

Sales and customer value in 2011



4,89M

Sum of Sales

82,25

Average of avg_revenue

108

Average of recency_dt

3,06

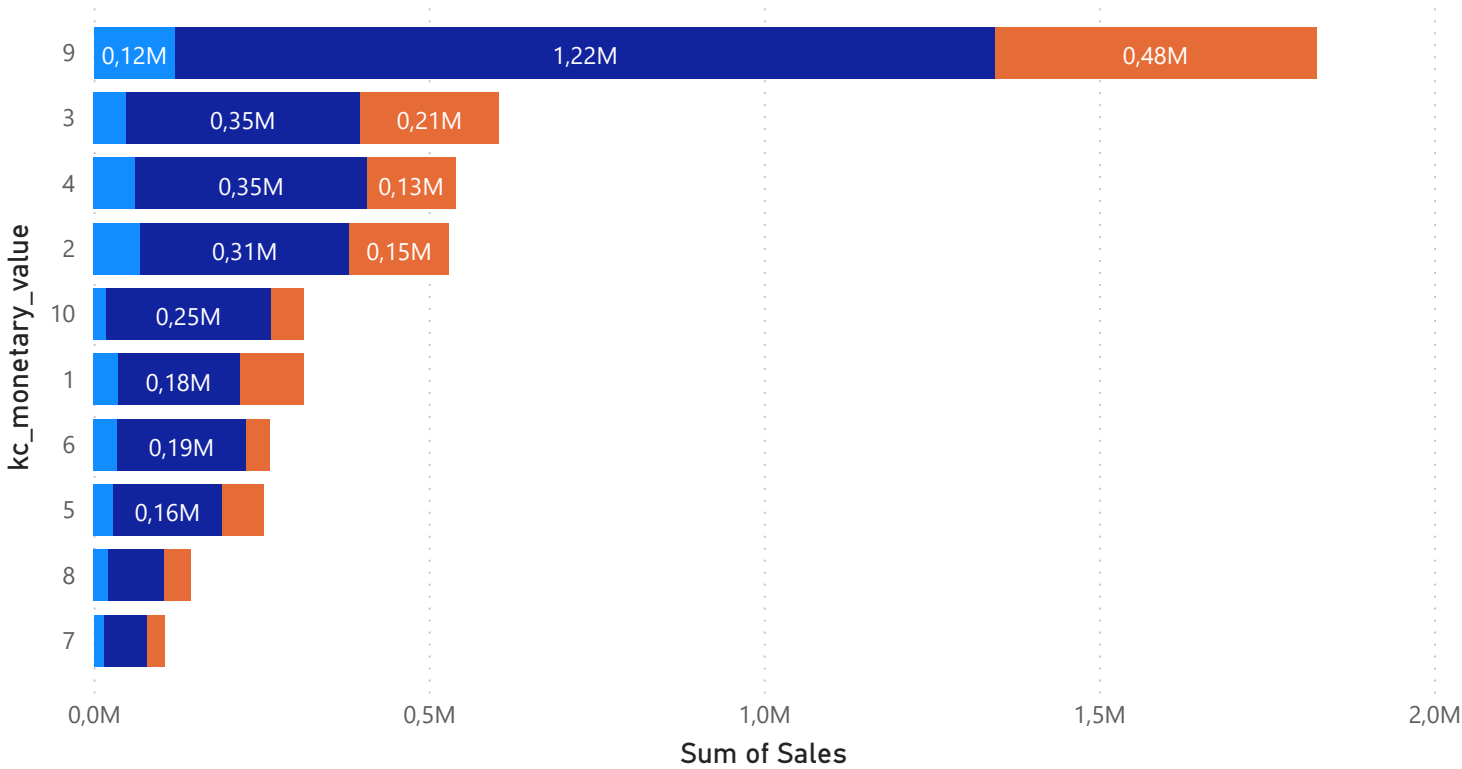
Average of frequency

281,59

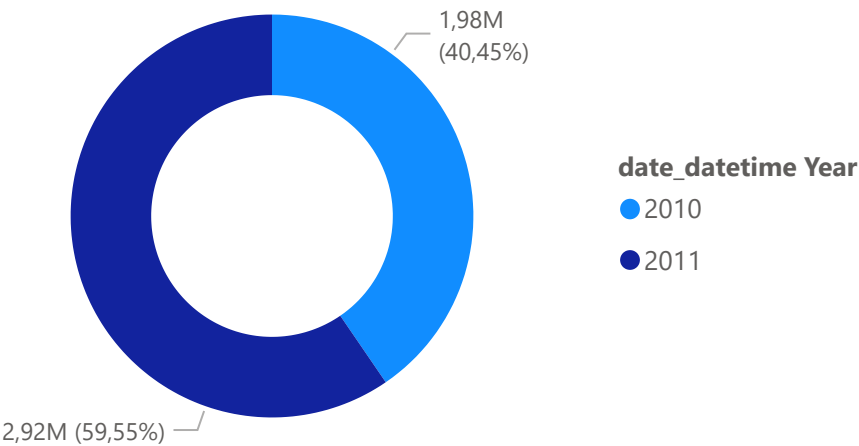
Average of CLV

