

# Solution Candidates Report

Customer Prioritization is an approach to deal with potential customers that would be willing to turn into membership. These customers are categorized as a “priority” based on certain analysis. From a firm’s perspective, this approach would be beneficial as they could reach out and serve their customers in an efficient manner.

My Basic Idea:

We can analyse the customer profile based on certain parameters such as the RFM approach that categorizes them based on **Recent** (purchases), **Frequent** (purchases) and **Monetary** (value).

With this approach, we can filter out a list of potential customers.

Algorithms:

As we are dealing with two possibilities such as “Regular” Customers and “Premium” Customers, we have to categorize each entry in one of the two lists. Hence, I believe that a linear algorithm such as **LogisticRegression** would be helpful.

References:

<https://www.datacamp.com/community/tutorials/introduction-customer-segmentation-python>

**Ravindra.**