

Problem Statement

The project aims to analyze product shipment patterns to predict the ship mode used by customers. Using IBM SPSS Modeler, a CHAID classification model is developed to identify key factors influencing shipping decisions. Here, “Second Class” shipments are considered potential churn cases due to delayed or unsatisfactory delivery experiences. The goal is to help the business improve logistics efficiency and reduce churn by optimizing shipping strategies.

Overview

This project focuses on analyzing the shipment behaviour of customers using the Sample Superstore dataset. The primary objective is to understand how different factors — such as customer segment, region, category, and order priority — influence the mode of shipment. Using IBM SPSS Modeler, a CHAID (Chi-squared Automatic Interaction Detection) model is built to classify and predict the most likely shipping method chosen by customers.