Sum of Sales by cluster number

marital divorced married single



Sum of Sales by Year



Dashboard

Customer Value

Influencers

CLV by job

Customer Info

Data dictionary

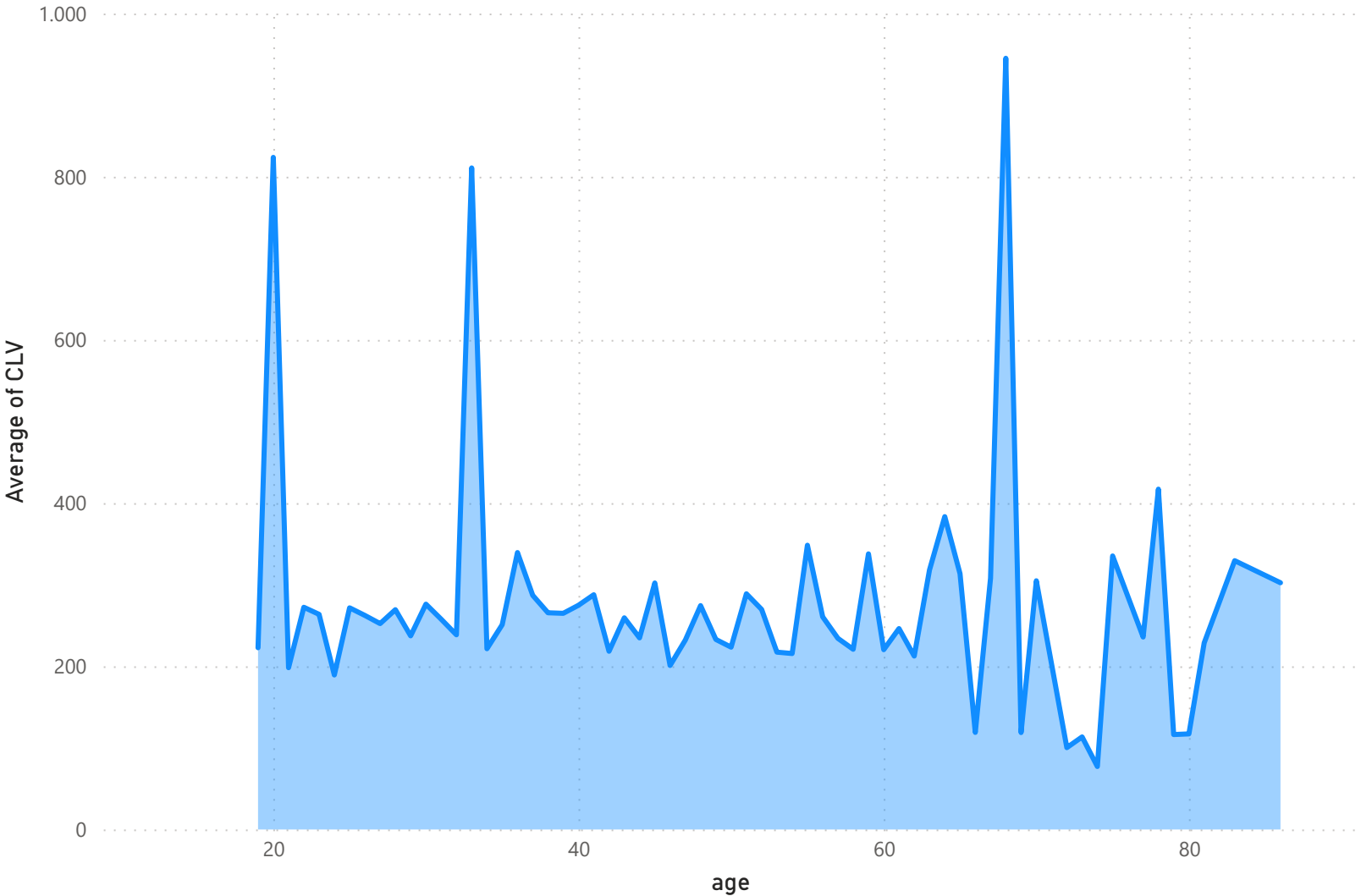
Customer Value - Performance Tracking - Top 10



