Documentation

Nuwefruit - Data Scientist challenge

Event: 4YFN Hackathon – MWC Barcelona 2022 (online phase)

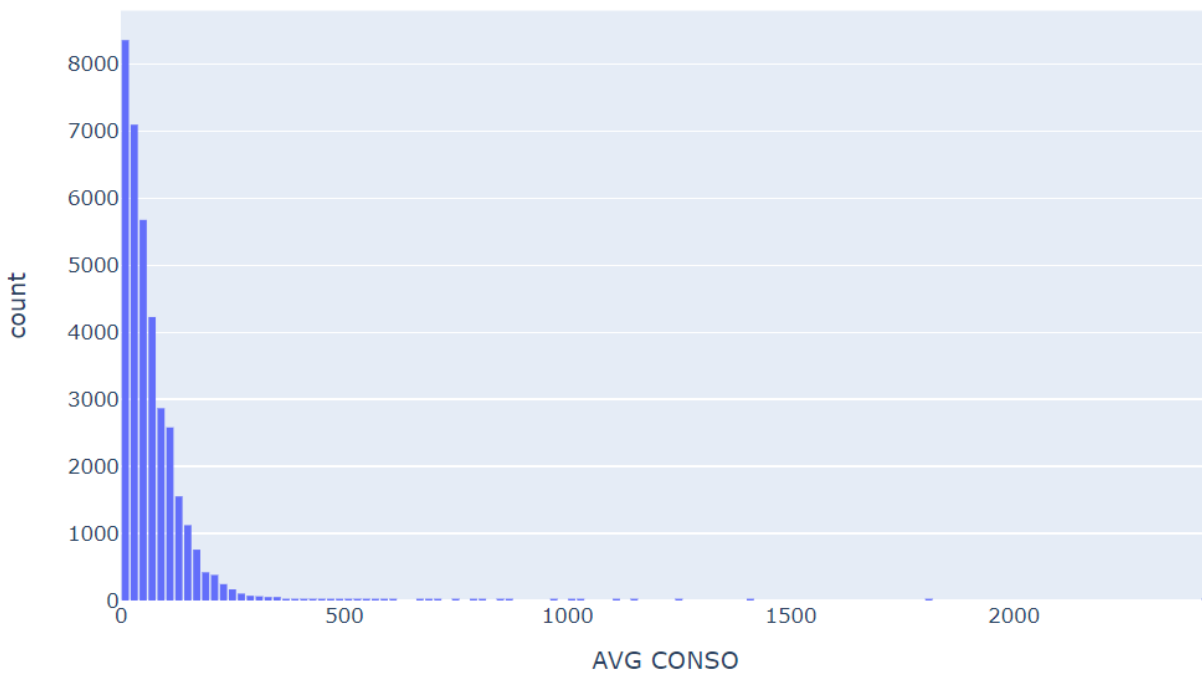Author: Sergi Salido

