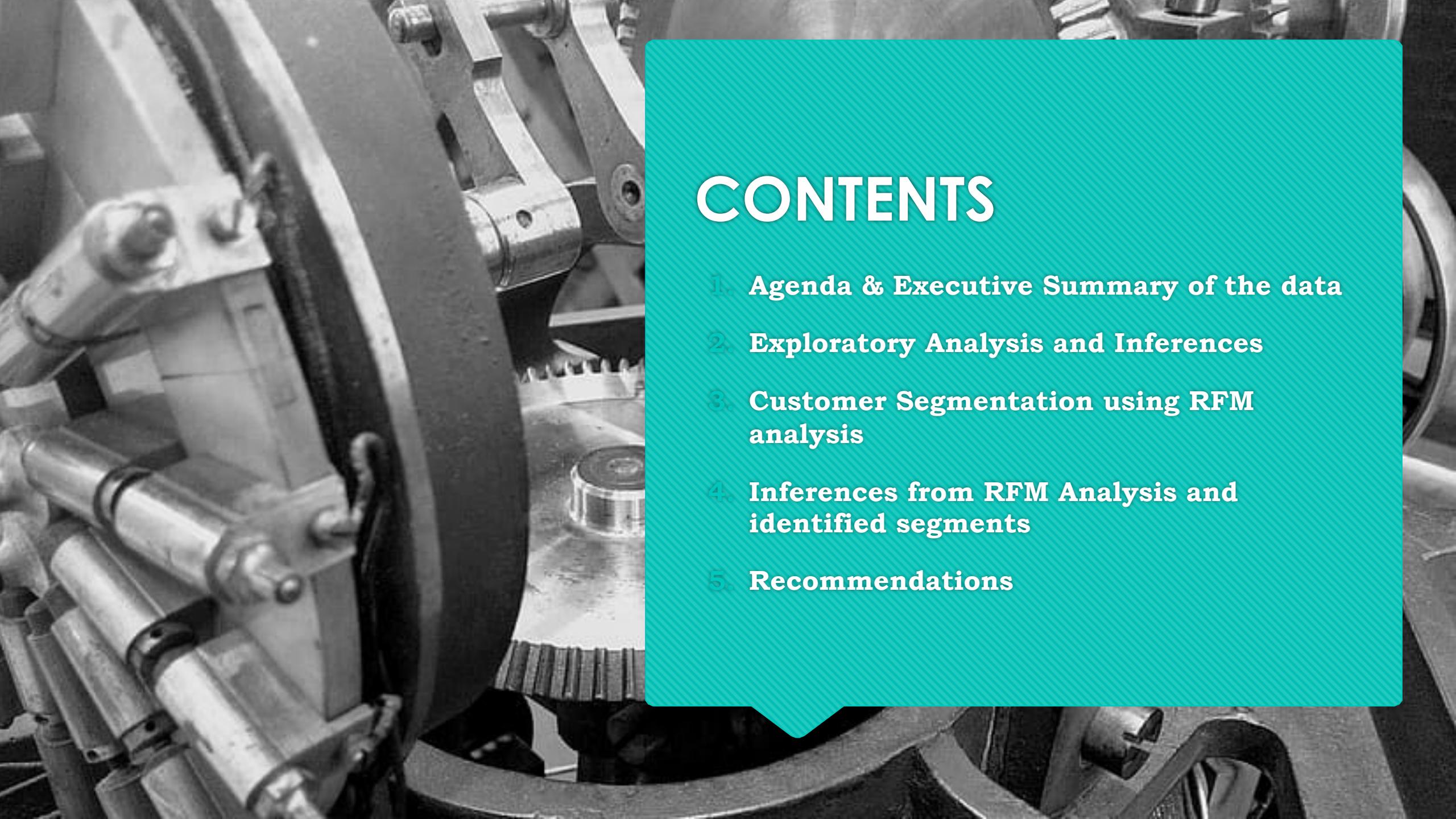


Marketing and Retail Analysis

Problem 1: automobile parts manufacturing company

-APOORVA P





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- 2. Exploratory Analysis and Inferences**
- 3. Customer Segmentation using RFM analysis**
- 4. Inferences from RFM Analysis and identified segments**
- 5. Recommendations**

Agenda & Executive Summary of the data

Problem Statement

An automobile parts manufacturing company has collected data on transactions for 3 years. They do not have any in-house data science team; thus, they have hired you as their consultant. Your job is to use your data science skills to find the underlying buying patterns of the customers, provide the company with suitable insights about their customers, and recommend customized marketing strategies for different segments of customers.



About the data

- The Data consists of 2747 rows and 20 columns
- There are no null Values
- 1 date and time data type, 2 float datatype , 5 integer datatype and 12 object datatype.

```
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RangeIndex: 2747 entries, 0 to 2746
Data columns (total 20 columns):
 #   Column           Non-Null Count  Dtype  
--- 
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 1   QUANTITYORDERED 2747 non-null    int64  
 2   PRICEEACH        2747 non-null    float64 
 3   ORDERLINENUMBER 2747 non-null    int64  
 4   SALES            2747 non-null    float64 
 5   ORDERDATE        2747 non-null    datetime64[ns]
 6   DAYS_SINCE_LASTORDER 2747 non-null  int64  
 7   STATUS            2747 non-null    object  
 8   PRODUCTLINE       2747 non-null    object  
 9   MSRP              2747 non-null    int64  
 10  PRODUCTCODE       2747 non-null    object  
 11  CUSTOMERNAME     2747 non-null    object  
 12  PHONE             2747 non-null    object  
 13  ADDRESSLINE1     2747 non-null    object  
 14  CITY              2747 non-null    object  
 15  POSTALCODE        2747 non-null    object  
 16  COUNTRY           2747 non-null    object  
 17  CONTACTLASTNAME  2747 non-null    object  
 18  CONTACTFIRSTNAME 2747 non-null    object  
 19  DEALSIZE          2747 non-null    object  
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memory usage: 429.3+ KB
```

About Numerical Data

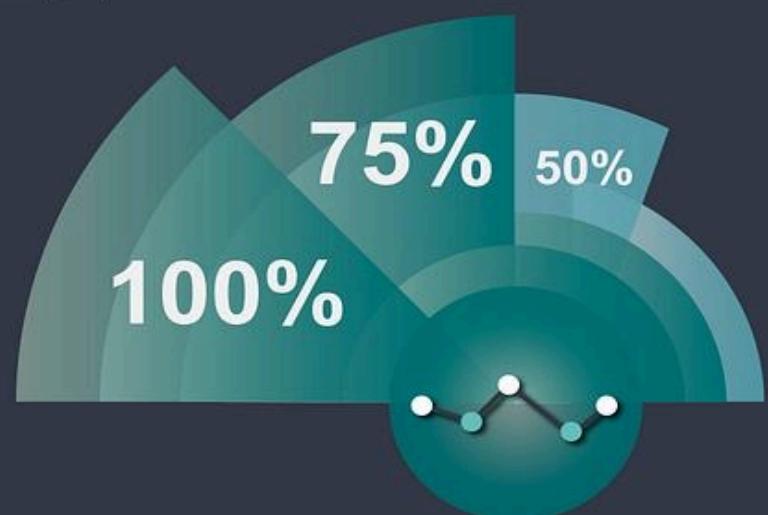
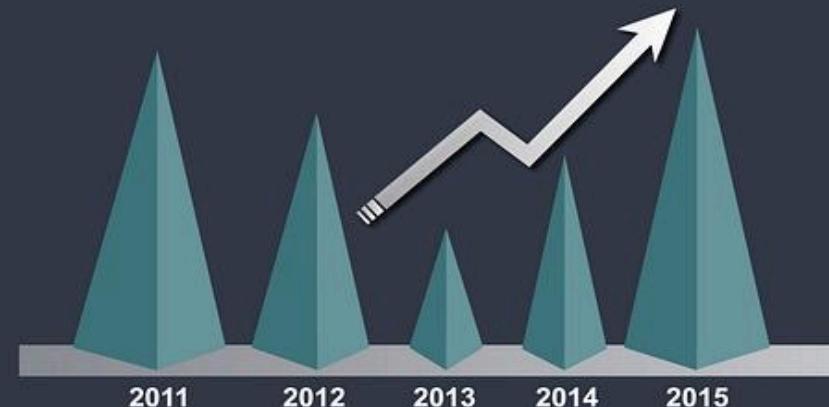
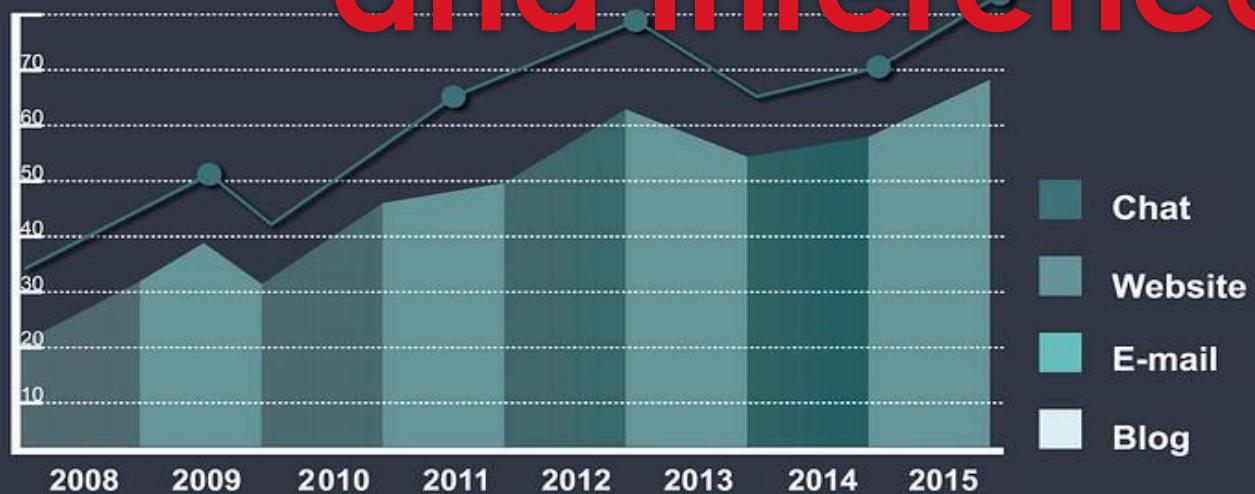
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count	2747.000	2747.000	2747.000	2747.000	2747.000	2747.000	2747.000
mean	10259.762	35.103	101.099	6.491	3553.048	1757.086	100.692
std	91.878	9.762	42.043	4.231	1838.954	819.281	40.115
min	10100.000	6.000	26.880	1.000	482.130	42.000	33.000
25%	10181.000	27.000	68.745	3.000	2204.350	1077.000	68.000
50%	10264.000	35.000	95.550	6.000	3184.800	1761.000	99.000
75%	10334.500	43.000	127.100	9.000	4503.095	2436.500	124.000
max	10425.000	97.000	252.870	18.000	14082.800	3562.000	214.000

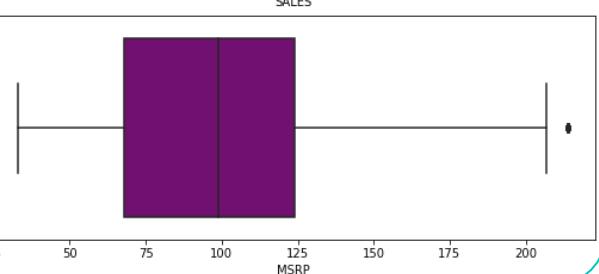
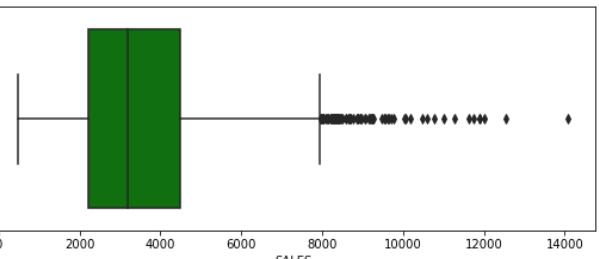
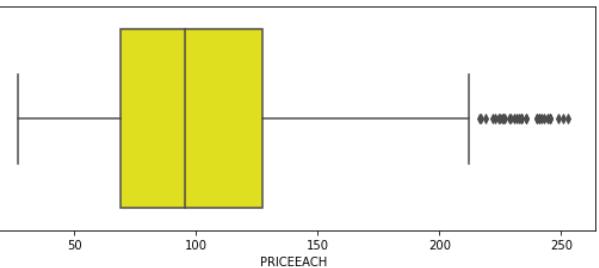
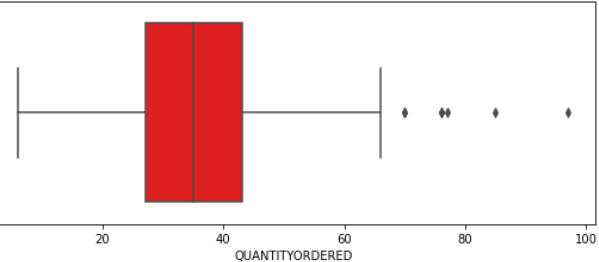
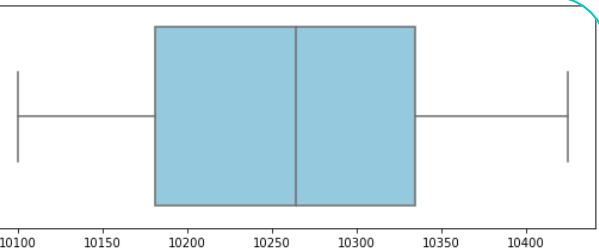
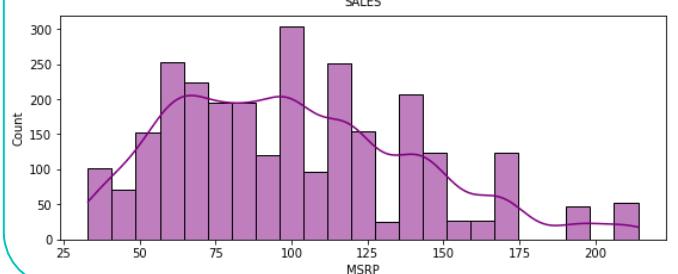
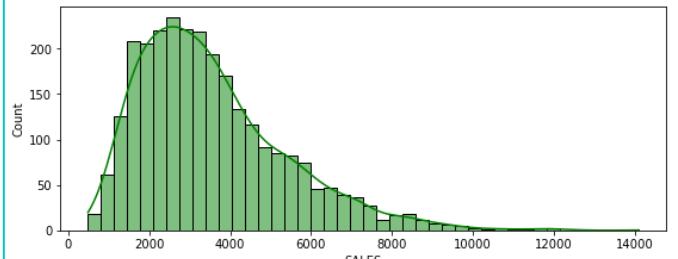
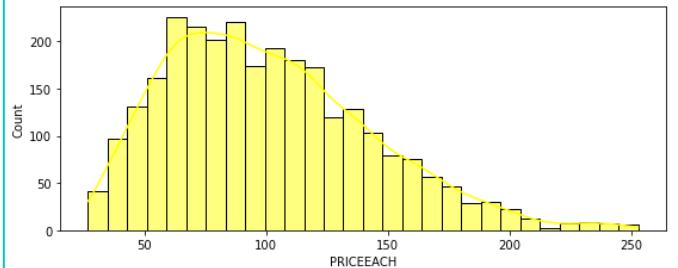
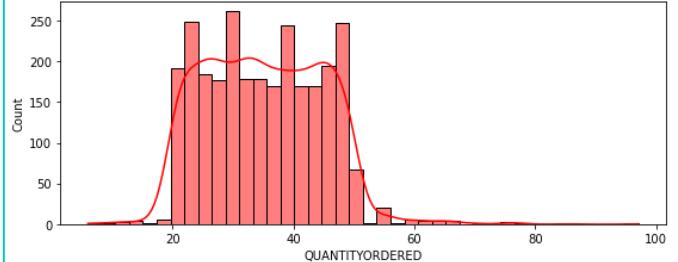
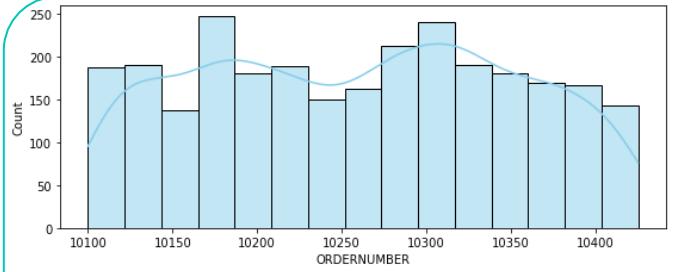
- A customer orders ranging from a minimum of 6 items to a maximum of 97 items.
- The oldest order is done 3562 days ago and the most recent order is 42 days ago
- The mean (average) MSRP is 100.692\$

Assumptions in Data

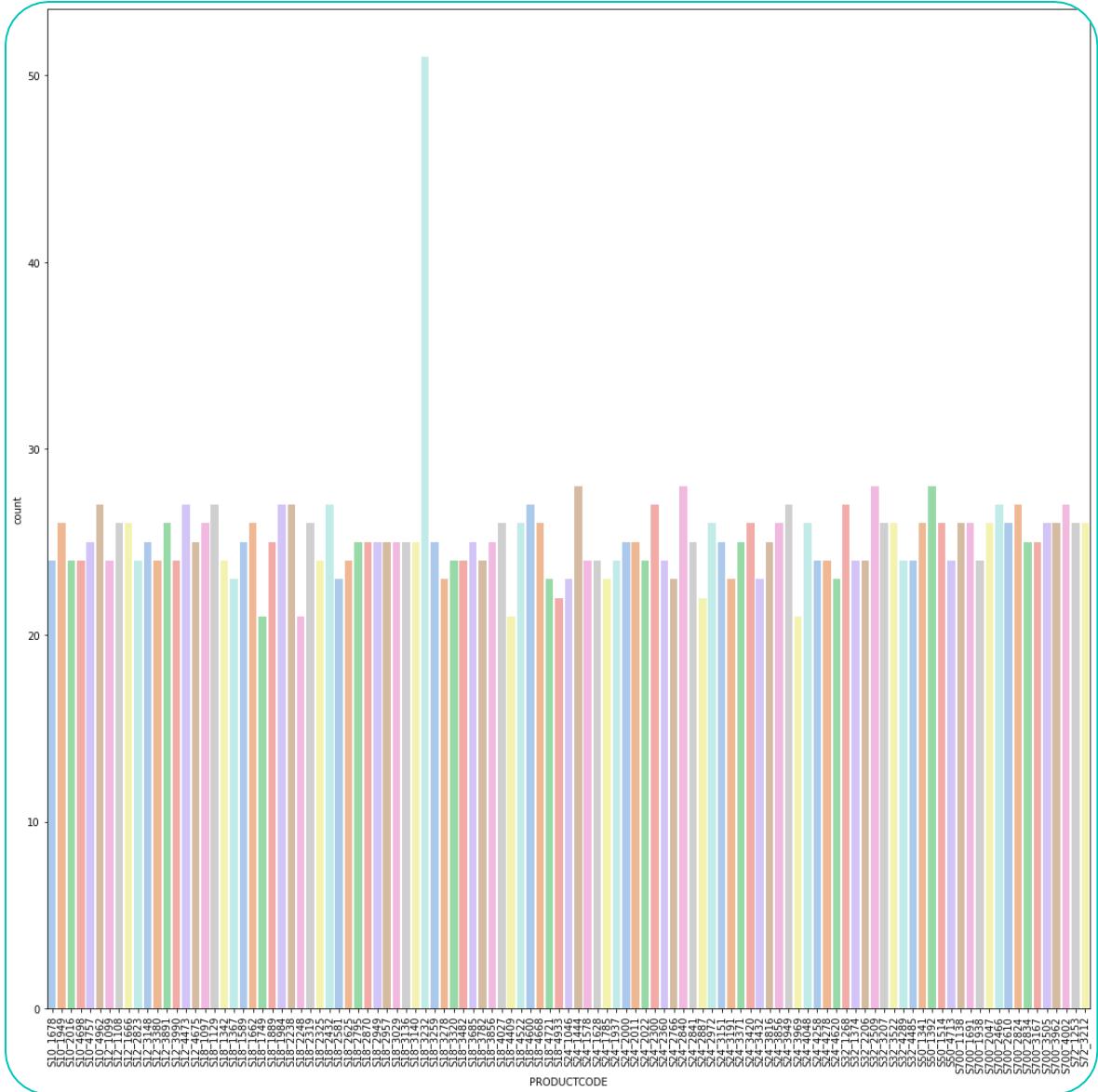
- The dataset contains information about orders placed by customers. Each order is identified by a unique ORDERNUMBER.
- The dataset contains transactional data related to customer purchases.
- The dataset does not contain duplicate entries. This means that each transaction entry is unique, and there are no repeated records for the same transaction.
- The Sales will be considered as Monetary
- The Days_since_last order is considered Recency

Exploratory Analysis and Inferences

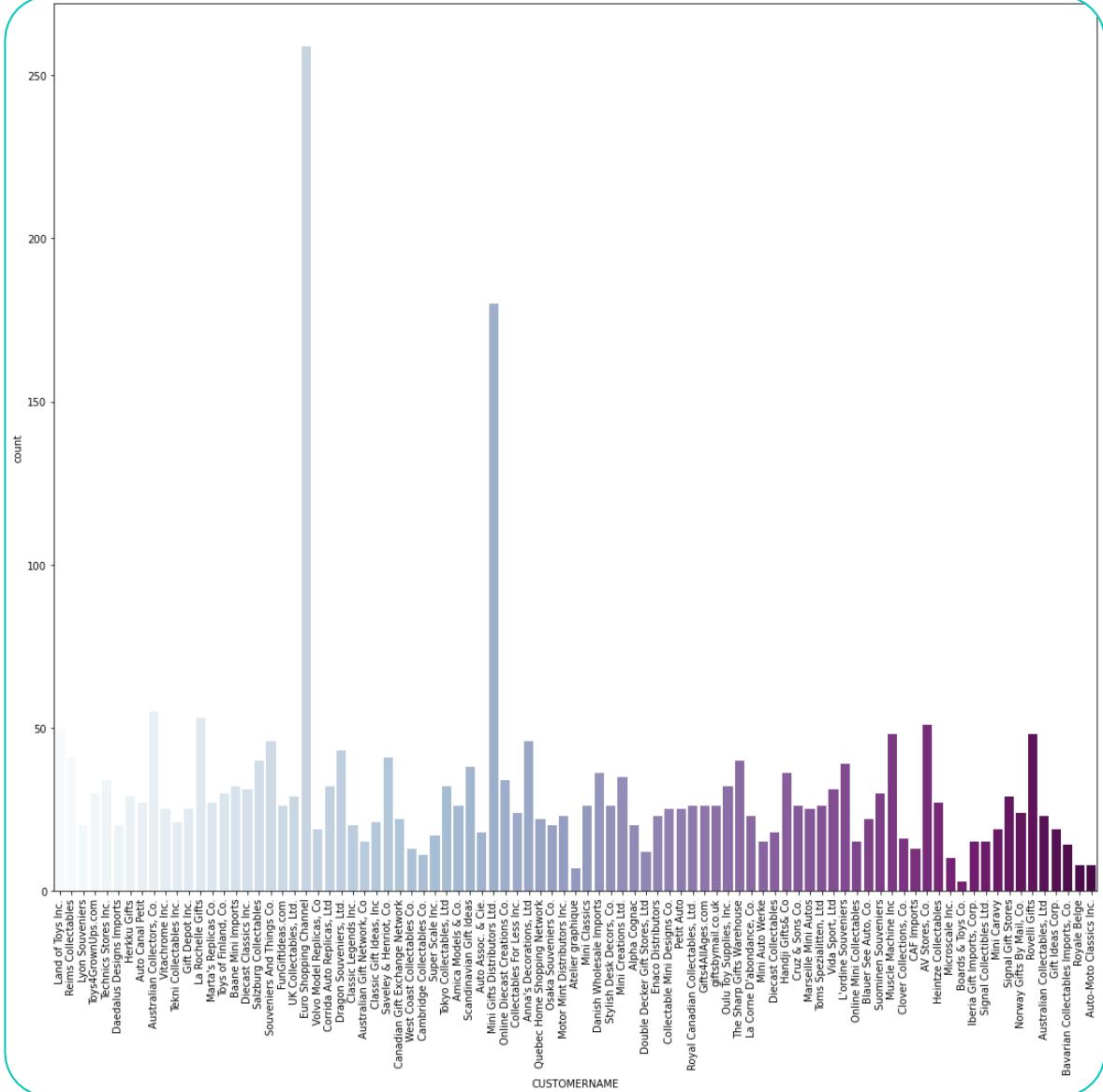




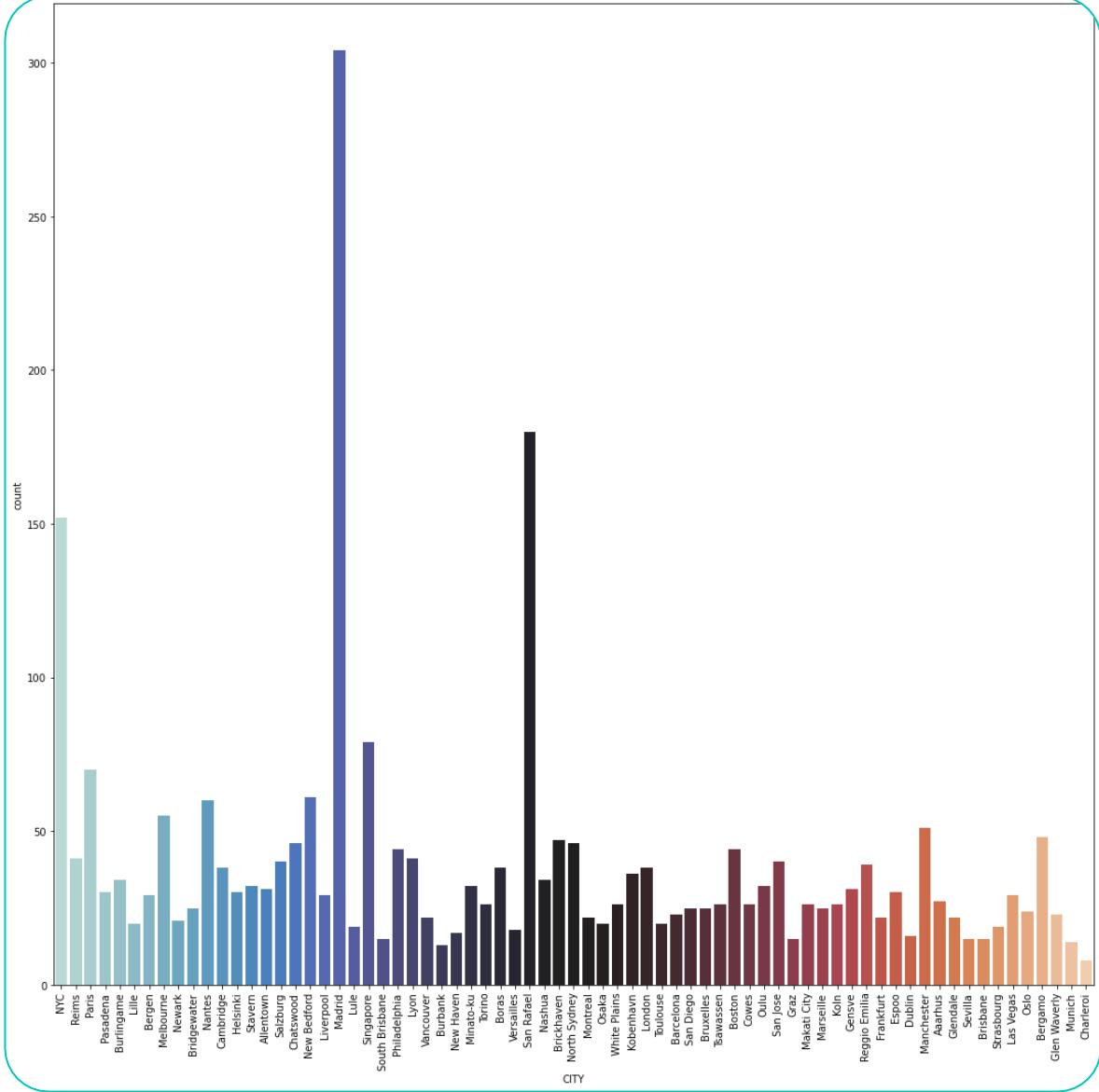
- The maximum order contain a quantity of 20 to 50 items
- The highest sales is when the sale is between 0 to 6000



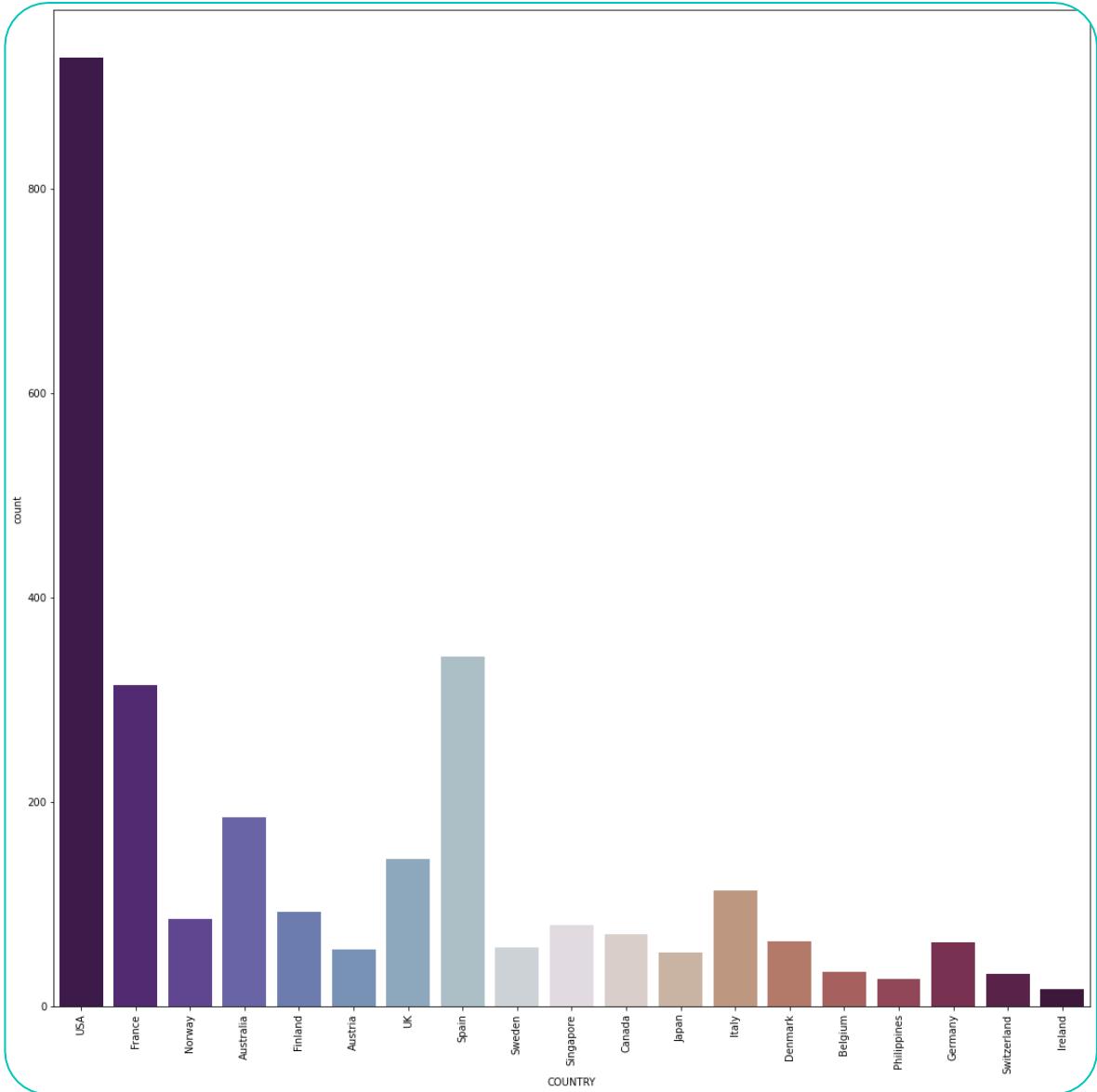
- The product code of the highest sold item is S18-3232



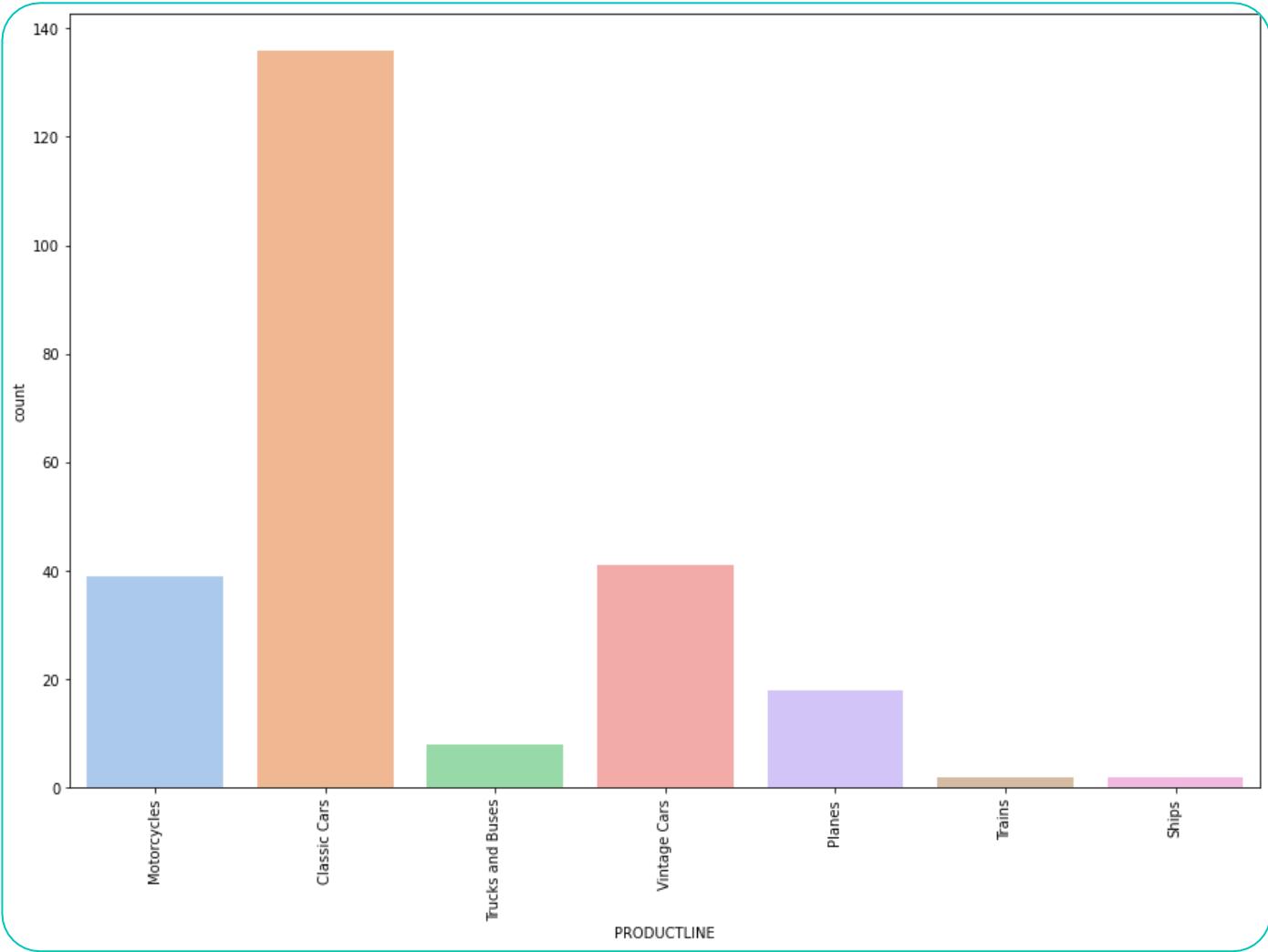
- The highest buying customer(in terms of frequency) is Euro Shopping Channel
- The second is Mini Gifts Distributor Ltd



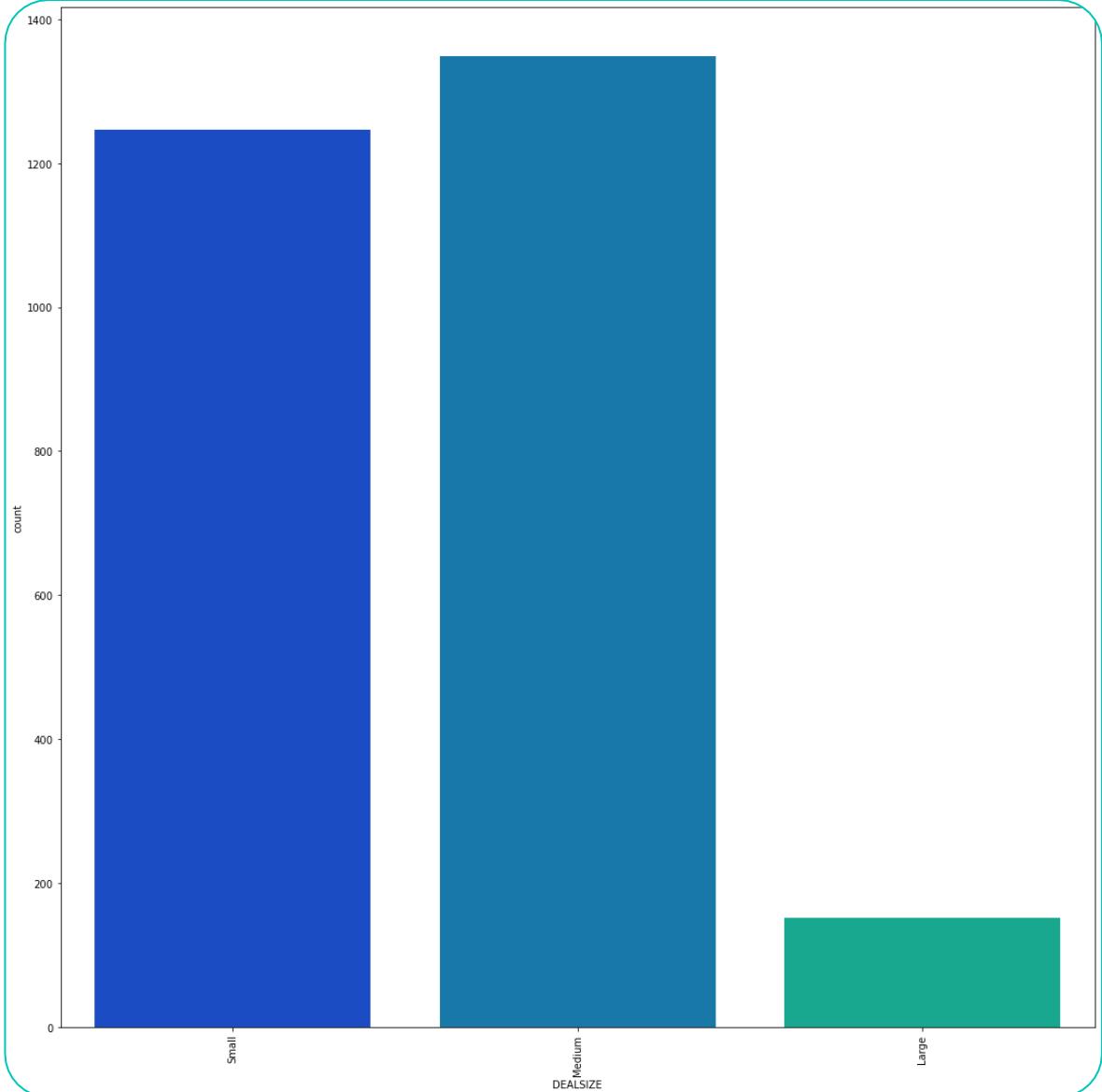
- The city with maximum orders placed is Madrid followed by San Rafeal and NYC



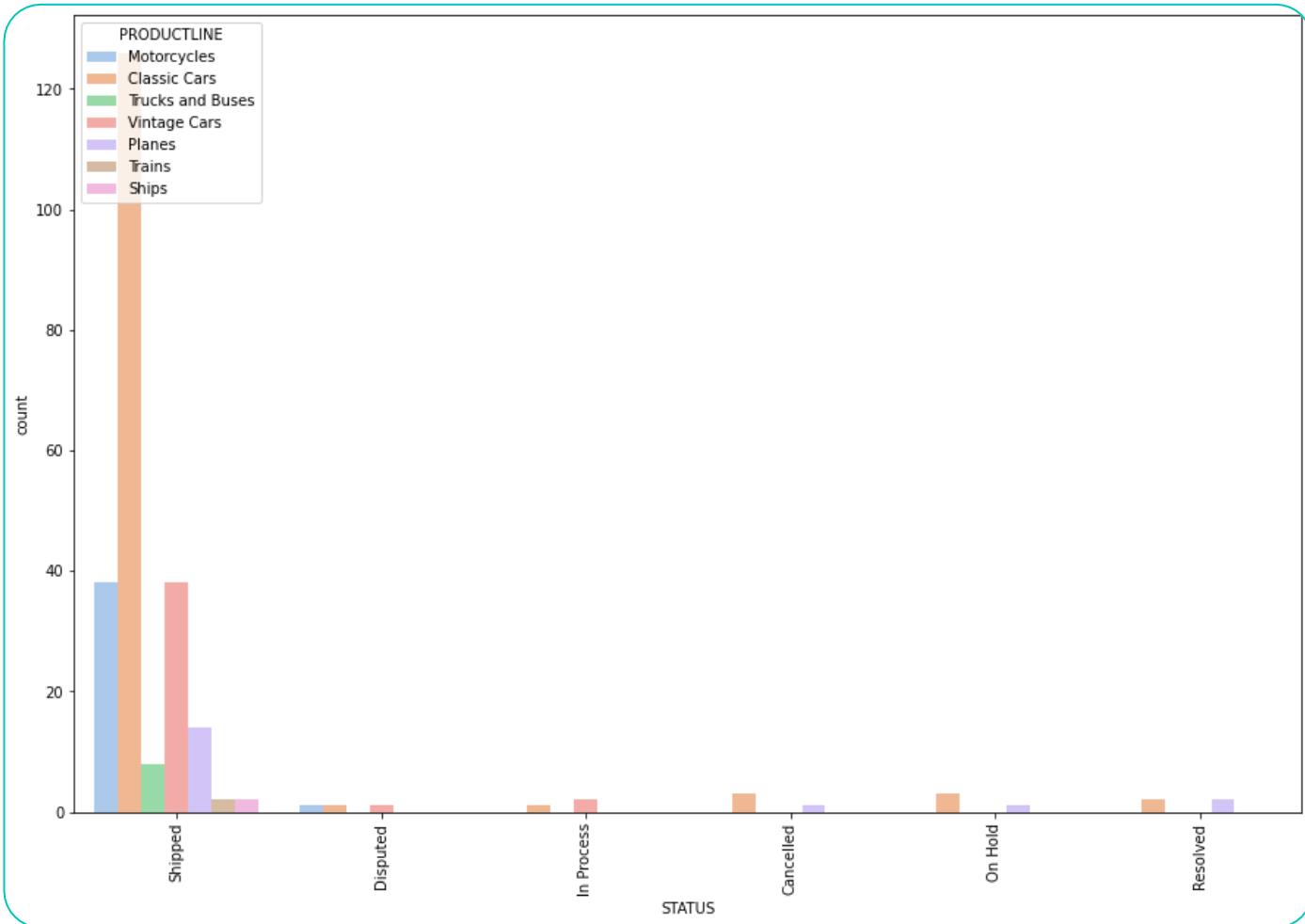
- The buyers are mostly from USA followed by spain and the France
- The least is Ireland



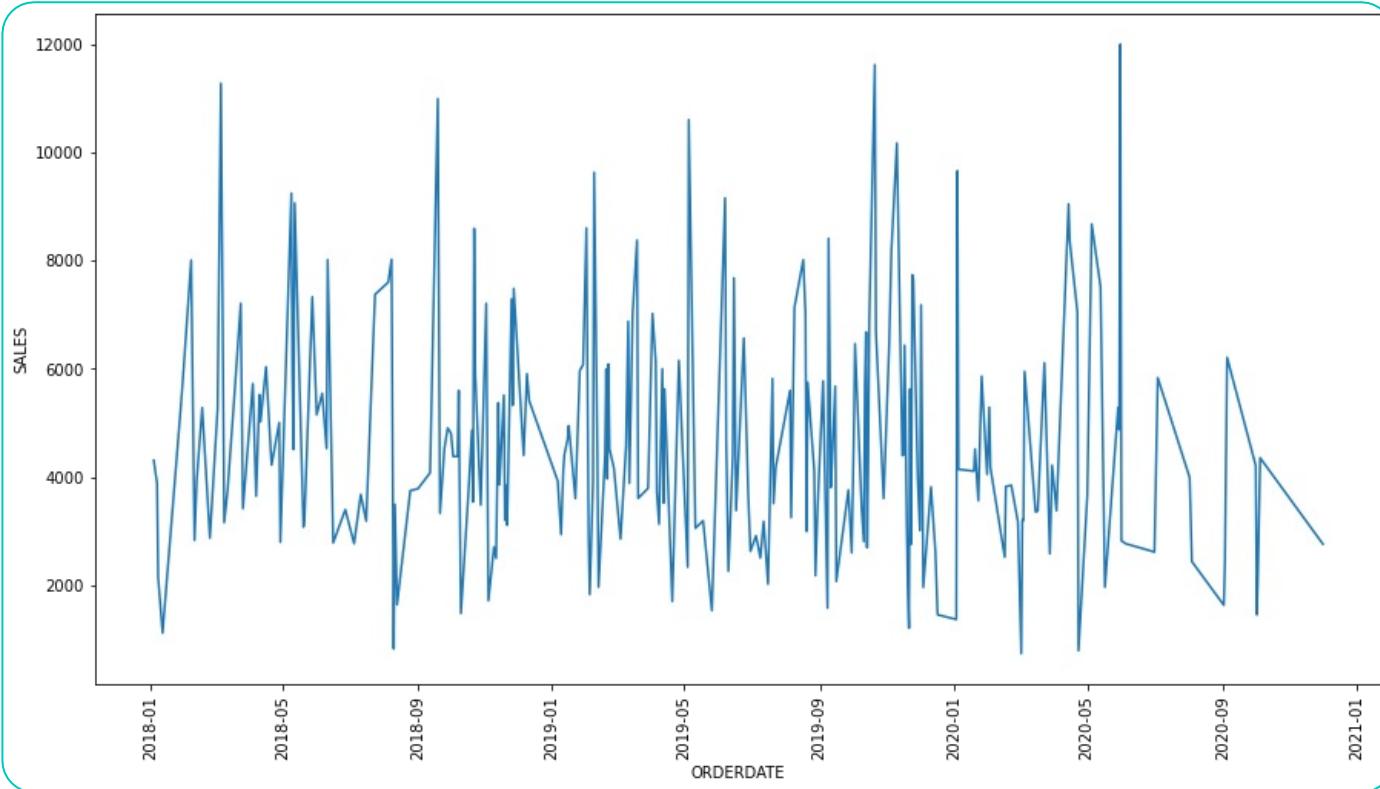
- The maximum product sold is Classic cars followed by vintage cars and the motorcycles
- Least is ships and trains



- The majority of the deals fall into the small and medium categories, with counts of 1,246 and 1,349, respectively. This indicates that the company primarily engages in transactions of moderate to smaller deal sizes.

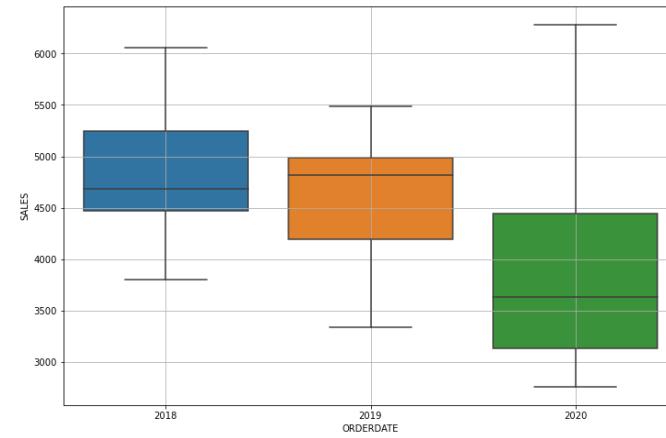
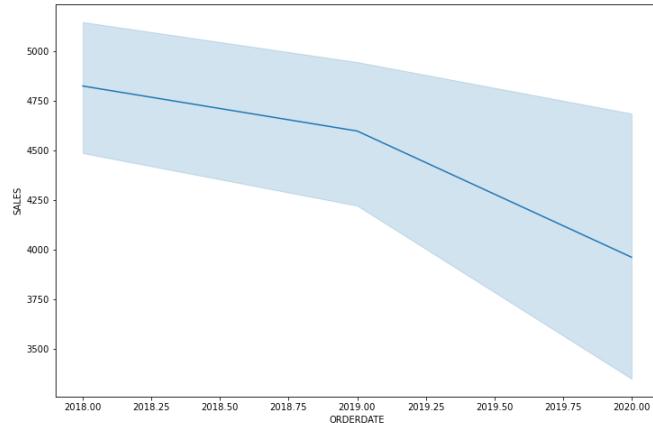


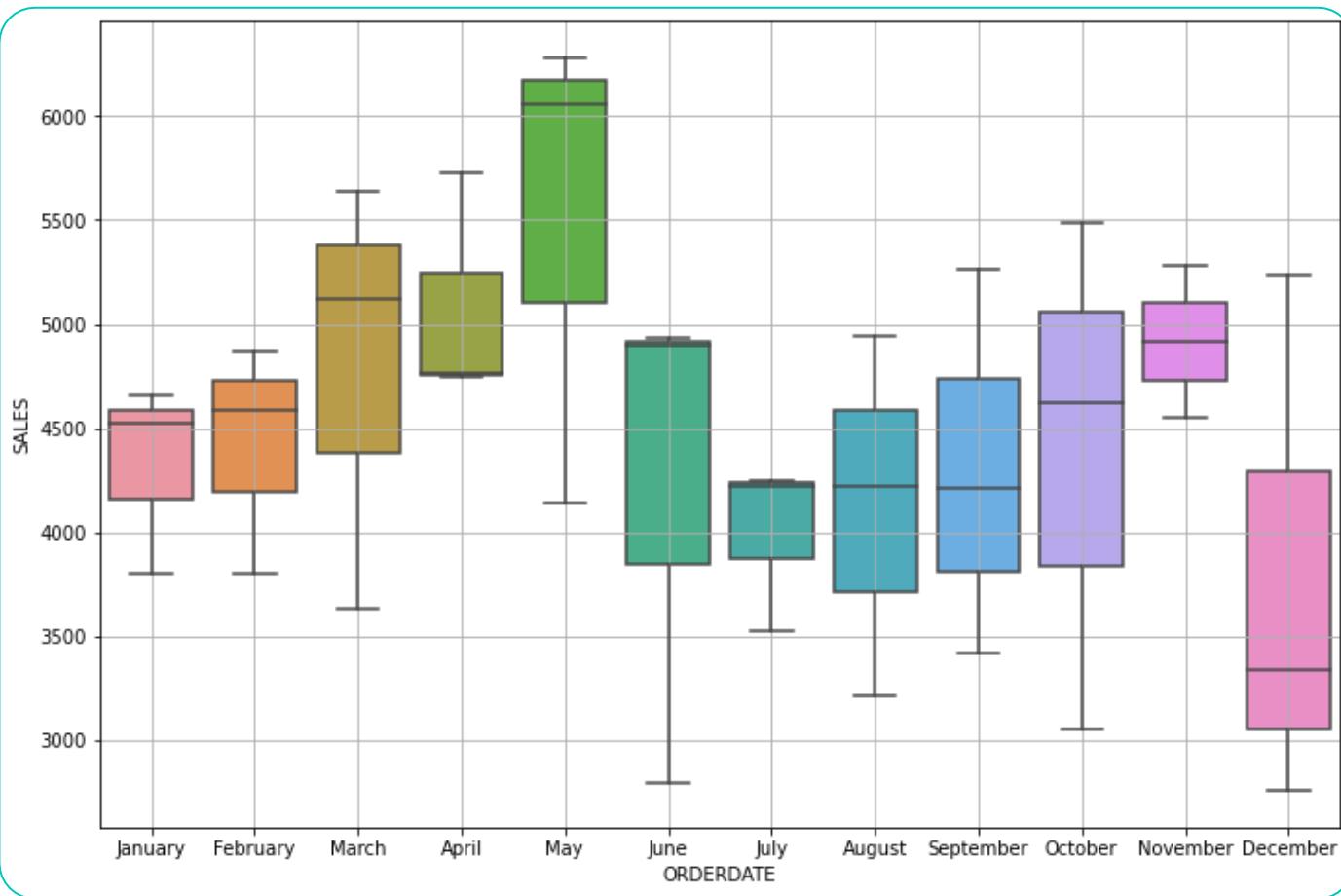
- The significant count of successfully shipped orders reflects the company's outstanding order fulfilment capabilities and commitment to delivering orders promptly.



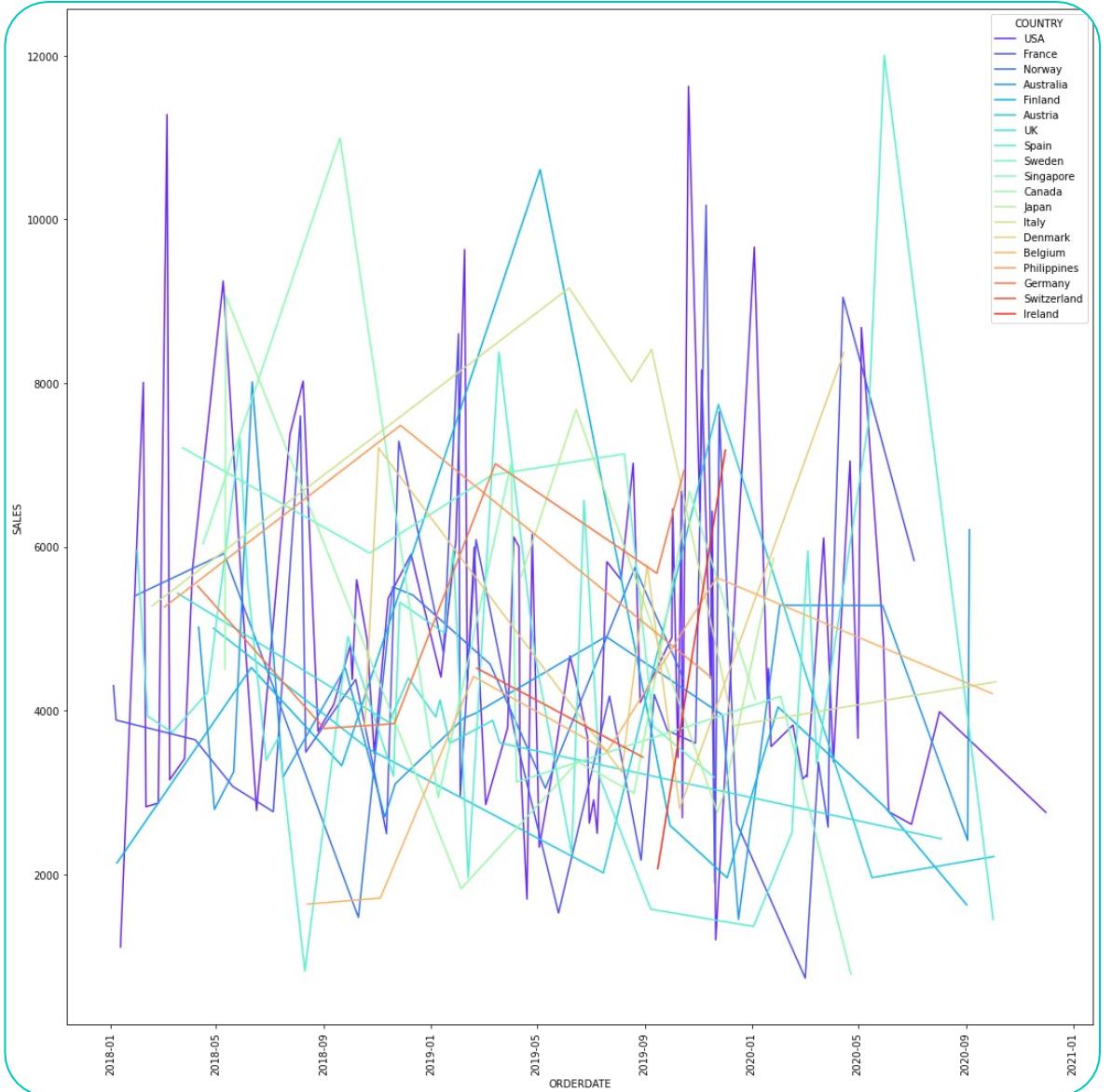
- The overall sales does not show a clear trend.

- The overall sales have gone down in 2020 compared to 2018.





- The sales are highest in may followed by march
- The lowest is in December



- The sales data by country indicates that the USA has significantly higher sales compared to other countries, suggesting a strong market presence and potentially a larger customer base.
- Canada , Singapore , Denmark, and Finland also demonstrate notable sales figures, indicating significant market opportunities and customer demand in these respective countries

SUMMARY

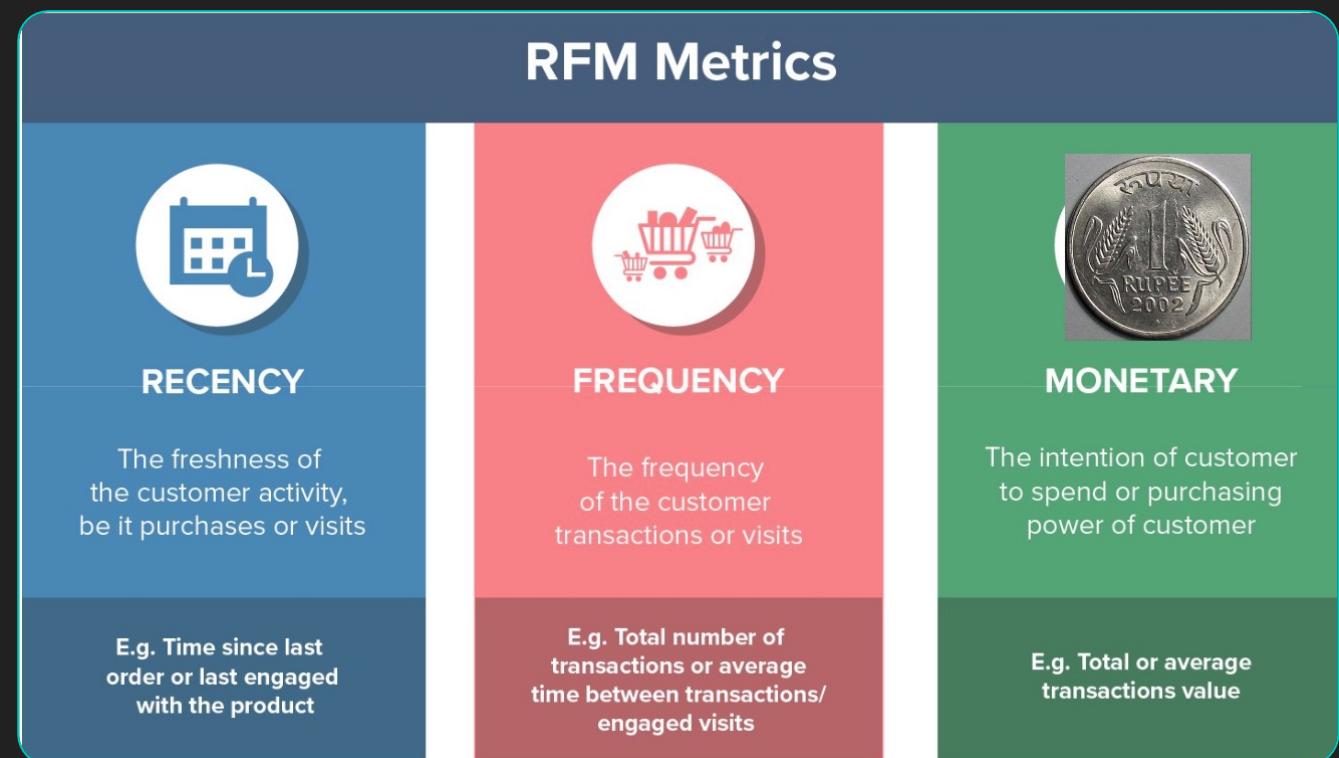
- Product Line Analysis: Classic cars and vintage cars are the most popular product lines, indicating a strong demand for these vehicle models. Conversely, ships, trucks, buses, and trains have relatively lower counts, suggesting a niche market or specialized customer base for these product lines.
- Deal Size Analysis: The majority of the deals fall into the small and medium categories, with counts of 1,246 and 1,349, respectively. This indicates that the company primarily engages in transactions of moderate to smaller deal sizes.
- Order Status Analysis: The significant count of 2,541 successfully shipped orders reflects the company's outstanding order fulfilment capabilities and commitment to delivering orders promptly.
- Quality Ordered Analysis: The bins with quality orders of 21, 28, 35, and 42 have the highest counts, indicating their popularity among customers. With counts ranging from 576 to 631, these quantities meet the demands of a significant portion of customers.
- Sales Analysis: Sales showed a positive trend and grew significantly from 2018 to 2019, suggesting that the business performed well and experienced an increase in customer demand. However, since we only have sales data until May for 2020, it is difficult to make conclusive statements about the entire year.



Customer Segmentation using RFM analysis

RFM

- RFM analysis is a customer segmentation technique commonly used in marketing and retail to analyse and categorize customers based on their purchasing behaviour. RFM stands for Recency, Frequency, and Monetary Value, which are three key metrics used to evaluate customer engagement and profitability.