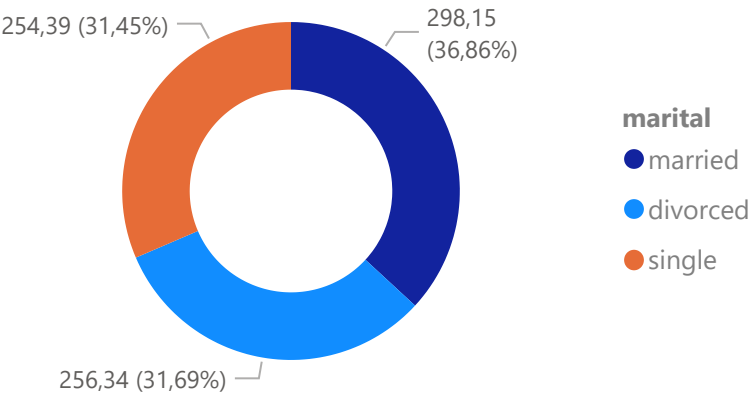
Top 10 customers by Sales, CLV and recency (days)

customer_id	Sales	CLV	recency_dt
16446	168.472,49	76.368,60	0
12346	77.183,59	7.497,29	325
12415	82.278,88	6.334,16	24
17450	121.321,71	3.961,80	10
12409	11.067,72	3.941,93	78
12753	17.814,71	3.793,67	22
16000	12.393,70	3.714,51	3
14646	200.541,00	3.545,32	2
15195	3.861,00	3.471,53	3
18102	111.259,88	3.362,27	0

