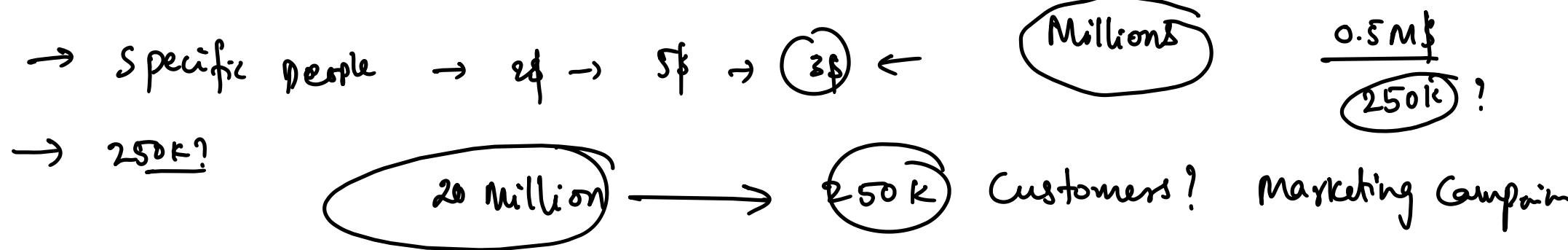
→ How?



→ 0.5 m \$ for marketing campaign (Starbucks) (Strategy) ← Returns

→ females, messages? (personalized) {Broadcasting?}

1\$ or 2\$ coupons



R F M Analysis

<u>(R)</u> <u>ReCency</u>	<u>(F)</u> <u>Frequency</u>	<u>(M)</u> <u>Monetary (\$)</u>
<u>ReCency</u> (1 - 5)	(1-5) (6 months)	(1-5)
$Cx_1 \rightarrow$ latest transaction → 5 (2 days)	$Cx_1 \rightarrow 20 \rightarrow \underline{5}$	$Cx_1 \rightarrow \$200 \rightarrow \underline{5}$
$Cx_3 \rightarrow$ (1 month) → 3	$Cx_2 \rightarrow 1 \rightarrow !$	$Cx_2 \rightarrow \$10 \rightarrow !$
$Cx_2 \rightarrow$ latest transaction → 1 (6 months)		

→ CX-A last transaction 5 months back, six months (30), \$200

$$\frac{R}{1}$$

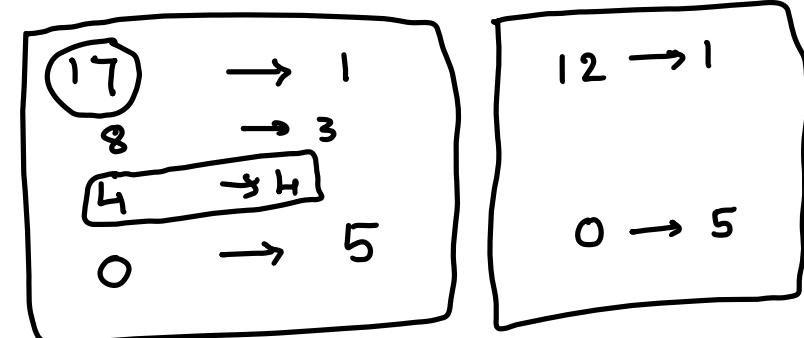
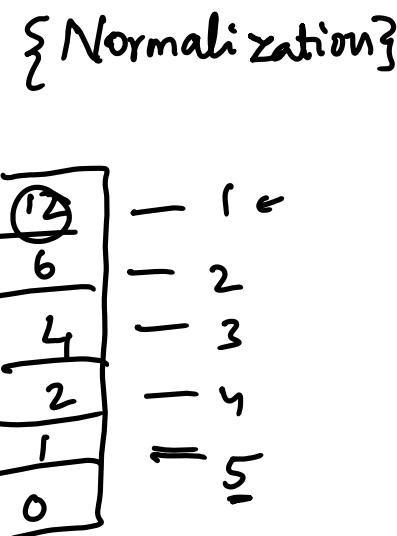
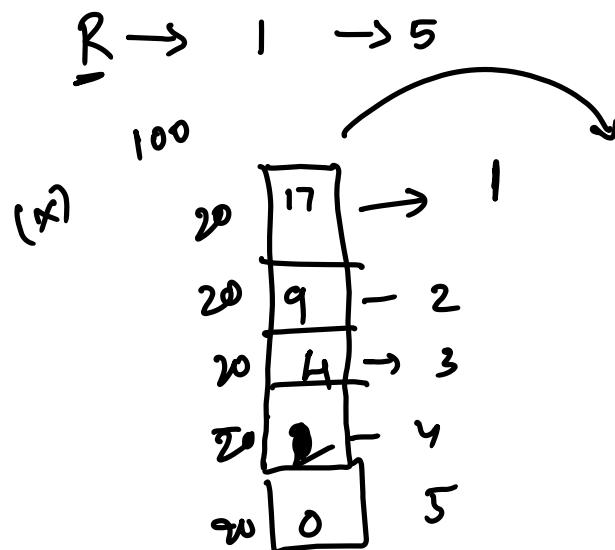
$$\frac{F}{5}$$

$$\frac{M}{5}$$

Recency

Customer ID	Last Purchase Date	Months Since Last Purchase Date	Recency Score
ABC	1/12/2021	17	1
XYZ	6/16/2022	0	5 ←
HGB	2/14/2022	4	4
ASD	10/24/2021	8	3

