

Analyse de client avec votre agence IA

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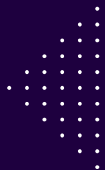
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Organisation

organisation groupe

EL

CO

TLM

PA

4

+



Contexte

Données fournies:

Date de Naissance

Revenu annuel,

Nombre d'enfants et d'adolescents à charge,

Leur récence,

Le montant dépensé dans chaque rayon

Combien de clients achète en fonction des campagnes de promotions.



Nombre de clients
2240



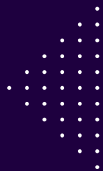
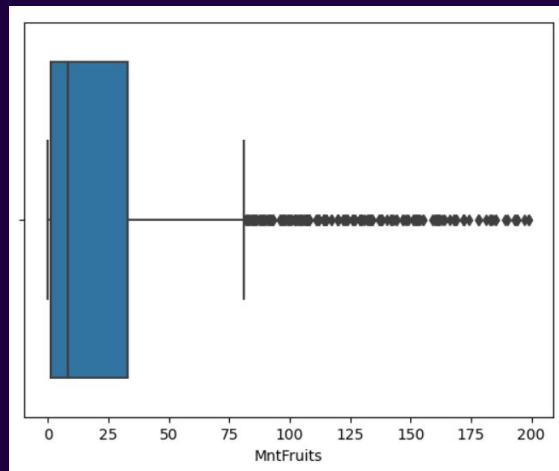
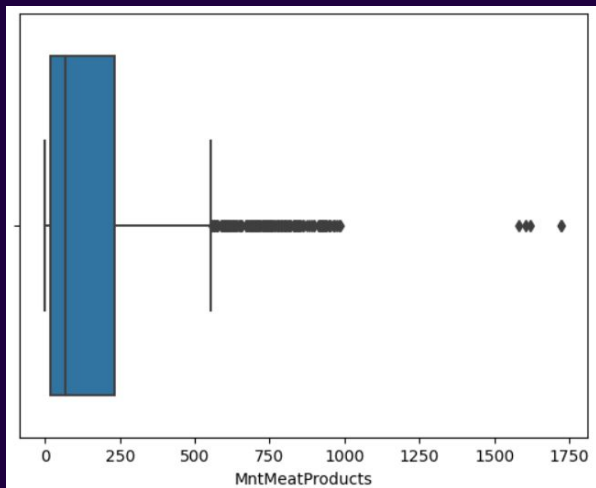
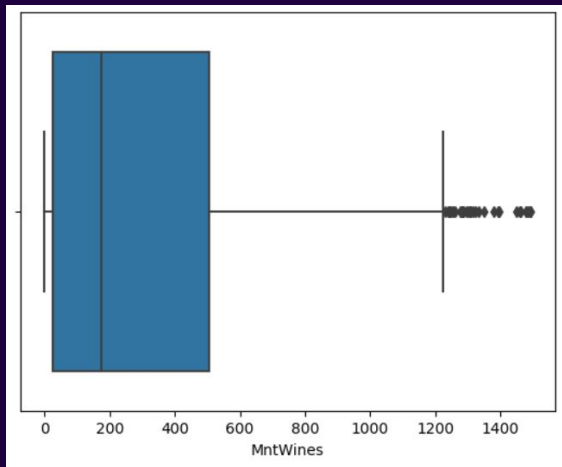
Revenu annuel médian
51k \$

