

Course 2 Capstone

The OSEMN Process

Your Approach 1 of 4

Give at least two example questions you would want to answer as an analyst that relates to Inu + Neko's business problem.

Remember a good question includes a focus on something that is actionable and follows the SMART goal principles (specific, measurable, attainable, relevant, & timely).

- I) How many transactions have they made since they started their business?
- II) Which animal product type is most popular for the entire transaction?
- III) What are the top ten product titles by the total number of items sold for that product?
- IV) What is the average number of items bought in each transaction?
- V) Is the total sales increasing by time?

Your Approach 2 of 4

What information do you think would be particularly important to your analysis for Inu + Neko?

I think the following information would be important for my analysis:

- I) Customer Demographics: I can collect data on customer's age , gender, location and so on
- II) Purchase history: Analyzing the historical purchase data of past and new customers will provide insights in the differences in buying behaviour.
- III) Preferred product: This will help determine the most popular product categories between new and existing customers.
- IV) Customer feedback or ratings: This will help gain insight on customer satisfaction, this can help in future decision making.

Your Approach 3 of 4

How would you go about gathering this information?

There are two ways I would go about gathering this information:

- I) Internal data: I will start by accessing the existing data that Inu + Neko already possesses. This may include their customer databases, transaction records, past marketing campaign data or web analytics if they have a website.
- II) Surveys and Questionnaires: I will create surveys or questionnaires to gather specific information from customers. I can use online survey tools or email marketing platforms to distribute surveys for both past and new customers. The questionnaire would include customer preferences or ratings.

Your Approach 4 of 4

What are some potential issues or roadblocks can you see in trying to get this information to address Inu + Neko's business problem?

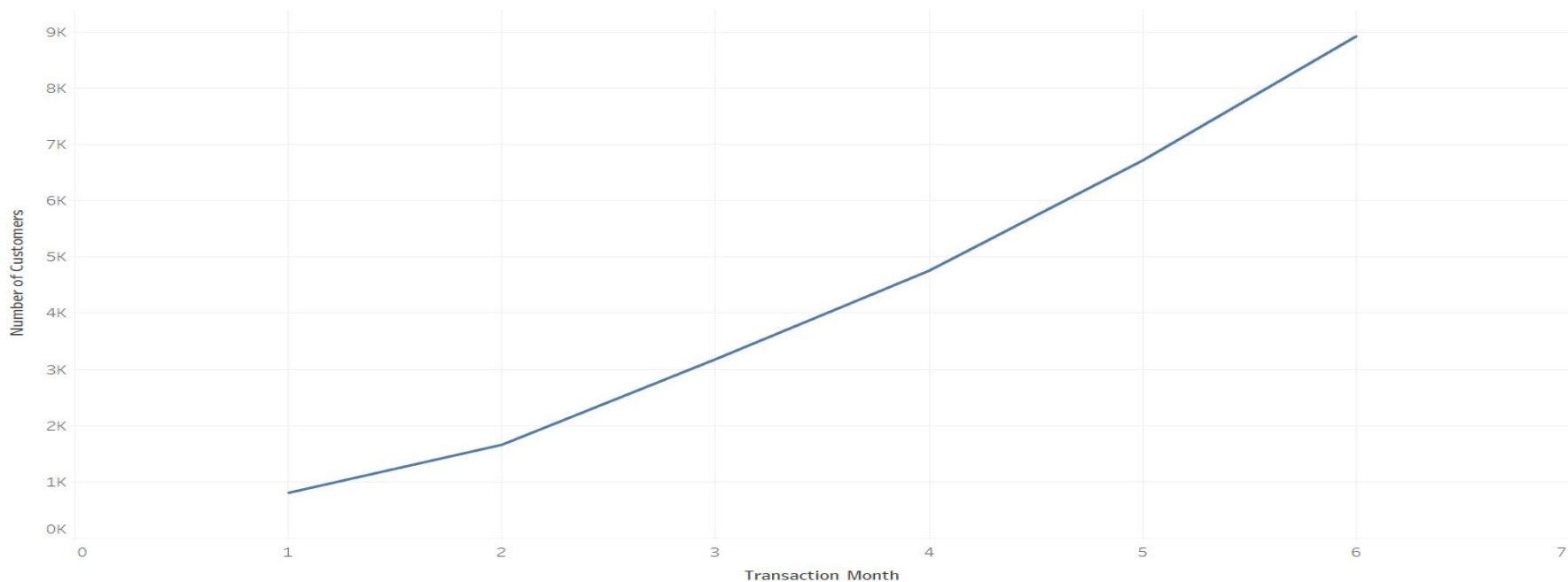
I may encounter some of these potential issues while trying to get these information to address Inu + Neko's business problem:

- I) Data Availability and Quality: The quality that I need for analysis can be incomplete, inaccurate or inconsistent and this would affect the reliability of my findings.
- II) Customer participation: Some customers may be reluctant to participate in the surveys or questionnaires. Low responses will limit the sample being a true representative of the population.
- III) Privacy and Legal Considerations: Gathering some customer data may involve privacy concerns and legal regulations, this may hinder the data collection process.

Your Data Visualization

Using Tableau, create the *requested visualization (Placeholder)*. See Step 2 for additional instructions. The [CSV is linked here](#).

Number of customers versus transaction month



Your Visualization Interpretation 1 of 2

What does this visualization show about the data?

From the line chart above which displays the number of unique customers per month, it shows that the number of customers increases as the month passes by. I.e. the the number of customers in February is higher than the number of customers in January and so on.

Your Visualization Interpretation 2 of 2

Does this visualization align with what we've seen so far from the data?

Yes, it does. From my data exploration earlier the total amount made from January is approximately \$51739 and that of June is \$ 548822, this means more customers more sales.

Recommendations Based on Model Results 1 of 2

What recommendations would you give Inu + Neko based on the model results?

- 1) Inventory management: Since it is observed from the data exploration that the number of customer increases over time, it is important to optimize inventory management to meet the growing demand. The popular products needs to be monitored, the specific items that consistently contribute to increasing revenue needs to be identified. Also they need to stock adequate quantity of the high demand items to ensure availability and prevent stockouts.

Recommendations Based on Model Results 2 of 2

What recommendations would you give Inu + Neko based on the model results?

2) Marketing and Promotion: Inu + Neko needs to capitalize on the observed trend of increasing customers by allocating resources towards targeted marketing and promotion strategies. They need to identify the most effective marketing channels that have contributed to the growth or figure out new ones, then they can invest in those channels to expand their. Some of the channels may include: digital marketing, social media advertising, influencer partnerships and so on

Your Final Insights 1 of 4

What can you say about the current state of the business?

Based on the analysis, the current state of Inu + Neko's business appears to be experiencing growth. The increasing number of customers and corresponding rise in revenue as the month progress indicate a good trend. The business growth may suggest that the company's marketing campaigns have been successful in attracting new customers.

Additionally, the positive correlation between customer numbers and revenue implies that the company is effectively converting customer interest into actual sales. They are resonating with their target audience and generating income.

Your Final Insights 2 of 4

What projections can you make about the future state of the business?

Assuming that the current growth trend continues, it is reasonable to project that the number of customers and revenue will continue to increase in the future. This suggests that Inu+ Neko's campaigns are effective in attracting and converting customers.

It is also possible that the company will gain a larger market share within the pet supply and services industry. The company has potential to strengthen its position in the market and increase its competitive advantage.

Your Final Insights 3 of 4

What would you recommend to Inu + Neko?

I would recommend implementing a customer segmentation strategy based on demographics, preferences and purchasing behaviour. This would allow them tailor the marketing messages, product recommendations and promotions to specific customer segments, enhancing customer engagement and satisfaction.

Your Final Insights 4 of 4

What more work could be done to expand on your analysis?

(You won't need to do this but state what would be good next steps for a follow-up analysis.)

I could dive deeper into customer segmentation by conducting advanced clustering techniques or segmentation models, explore different dimensions such as demographics, customer preferences, purchase behavior. This will provide insights into distinct customer groups and enable targeted marketing and personalized strategies.