

DDD Supermarket

Group 1



Objective:

To increase sales by understand customer's behavior to deliver personalized experiences, targeted marketing campaigns, and improved customer service.



Product Analysis

- Popular items

Time-Purchasing Analysis

- Date and Time

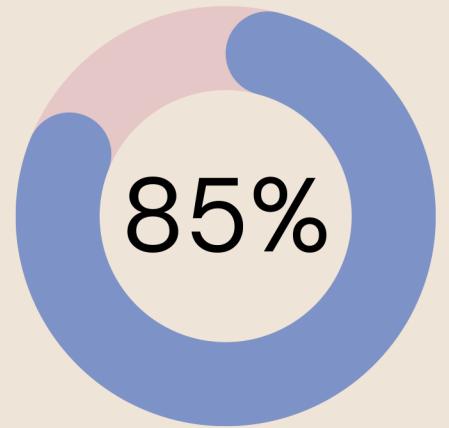
Customer Segmentation Analysis

- Sensitivity Price
- Basket size

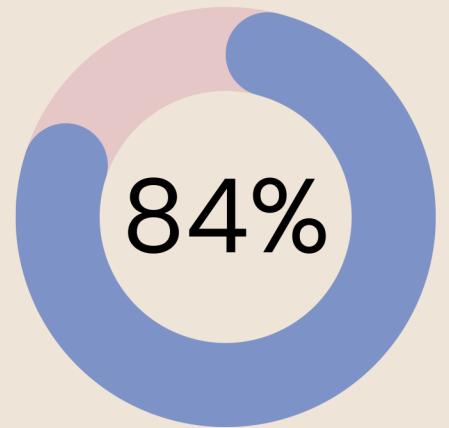
Business Solutions & Strategies

Over production for the season

Overview

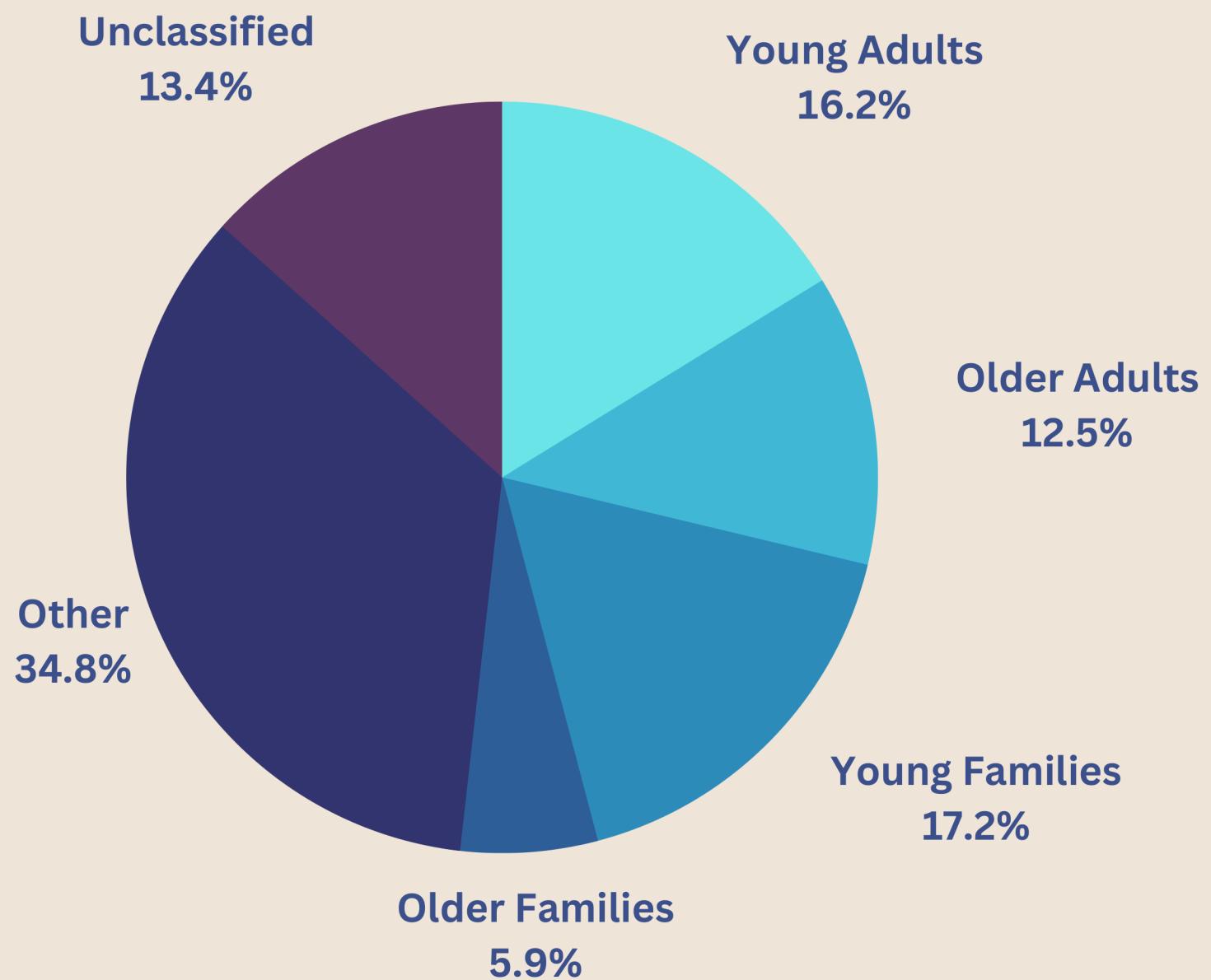


Percentage of Spending amount



Percentage of Basket ID

Percentage of customer by Customers Life Stage



Remark: Purple is customers who have membership.

- Membership
 - No. of Customer: 3,439

Customer insights

Topics	Young Adults	Older Adults	Young Families	Older Families	Pensioners	Other
Basket dominant mission	Fresh Mixed Grocery	Fresh Mixed Grocery	Fresh Mixed Grocery	Fresh Mixed Grocery	Fresh Mixed Grocery	Fresh Mixed Grocery
Date	Tue Thurs	Fri	Sun	Wed	Thurs	Thurs
Time	15:00-17:00 21:00-22:00	12:00-14:00	13:00-16:00 21:00-22:00	21:00-22:00 14:00-16:00	11:00-12:00 13:00-14:00	21:00-22:00
CUST PRICE SENSITIVITY	MM	MM	MM	LA	MM	MM
Avg. Spending (THB)	481	481	489	513	437	580

LA = Less Affluent, MM = Mid Market, UM = Up Market

Customer Single View



Customer_ID	Customer_lifestage	Customer_price_sensitivity	Total_spending	Purchased_time	Average_spending_per_basket_ID	Distinct_basket_IDS_on_Sunday	Distinct_basket_IDS_on_Monday	Distinct_basket_IDS_on_Tuesday	Distinct_basket_IDS_on_Wednesday	Distinct_basket_IDS_on_Thursday	Distinct_basket_IDS_on_Friday	Distinct_basket_IDS_on_Saturday	First_purchase_date	Latest_purchase_date	First_shopping_hour	Latest_shopping_hour
