

### ***Applied Dashboard Design and Analysis***

The data set is from a direct marketing company and contains 226,129 records reflecting 137,576 orders and 100,000 customers. It contains records reflecting 219 catalog mailing events across 100,000 customers.

Here are some analyses that the data can support

1. Analyze channel-buying patterns
2. Analyze aggregate, channel, and product category rebuy rates.
3. Analyze life time value by product category, channel, or original source.
4. Measure performance and estimate return on the marketing investment in total or by some RFM groups.
5. Analyze contact frequency for ROI optimization
6. Predict future revenues, offers that have performed better, the most popular channel through which purchase was made and the products which are most likely to be returned.

#### **Scope:**

The data has information on 18 product categories. Two divisions – web and catalog - sell these product categories. The number of products vary within each category and across divisions. Some products may be exclusive to a division.

The data dictionary is as follows:

CUSTNO	Unique customer identification
ZIP	5 digits ZIP Code
ORDER_NO	Unique order number
ORDER_LINE	Line number for each unique product in an order
PRODUCT_NO	Unique Product Identification Number
BO_DATE	Date that item went on back order
CANCEL_DATE	Date that item was cancelled
CANCEL_QUANTITY	Quantity of units cancelled
PRODUCT_CATEGORY_ID	Top Level Product Categorization (Single character categories, "A, B, C ..." etc)
CHANNEL	Channel through which purchase was made (see below)
DIVISION_ID	Business division that was assigned credit for the sale, regardless of the channel through which the order was placed (see below)
OFFER_ID	Unique code that identifies the marketing activity credited with the sale. (See 2_DMEF_offer_xref.txt)
ORDER_DATE	Date the order was placed
EXT_COST	Extended Item Cost (cost x quantity)
EXT_PRICE	Extended Item Retail Price (retail price x quantity)
PAY_METHOD	Payment method (see below)
QUANTITY	Quantity of unit orders
SHIP_DATE	Date line item was shipped
SHIP_QUANTITY	Quantity of items shipped
RETN_DATE	Date line item was returned
RETN_QTY	Quantity of items returned
RETN_REVENUE	Retail value of items returned
RETN_LINE	Line number for each unique product in a return order
MAILED_OFFER_CUST	Mailing and offer details of customers

LEVELS:

MAILED\_OFFER\_CUST

0: No offer has been mailed to the customer

1: Offer ID used in transaction was mailed to the customer

2: Offer ID used in the transaction was not mailed to the customer

#### DIVISION\_ID

01 = Catalog, 05= Web

#### PAY\_METHOD

AX – American Express

AZ – Amazon Pay Method

BM – Bill Me Later

DC – Diner’s Club

DI – Discover

MC – Master Card

MO – Money Order

MX – Multi Credits

OA – Open Account

PC – Personal Check

PX – Prepaid Exchange

PY – Paypal

VI – Visa

XX – Invalid CC Number

#### CHANNEL

ML – Mail

PH – Phone

WE – Web

## OFFER REFERENCE

Contains records reflecting 464 unique offers

OFFER_ID	Unique code that identifies the marketing activity
DIVISION_ID	Business division associated with the marketing activity regardless of the channel (see below)
OFFER_YEAR	Year offer was published
ACTUAL_DROP_DATE	Date offer was published
ACTUAL_END_DATE	Date offer expired
OFFER_DESC	Generic description of offer
GENDER	Gender of individual mailed (see below)
LEVELS	
Gender	
F = Female	
M = Male	
U = Unknown	