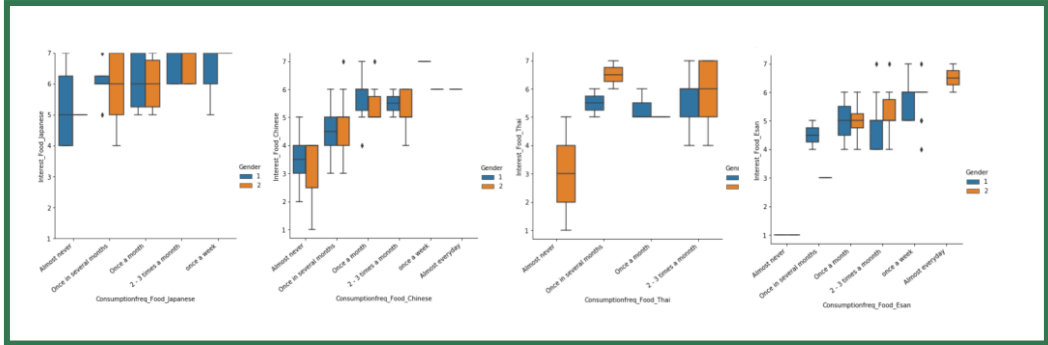


HOMEWORK 1

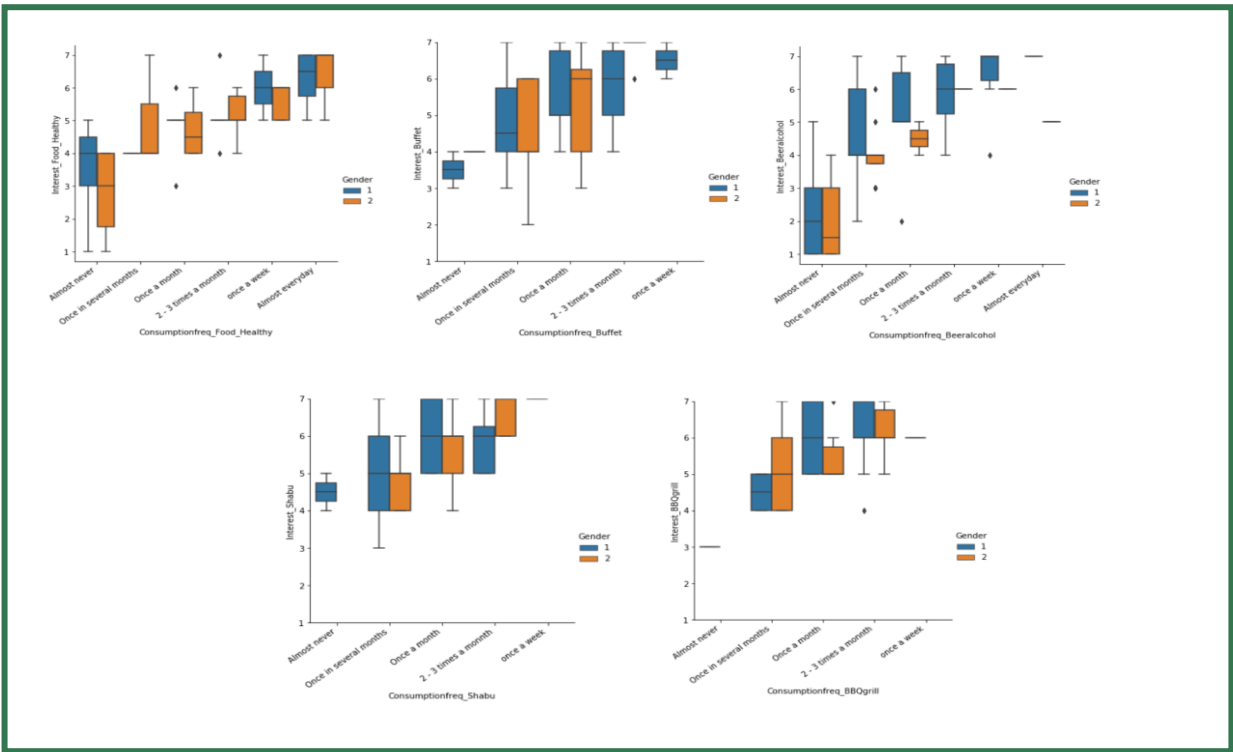
ANALYSIS OF CUSTOMER BEHAVIOR

Box plot by topic by gender

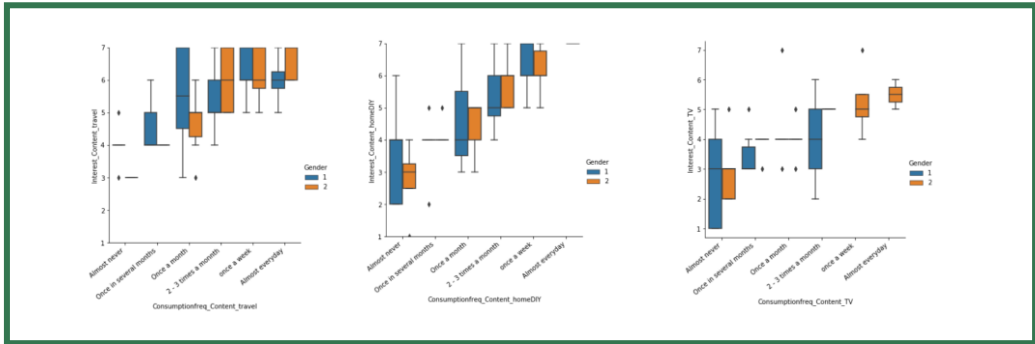
FOOD BY NATIONALITY TYPE



