CO-ALLIANCE®

Lead  Grow  Give  Remember

- Co-Alliance is a modern partnership of local agricultural and energy cooperatives with community roots established in the 1920s.

- We combine industry expertise, high quality products, and leading-edge technology to deliver innovative solutions in energy, agronomy, grain marketing, and swine/animal nutrition to our customers – members and non-members.

- Our headquarters are in Indianapolis, Indiana, and we have more than 80 locations across Indiana, Michigan, Illinois and Ohio.

# Project: Create Customer Profiles to Gain Marketing Insights

- Description: As Co-Alliance moves into the digital Ag space and looks to do more targeted marketing, we increasingly run into the issue of not having any actionable insights of our customers' buying patterns. One of the main reasons for this problem is many long-standing customers have multiple accounts with us. As an example, a farmer may have one account for all their seed purchases, one for their fertilizer and chemical purchases, and then a separate one for their propane/LF needs. Our project is to use data we have on customers to try and match accounts together using various techniques to form a master profile for each customer. Using this profile, students can analyze sales data across divisions using regression/ML algorithms to identify potential marketing opportunities. We could also use the geospatial data linked to accounts to determine if locations are placed efficiency in relationship to where customers are at.

- Keywords: Agriculture; Marketing Analytics; Optimization; Geospatial

- Tools: SQL, R/Python, Tableau, Machine Learning, Regular Expressions

- Citizenship status: U.S. Citizens and Permanent Residents Preferred