Average of CLV by age



Average of CLV by marital



Dashboard

Customer Value

Influencers

CLV by job

Customer Info

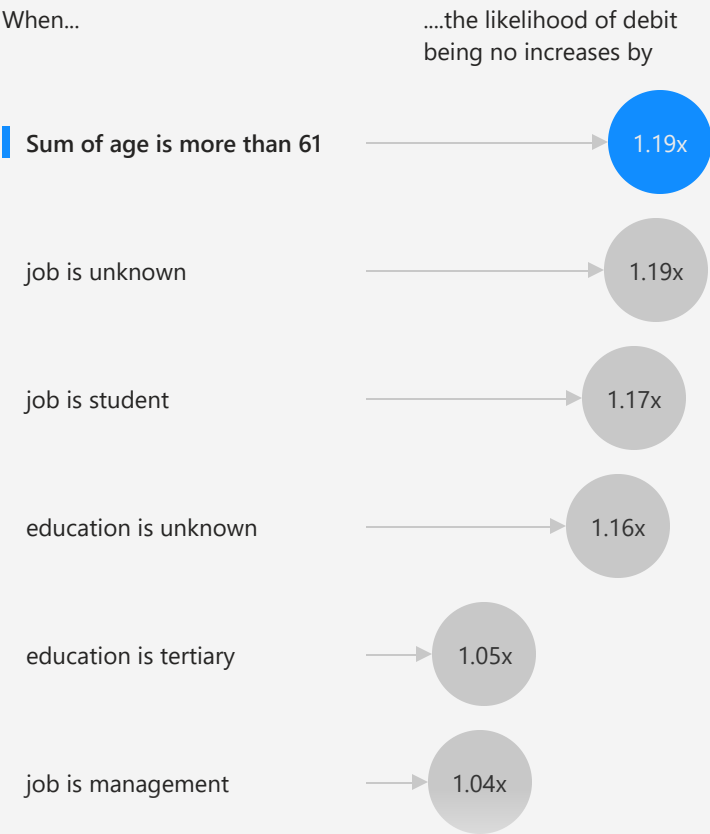
Data dictionary

Customer value - Key influencers, segmentation and marketing contact

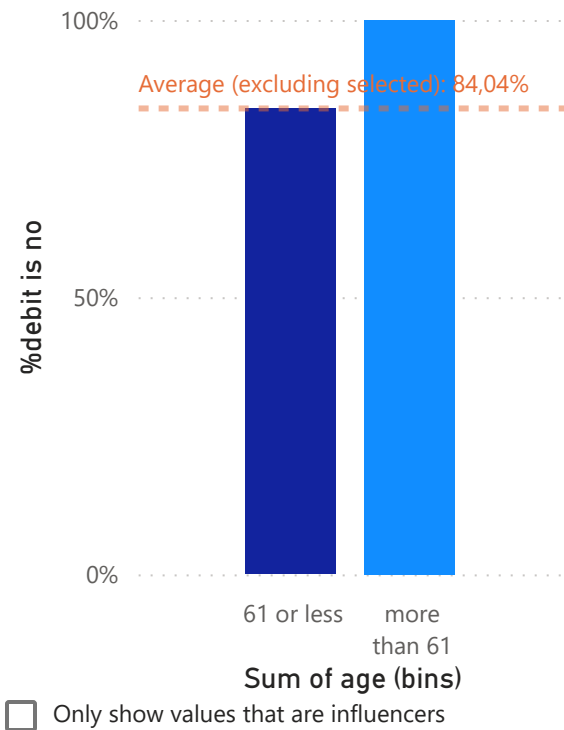


Key influencers Top segments

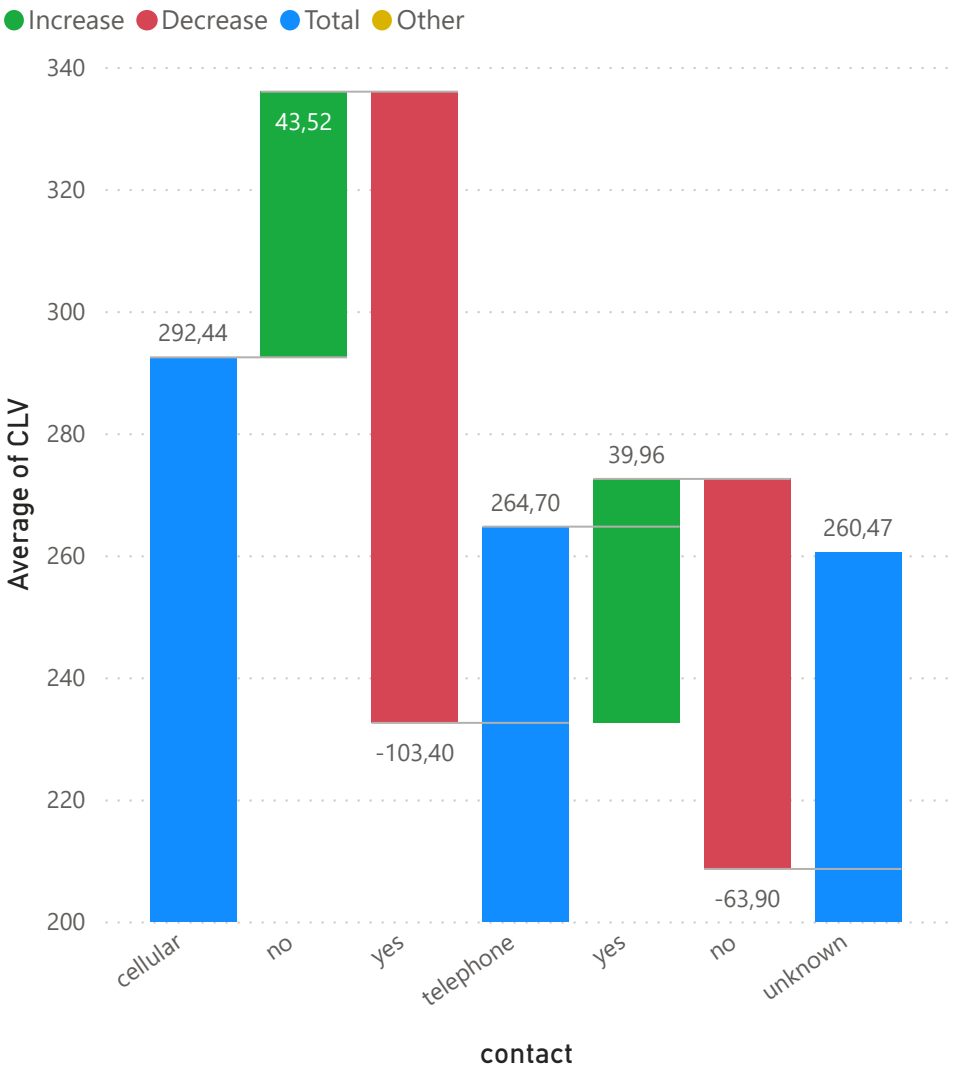
What influences debit to be no ?



