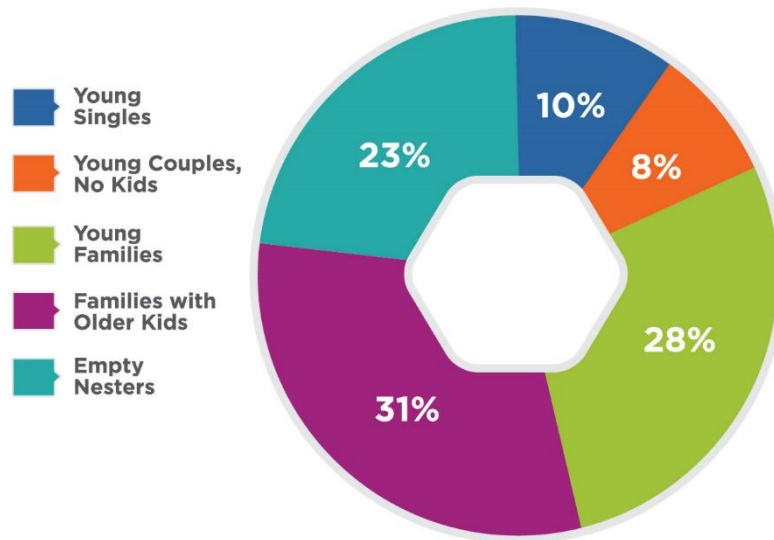


SAMPLE MARKET SEGMENTATION: FAMILY LIFE STAGE



Customer Lookalike Model: Personalized Customer Recommendations Using Transaction and Profile Data

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Business insights which I have found by doing EDA on Data Sets provided by you

- ◆ **Total Revenue Generated:** The total revenue from all transactions is **\$689,995.56**.
- ◆ **Most Frequently Purchased Product:** The most popular product is **P059**, indicating high customer demand.
- ◆ **Highest Spending Customer:** Customer **C0141** has the highest total spending, making them a valuable customer.
- ◆ **Monthly Sales Trend:** The best-performing months in terms of sales were **July (\$71,366.39)** and **September (\$70,603.75)**, while **December 2023** had the lowest sales (**\$3,769.52**).
- ◆ **Average Order Value (AOV):** The average transaction value is **\$689.99**, which can help in pricing and promotional strategies

EDA Summary:

1. Dataset Overview:

- **Shape:** (1000 rows, 7 columns)
- **No missing values** in any column.
- **Data Types:**
 - TransactionID, CustomerID, and ProductID are categorical.
 - TransactionDate is a datetime field.
 - Quantity, TotalValue, and Price are numerical.

2. Descriptive Statistics:

- **Average Order Quantity:** 2.54 items per transaction.
- **Average Transaction Value:** \$689.99.
- **Price Range:** Min: \$16.08, Max: \$497.76.

3. Key Visual Insights:

- **Transaction Value Distribution:** Most transactions are below \$1,000, but some outliers exist.
- **Boxplot of Transaction Values:** Indicates the presence of high-value transactions.
- **Monthly Sales Trend:** Sales fluctuate, peaking in some months.
- **Most Sold Products:** Certain products are significantly more popular.
- **Top Spending Customers:** A few customers contribute a large share of revenue.

Sample EDA and Visualization:

