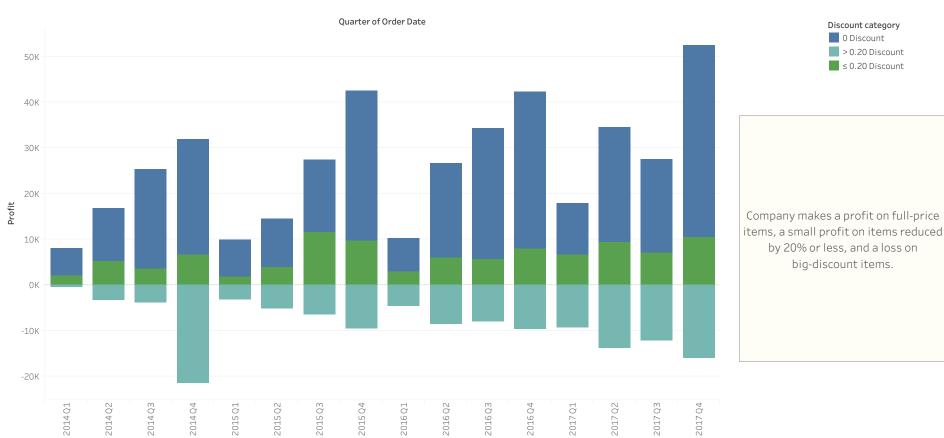
Profit on full-price vs.
discounted itemsSales by discount and
quarterWho gets the
bargains?Sales by cluster and
quarterProfit by cluster and
subcategoryMargin by cluter and
subcategory



Profit on full-price vs. discounted items

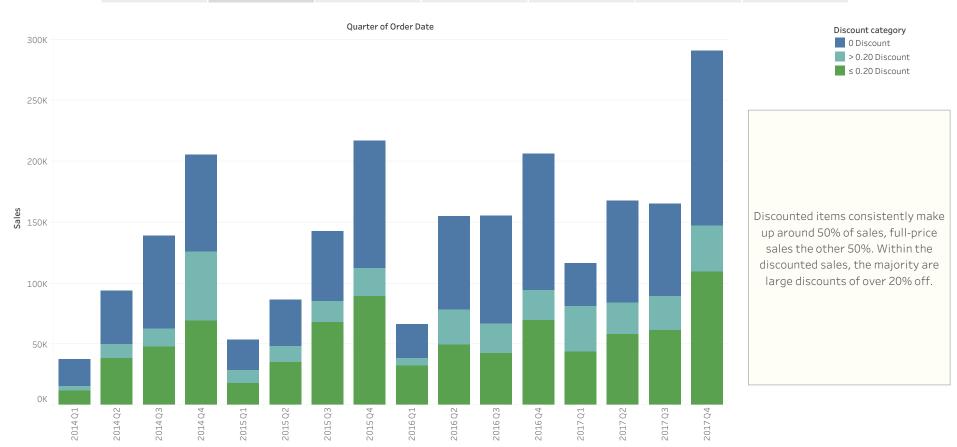
Sales by discount and quarter

Who gets the bargains?

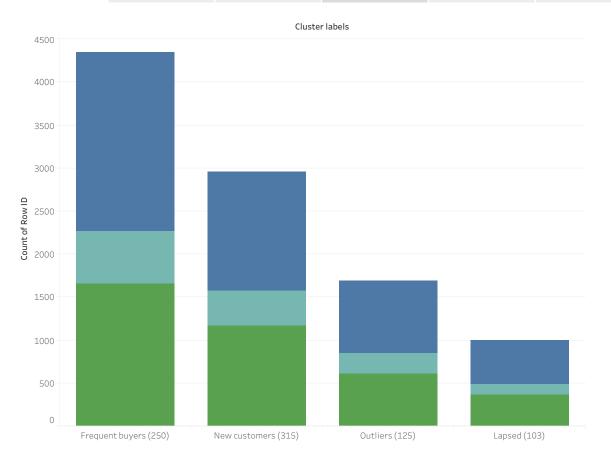
Sales by cluster and quarter

Sales by cluster and subcategory

Takeaways subcategory



Profit on full-price vs. Sales by discount and discounted items quarter Sales by cluster and quarter Sales by cluster and subcategory Sales by cluster and subcategory Takeaways



Our customer clusters all have very similar preferences when it comes to discount buying behaviour.

Discount category

0 Discount > 0.20 Discount ≤ 0.20 Discount

Profit on full-price vs. Sales by discount and discounted items

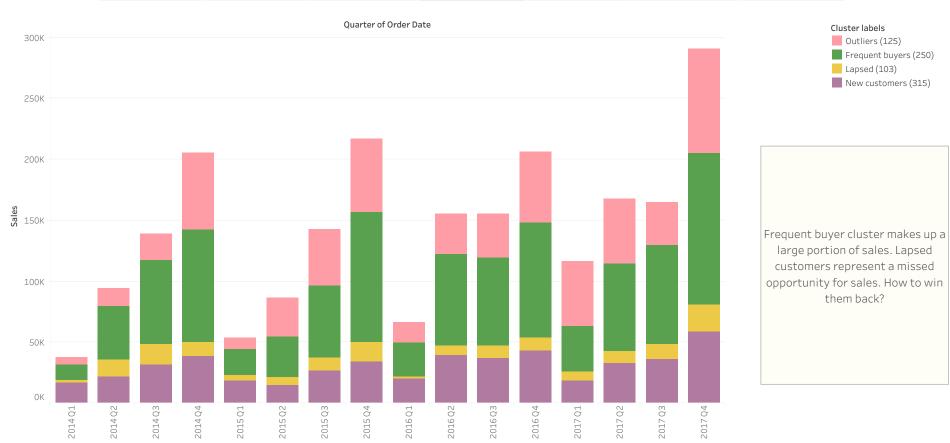
Sales by cluster and quarter

Sales by cluster and subcategory

Frofit by cluster and subcategory

Takeaways

Takeaways







Profit on full-price vs. discounted items

Sales by discount and quarter

Who gets the bargains?

Sales by cluster and quarter

Profit by cluster and subcategory

Margin by cluter and subcategory

Takeaways

Key Takeaways:

So far, we haven't identified significant differences in buying behaviour of different customer clusters.

Recommondation: Try another clustering approach trained on different features, then compare again with overall trends.

Aim: Identify marketing measures that will be most effective on each customer cluster.