

Presentation by Group 3

# Supermarket Data Analytics

Always stocked for your needs



**> 15%**

Non-membership with no clarify behavior  
user which lost to bring to customer  
relationship



**> 60%**

Membership Tend to churn which affect to  
revenue increase

**So what is the  
key finding?**



# GOAL :



To increase number of  
membership



To Decrease  
churn rate

# GOAL :



To increase number of  
membership



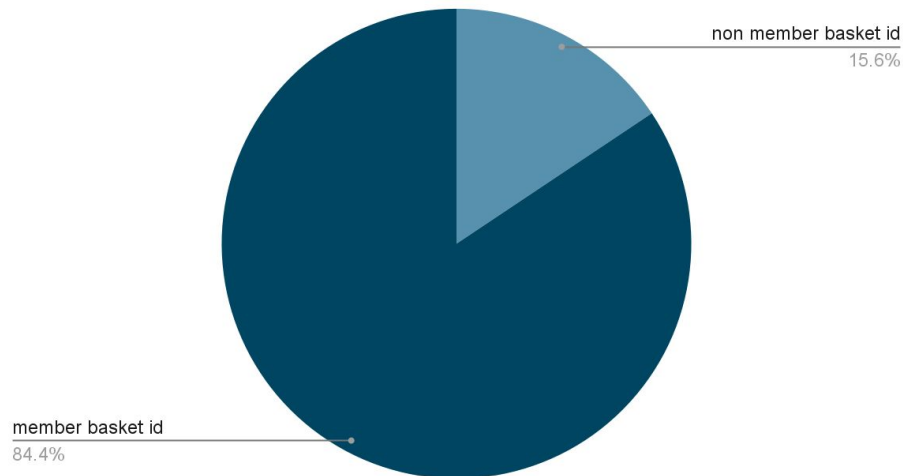
To Decrease  
churn rate

# Gain membership |

**Data Analyze:** Non-membership and product purchase to ship non-membership to membership

- unique basket id: 77,234
- sum non member basket id: 12,075
- **non member basket id percentage: 15.63%**
- sum member basket id: 65,159
- member basket id percentage: 84.37%

Points scored



## Gain membership |

- Total Purchase non-member = 12,075 transection
- Most Purchase non-member = 4,417 transection  
= 36% of total non-member transection

PROD_CODE	PROD_CODE_10	counts
PRD0903052	CL00031	1440
PRD0904358	CL00063	1093
PRD0900121	CL00063	871
PRD0901265	CL00030	538
PRD0900830	CL00043	475

## How to ship 15% non membership to membership?

1<sup>st</sup> purchase

	PROD_CODE	PROD_CODE_10	counts
2533	PRD0903052	CL00031	475
3639	PRD0904358	CL00063	303
100	PRD0900121	CL00063	259
1050	PRD0901265	CL00030	194
693	PRD0900830	CL00043	152
3061	PRD0903678	CL00222	137
2679	PRD0903228	CL00138	125
4160	PRD0904976	CL00040	120
3158	PRD0903788	CL00001	106
2553	PRD0903074	CL00045	106

Most purchase nonMember

	PROD_CODE	PROD_CODE_10	counts
2958	PRD0903052	CL00031	1440
4223	PRD0904358	CL00063	1093
117	PRD0900121	CL00063	871
1226	PRD0901265	CL00030	538
806	PRD0900830	CL00043	475
3131	PRD0903228	CL00138	445
3670	PRD0903788	CL00001	424
2980	PRD0903074	CL00045	396
4826	PRD0904976	CL00040	391
3563	PRD0903678	CL00222	347

# GOAL :



To increase number of  
membership



To Decrease  
churn rate



**Data Analyze:** Analyze meantime behavior to protect customer churn

ปัจจุบันมี user เท่าไหร่

User ที่คิดว่าจะ churn มีเท่าไหร่

User ที่คิดว่าจะ Churn ใช้สินค้าอะไร

ทำ promotion เพื่อให้ User กลับมาอีกครั้งตาม product

Whole data 3,439 rows

COLUMNS (36)

DISPLAY

Table view icons

3,439 rows												
Week1 2008	Week2 2008	Week3 2008	Week4 2008	Week5 2008	Week6 2008	Week7 2008	Week8 2008	Week9 2008	Week10 2008	Week11 2008		
double Decimal	double Decimal	double Decimal	double Decimal	double Decimal	double Decimal	double Decimal	double Decimal	double Decimal	double Decimal	double Decimal		
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0		
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
0.0	1.0	1.0	1.0	1.0	1.0	0.0	0.0	1.0	1.0	0.0		
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0		
0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	1.0	0.0	0.0		
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
1.0	0.0	0.0	0.0	1.0	0.0	0.0	1.0	0.0	0.0	0.0		
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
1.0	1.0	0.0	0.0	0.0	0.0	1.0	1.0	1.0	1.0	0.0		
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	1.0		
0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0		
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		

supermarket\_prepared\_by\_CUST\_CODE\_prepared\_joined\_prepared

## Explore

## Charts

## Statistics

Status

## History

Settings

 **PARENT RECIPE**

## ACTIONS

Whole data 3,439 rows

COLUMNS (36)

DISPLAY ▼

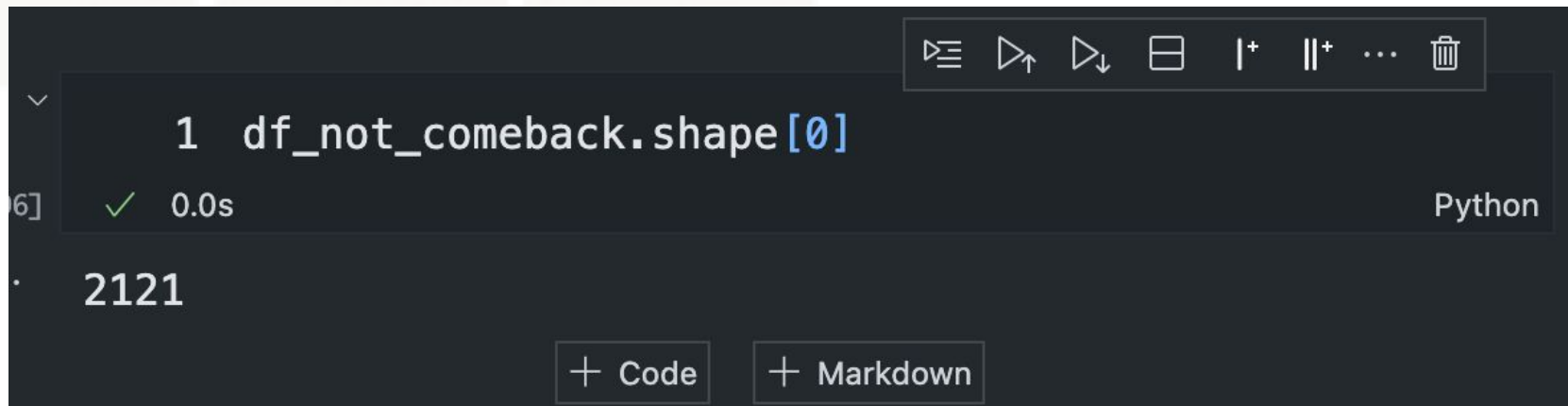
 

3,439 rows

[illegible]

## Decrease churn rate |

Est. User ที่จะกลับมา ว่าหากทำ data นี้แล้วจะได้ churn rate ลดลงเท่าไร



```
1 df_not_comeback.shape[0]
```

6] ✓ 0.0s Python

2121

+ Code + Markdown

# Thanks.

