
Customer Personality Analysis

— Sama Balum —

- Customer Personality Analysis is a detailed analysis of a company's ideal customers.
- It helps a business to better understand its customers and makes it easier for them to modify products according to the specific needs, behaviors and concerns of different types of customers.
- [Customer Personality Analysis | Kaggle](#)

People
ID
Year_Birth
Education
Marital_Status
Income
Kidhome
Teenhome
Dt_Customer
Recency
Complain

Products
Wines
Fruits
Meat Products
Fish Products
Sweet Products
Gold

* Amount spent on
product in last 2 years.

Promotion
Deals Purchases
Accepted offer 1
Accepted offer 2
Accepted offer 3
Accepted offer 4
Accepted offer 5
Response

* 1 if customer
accepted the offer in
the *X-rd* campaign, 0
otherwise

Place
Web Purchases
Catalog Purchases
Store Purchases
Web Visits Month

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the *X-rd* campaign, 0
otherwise

Place
Web Purchases
Catalog Purchases
Store Purchases

Promotion

- NumDealsPurchases: Number of purchases made with a discount
- AcceptedCmp1: 1 if customer accepted the offer in the 1st campaign, 0 otherwise
- AcceptedCmp2: 1 if customer accepted the offer in the 2nd campaign, 0 otherwise
- AcceptedCmp3: 1 if customer accepted the offer in the 3rd campaign, 0 otherwise
- AcceptedCmp4: 1 if customer accepted the offer in the 4th campaign, 0 otherwise
- AcceptedCmp5: 1 if customer accepted the offer in the 5th campaign, 0 otherwise
- Response: 1 if customer accepted the offer in the last campaign, 0 otherwise

Place

- NumWebPurchases: Number of purchases made through the company's website
- NumCatalogPurchases: Number of purchases made using a catalogue
- NumStorePurchases: Number of purchases made directly in stores
- NumWebVisitsMonth: Number of visits to company's website in the last month

People

- ID: Customer's unique identifier
- Year_Birth: Customer's birth year
- Education: Customer's education level
- Marital_Status: Customer's marital status
- Income: Customer's yearly household income
- Kidhome: Number of children in customer's household
- Teenhome: Number of teenagers in customer's household
- Dt_Customer: Date of customer's enrollment with the company
- Recency: Number of days since customer's last purchase
- Complain: 1 if the customer complained in the last 2 years, 0 otherwise

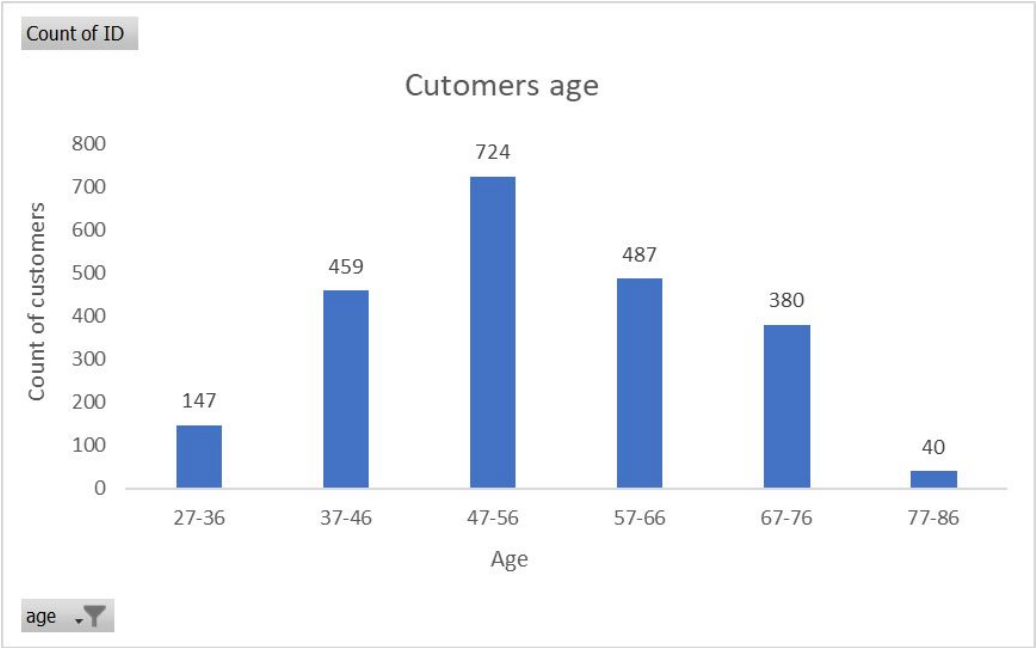
Products

- MntWines: Amount spent on wine in last 2 years
- MntFruits: Amount spent on fruits in last 2 years
- MntMeatProducts: Amount spent on meat in last 2 years
- MntFishProducts: Amount spent on fish in last 2 years
- MntSweetProducts: Amount spent on sweets in last 2 years
- MntGoldProds: Amount spent on gold in last 2 years

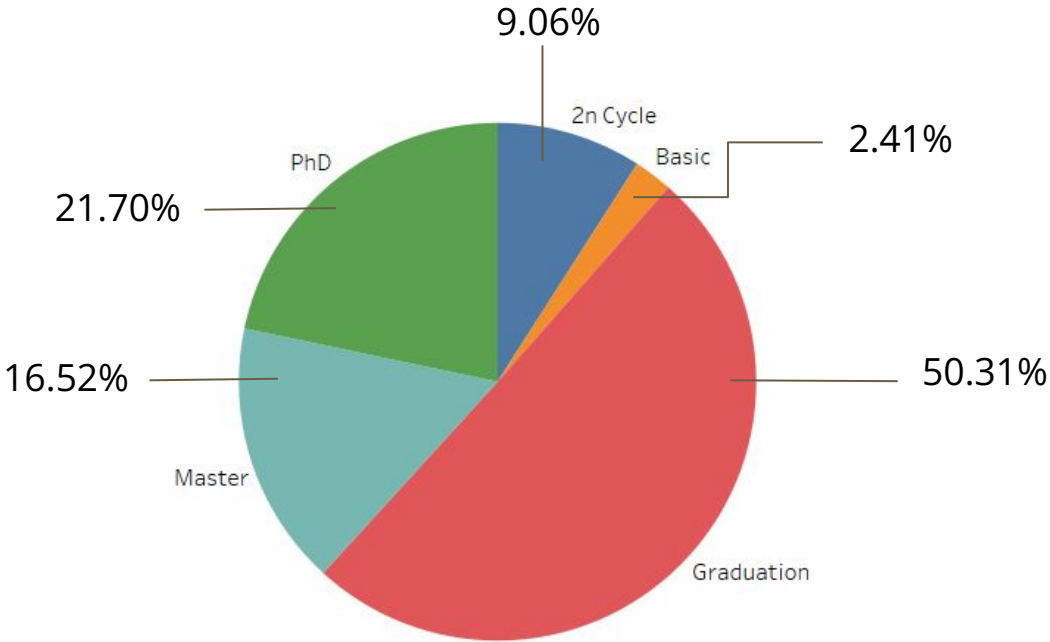
People
ID
Year_Birth
Education
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Income
Kidhome
Teenhome
Dt_Customer
Complain

- Customer's unique identifier - primary key.
- 2240 customers.