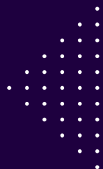
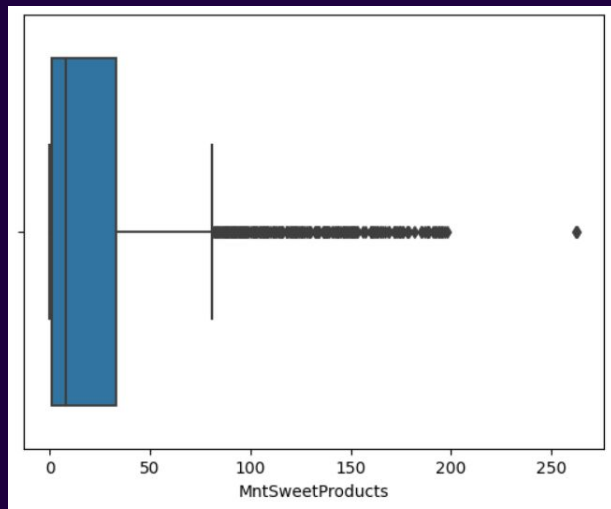
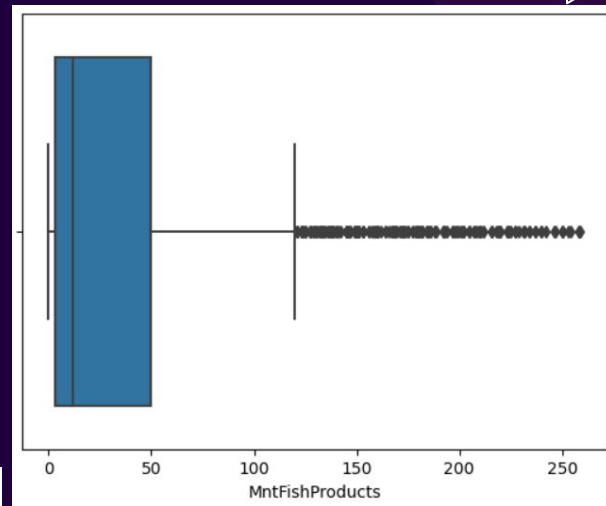
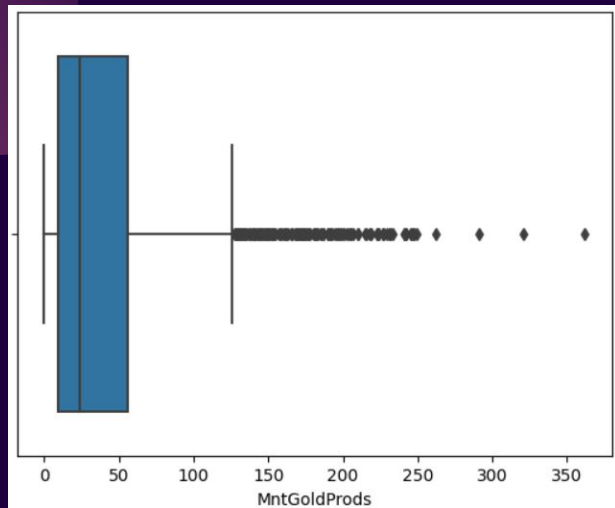
Objectif : Voir le comportement des clients pendant les campagnes marketing