$R \rightarrow ?$
 $f \rightarrow ?$
 $M \rightarrow ?$

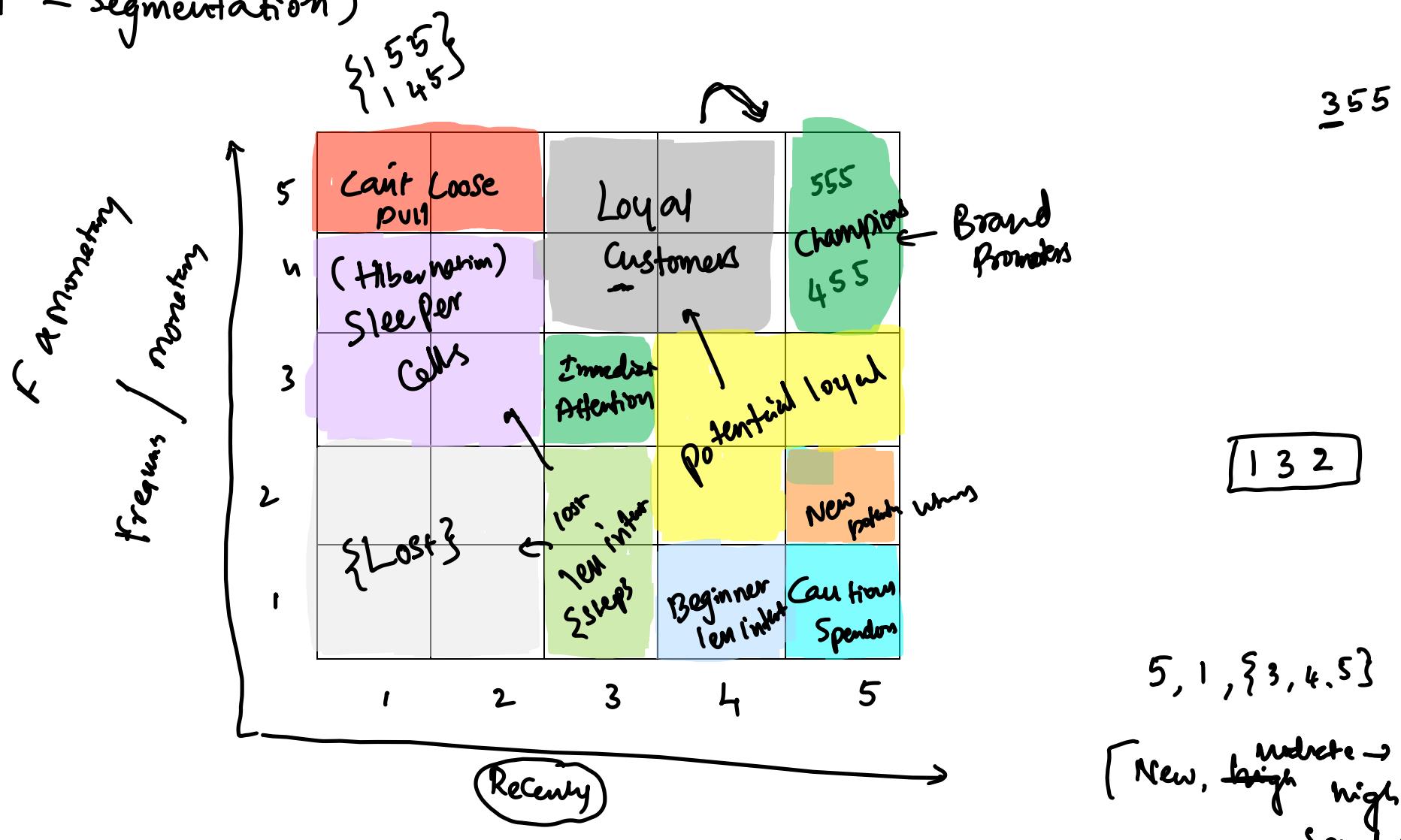


{ Quantile }

$\geq 1 \text{ year} - 1$
 1 - 6 - 2
 6 - 4 - 3

\$ 0.5M → 280k

(R, F, M - Segmentation)



→ [Aquiring New customers] :-

Potential Customers

5,1, {3,453} ✓

5,2, {3,453}

→ Retention of Premium good Spenders