People
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Complain

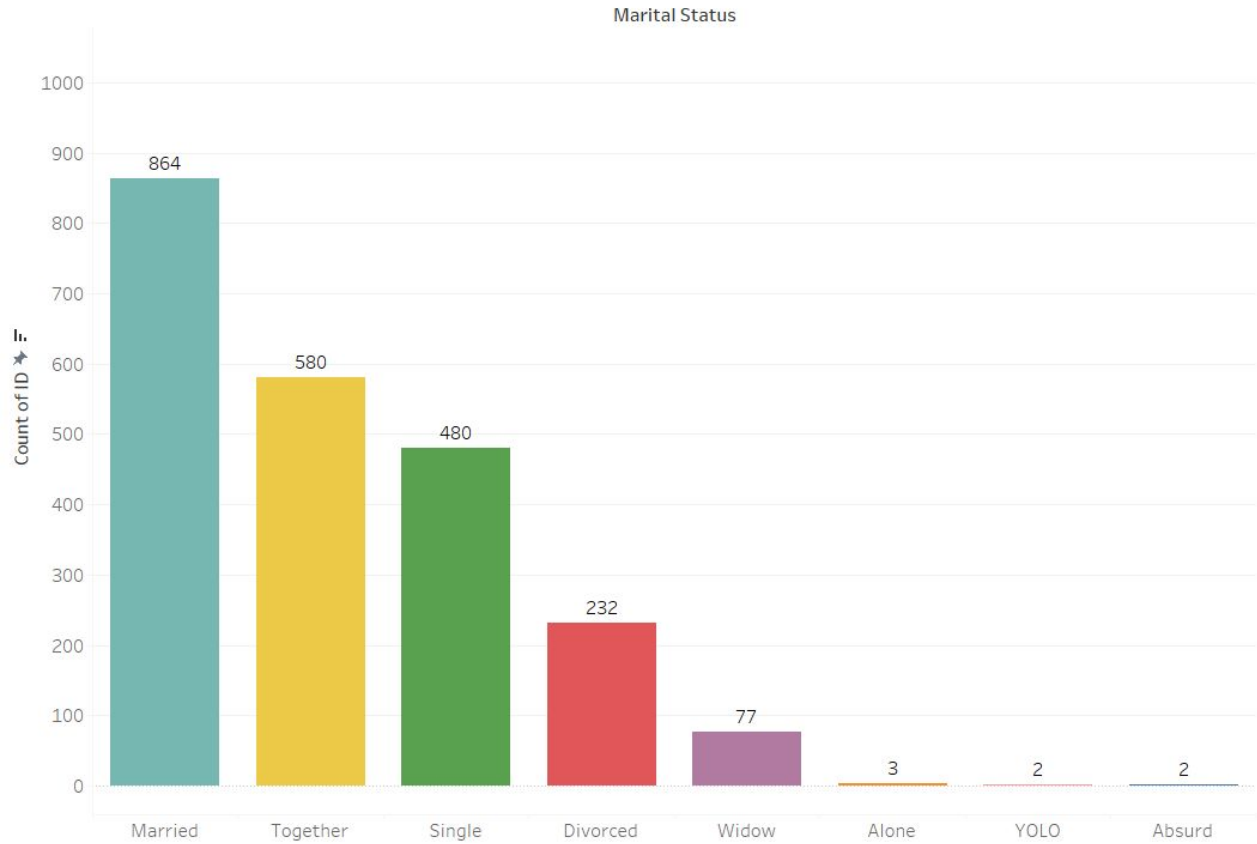


People
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Dt_Customer
Complain



Education	#
2n Cycle	203
Basic	54
Graduation	1,127
Master	370
PhD	486

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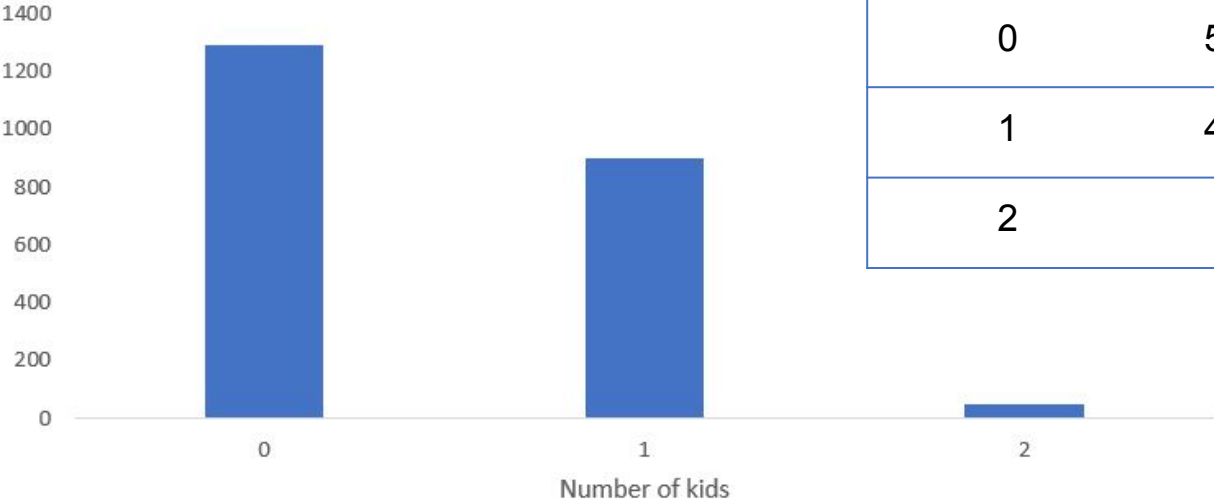


People
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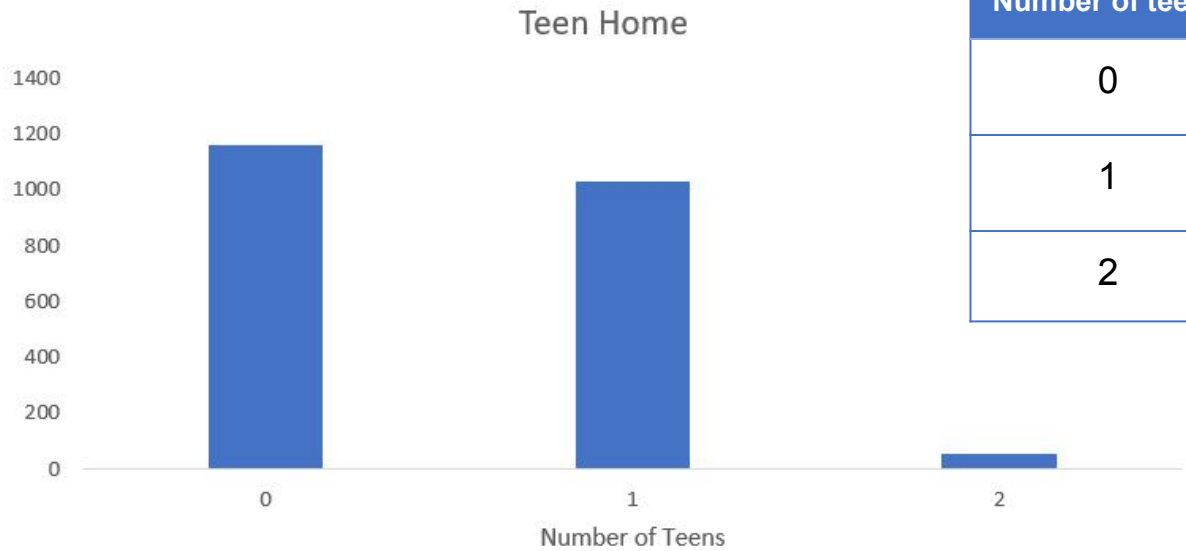
Count of ID



Kidhome ▼

Number of kids	Percentage
0	57.72%
1	40.13%
2	2.14%

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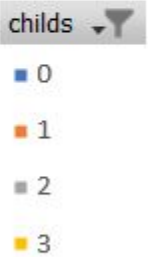
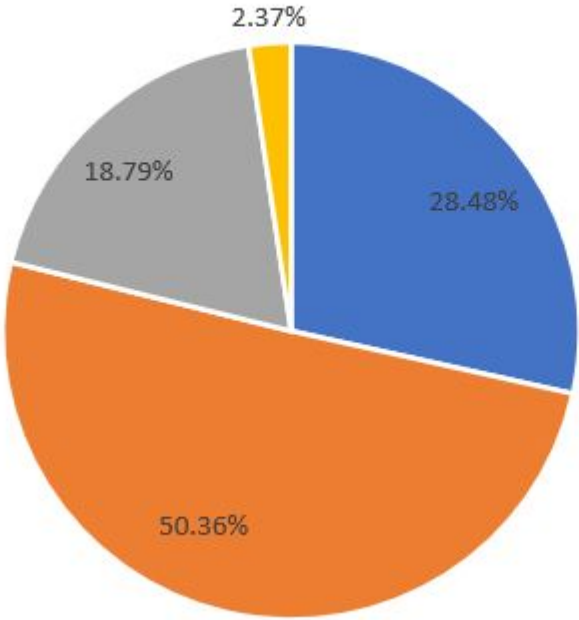