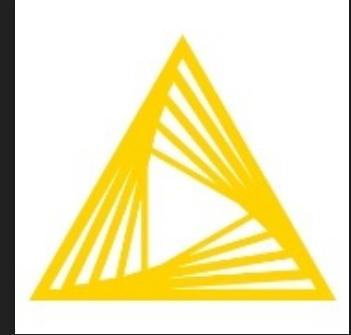


PARAMETERS

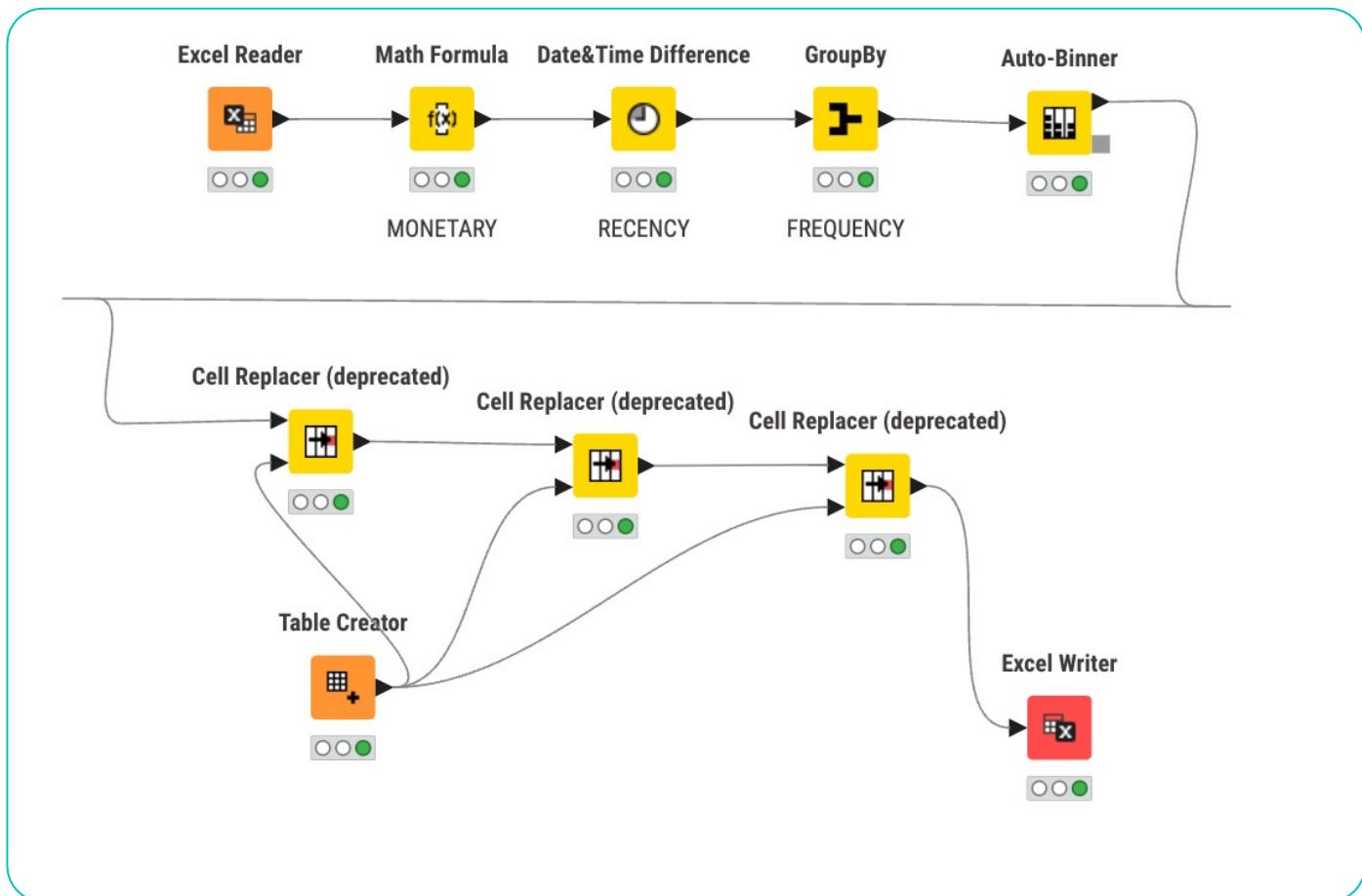
- **Monetary:** Calculated by multiplying the price each with the quantity ordered. It represents the monetary value or revenue generated by each customer.
- **Recency:** Determined by subtracting the order date from a fixed reference date. It represents how recently a customer made a purchase.
- **Frequency:** Calculated as the count of customer names. It represents how often a customer has made purchases.
- **Auto-binning:** Customers are segmented into four categories based on their RFM scores - High, Moderate, Low, and Very Low. This segmentation helps in categorizing customers based on their value and behaviour.
- These parameters are utilized in RFM analysis to evaluate customer behaviour, identify customer segments, and make data-driven marketing and sales decisions.

ASSUMPTION

- Higher Monetary value indicates a higher spending customer: The assumption is that customers who generate higher monetary value through their purchases are likely to be more valuable and potentially more profitable for the business.
- Recent purchases are more indicative of customer engagement: The assumption is that customers who have made purchases more recently are likely to be more engaged with the company and its offerings. They may have higher potential for repeat purchases or upselling/cross-selling opportunities.
- Higher Frequency of purchases reflects customer loyalty: The assumption is that customers who make purchases more frequently are more loyal to the company. They may have a stronger connection to the brand, higher customer satisfaction, and a higher likelihood of recommending the company to others.
- In the data we assume Days_from_last_order as Recency
- Sales is considered as Monetary
- The data grouped by customer name and count of the customer id gives Frequency



KNIME WORKFLOW



	CUSTOMERNAME	DAY_SINCE	STATUS	PRODUCT_ID	MSRP	PRODUCT_ID	PHONE	ADDRESSLINE1	CITY	POSTALCODE	COUNTRY	CONTACTID	CONTACTFNAME	DEALSIZE	MONETARY	RECENCY	ORDERNUM	MONETARY	RECENCY	RECENCY_F	MONETARY	FREQUENCY_HML	
2	AV Stores, Co.	1803.804	Shipped	Classic Cars	92.84314	S12_1108	(171)555-1234	Fauntleroy	Manchester	EC2 5NT	United Kingdom	51	Ashworth	Victoria	Medium	157807.8	197	Bin 4	Bin 4	Bin 3	Low	High	High
3	Alpha Cognac	2236.2	Shipped	Classic Cars	97.15	S10_4757	61.77.6551	1 rue Alsace Lorraine	Toulouse	31000	France	20	Roulet	Annette	Medium	70488.44	65	Bin 1	Bin 1	Bin 1	High	Very Low	Very Low
4	Amica Models & Co.	1318.615	Shipped	Classic Cars	107.6538	S10_1949	011-49885	Via Monte	Torino	10100	Italy	26	Accorti	Paolo	Large	94117.26	266	Bin 2	Bin 3	Bin 4	Very Low	Medium	Low
5	Anna's Decorations, Ltd	1463.587	Shipped	Classic Cars	104.7174	S10_1949	02 9936 85 201	Miller	North Sydney	2060	Australia	46	O'Hara	Anna	Small	153996.1	84	Bin 4	Bin 4	Bin 2	Medium	High	High
6	Atelier graphique	1424.429	Shipped	Motorcycles	95.57143	S10_2016	40.32.2551	54, rue Roy	Nantes	44000	France	7	Schmitt	Carine	Medium	24179.96	189	Bin 1	Bin 1	Bin 3	Low	Very Low	Very Low
7	Australian Collectables, Ltd	1689.696	Shipped	Vintage Cars	88.13043	S18_1342	61-9-3844-7	Allen Street	Glen Waverley	3150	Australia	23	Connery	Sean	Medium	64591.46	23	Bin 2	Bin 1	Bin 1	High	Very Low	Low
8	Australian Collectors, Co.	1698.782	Shipped	Motorcycles	103.5273	S10_1678	03 9520 45 636	St Kilda	Melbourne	3004	Australia	55	Ferguson	Peter	Medium	200995.4	185	Bin 4	Bin 4	Bin 2	Medium	High	High
9	Australian Gift Network, Co	1349.133	Shipped	Classic Cars	111.5333	S10_1949	61-7-3844-31	Duncan	South Brisbane	4101	Australia	15	Calaghan	Tony	Large	59469.12	120	Bin 1	Bin 1	Bin 2	Medium	Very Low	Very Low
10	Auto Assoc. & Cie.	1266.278	Shipped	Classic Cars	100.3889	S10_1949	30.59.8551	67, avenue	Versailles	78000	France	18	Tonini	Daniel	Large	64834.32	234	Bin 1	Bin 1	Bin 4	Very Low	Very Low	Very Low
11	Auto Canal Petit	1763.444	Shipped	Motorcycles	94.85185	S10_1678	(1)47.55.625,	rue Lau	Paris	75016	France	27	Perrier	Dominique	Medium	93170.66	55	Bin 3	Bin 3	Bin 1	High	Medium	Medium
12	Auto-Moto Classics Inc.	2281.75	Shipped	Ships	87.375	S18_3029	61755584-16780	Port	Brickhaven	58339	Ireland	8	Taylor	Leslie	Medium	26479.26	181	Bin 1	Bin 1	Bin 2	Medium	Very Low	Very Low
13	Baane Mini Imports	1805.75	Shipped	Motorcycles	107.4688	S10_1678	07-98 9555-1	Erling Skakle	Stavern	4110	Norway	32	Bergulfesen	Jonas	Medium	116599.2	209	Bin 3	Bin 3	Bin 3	Low	Medium	Medium
14	Bavarian Collectables Imports, Co.	2239.357	Shipped	Planes	82.71429	S18_1662	+49 89 61 00	Hansastr. 1	Munich	80686	Germany	14	Donnermeier	Michael	Medium	34993.92	260	Bin 1	Bin 1	Bin 4	Very Low	Very Low	Very Low
15	Blauer See Auto, Co.	1697.318	Shipped	Classic Cars	105.8182	S12_1099	+49 69 66 94	Lyonerstr. 3	Frankfurt	60528	Germany	22	Keitel	Roland	Medium	85171.59	209	Bin 2	Bin 2	Bin 3	Low	Low	Low
16	Boards & Toys Co.	1968.667	Shipped	Classic Cars	92.33333	S12_3380	31055523-4097	Doug	Glendale	92561	United States	3	Young	Leslie	Medium	9129.35	114	Bin 1	Bin 1	Bin 2	Medium	Very Low	Very Low
17	CAF Imports	2273	Shipped	Classic Cars	106.9231	S12_1108	+34 913 72	Mercants	Madrid	28023	Spain	13	Fernandez	Jesus	Large	49642.05	440	Bin 1	Bin 1	Bin 4	Very Low	Very Low	Very Low
18	Cambridge Collectables Co.	1788.182	Shipped	Classic Cars	97.36364	S10_1949	61755555-1	4658 Baden	Cambridge	51247	United Kingdom	11	Tseng	Kyung	Medium	36163.62	390	Bin 1	Bin 1	Bin 4	Very Low	Very Low	Very Low
19	Canadian Gift Exchange Network	1620.045	Shipped	Classic Cars	106.4091	S10_1949	(604)555-2100	1900 Oak St	Vancouver	V3F 2K1	Canada	22	Tannamuri	Yoshi	Large	75238.92	223	Bin 2	Bin 2	Bin 3	Low	Low	Low
20	Classic Gift Ideas, Inc	1668.095	Shipped	Classic Cars	102.4762	S10_1949	21555546-1	782 First St	Philadelphia	71270	United States	21	Cervantes	Francisca	Medium	67506.97	231	Bin 2	Bin 1	Bin 3	Low	Very Low	Low
21	Classic Legends Inc.	1931.6	Shipped	Classic Cars	106.65	S10_1949	21255584-1	5905 Pomona	NYC	10022	United States	20	Hernandez	Maria	Medium	77795.2	193	Bin 1	Bin 2	Bin 3	Low	Low	Very Low
22	Clover Collections, Co.	1939.063	Shipped	Classic Cars	106.875	S12_1108	+353 1862 25	Maiden Lane	Dublin	2	Ireland	16	Cassidy	Dean	Large	57756.43	259	Bin 1	Bin 1	Bin 4	Very Low	Very Low	Very Low
23	Collectable Mini Designs Co.	2182.12	Shipped	Classic Cars	93.12	S10_4757	76055581-1	361 Furth	San Diego	92127	United States	25	Thompson	Valarie	Medium	87489.23	461	Bin 2	Bin 2	Bin 4	Very Low	Low	Low
24	Collectables For Less Inc.	1546.125	Shipped	Classic Cars	99.45833	S10_1949	61755585-1	7825 Doug	Brickhaven	58339	Ireland	24	Nelson	Allen	Medium	81577.98	133	Bin 2	Bin 2	Bin 2	Medium	Low	Low
25	Corrida Auto Replicas, Ltd	1761.156	Shipped	Classic Cars	102.625	S10_1949	(91)555 22	C/Araquil, 15	Madrid	28023	Spain	32	Sommer	Martin	Large	120615.3	213	Bin 3	Bin 4	Bin 3	Low	High	Medium
26	Cruz & Sons Co.	2080	Shipped	Classic Cars	97.96154	S12_1099	+63 2 555 21	15 McCallum	Makati City	1227 MM	Philippines	26	Cruz	Arnold	Medium	94015.73	198	Bin 2	Bin 3	Bin 3	Low	Medium	Low
27	Daedalus Designs Imports	1875.6	Shipped	Motorcycles	94.5	S10_1678	20.16.1551	184, chaussee de	Lille	59000	France	20	Rance	Martine	Small	69052.41	466	Bin 1	Bin 1	Bin 4	Very Low	Very Low	Very Low
28	Danish Wholesale Imports	1924.806	Shipped	Classic Cars	106.4167	S10_4757	31 12 3555	Vinb'ltet 32	Kopenhagen	1734	Denmark	36	Petersen	Jytte	Large	145041.6	47	Bin 4	Bin 4	Bin 1	High	High	High
29	Diecast Classics Inc.	1378.613	Shipped	Motorcycles	106.5806	S10_1678	21555515-1	7586 Pomona	Allentown	70267	United States	31	Yu	Kyung	Medium	122138.1	2	Bin 3	Bin 4	Bin 1	High	High	Medium
30	Diecast Collectables	1836.056	Shipped	Classic Cars	103.7222	S10_4962	61755525-1	6251 Ingle	Boston	51003	United States	18	Franco	Valarie	Medium	70859.78	402	Bin 1	Bin 2	Bin 4	Very Low	Low	Very Low
31	Double Decker Gift Stores, Ltd	2014.583	Shipped	Classic Cars	93.25	S10_4757	(171)555-1220	Hanover	London	WA1 1DP	United Kingdom	12	Hardy	Thomas	Medium	36019.04	496	Bin 1	Bin 1	Bin 4	Very Low	Very Low	Very Low
32	Dragon Souveniers, Ltd.	1840.535	Shipped	Classic Cars	113.4419	S10_1949	+65 221 75	Bronz Sok., Singapore	Singapore	29903	Singapore	43	Natividad	Eric	Large	172989.7	91	Bin 4	Bin 4	Bin 2	Medium	High	High
33	Enaco Distributors	2483.913	Shipped	Classic Cars	87.08696	S10_4757	(93) 203 45	Rambla de	Barcelona	8022	Spain	23	Saavedra	Eduardo	Medium	78411.86	190	Bin 2	Bin 2	Bin 3	Low	Low	Low
34	Euro Shopping Channel	1791.093	Disputed	Motorcycles	97.01544	S10_1678	(91) 555 94	C/Moralzarzal	Madrid	28034	Spain	259	Frevre	Diego	Large	912294.1	1	Bin 4	Bin 4	Bin 1	High	High	High