Date: 2022-02-13

Task 1: EDA

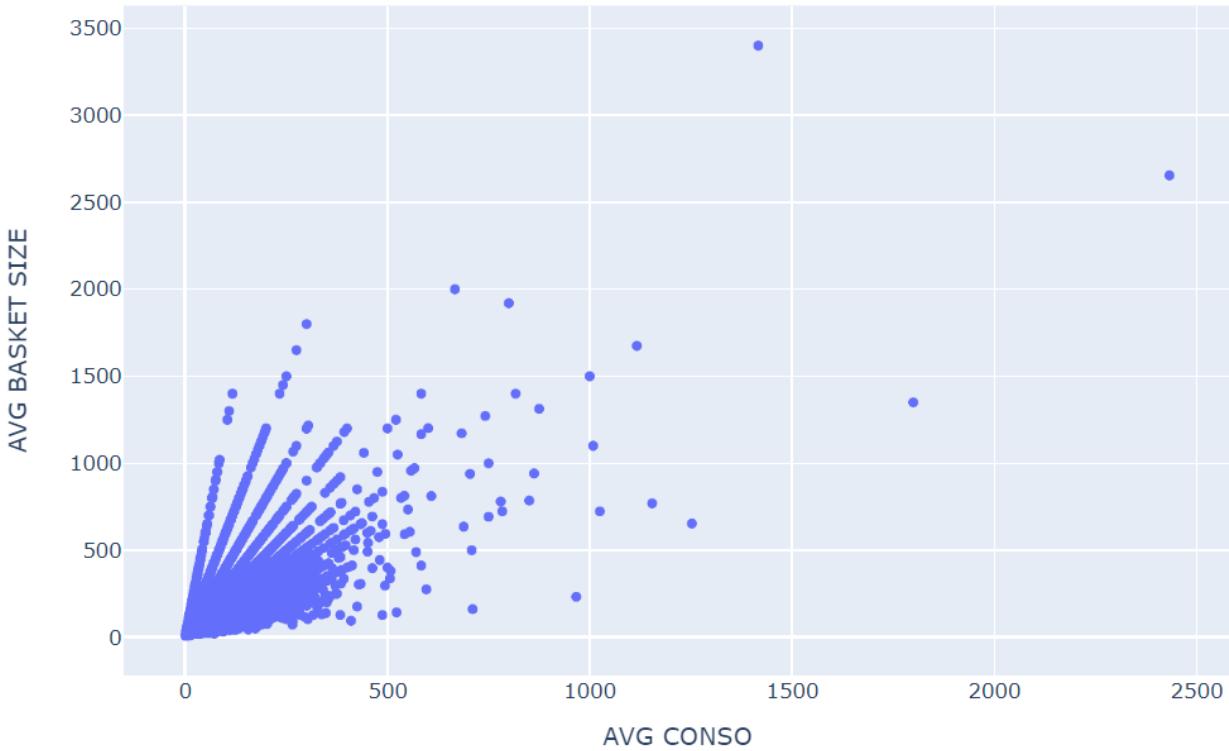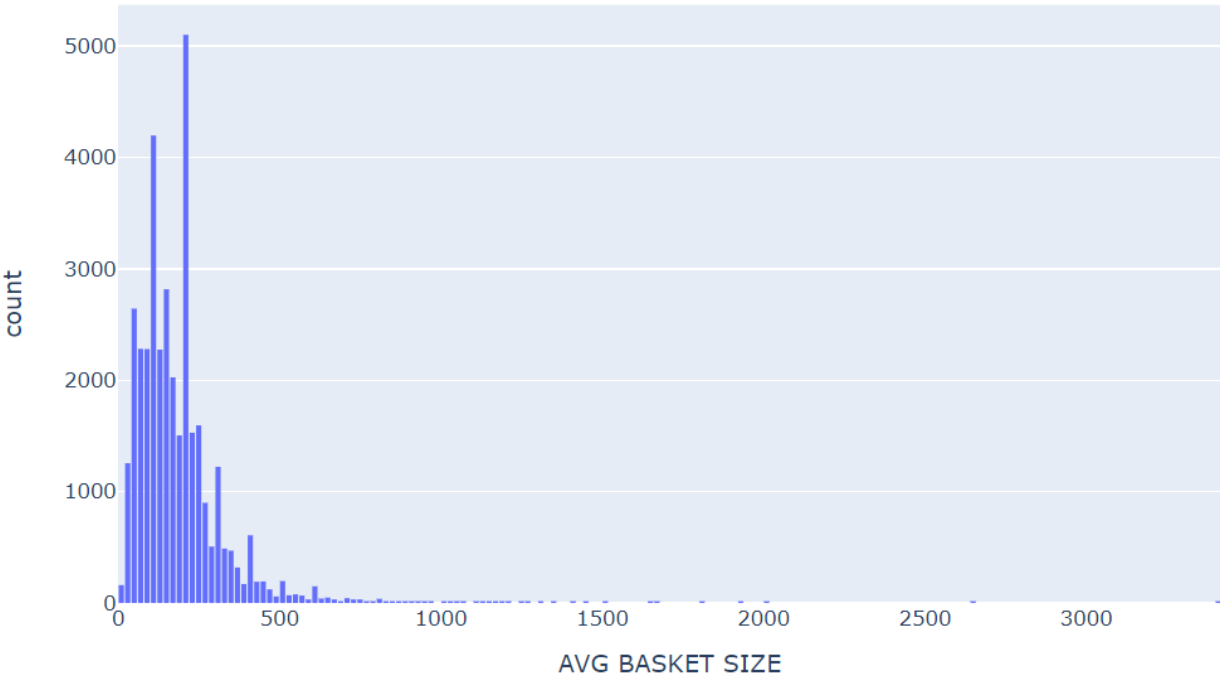### Analysis of sales and customer activity