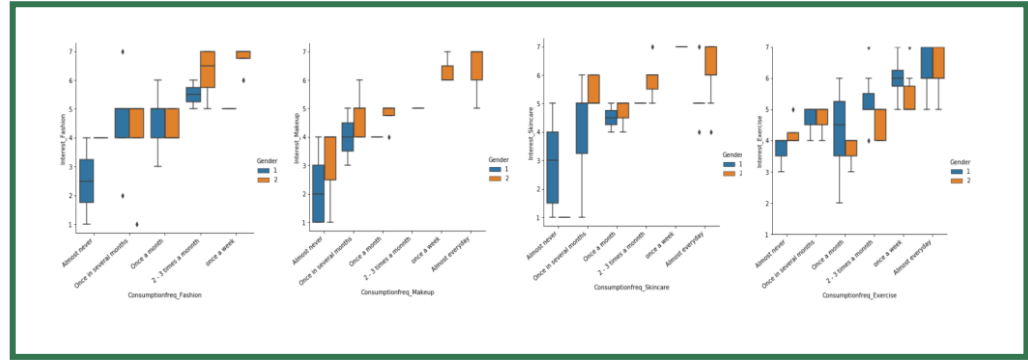
FOOD BY COOKING TYPE



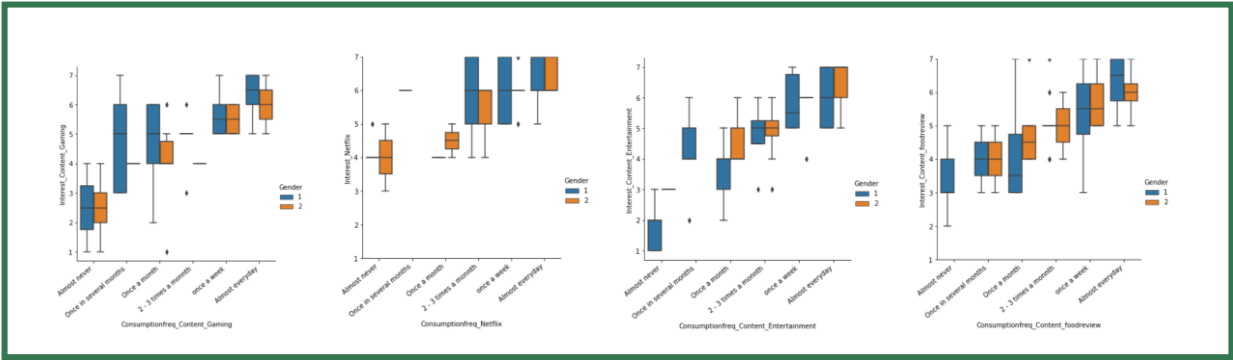
OTHER ACTIVITIES



PRODUCT CONSUMPTION



ENTERTAINMENT IN LIFE



[illegible][illegible]

