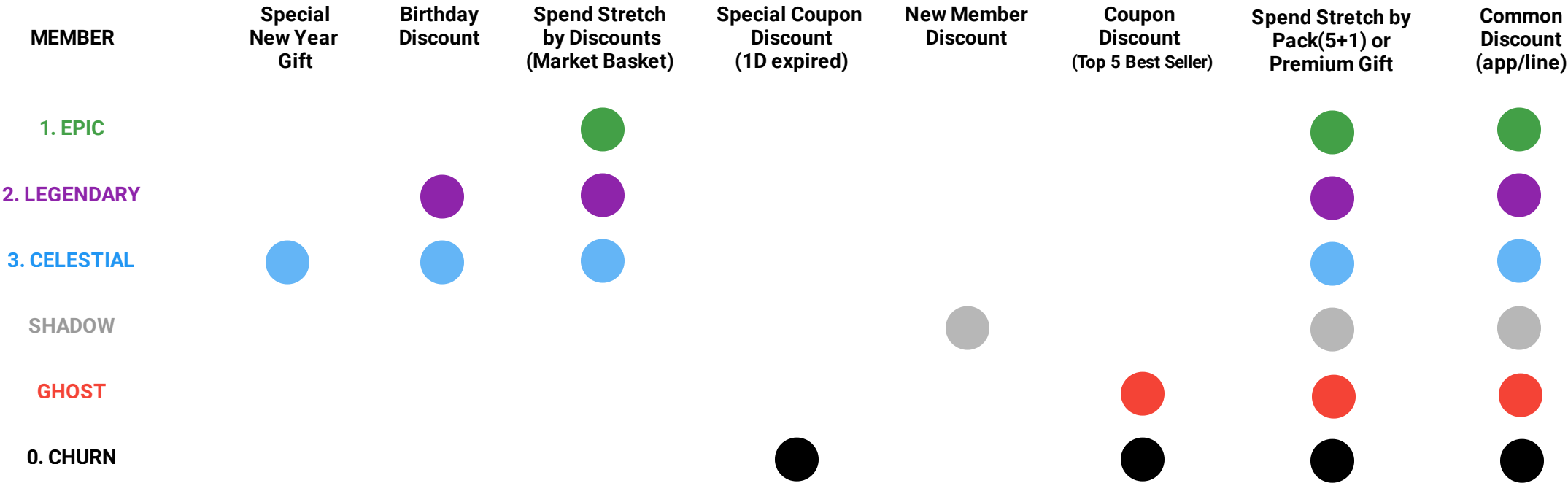# HW5: Customer Lifetime Value dashboard with action

	CUST_CODE ▲	CENTROID_ID (3 months)	Status end Jun.08	Visiting gap	Special_New_Year_Gift	Birthday_Discount	Discounts_coupon _Market_Basket	Special_Coupon_ 1D_expired	5_Best_Seller_ Discount	CLV
1.	CUST0000000181	0. CHURN	GONE	>90	0	0	0	0	1	2.24
2.	CUST0000000369	2. LEGENDARY	REPEAT	2	0	1	1	0	0	397.25
3.	CUST0000000689	1. EPIC	REPEAT	23	0	0	1	0	0	267.95
4.	CUST0000000998	0. CHURN	GONE	>90	0	0	0	0	1	1.26
5.	CUST0000001163	1. EPIC	NEW	0	0	0	1	0	0	17.23
6.	CUST0000001194	2. LEGENDARY	REPEAT	3	0	1	1	0	0	1,004.5
7.	CUST0000002257	0. CHURN	GONE	>90	0	0	0	0	1	1.72
8.	CUST0000002499	0. CHURN	GONE	>90	0	0	0	0	1	1.52
9.	CUST0000002605	1. EPIC	REACTIVATED	49	0	0	1	0	0	11.44
10.	CUST0000002637	1. EPIC	CHURN	46	0	0	1	1	1	62.74

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NOTE:
- New member have to promote in another way
- Spend stretch by pack (5+1)/Premium Gift and
and common discount (app/line) are applied for all

## CREATING VALUE FROM CLUSTERING RESULTS

MEMBER	Special New Year Gift	Birthday Discount	Spend Stretch by Discounts (Market Basket)	Special Coupon Discount (1D expired)	New Member Discount	Coupon Discount (Top 5 Best Seller)	Spend Stretch by Pack(5+1) or Premium Gift	Common Discount (app/line)
1. EPIC			🟢				🟢	🟢
2. LEGENDARY		🟣	🟣				🟣	🟣
3. CELESTIAL	🔵	🔵	🔵				🔵	🔵
SHADOW					⚪		⚪	⚪
GHOST						🔴	🔴	🔴
0. CHURN				⚫		⚫	⚫	⚫