← debit is more likely to be no when Sum of age is more than 61 than otherwise (on average).



Average of CLV by contact and housing



Dashboard

Customer Value

Influencers

CLV by job

Customer Info

Data dictionary

Customer value by age, job and marital status



Customer value report filter

Customer id Filter

All



customer_id	Cluster	CLV	Sum of Sales	dt_first_Invoice	dt_last_Invoice	frequency	recency_dt	education	housing	job	marital	age	debit	contact
12346	6	7.497,29	77.183,59	18/01/2011	18/01/2011	1	325	tertiary	yes	self-employed	married	36	no	cellular
12347	2	676,64	2.515,48	07/04/2011	31/10/2011	3	40	primary	no	retired	married	63	no	cellular
12348	4	85,87	594,44	25/01/2011	05/04/2011	2	248	secondary	yes	services	married	31	no	unknown
12349	6	1.514,60	1.757,55	21/11/2011	21/11/2011	1	18	tertiary	yes	management	married	40	no	telephone
12352	8	49,48	296,50	16/02/2011	16/02/2011	1	297	tertiary	yes	unemployed	married	48	no	unknown
12356	2	798,26	2.811,43	18/01/2011	17/11/2011	3	22	secondary	no	services	married	53	no	cellular
12358	10	528,03	1.168,06	12/07/2011	08/12/2011	2	1	tertiary	no	technician	married	39	no	telephone
12359	6	1.151,77	4.533,67	12/01/2011	13/10/2011	3	58	primary	no	retired	married	56	yes	unknown
12360	2	507,85	1.618,28	23/05/2011	19/08/2011	2	112	tertiary	no	management	single	33	no	cellular
12362	2	421,35	3.085,19	17/02/2011	04/11/2011	6	35	secondary	no	unemployed	single	32	no	cellular
12363	4	160,62	252,90	22/08/2011	22/08/2011	1	109	secondary	yes	technician	single	32	no	cellular
12364	5	275,93	310,32	02/12/2011	02/12/2011	1	7	tertiary	yes	management	divorced	52	no	unknown
12370	1	207,36	2.806,41	14/12/2010	10/03/2011	3	275	secondary	yes	technician	divorced	53	yes	cellular
12371	2	752,36	1.887,96	11/10/2011	26/10/2011	2	44	primary	yes	blue-collar	married	57	no	unknown
12372	4	314,68	1.298,04	16/02/2011	29/09/2011	3	72	primary	yes	blue-collar	married	31	no	unknown
12375	8	200,32	227,20	29/11/2011	29/11/2011	1	10	primary	yes	blue-collar	single	26	no	cellular
12377	5	24,94	1.001,52	20/12/2010	20/12/2010	1	354	tertiary	no	management	single	33	no	cellular
12378	6	2.346,27	4.008,62	02/08/2011	02/08/2011	1	129	secondary	yes	admin.	single	40	yes	cellular
12379	7	276,59	392,40	19/09/2011	19/09/2011	1	81	secondary	no	admin.	married	34	no	cellular
12380	2	597,67	2.098,80	07/06/2011	18/11/2011	3	21	primary	no	blue-collar	single	45	no	cellular

Total **4.894.952,69**

Dashboard

Customer Value

Influencers

CLV by job

Customer Info

Data dictionary

Customer value : data dictionary

- Customer ID : customer identification
- Cluster : cluster number build with Spark – PySpark (detail at Readme.md)
- CLV : customer lifetime value (calculate based on Sales transactions, FRM)
- Avg revenue : revenue mean (sales)
- Recency dt : recency based on last sales transaction
- Frequency : number of occurrences of sales transactions
- Debit : if customer still in debit or the payment is on time
- Dt first invoice : date when the customer did the first shop
- Dt Last Invoice : date when the customer did the last shop