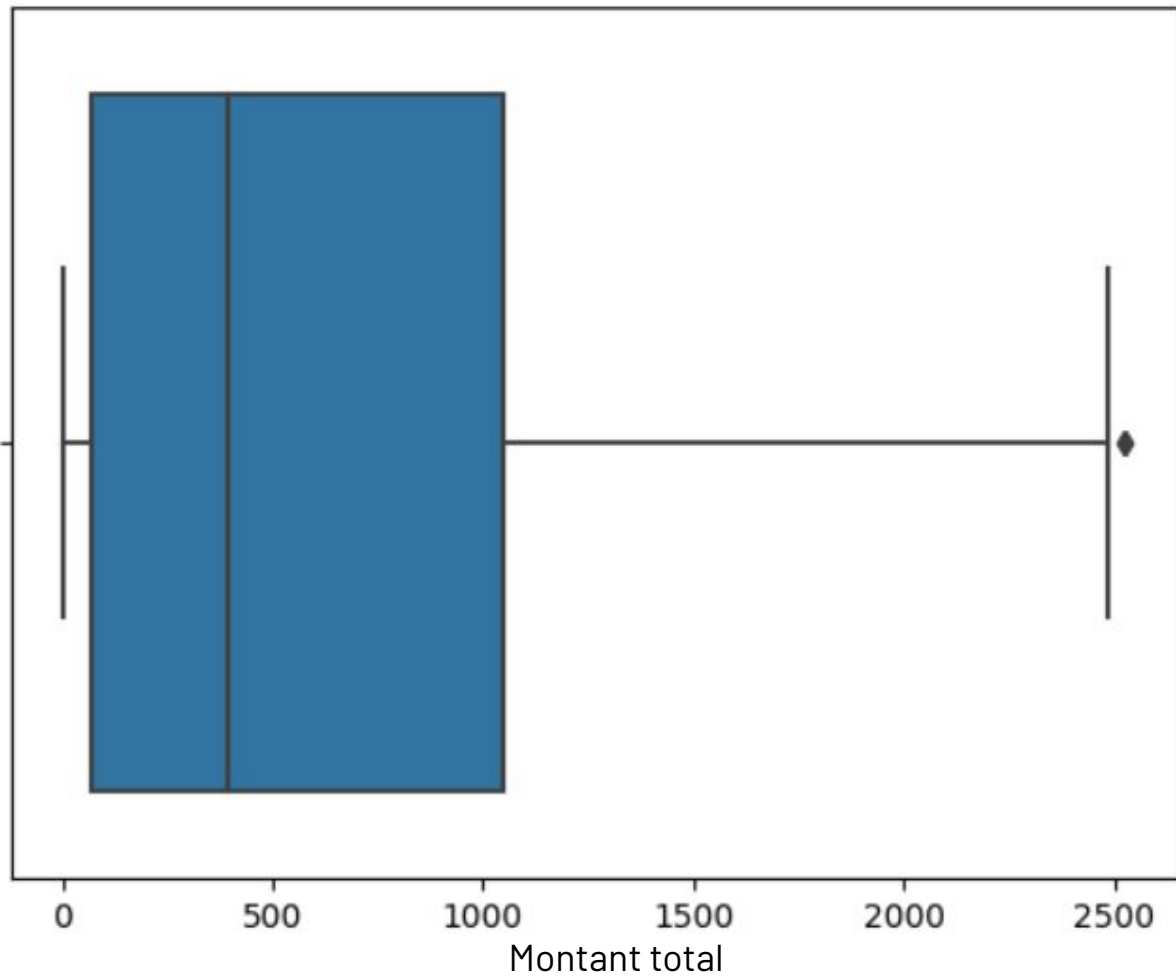




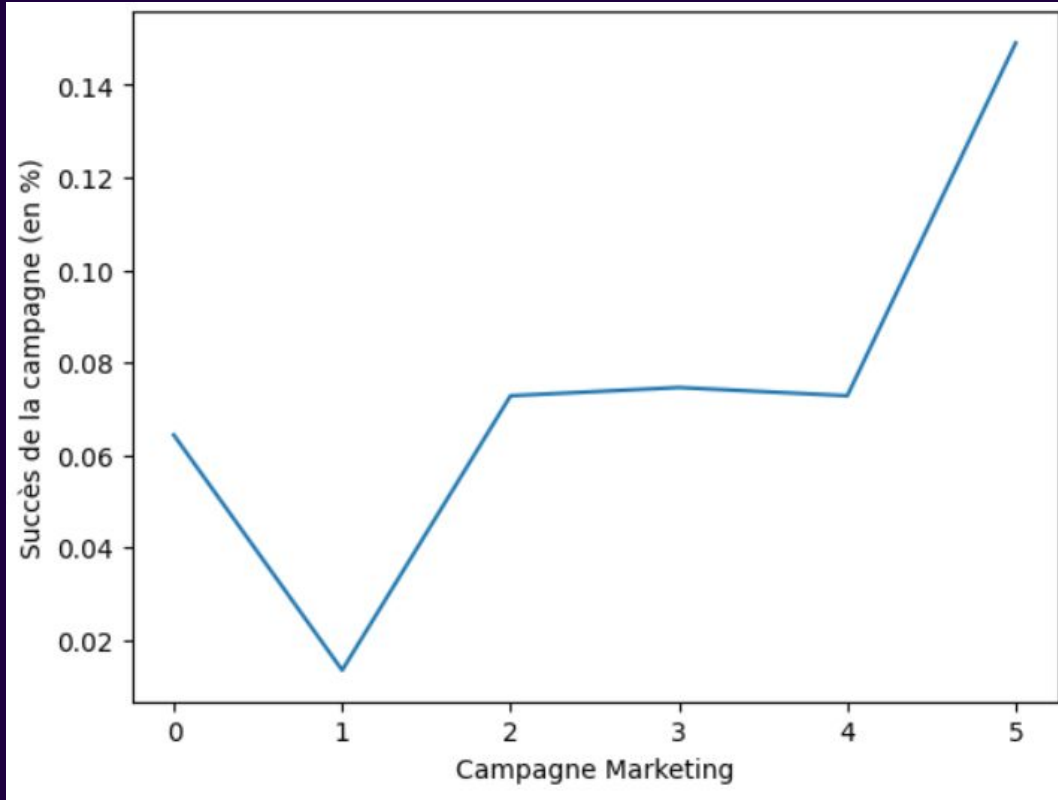
EDA





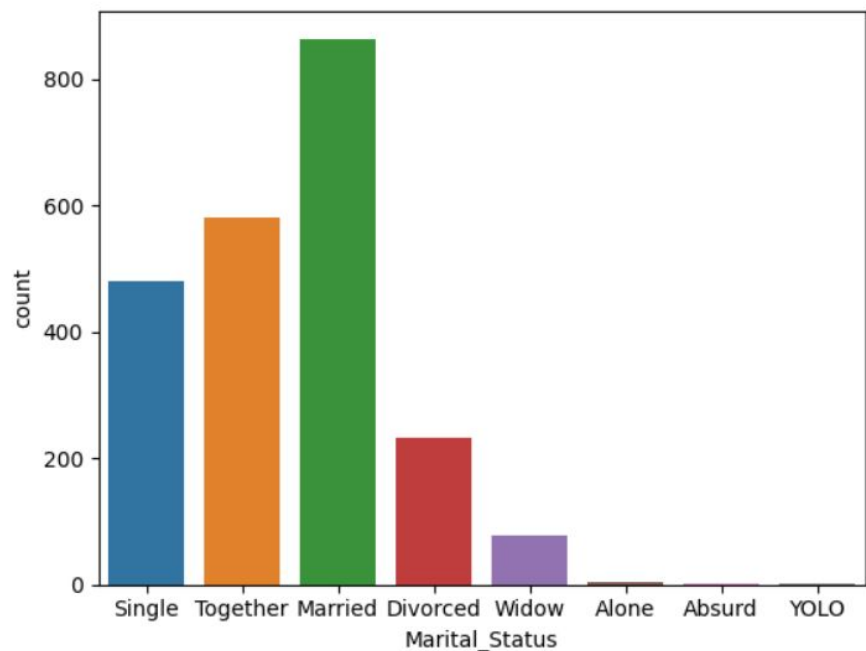