Average monthly consumption of customers (in pieces of fruit): 64.53443679634394

Average size of the customer's basket (in pieces of fruit): 181.21860968676924

Histogram of AVG CONSO

Histogram of AVG BASKET SIZE

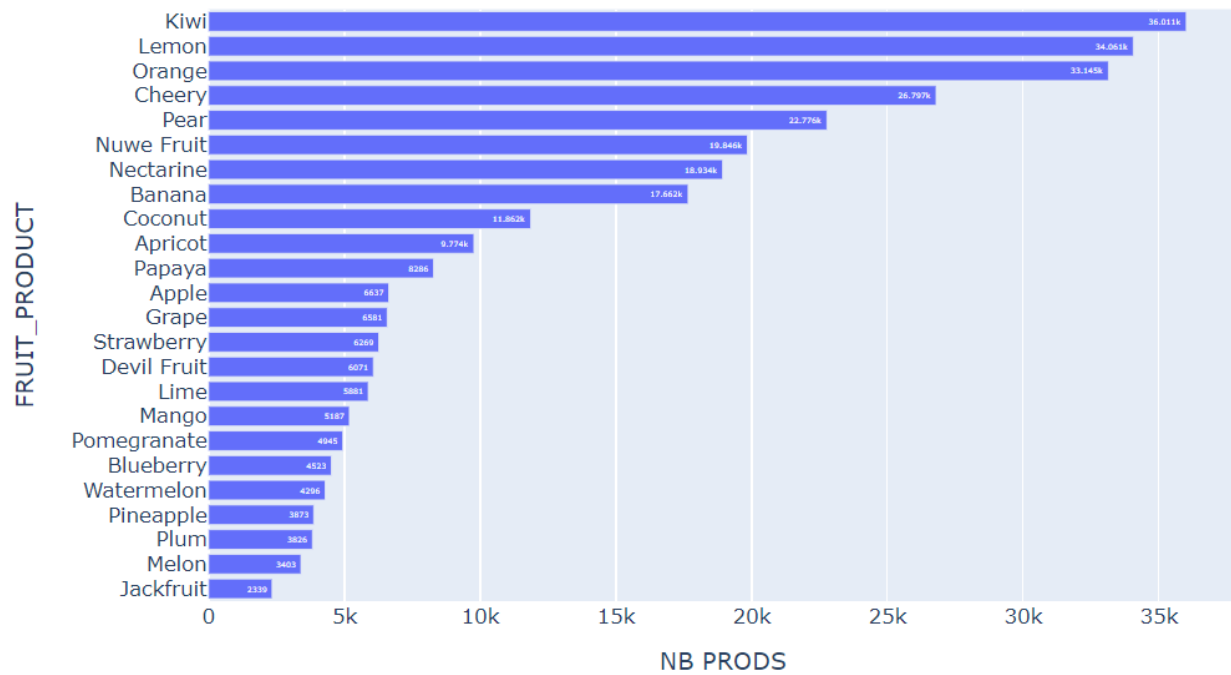Number of customers in the client database: 35884

