

# MADT8101

# Customer Analytics

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Hackathon  
Customer Data Platform

# Business Problem

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# Introduction

- Alice, the owner of a supermarket that has been open for 18 months, has a thriving business. However, Alice wants to understand her customers better and tailor her marketing strategies accordingly. She decides to develop a Customer Data Platform (CDP) using data from various sources, such as the POS system, loyalty program, and product information from her store.

# Portfolio Submit

- Alice wants to collaborate with a professional consultant and is looking to assess the analytical skills of all consultant teams to see how well they can understand and analyze data to derive insights.

# Data Dictionary

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# Transactions\_Table

Column	Data Type	Description
Customer ID	int	A unique identifier for each customer.
Transaction Date	Date	The date when the transaction occurred (dd/mm/yyyy format).
Product ID	int	A unique identifier for each product.
Amount	int	The amount of the transaction.

# Customer\_Table

Column	Data Type	Description
<b>Customer ID</b>	int	A unique identifier for each customer.
<b>Name</b>	text	Customer's full name.
<b>Gender</b>	text	Customer's gender (Male or Female).
<b>Age</b>	int	Customer's age.
<b>Telephone</b>	text	Customer's phone number.
<b>Email</b>	text	Customer's email address.

# Product\_Table

Column	Data Type	Description
Product ID	int	A unique identifier for each product.
Product Name	text	The name of the product.
Product Description	text	A brief description of the product.



# Team Score

Group	Insight (5)	2Pro (10)	VOC (10)	(10)	(15)
1	3	4+4			
2	3	3+4			
3	3	4+3			
4	3	2+3			

# Task Delivery

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# 1st Task Delivery – 2Pro

- After Alice has gained an initial understanding of each team's capabilities, she wants all teams to design a proposal and prototype of a customer single view that encompasses as much of her customers' data and behavior as possible and present it to her.

# 2nd Task Delivery – VOC Impact

- Alice feels that she is still confused by some teams' proposals but wants to give them another chance to prove their abilities. She asks them to analyze the voice of the customer from comment data, specifically customers' feelings towards her store and services, and to update their customer single view prototype based on the analysis of these comments.

# 3rd Task Delivery – Customer Persona

- Alice sees the potential in the Update Customer Single View and has tasked each team with creating Customer Segments that align with it. Each team is expected to present the persona of each segment along with evidence to support that persona.



# End of Chapter

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