OUTPUT TABLE

Inferences from RFM Analysis and identified segments

	A	B	C	D	E	F	G	H	I	J	U	V
1	CUSTOMERNAME	ORDERNUMBER	QUANTITYC	PRICEEACH	ORDERLINENU	SALES	ORDERDATE	DAYS_SINCE_LAS	STATUS	PRODUCTLINE	MONETARY	RECENCY
28	Euro Shopping Channel	259	36.01158	97.3832	6.42471042	3522.3711	2020-05-13	1791.092664	Disputed	Motorcycles	912294.11	1
34	Mini Gifts Distributors Ltd.	180	35.36667	102.6963	7.16666667	3638.1003	2019-10-21	1655.561111	Shipped	Classic Cars	654858.06	3
43	La Rochelle Gifts	53	34.56604	97.0464	7.73584906	3398.583	2019-07-23	1828.433962	Shipped	Motorcycles	180124.9	1
45	Souveniers And Things Co.	46	34.80435	95.18935	6.47826087	3295.0213	2019-12-17	1681.847826	Shipped	Motorcycles	151570.98	3
55	Reims Collectables	41	34.95122	94.34293	6.17073171	3293.7302	2018-05-07	1840.609756	Shipped	Motorcycles	135042.94	63
65	The Sharp Gifts Warehouse	40	41.4	93.37575	6.075	4000.2568	2020-04-01	1756.375	Shipped	Classic Cars	160010.27	40

TOP 5 BEST CUSTOMERS

- The top 5 best customers are determined by calculating the RFM score, which is the sum of scores for Monetary, Recency, and Frequency. Higher RFM scores indicate more valuable customers.

1	CUSTOMERNAME	ORDERNUMBER	QUANTITYC	PRICEEACH	ORDERLINENUM	SALES	ORDERDATE	DAYS_SINCE_LAST	STATUS	PRODUCTLINE	MONETARY	RECENCY	ORDERNUMB	MONETARY	RECENCY [BIN]	RECENCY_HM	MONETARY_HM	FREQUENCY_HM
2	Savely & Henriot, Co.	41	34.82927	100.548	7.46341463	3484.7378	2018-11-25	1847.731707	Shipped	Classic Cars	142874.25	457	Bin 4	Bin 4	Bin 4	Very Low	High	High
13	Vida Sport, Ltd	31	34.77419	112.0752	8.32258065	3797.2116	2019-02-22	1362.935484	Shipped	Classic Cars	117713.56	276	Bin 3	Bin 3	Bin 4	Very Low	Medium	Medium
25	Herkku Gifts	29	33.55172	113.5586	6.86206897	3849.6648	2018-11-18	1460.689655	Shipped	Motorcycles	111640.28	272	Bin 3	Bin 3	Bin 4	Very Low	Medium	Medium
40	Marta's Replicas Co.	27	36.14815	107.0719	7.25925926	3817.7919	2019-08-27	1564.518519	Shipped	Motorcycles	103080.38	232	Bin 3	Bin 3	Bin 4	Very Low	Medium	Medium
41	Heintze Collectables	27	32.66667	112.2681	7.33333333	3725.7611	2019-10-22	1648.296296	Shipped	Classic Cars	100595.55	223	Bin 3	Bin 3	Bin 3	Low	Medium	Medium

TOP 5 Customers at risk of Churning

- The customers with very low to low recency, high to moderate monetary value, and high to moderate purchase frequency are at an increased risk of churning.

	CUSTOMERNAME	ORDERNUMBER	QUANTITYC	PRICEEACH	ORDERLINE	SALES	ORDERDATE	DAY_SINCE_LAS	STATUS	PRODUCTLINE	MONETARY	RECENCY	ORDERNUMB	MONETARY	RECENCY [B	RECENCY_HM-T	MONETARY_HM-T	FREQUENCY_HM-T
10	Double Decker Gift Stores, Ltd	12	29.75	99.10833	4.25	3001.5867	2018-11-14	2014.583333	Shipped	Classic Cars	36019.04	496	Bin 1	Bin 1	Bin 4	Very Low	Very Low	Very Low
14	West Coast Collectables Co.	13	39.30769	88.30769	4.69230769	3544.9723	2019-01-29	1714.769231	Shipped	Classic Cars	46084.64	489	Bin 1	Bin 1	Bin 4	Very Low	Very Low	Very Low
17	Signal Collectibles Ltd.	15	34.26667	95.396	5.06666667	3347.9007	2019-02-10	1692.533333	Shipped	Trucks and Bus	50218.51	477	Bin 1	Bin 1	Bin 4	Very Low	Very Low	Very Low
18	Daedalus Designs Imports	20	34.95	95.474	6.3	3452.6205	2018-11-11	1875.6	Shipped	Motorcycles	69052.41	466	Bin 1	Bin 1	Bin 4	Very Low	Very Low	Very Low
22	CAF Imports	13	36	104.9631	5.30769231	3818.6192	2019-03-19	2273	Shipped	Classic Cars	49642.05	440	Bin 1	Bin 1	Bin 4	Very Low	Very Low	Very Low

TOP 5 LOST CUSTOMERS

- Customers with low frequency of purchases, indicating reduced engagement.
- Customers with low recency, implying prolonged inactivity.
- Customers with low monetary value, suggesting decreased spending.

1	CUSTOMERNAME	ORDERNUMBER	QUANTITYC	PRICEEACH	ORDERLINENUM	SALES	ORDERDATE	DAYS_SINCE_LASTPURCHASE	STATUS	PRODUCTLINE	MONETARY	RECENCY	ORDERNUMBER	MONETARY	RECENCY	[B] RECENCY_HM	MONETARY_HM	FREQUENCY_HM
2	Euro Shopping Channel	259	36.01158	97.3832	6.42471042	3522.3711	2020-05-13	1791.092664	Disputed	Motorcycles	912294.11	1	Bin 4	Bin 4	Bin 1	High	High	High
5	Mini Gifts Distributors Ltd.	180	35.36667	102.6963	7.16666667	3638.1003	2019-10-21	1655.561111	Shipped	Classic Cars	654858.06	3	Bin 4	Bin 4	Bin 1	High	High	High
28	La Rochelle Gifts	53	34.56604	97.0464	7.73584906	3398.583	2019-07-23	1828.433962	Shipped	Motorcycles	180124.9	1	Bin 4	Bin 4	Bin 1	High	High	High
45	Souveniers And Things Co.	46	34.80435	95.18935	6.47826087	3295.0213	2019-12-17	1681.847826	Shipped	Motorcycles	151570.98	3	Bin 4	Bin 4	Bin 1	High	High	High
55	Reims Collectables	41	34.95122	94.34293	6.17073171	3293.7302	2018-05-07	1840.609756	Shipped	Motorcycles	135042.94	63	Bin 4	Bin 4	Bin 1	High	High	High

TOP 5 LOYAL CUSTOMERS

- Loyal customer refers to customers who are consistent and repeat purchases over time. They may not necessarily have the highest monetary value, but they demonstrate a strong commitment to the brand by repeatedly choosing to do business with the company.



RECOMMENDATIONS

- Customer Retention Strategies: Engage and retain customers who are at risk of churning. Offer personalized incentives, loyalty programs, or exclusive promotions to encourage their continued loyalty
- Continuous Monitoring and Analysis: Regularly monitor customer behavior, sales trends, and key performance indicators to identify changing patterns and proactively address any potential issues.
- Upselling and Cross-Selling Opportunities: Identify opportunities to upsell and cross-sell to existing customers, especially those with a high monetary value. Recommend relevant products or services based on their purchase history to increase their average order value and enhance customer loyalty.

Thank
you