Number of customers who have placed orders: 14499
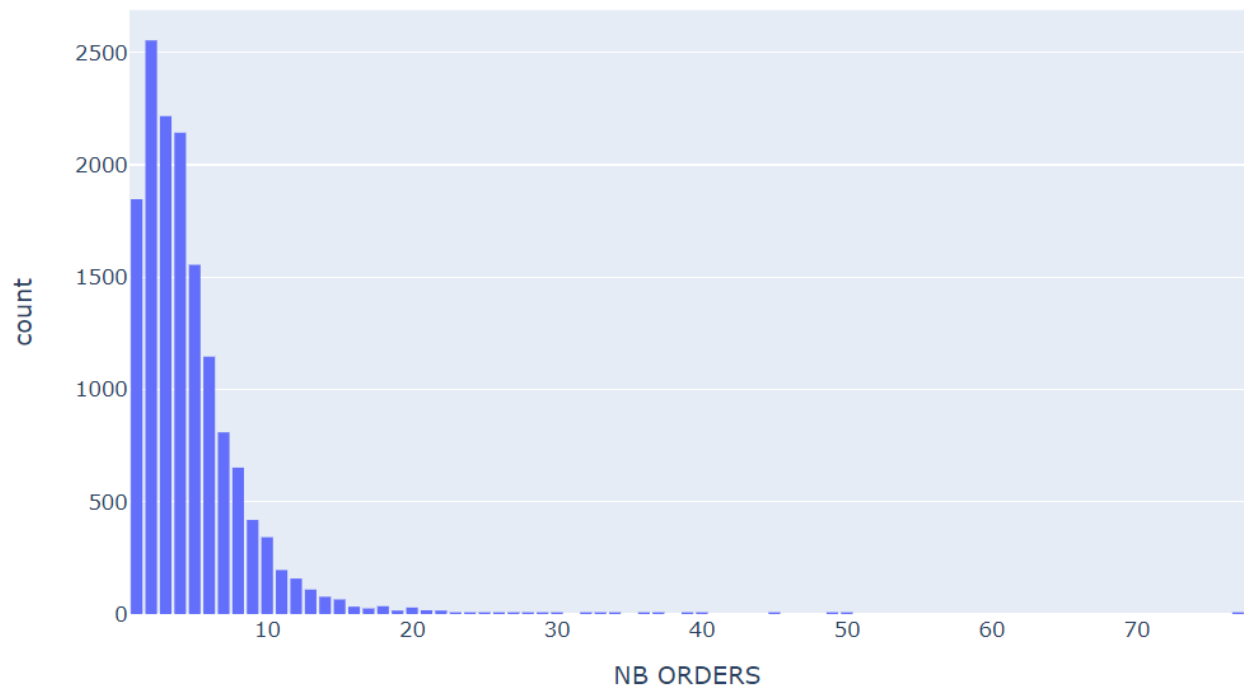
Number of orders: 17458