HW5: Monthly dashboard

Monthly sale summary by region

Month	STORE_REGION / SPEND		
	E02	W01	รวมทั้งหมด
เมษายน	40,855.34	23,328.75	64,184.09
พฤษภาคม	45,347.66	25,534.28	70,881.94
มิถุนายน	42,036.57	25,366.13	67,402.7
รวมทั้งหมด	128,239.57	74,229.16	202,468.73

Lifestage spending for 3 months
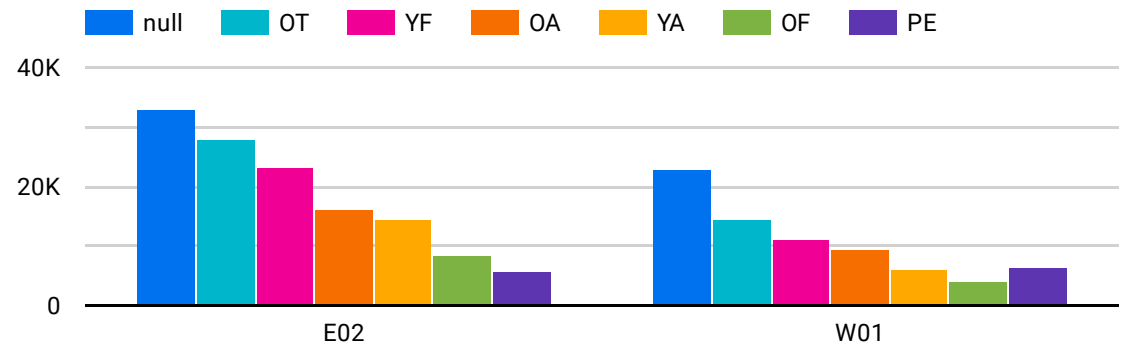
Note: Design for routine monthly review so show only 3 months

Sale trendency by Store Region
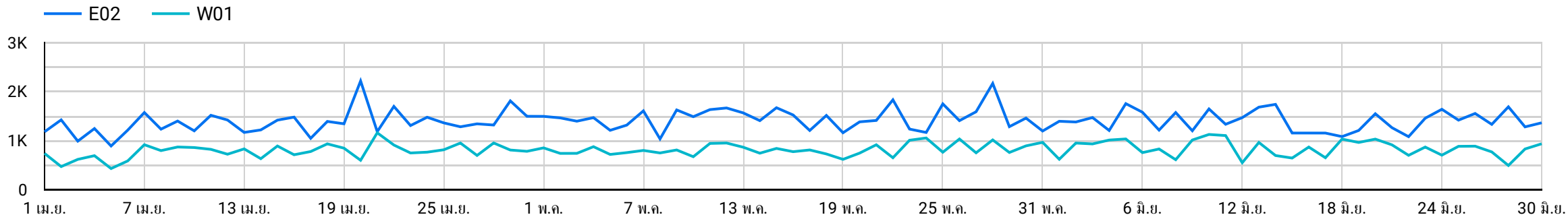
## Monthly sale summary by Total sales, Total customer and Total basket

parsed_date ▲	sales	yoy_sales	num_cust	yoy_customers	num_bask	yoy_baskets
1 เม.ย. 2008	64184.1	-0.02	1540	0.12	5292	-0.03
1 พ.ค. 2008	70881.9	0.07	1591	0.14	5684	0.02
1 มิ.ย. 2008	67402.7	-0.02	1599	0.11	5514	-0.03

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Monthly sale summary by AVG spending/customer, AVG total visiting, avg basket size and avg unit/basket

parsed_date ▲	AVG Spending per customer	yoy_avg_spending _per_customer	AVG Total visiting	yoy_avg_total_vis its	AVG basket size	yoy_avg_basket_ size	AVG unit per basket	yoy_unit_per_bas ket
1 เม.ย. 2008	41.68	-0.14	3.44	-0.15	12.13	0.01	10.01	-0.03
1 พ.ค. 2008	44.55	0.07	3.57	0.04	12.47	0.03	9.9	-0.01
1 มิ.ย. 2008	42.15	-0.05	3.45	-0.03	12.22	-0.02	9.84	-0.01