Number of teens	percentage
0	51.70%
1	45.98%
2	2.32%

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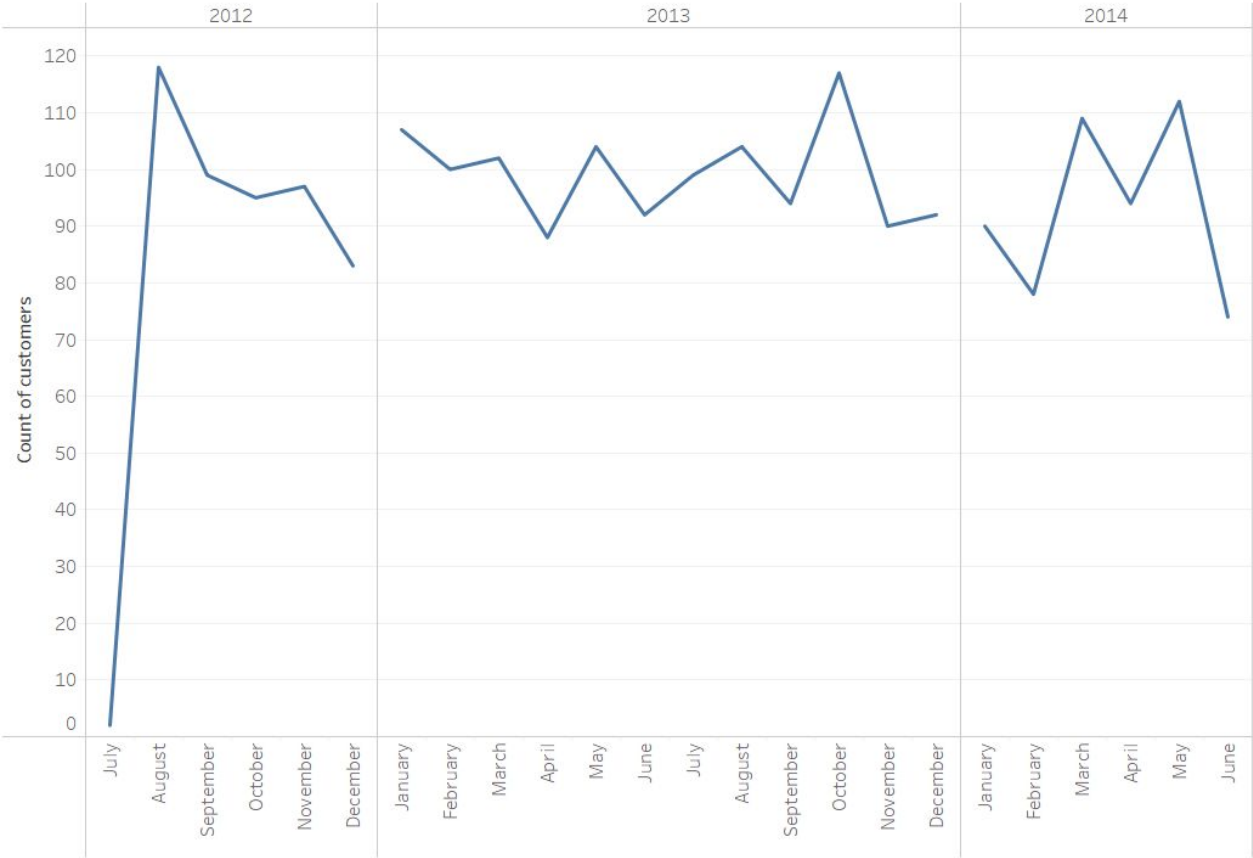
Count of ID

Children

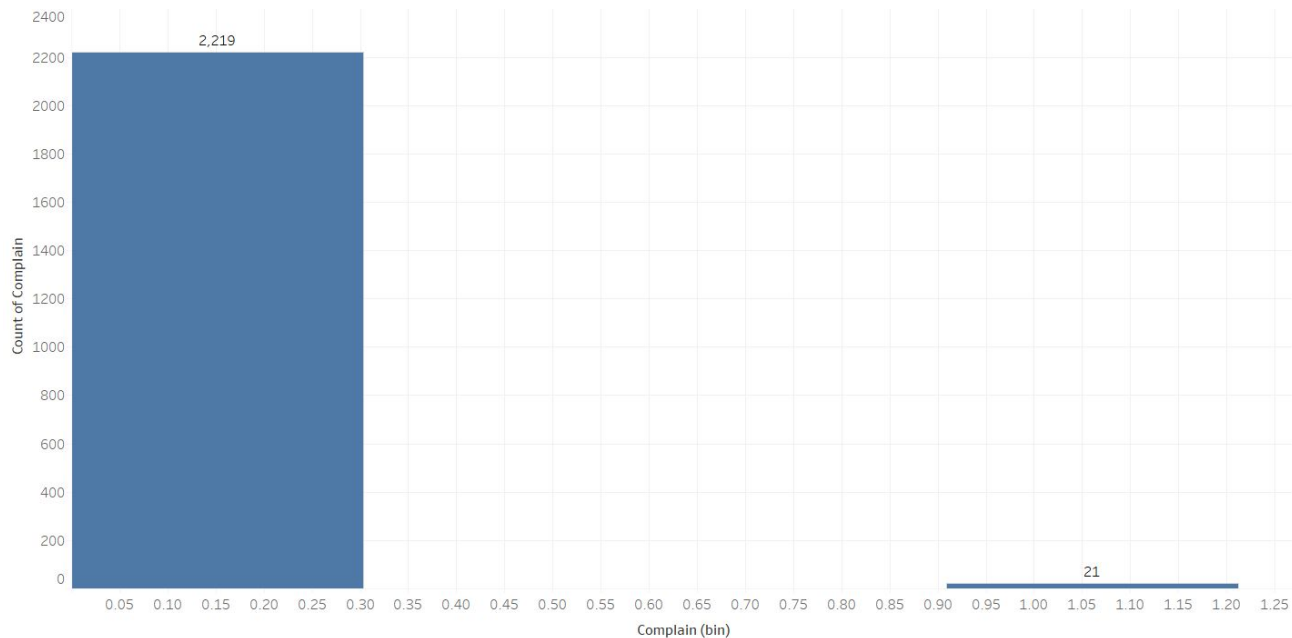


People
ID
Year_Birth
Education
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Kidhome
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Complain