	Consumption_Food_Japanese	Consumption_Food_Chinese	Consumption_Food_Thai	Consumption_Food_Esan	Consumption_Food_Healthy	Consumption_Food_Buffet	Consumption_Food_Shabu	Consumption_Food_BBQGrill	Consumption_Food_Beeracohol	Consumption_Food_Fashion	Consumption_Food_Makeup	Consumption_Food_Skincare	Consumption_Food_Exercise	Consumption_Food_Gaming	Consumption_Food_Travel	Consumption_Food_Reading	Consumption_Content_Onlinecontent	Consumption_Content_Elearning	Consumption_Content_Dramaseries	Consumption_Content_Movie	Consumption_Content_Youtube	Consumption_Content_Netflix	Consumption_Content_Entertainment	Consumption_Content_Gaming	Consumption_Content_foodreview	Consumption_Content_travel	Consumption_Content_homediy	Consumption_Content_TV	Consumption_Content_Dramaseries	Consumption_Content_politics
Interest_Food_Japanese	0.35	0.31	-0.12	0.04	0.1	0.29	0.52	0.04	-0.16	0.2	-0.06	-0.01	-0.08	0.16	-0.1	-0.19	-0.12	-0.06	0.1	0.08	-0.14	0.02	0.36	0.15	0.29	0.05	0.02	0.08	0.02	-0.18
Interest_Food_Chinese	0.03	0.66	-0.2	0	0.08	0.04	0.31	0.29	0.1	0.11	0.16	0.01	0.03	0.01	-0.02	-0.27	-0.09	-0.04	0.13	0.4	-0.14	0.04	0.29	-0.06	0.04	0.05	0.12	0	0.19	-0.13
Interest_Food_Thai	0.24	-0.15	0.11	0.04	0.25	0.36	0.27	0.11	0.25	0.1	0.32	-0.08	0.15	-0.18	0.34	-0.2	-0.26	0.05	-0.26	-0.09	0.16	-0.18	0.26	-0.32	0.28	0.4	0.21	0.2	0.22	0.41
Interest_Food_Esan	0.07	-0.09	-0.16	0.64	0.24	0.18	0.04	-0.03	0.22	0.26	-0.1	0.07	-0.04	-0.22	0.07	0.14	0.1	-0.23	-0.41	-0.04	-0.01	-0.22	-0.03	-0.34	0.02	0.17	0.19	0.08	0.15	0.31
Interest_Food_Healthy	0.15	0.05	-0.02	0.28	0.72	0.05	0.18	-0.02	-0.36	0.03	0.27	0.11	0.2	-0.13	0.14	0.06	0.25	-0.05	0.01	-0.22	-0.19	-0.12	-0.11	-0.1	0.22	0.29	0.03	0.08	0.1	0.06
Interest_Buffet	0.07	-0.09	0.06	0.08	-0.06	0.49	0.29	0.18	0.23	0.13	-0.19	-0.18	-0.14	0.21	0.15	-0.28	-0.27	-0.19	-0.22	0.19	-0.19	-0.16	0.38	-0.01	0.27	0.24	0.16	0.14	-0.05	0.31
Interest_Shabu	0.19	0	-0.09	0.19	0.16	0.53	0.41	0.2	0	0.15	-0.12	0	-0.18	0.06	-0.01	-0.26	-0.15	-0.15	-0.02	0.15	0.03	-0.03	0.24	-0.09	0.22	0.21	0.18	0.12	0.1	0.14
Interest_BBQGrill	-0.1	0.16	-0.07	-0.08	-0.1	0.11	0.09	0.53	0.04	0.01	-0.13	-0.13	-0.25	0.15	0.01	-0.09	-0.07	0.05	0.04	0.38	-0.07	-0.07	0.27	-0.15	0.18	0.16	0.21	0.06	0	0.07
Interest_Beeracohol	-0.11	-0.3	0.16	0.09	-0.01	0.22	0	0.07	0.73	0.22	-0.03	-0.24	0.16	0.16	0.41	-0.21	-0.17	-0.06	-0.27	0.15	-0.16	-0.09	0.12	-0.34	0.06	0.33	0.45	0.21	0.23	0.29
Interest_Fashion	0.15	0.05	-0.36	0.37	0.47	0.19	0.15	0.13	0.13	0.54	0.06	0.2	0.25	0.14	0.09	0.13	0.14	-0.12	-0.06	0.2	-0.02	-0.07	0.15	-0.17	0.09	0.21	0.2	0.11	0.11	-0.01
Interest_Makeup	0.06	0.05	0	0.01	0.23	0	0.04	0.05	0.16	0.24	0.44	0.18	0.38	-0.01	0.16	0.11	0.05	0.09	-0.19	0.1	-0.06	-0.19	0.15	-0.25	0.2	0.48	0.39	0.32	0.55	-0.01
Interest_Skincare	0.03	-0.02	0.09	0.15	0.23	0.11	0.03	-0.01	-0.24	0.08	0.24	0.5	0.19	0.07	-0.16	0.01	0.2	-0.09	-0.07	-0.15	0.03	-0.07	-0.14	0.16	0.04	0.13	-0.02	0	0.24	-0.15
Interest_Exercise	0.03	-0.24	0.35	-0.18	0.16	-0.17	0.03	-0.14	-0.04	0.23	0.24	0.01	0.67	0.35	0.41	0.08	0.16	0.03	0.21	0.06	-0.11	0.02	0.1	0.26	0.19	0.4	0.21	0.22	0.17	-0.12
Interest_Gaming	-0.12	-0.03	0.37	-0.48	-0.32	-0.12	-0.08	-0.13	-0.1	0.04	0.1	-0.13	0.11	0.65																

