

Introduction

One of the key challenges that marketing teams must solve is allocating their resources in a way that minimizes “cost per acquisition” and increases return on investment. One of the major drivers for this is possible through segmentation, the process of dividing customers into different groups based on their behavior or characteristics.

Customer segmentation is to group customers who are similar to each other

The Scope

We have a mobile App named iKhair.net, it has been in the market since 2011, with more than 10 million records in the DB for users' profiles, transactions, and location

The Problem is: to segment the users of the app by to group them based on similarities

The assignment is:

1. Using the Data Analytics technique you need to analyze the two CSVs in the below link to segment users and identify their behavior for example:
 - 3 segments
 - The average purchase transaction value
 - The top day for purchase
 - The peak hour for purchase
 - The top 10 Donors with values
2. Create Dashboard for your above findings using Looker Studio and create charts for below also:
 - We need to ability to filter by date & project name
 - percentage of purchases for each organization
 - purchases by time (daily & monthly)
 - top five activity

Resources: could be downloaded from our CDN

- [Users](#)
- [Users Transactions](#)

The deliverables must consist of a jupyter notebook for data analysis and link of Dashboard (and be sure to make it sharable with anyone with link)

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Mobile Marketing Cloud Solution