Date of customer's enrollment with the company

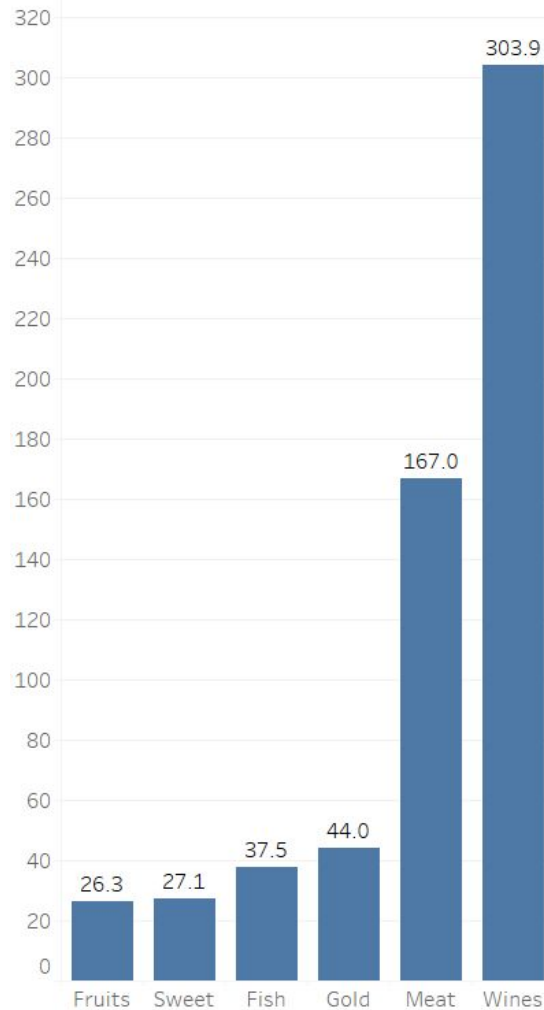


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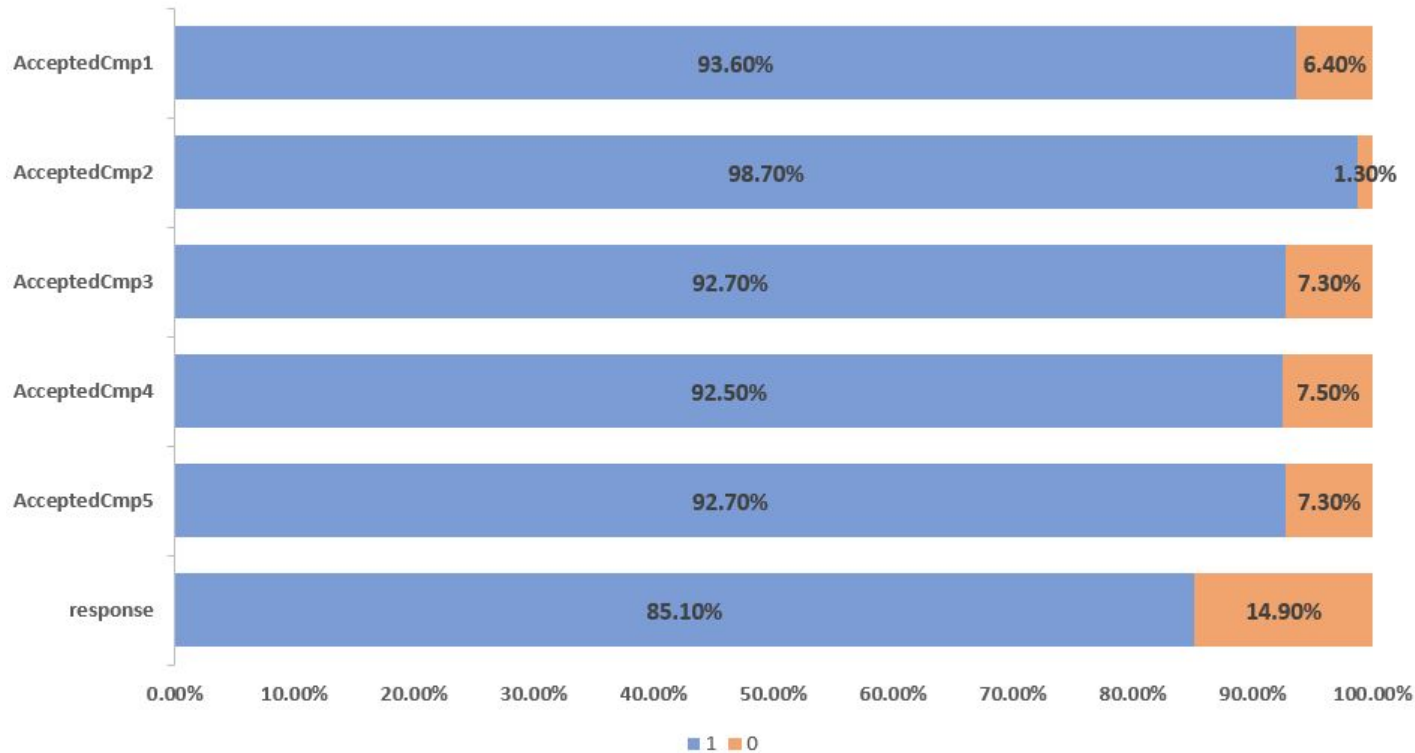


There is only 21 complains out of 2240! (in the past two years)

Products
Wines
Fruits
Meat Products
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Gold



- Average amount of products per customers spent in last two years.
- Wine is the winner!



- Campaign 2 got the highest score of accepted offer.
- Response - the last campaign - is with the less score.

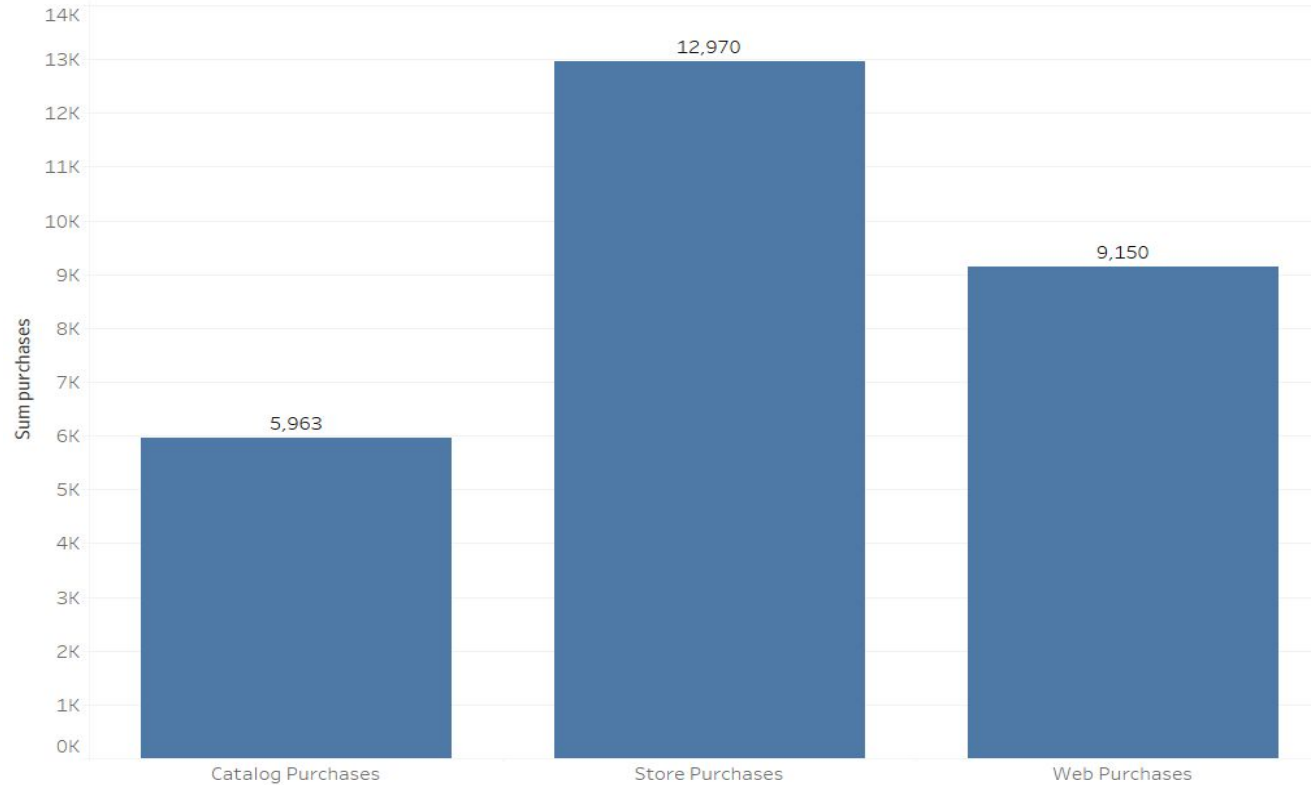
Promotion
Accepted offer 1
Accepted offer 2
Accepted offer 3
Accepted offer 4
Accepted offer 5
Response