NOTE:
- **K means clustering**, K = 3
- Period of data only 3 months (Q2/2008) so it does not use spending/visiting
- It should analyze every quarter
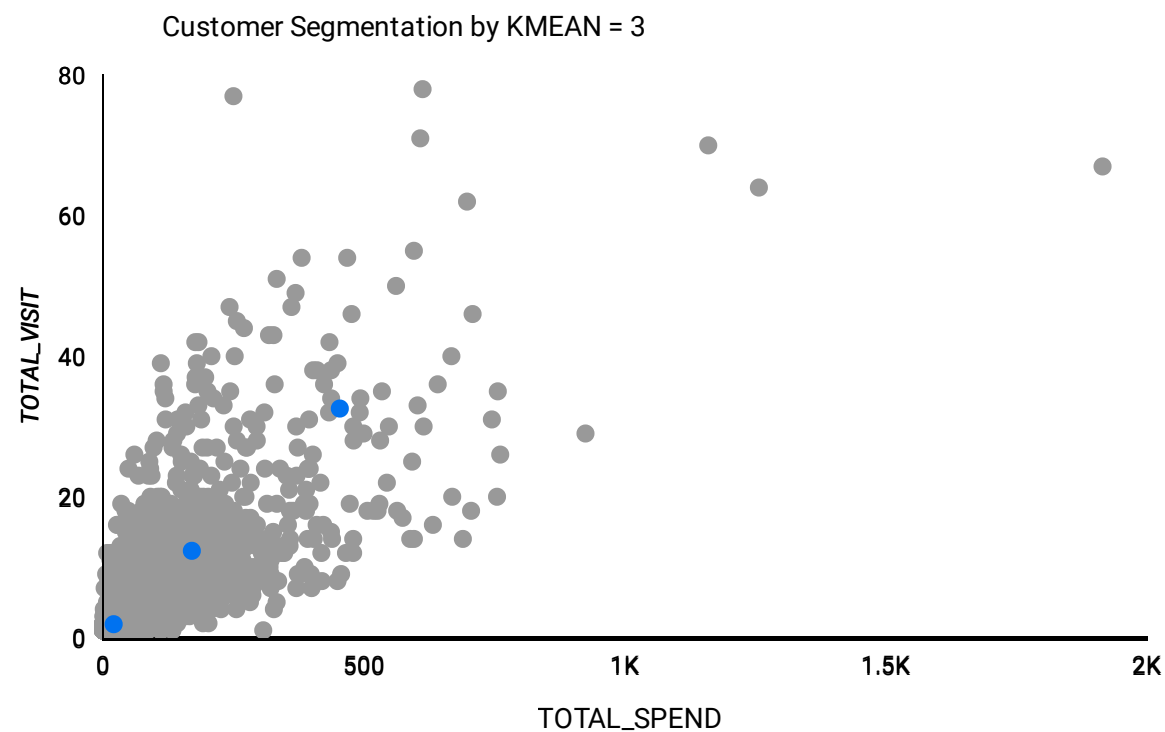
Back up for customer segmentation

Customer Segmentation by KMEAN = 3

	CUST_CODE ▲	CENTROID_ID	TOTAL_VISIT	TOTAL_SPEND
1.	CUST0000000369	3	24	90.34
2.	CUST0000000689	1	4	84.23
3.	CUST0000001163	1	1	0.52
4.	CUST0000001194	3	12	304.16
5.	CUST0000002605	1	2	0.6
6.	CUST0000002637	1	2	19.15
7.	CUST0000002813	1	1	8.71
8.	CUST0000003252	1	1	2.58
9.	CUST0000003287	1	1	1.82
10.	CUST0000004088	3	10	126.48

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CHURN PREDICTION

	CUST_CODE	Total_Spend ▾	Total_Visit	Last_Visiting_date	GAP visiting_1	GAP visiting_2	GAP visiting_3	GAP visiting_4	GAP visiting_5
1.	CUST0000123240	1914.84	67	30 มิ.ย. 2008	1	2	0	0	3
2.	CUST0000372422	1256.5	64	30 มิ.ย. 2008	1	1	2	2	1
3.	CUST0000543233	1159.49	70	30 มิ.ย. 2008	1	3	1	1	1
4.	CUST0000173993	924.3	29	25 มิ.ย. 2008	2	0	2	2	17
5.	CUST0000539672	760.97	26	24 มิ.ย. 2008	6	3	12	12	0
6.	CUST0000420363	756.32	35	30 มิ.ย. 2008	3	0	3	3	3
7.	CUST0000986278	754.84	20	11 มิ.ย. 2008	4	10	8	8	5
8.	CUST0000158306	744.94	31	30 มิ.ย. 2008	3	2	3	3	3
9.	CUST0000417479	708.04	46	30 มิ.ย. 2008	3	7	1	1	3
1...	CUST0000923296	705.15	18	30 มิ.ย. 2008	9	1	4	4	7

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Customer type history

	CUST_CODE ▲	JUN_2008	MAY_2008	APR_2008	Total_SPEND
1.	CUST0000000369	REPEAT	REPEAT	REPEAT	160.2
2.	CUST0000000689	REPEAT	REPEAT	REACTIVATED	146
3.	CUST0000001163	NEW	Non	Non	0.5
4.	CUST0000001194	REPEAT	REPEAT	REPEAT	722.7
5.	CUST0000002605	REACTIVATED	CHURN	NEW	0.6
6.	CUST0000002637	CHURN	REPEAT	REPEAT	21.3
7.	CUST0000002813	GONE	CHURN	REPEAT	43.5
8.	CUST0000003028	GONE	GONE	GONE	5.8
9.	CUST0000003252	GONE	CHURN	NEW	2.6
10.	CUST0000003287	CHURN	REACTIVATED	GONE	43

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