Achats en fonction des campagnes marketings

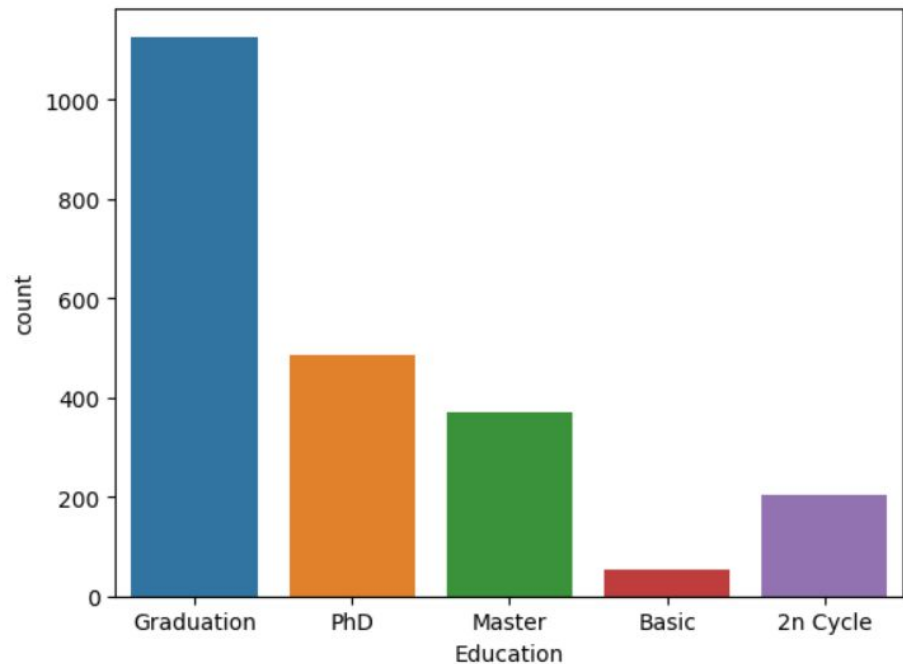


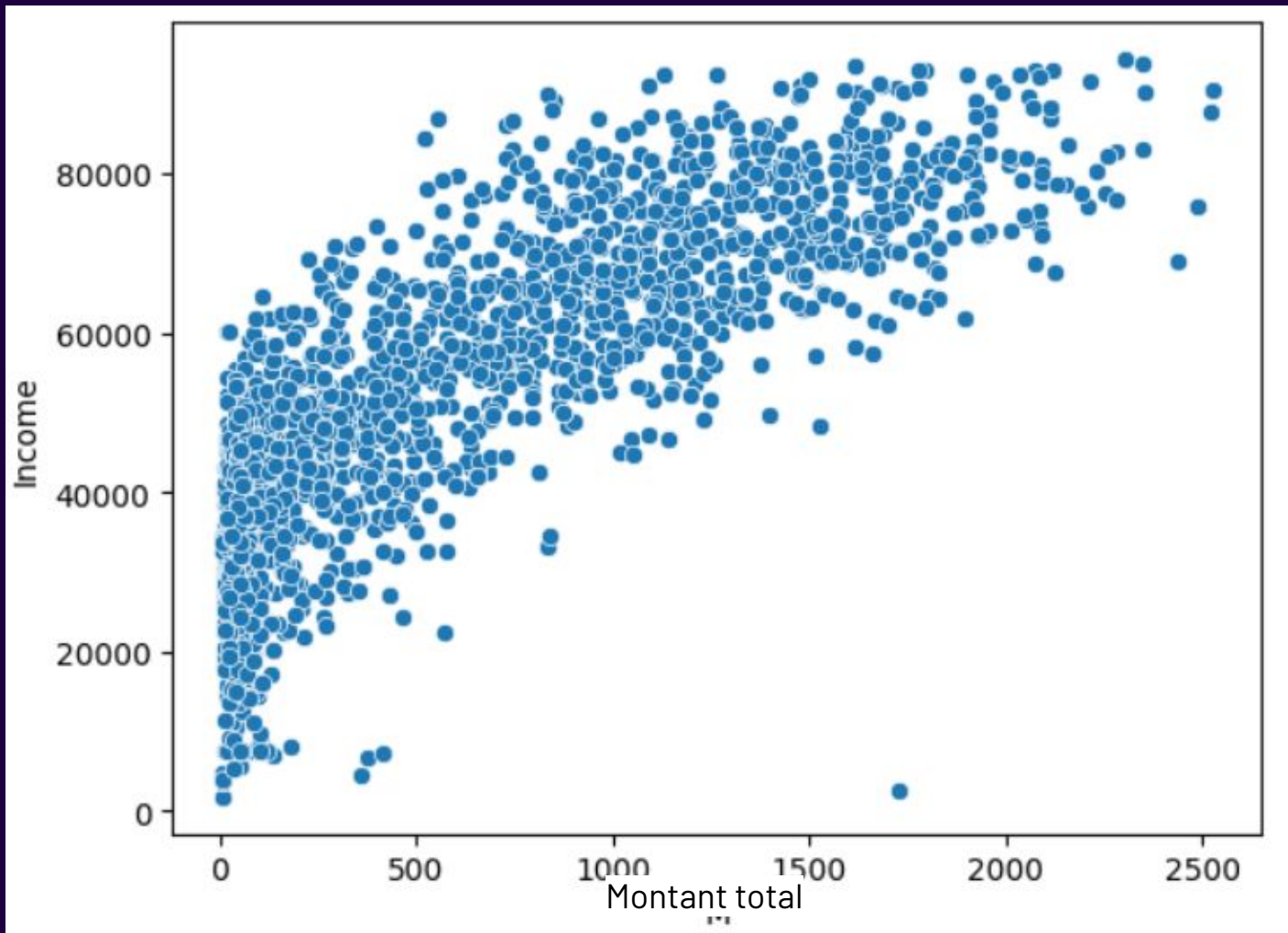


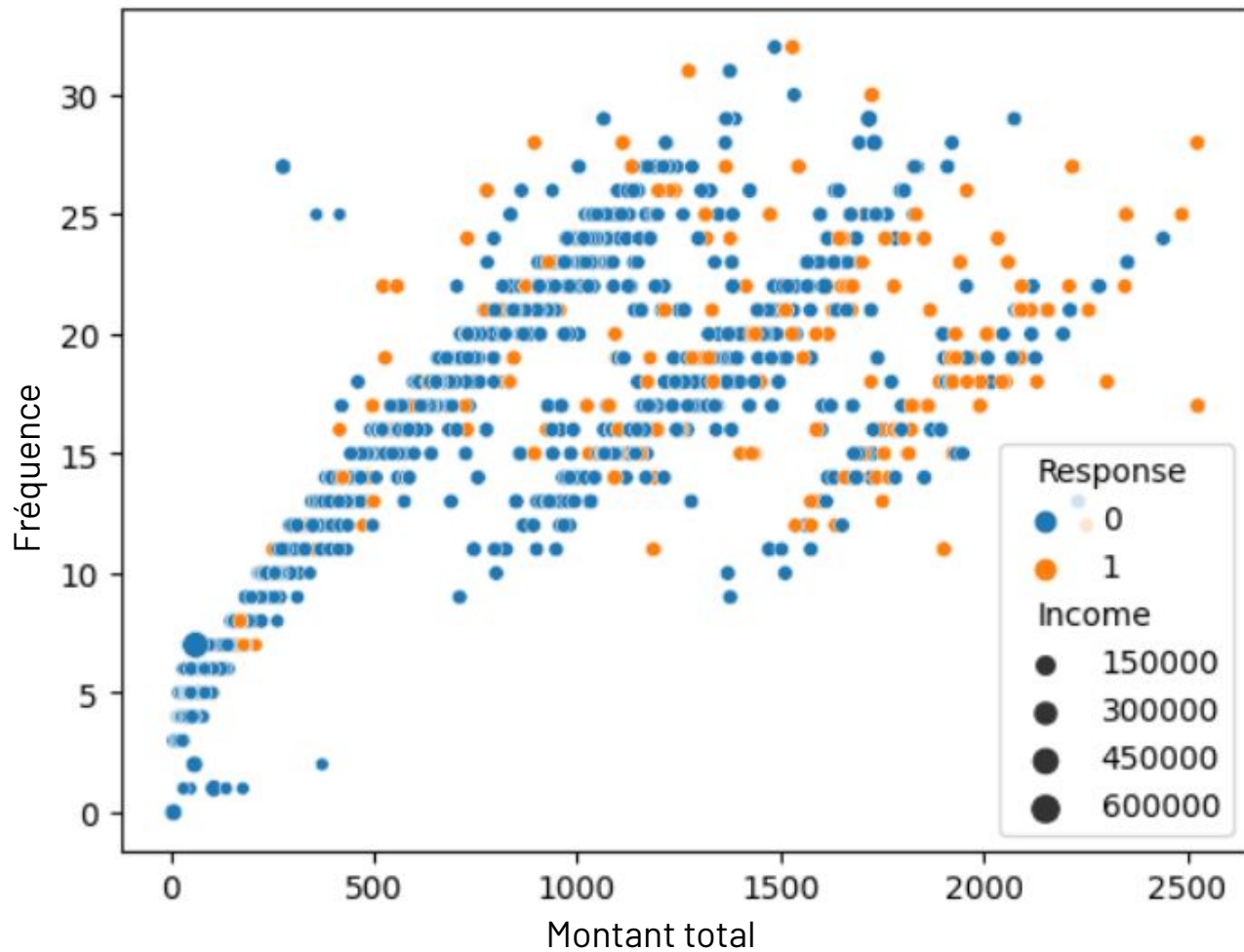