1 - customer accepted the offer in the X-st campaign , 0 - o.w

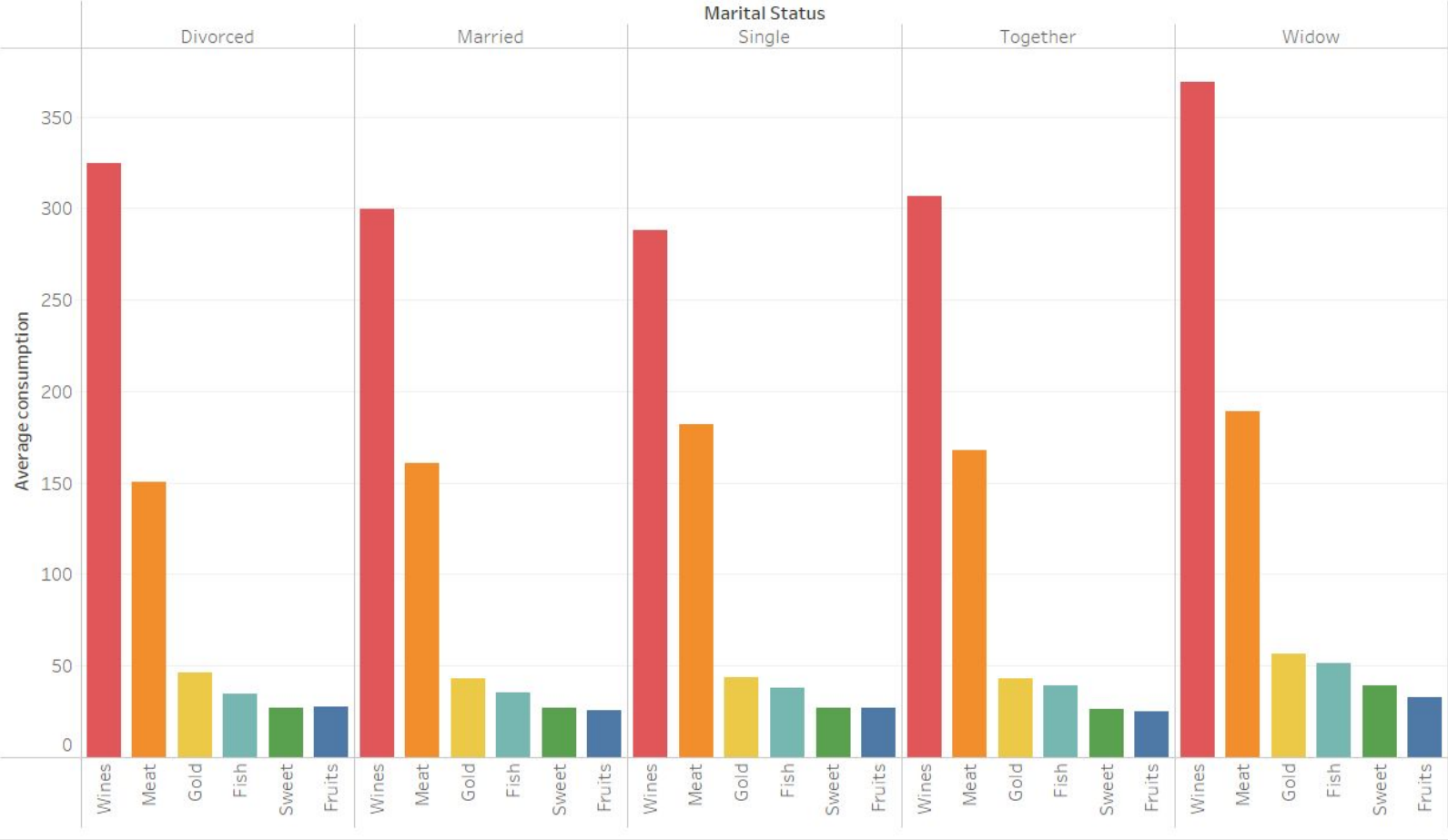
Total purchases for all customers with different place

Place
Web Purchases
Catalog Purchases
Store Purchases

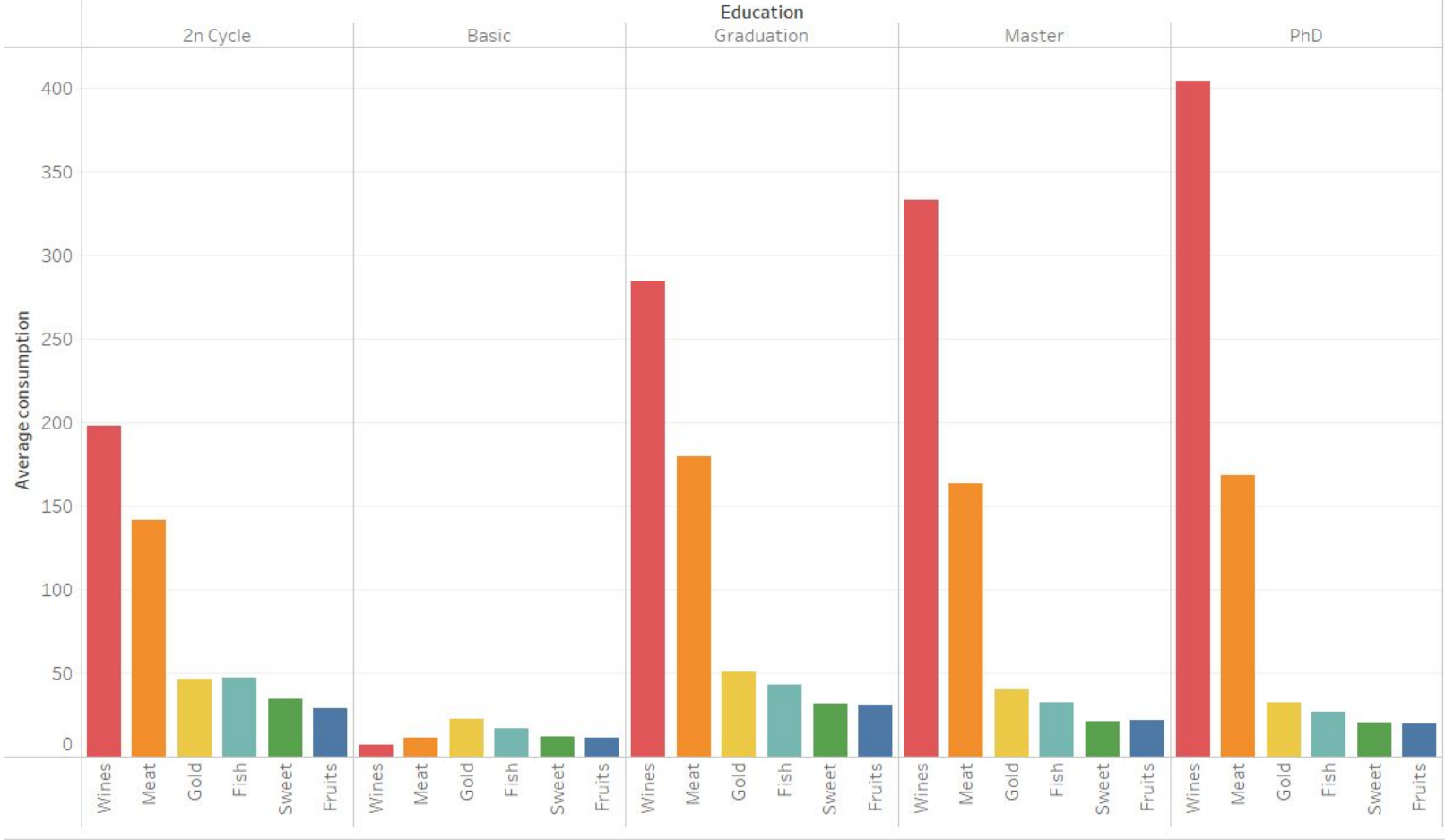
- Most purchases were done in the store.

