



Supermarket *Workshop 1*

MADT8102-Customer data platform

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01 Customer data platform (CDP)

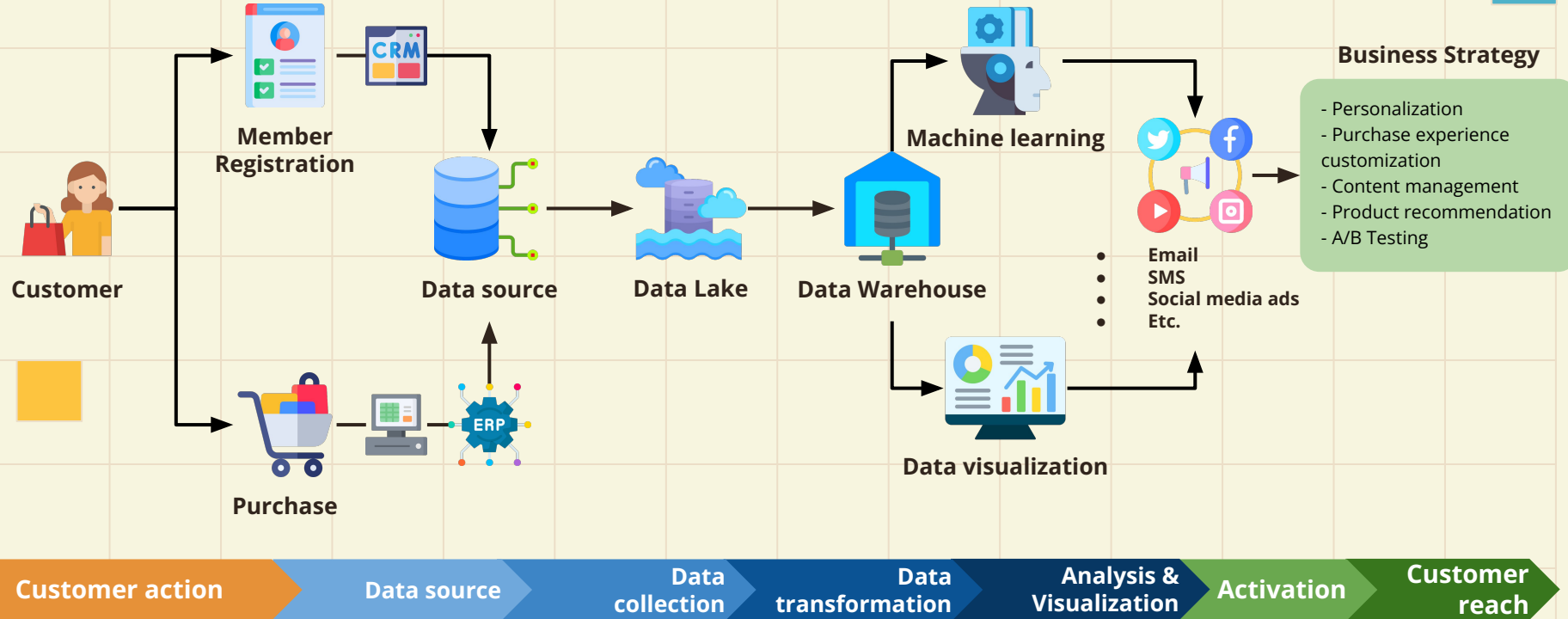
CDP Design concept

02 Customer single view

03 Use case



Data workflow diagram - Supermarket



Data source - Data overview

1 File

Data File

80,203 KB

Data size

22 Columns

Column Count

578,082

Row Count

Customer single view - Supermarket

No.	Column name	Meaning
1	CUST_CODE	Unique customer ID
2	MOST SHOP_WEEKDAY	The most visit weekday
3	MOST SHOP_HOUR	The most visit hour of day
4	AVER._QUANTITY	Average purchase quantity per ticket
5	AVER._SPEND	Average spending per ticket
6	CUST_PRICE_SENSITIVITY	Segmentation by purchasing behavior
7	CUST_LIFESTAGE	Segmentation by age of customer
8	MEANTIME-BETWEEN	Last visit - First visit/ No of Bill
9	MOST FREQUENT ITEM	Most frequent item

Customer single view - Supermarket

No.	Column name	Meaning
10	SPENDING INDEX [CURRENT - 3 MONTHS]	Percentile of total spending within 9 Months
11	SPENDING INDEX [CURRENT- 6 MONTHS]	Percentile of total spending within 6 Months
12	SPENDING INDEX [CURRENT - 9 MONTHS]	Percentile of total spending within 9 Months
13	FIRST VISIT	First impression of customer
14	LAST VISIT	Last visit of customer

THANK YOU

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