CUST0000997122	OF	LA	4377.84	188	23.28638298	22	24	33	26	30	31	22	20060412	20080702	8	21
CUST0000214594	YA	LA	1586.46	37	42.8772973	4	6	6	7	5	6	3	20060421	20080616	12	21
CUST000086836	YF	LA	2197.96	86	25.55767442	13	7	16	19	12	10	9	20060412	20080620	8	21
CUST0000999593	YF	MM	453.58	30	15.11933333	7	1	5	6	4	5	2	20060506	20080402	9	20
CUST0000989319	OT	MM	3254.6	150	21.69733333	19	19	20	23	23	22	24	20060412	20080627	8	21
CUST0000464579	YF	MM	639.84	22	29.08363636	3	3	2	7	2	3	2	20060421	20080326	9	20
CUST0000419779	YA	MM	3988.03	141	28.28390071	19	22	22	19	24	20	15	20060411	20080705	8	21
CUST000094339	YA	UM	3615.09	132	27.38704545	19	18	21	15	20	17	22	20060410	20080706	8	21
CUST000092303	YA	UM	58.39	6	9.731666667	2	1	2	0	0	1	0	20061210	20070410	15	21
CUST0000811783		UM	5562.73	255	21.81462745	24	39	39	34	43	48	28	20060413	20080704	8	21
CUST0000475538	YF	LA	2327.01	53	43.90584906	9	9	7	5	7	7	9	20061203	20080702	8	21
CUST000063931		LA	1478.05	124	11.91975806	20	19	16	12	16	21	20	20060410	20080704	8	18
CUST0000612841	YF	LA	32.47	16	2.029375	3	4	2	0	2	1	4	20060508	20080701	9	21
CUST0000527918	YF	LA	2363.35	49	48.23163265	8	6	5	6	6	9	9	20060414	20080704	9	21
CUST0000161411	PE	MM	2438.63	117	20.84299145	20	20	18	13	17	12	17	20060412	20080629	8	21
CUST0000694668	OA	UM	2983.57	417	7.154844125	56	57	65	58	66	60	55	20060411	20080630	8	21
CUST0000448280	OT	UM	4696.32	227	20.68863436	31	40	29	30	36	31	30	20060410	20080704	8	21
CUST000054964	OT	UM	544.88	10	54.488	0	2	2	1	1	3	1	20060815	20080522	8	13
CUST0000771768	YA	LA	2160.92	276	7.82942029	39	31	46	40	42	45	33	20060414	20080706	8	21
CUST000099935	YF	LA	447.91	21	21.32904762	2	3	0	8	3	2	3	20061129	20080605	11	21
CUST0000625521	OT	UM	541.2	132	4.1	19	18	18	16	20	20	21	20060515	20080702	8	21