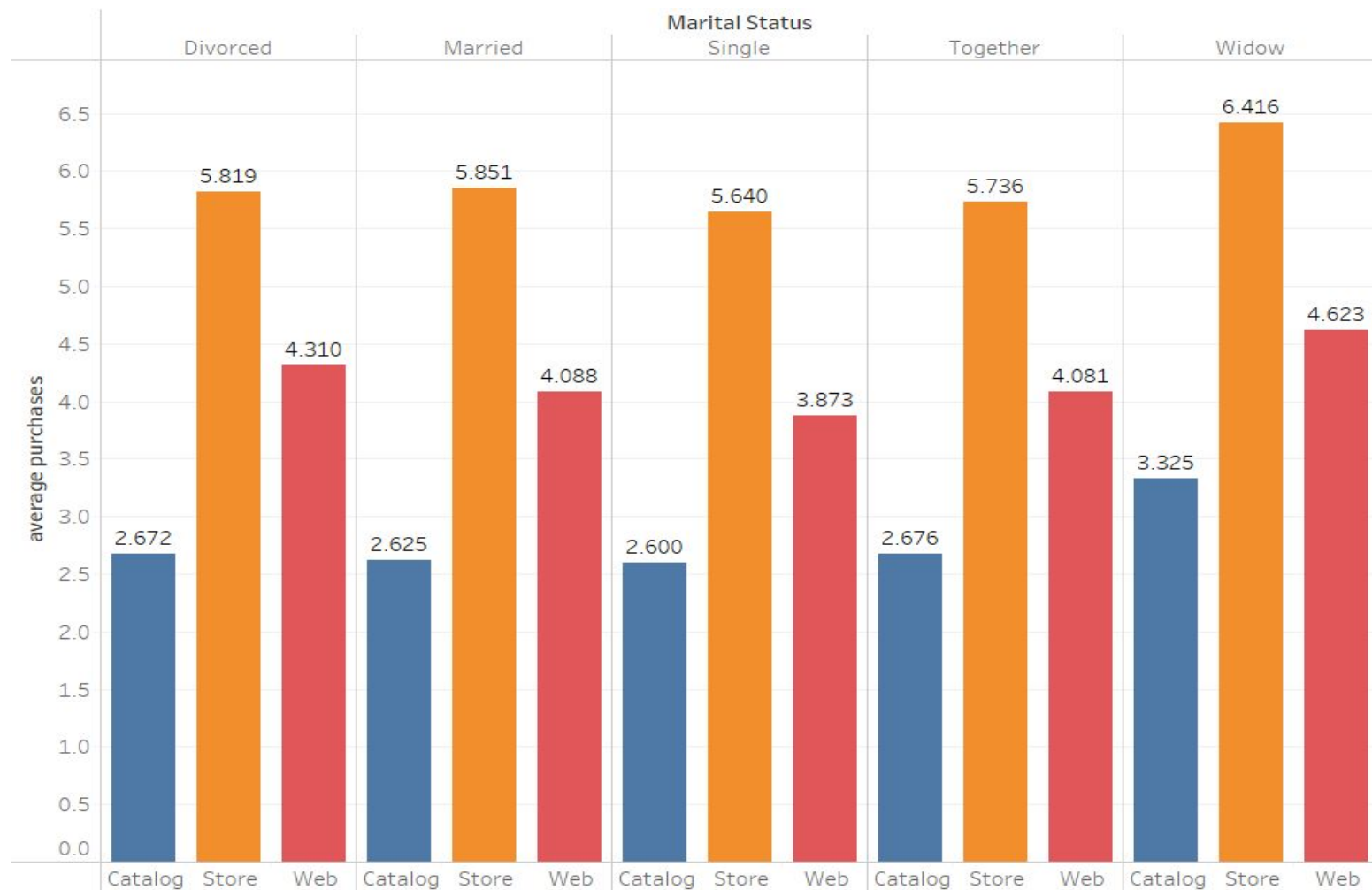


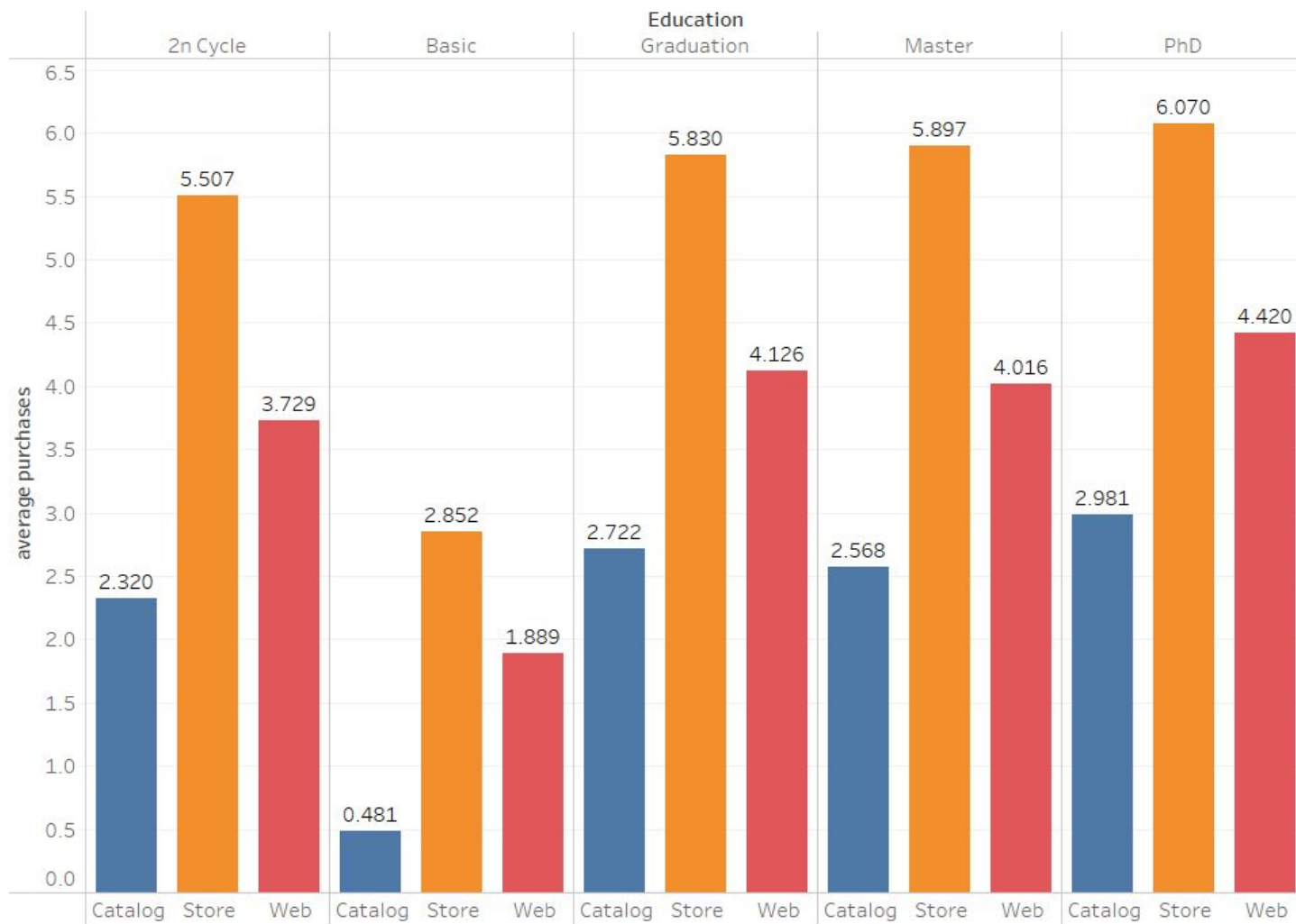
Average products consumption for different marital status



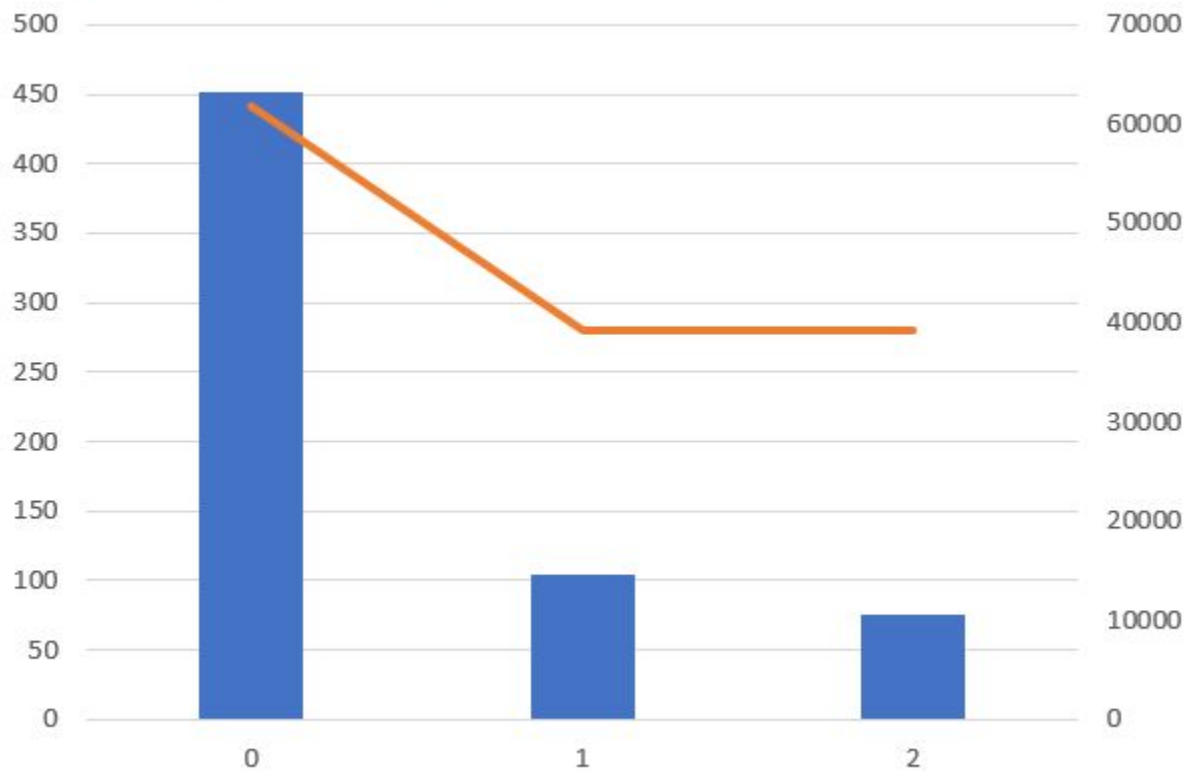
Average products consumption for different education status