 TOO SAD, NO ONE WOULD UNDERSTAND..



CRM IS THE TECHNIQUE IN MANAGING ALL
YOUR COMPANY'S RELATIONSHIPS AND
INTERACTIONS WITH CUSTOMERS AND
POTENTIAL CUSTOMERS.

THE GOAL IS SIMPLE:
IMPROVE RELATIONSHIPS
TO GROW BUSINESS



HERE.....
YOU ALL ARE MY CUSTOMERS ☺



BADS STUDENT 101

OUR LIFE OUTSIDE CODING

GETTING ALONG CHEAT SHEET

CHEAT SHEET 1: GET TO KNOW

JAPANESE FOODIE

94% are interest in Japanese food.
91% interest in Shabu
and >80% interest in Buffet & BBQ & Grill

DIE HEART GAMER

82% interest with 41% extremely interest in gaming. And 41% play game everyday

ENTERTAINMENT ADDICT

67% watch YouTube daily while more than 30% watch drama/series & Netflix everyday

GOOD LOOK KEEPER

50% interest in Fashion & skincare
While 79% interest in exercise
and 50% exercise at least once a week

POLITICAL UPDATER

70% interest in political situation and read political content once a week

JAP. & E-SAN FOODIE

82% have E-san meal at least once a month
67% have Jap meal at least once a month

NO ALCOHOL, PLEASE

78% rarely drink beer or alcohol
Only 14% drinks at least once a month

DRAMA & SERIES LOVER

60% watch YouTube everyday while 46% watch drama/series at least once a week

FASHION UPDATER

71% interest in Fashion & 67% purchase new clothes at least once a week.

GOOD SKIN IS BEAUTY

89% interest in skincare. 37% apply skincare as daily routine while only 25% do makeup everyday

CHEAT SHEET 2: TOPIC TO CHAT

If you do not know what to talk about, try to dig if he or she likes any of these topic then you can continue with the following stories.

Things they interest



SHABU



ESAN FOOD



**ENTERTAINMENT
CONTENT**



MOVIE

Other things they will also be interested



BUFFET

Correlation = 0.71



JAPANESE FOOD

Correlation = 0.62



BBQ & GRILL

Correlation = 0.51



FASHION

Correlation = 0.6



DRAMA/SERIES CONTENT

Correlation = 0.68



GAMING CONTENT

Correlation = 0.52



DRAMA & SERIES

Correlation = 0.73



NETFLIX

Correlation = 0.55



YOUTUBE

Correlation = 0.46

**BUT HEY,
EVERY FRIENDSHIP START AT**