Number of 'prods' (1 prod = 10 pieces of fruit) ordered: 302985

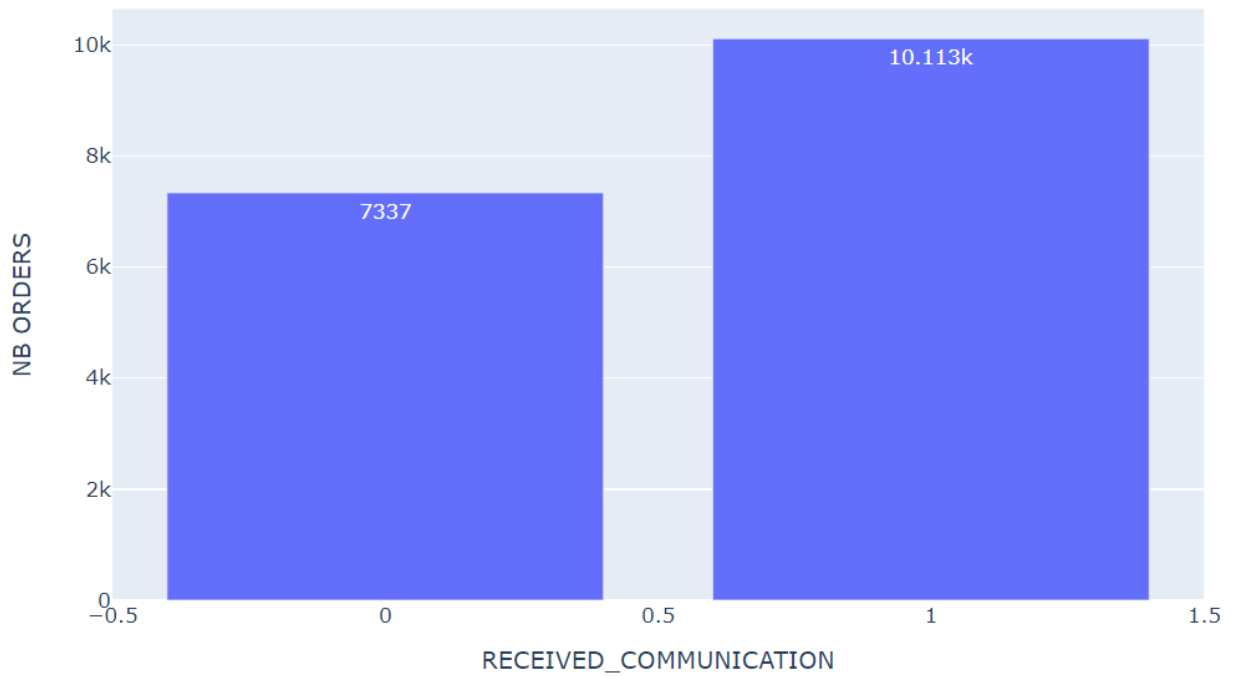Number of pieces of fruit ordered: 3029850