Average of MntWines Average of Income



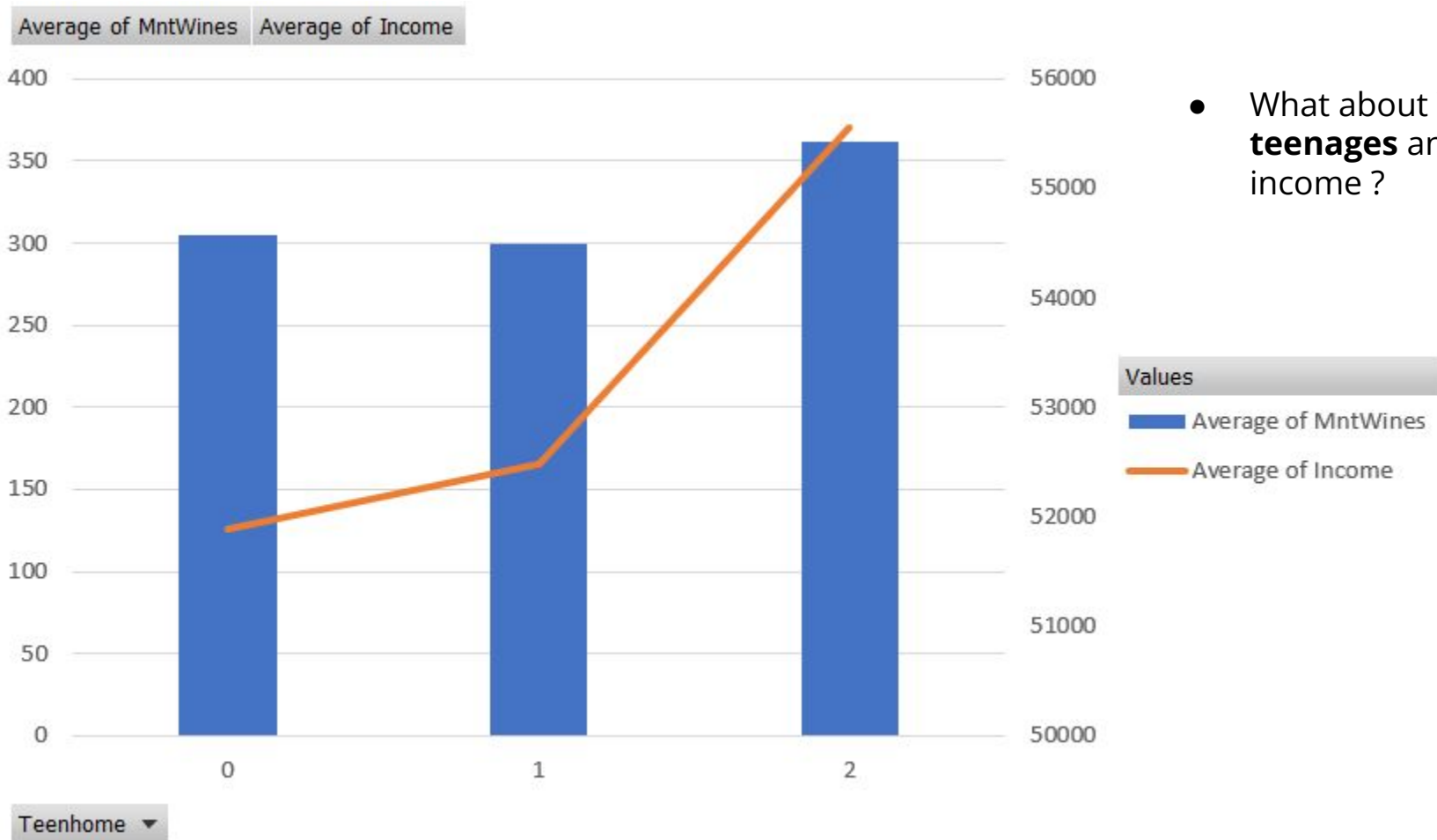
Values

Average of MntWines

Average of Income

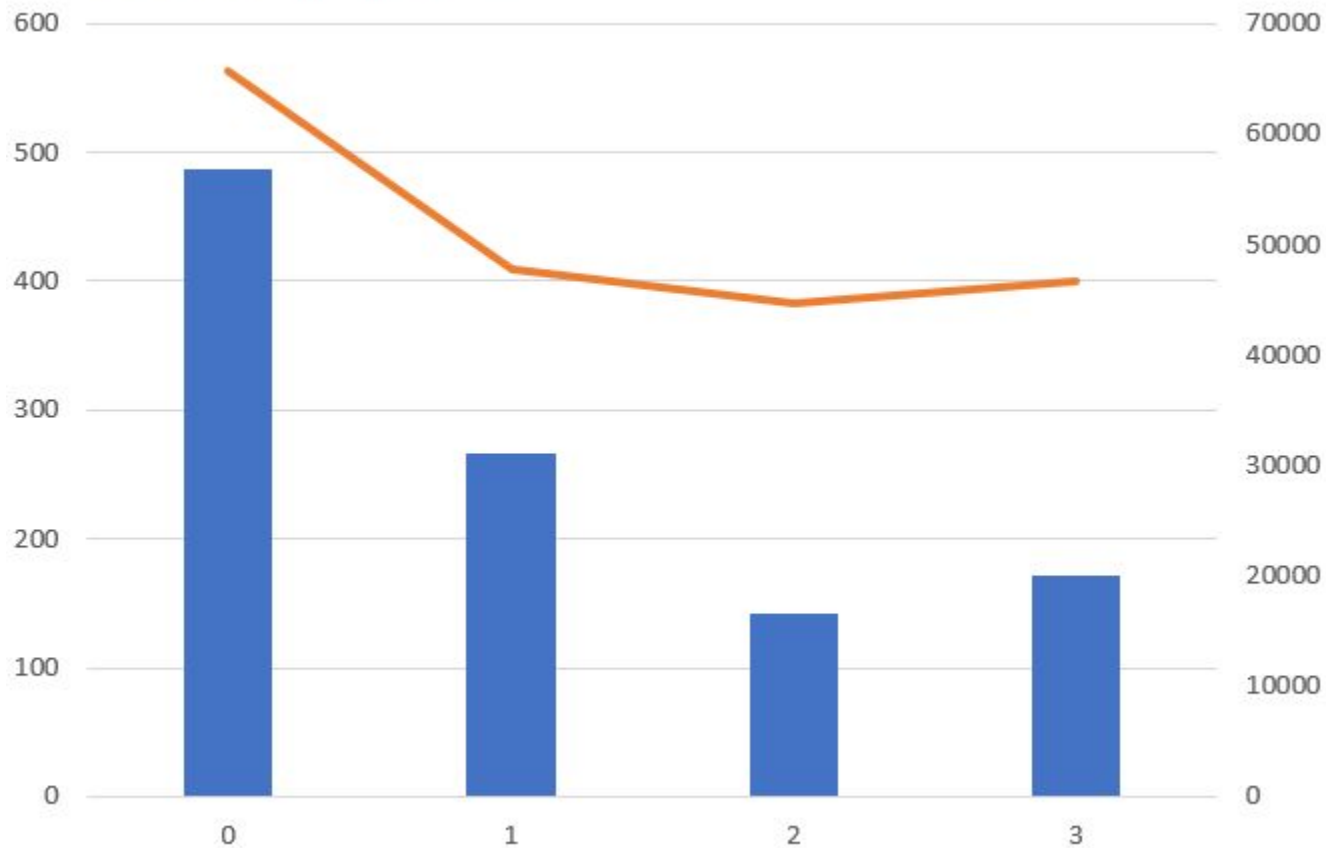
Kidhome ▼

- Hmm... Wines, **kids** and income ?