Statut Marital



Niveau éducation

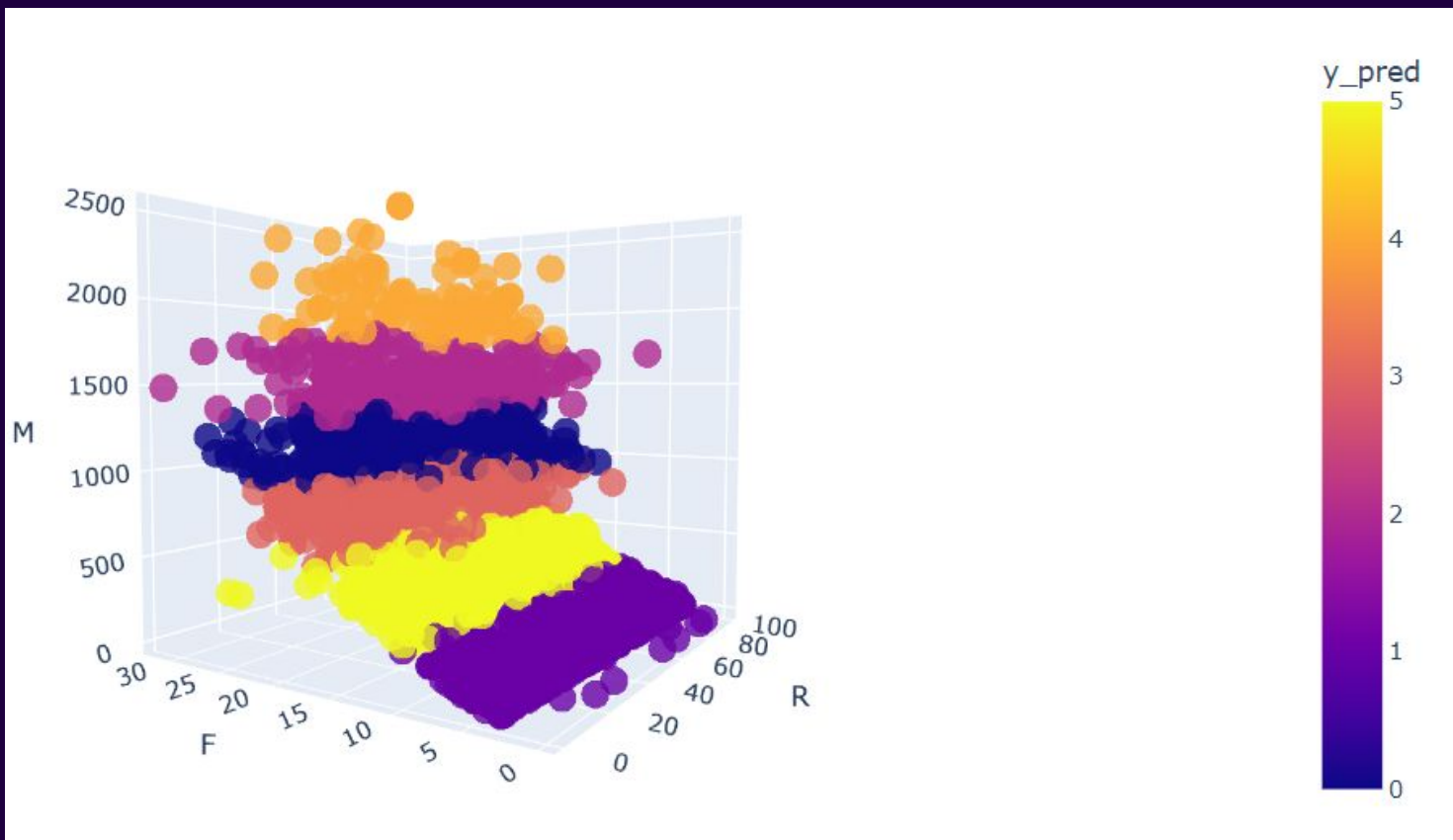






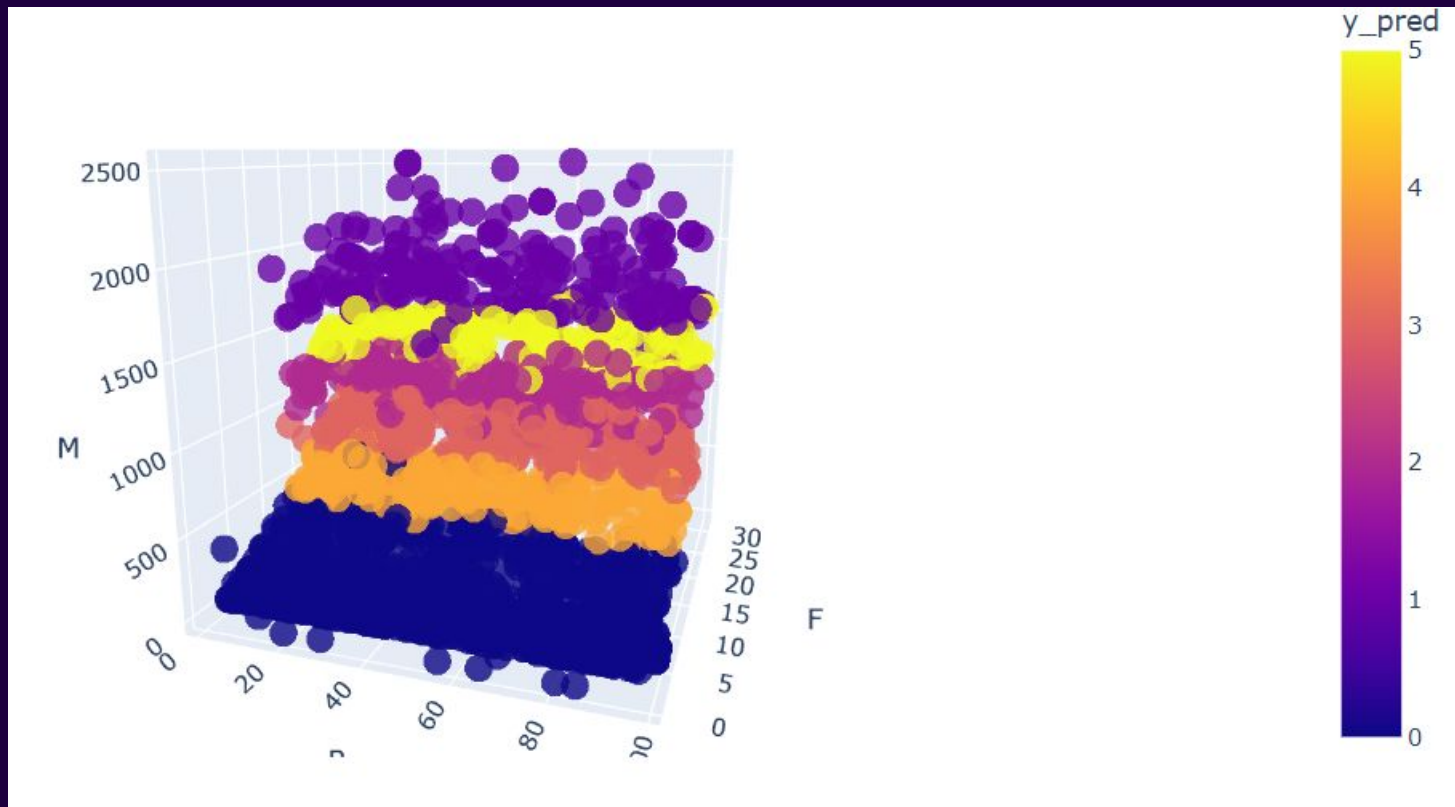


Customer segmentation: KMEANS

