

Data Collection

Customer Profile

- Customer ID
- Name
- Birth date
- Age
- Gender
- Status
- Address
- Phone No.
- Email

Service Data

- Product ID
- Product Name
- Category ID
- Category Detail
- Quantity
- Cost
- Promotion ID
- Branch ID
- Online / Offline Status
- Invoice NO.
- Visit Date

Promotion

- Promotion ID
- Promotion Name
- Promotion Detail
- Cost
- Product ID
- Start Promotion Date
- End Promotion Date

Branch

- Branch ID
- Province
- Sub Province
- District

Data compliance/ Recommend

- Media ID
- Media Detail
- Customer ID
- Name
- Category Of Compliance
- Branch ID
- Product ID
- Invoice No.
- Date
- Satisfaction
- Q and A

Analysis and Action

Analyze	Action
Segmentation	Up Selling Down Selling Cross Selling Missing Item Product Recommendation
Customer Loyalty	Product Recommendation Profiting Up Selling Cross Selling Period Snap
Churn Prediction	Campaign Event CLV Context Recommend
Transection history and customer value	Cros Selling Missing Item Product Recommendation

Data Usage

Segmentation

Customer ID

Age

Gender

Status

Address

Product ID

Branch ID

Online/Offline Status

Customer Loyalty

Visit Date

Customer ID

Product ID

Branch ID

Quantity

Cost

Transaction history and customer value

Customer ID

Product ID

Promotion ID

Visit Date

Branch ID

Online/Offline Status

Quantity

Cost

Recommend Product

Product ID

Customer Segment

Visit Frequency

Branch ID

Satisfaction Score