- What about Wines, **teenages** and income ?

Average of MntWines Average of Income



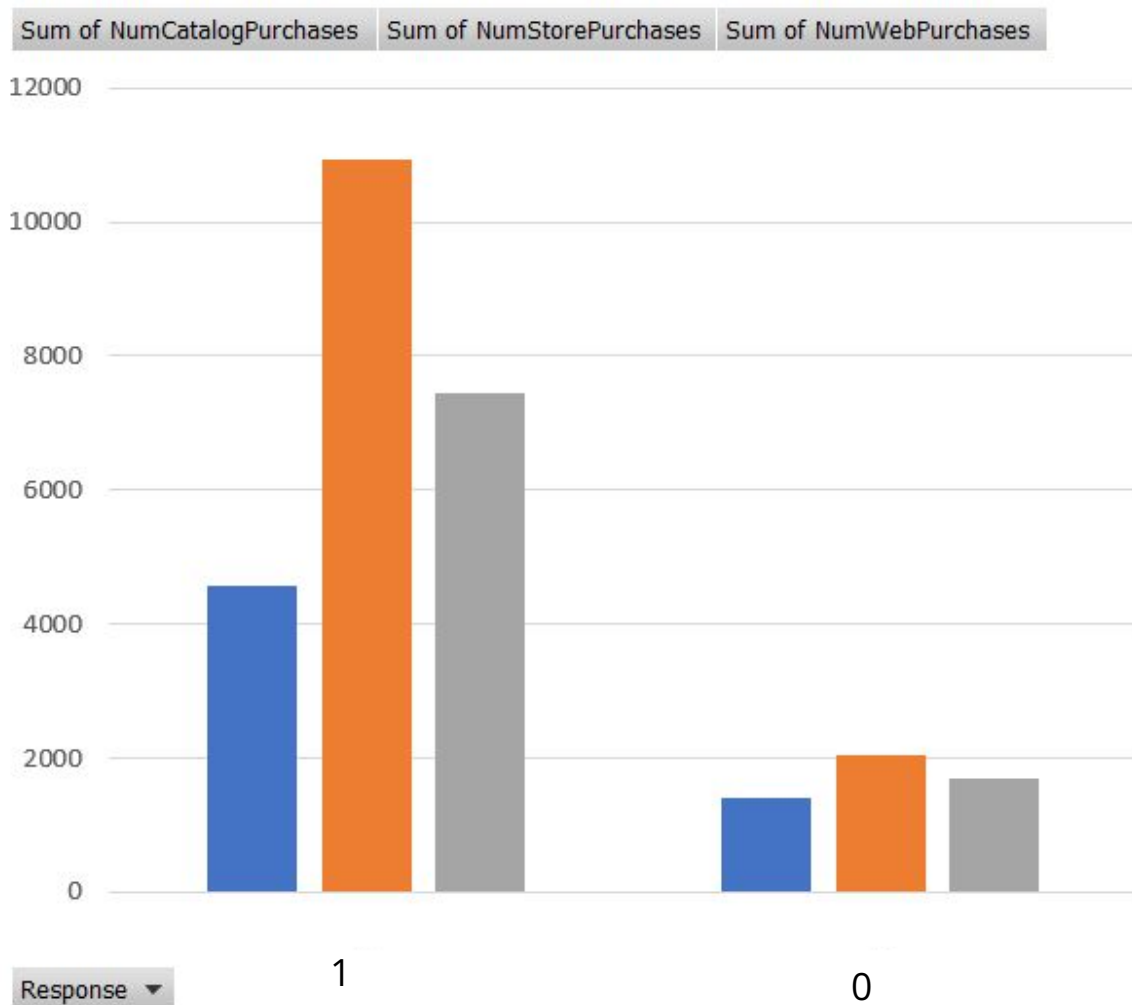
- SO... it's Wines, **children** and income ?

Values

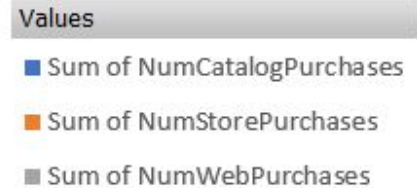
Average of MntWines

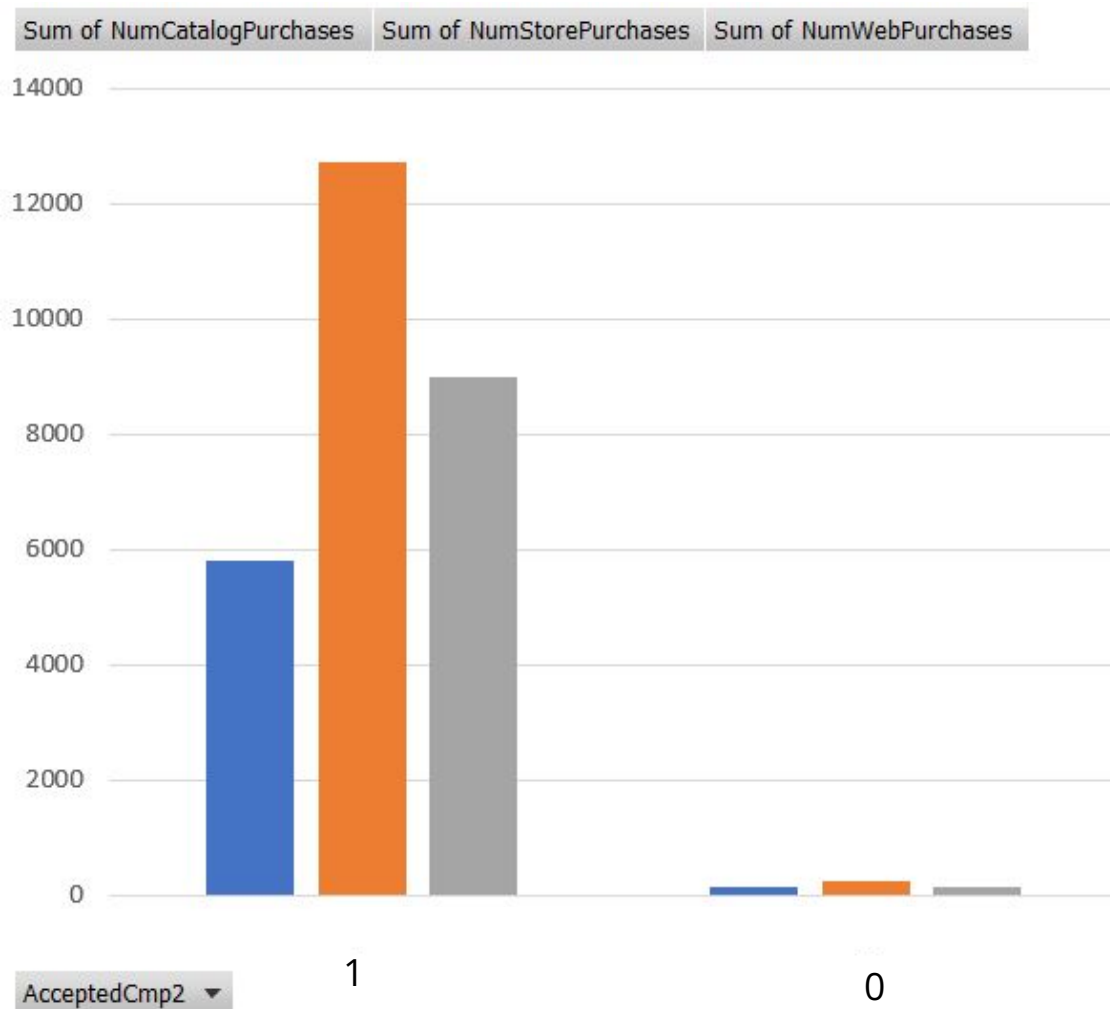
Average of Income

childs ▼



- Is there *relation* between the “**place**” of purchases and if the campaign was the **less “successful”**?





- Is there *relation* between the **“place”** of purchases and if the campaign was the **most “successful”**?

Values

- Sum of NumCatalogPurchases
- Sum of NumStorePurchases
- Sum of NumWebPurchases

Education , marital status and average income