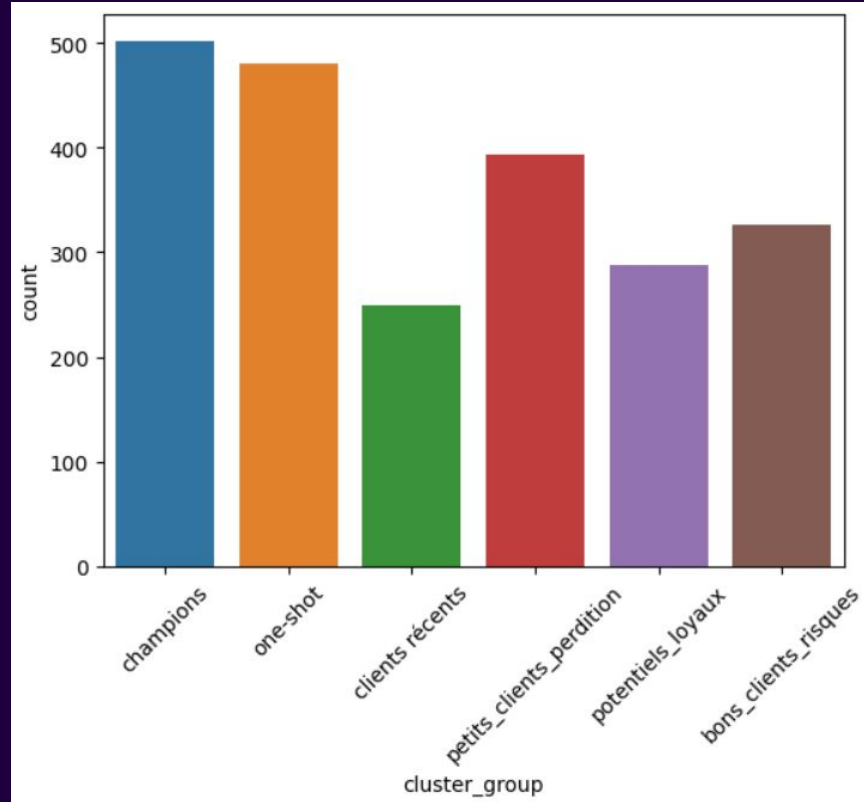


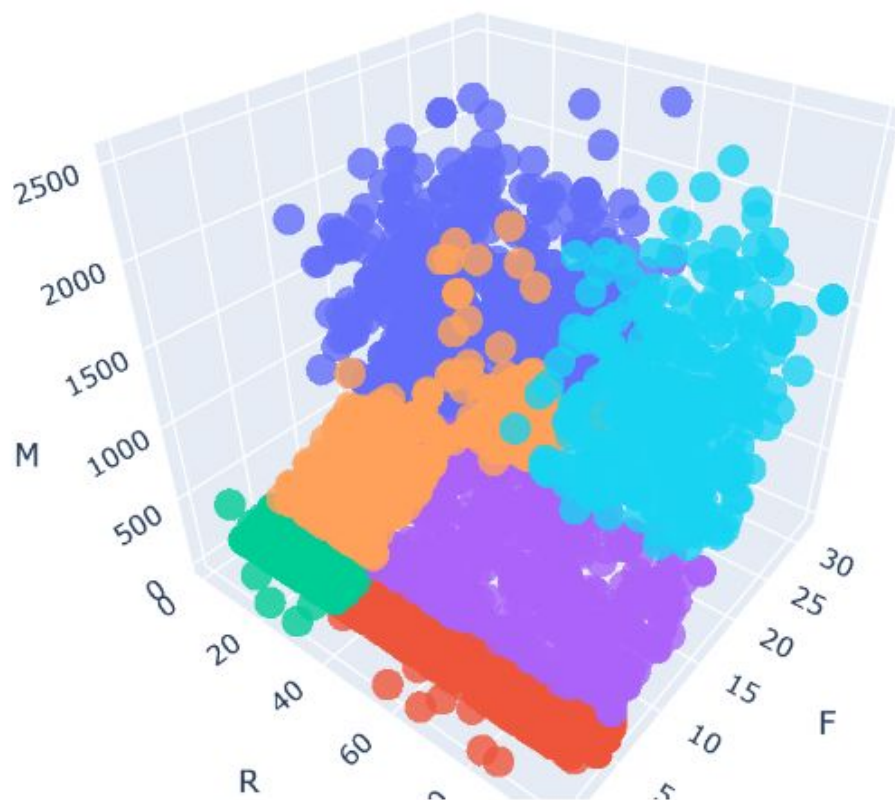


Customer segmentation: Agglomerative Clustering



Customer segmentation: RFM





cluster_group

- champions
- one-shot
- clients récents
- petits_clients_perdition
- potentiels_loyaux
- bons_clients_risques



Perspectives

Rétention clients :

- Problématique : peu de clients fidèles
- Campagne de fidélisation
- Relances, cadeaux, messages personnalisés