Total NB PRODS by FRUIT_PRODUCT
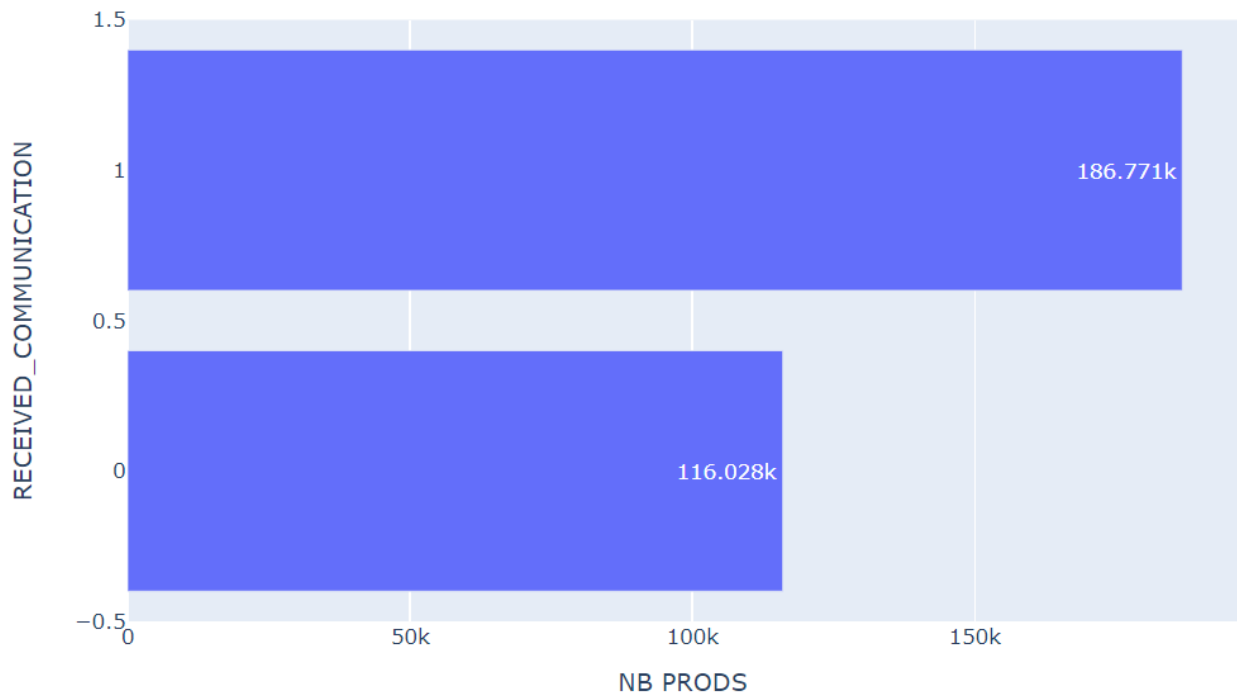

Number of customers by NB ORDERS

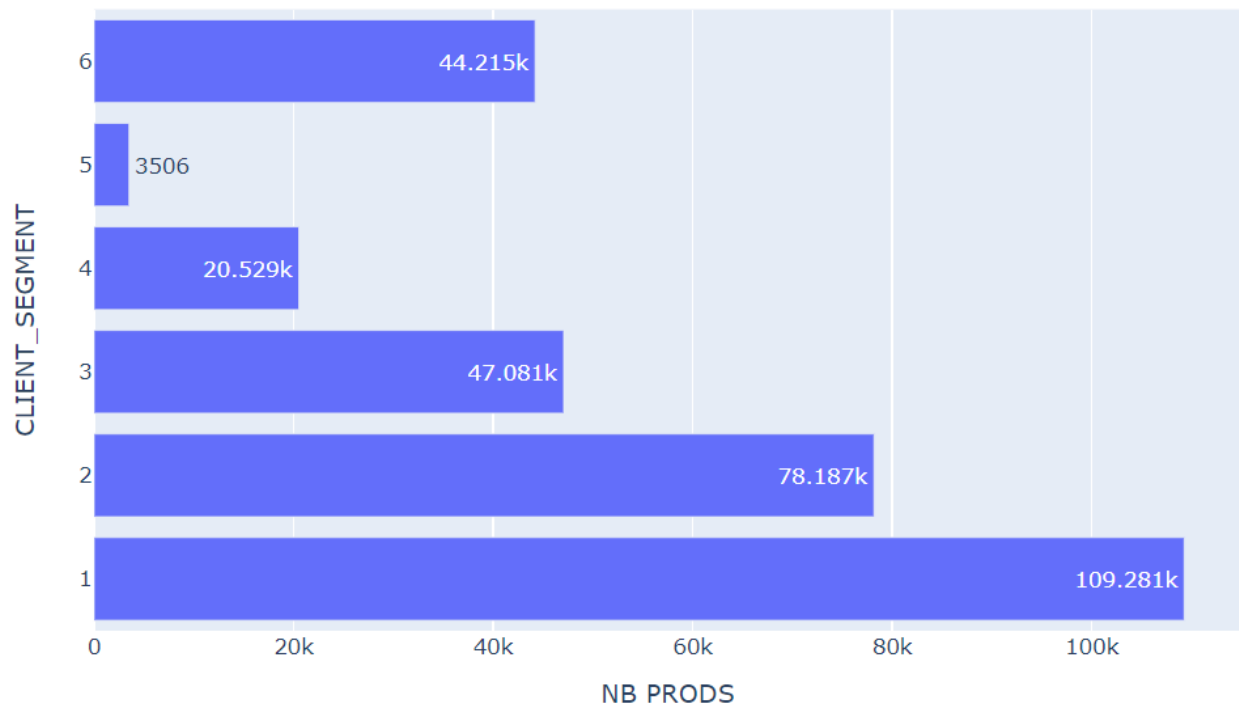# Evaluation of the impact of the promotion

Number of orders by RECEIVED_COMMUNICATION

Total NB PRODS by RECEIVED_COMMUNICATION

Total NB PRODS by CLIENT_SEGMENT

Task 2: Predictive model

Results

CLIENT ID	CLIENT_SEGMENT
48352078	4
18072186	1
48352246	3
18070621	3
48352262	4
48359553	4
18071647	5
48359574	3
48359627	4
18070505	1
18071016	1
18071198	1
18071233	2
18071524	5
18071668	1
18072476	3
48352272	4
18072741	6
18072797	1