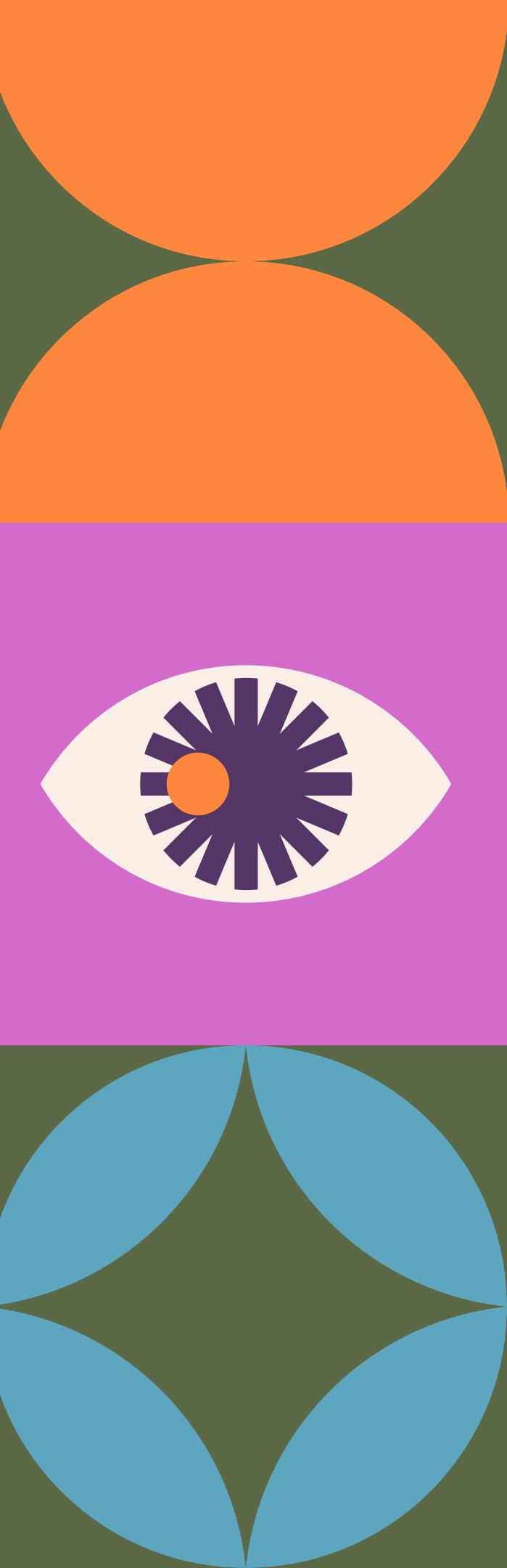




zinedine amalia's
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CUSTOMER **SEGMENTATION**



Driving Business Growth with Customer Insights!

Goal: The goal of this project is to evaluate customer segmentation in order to identify which **segments contribute the most to sales and profitability**, and to determine opportunities for retention, growth, and customer development.

- Approach: Analysis of customer behavior using RFM scoring and segmentation.
- Tools: Python and Power BI (dashboard visualization).

Outcomes: This project delivers strategic insights to improve customer retention, maximize sales growth, and support data-driven decision making.



The data shows that the company has a diverse customer base with varying levels of engagement and profitability. However, without analyzing the contribution of each customer segment, it is difficult to determine which groups truly drive growth and which are at risk of churn. Through this segmentation analysis, the company gains a deeper understanding of customer behavior, enabling the development of more effective retention, loyalty, and marketing strategies.

To obtain insights for business development through the analysis of customer contribution, retention, and growth potential, the following Business Questions were formulated:

- Which customer segment generates the highest sales and profit?
- How is the distribution of customers across different segments?
- What are the sales and customer trends over time?
- Which customer groups show the highest risk of churn, and how can they be retained?
- How do top customers (by revenue and profit) fit into the segmentation model?

identity

Customer Segmentation

Segment	RFM Score Range	Description
Champions	511 – 555	Customers who are highly engaged, with the best scores in Recency, Frequency, and Monetary. These are the most loyal and high-value customers.
Loyal	451 – 510	Customers with high Recency and Frequency but moderate Monetary value. They purchase frequently and recently, but their spending is not as high as Champions.
Potential	351 – 450	Customers with moderate Recency, Frequency, and Monetary values. They may purchase occasionally but with lower spending or frequency.
At Risk	151 – 350	Customers with low Recency or Frequency, but moderate Monetary value. They may not have engaged recently or purchased infrequently.
Uncategorized	Other Scores	Customers whose RFM scores do not fall into the above categories. This may include new customers or those with unique combinations of Recency, Frequency, and Monetary values.

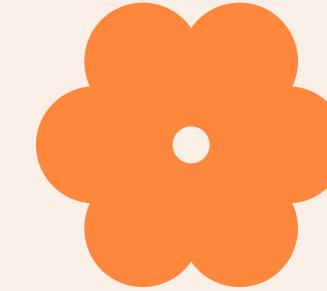
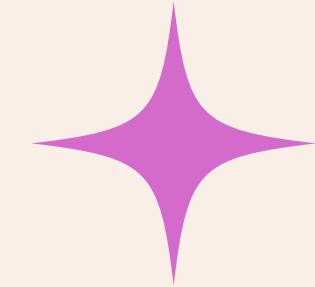
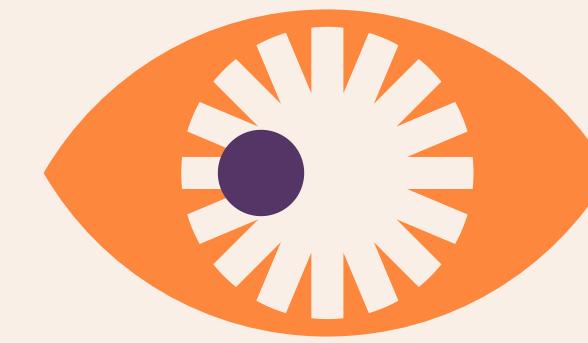
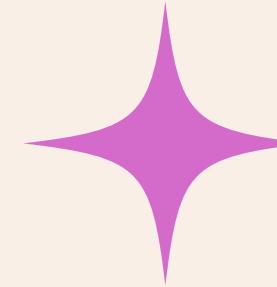
2014-2017

data understanding

This dataset, known as the Superstore Sales Dataset, provides detailed information on customer orders across different product categories such as Furniture, Office Supplies, and Technology. It contains data on sales, profit, quantity, discounts, and customer information. The dataset spans multiple years and comprises around 9,000+ rows and more than 20 columns, offering a comprehensive view of transactional and customer behavior for business analysis.



I have been fortunate to collaborate with amazing people and local brands, and I aim to tailor the solutions through visualization that resonate with each customer segment.



Here we go!

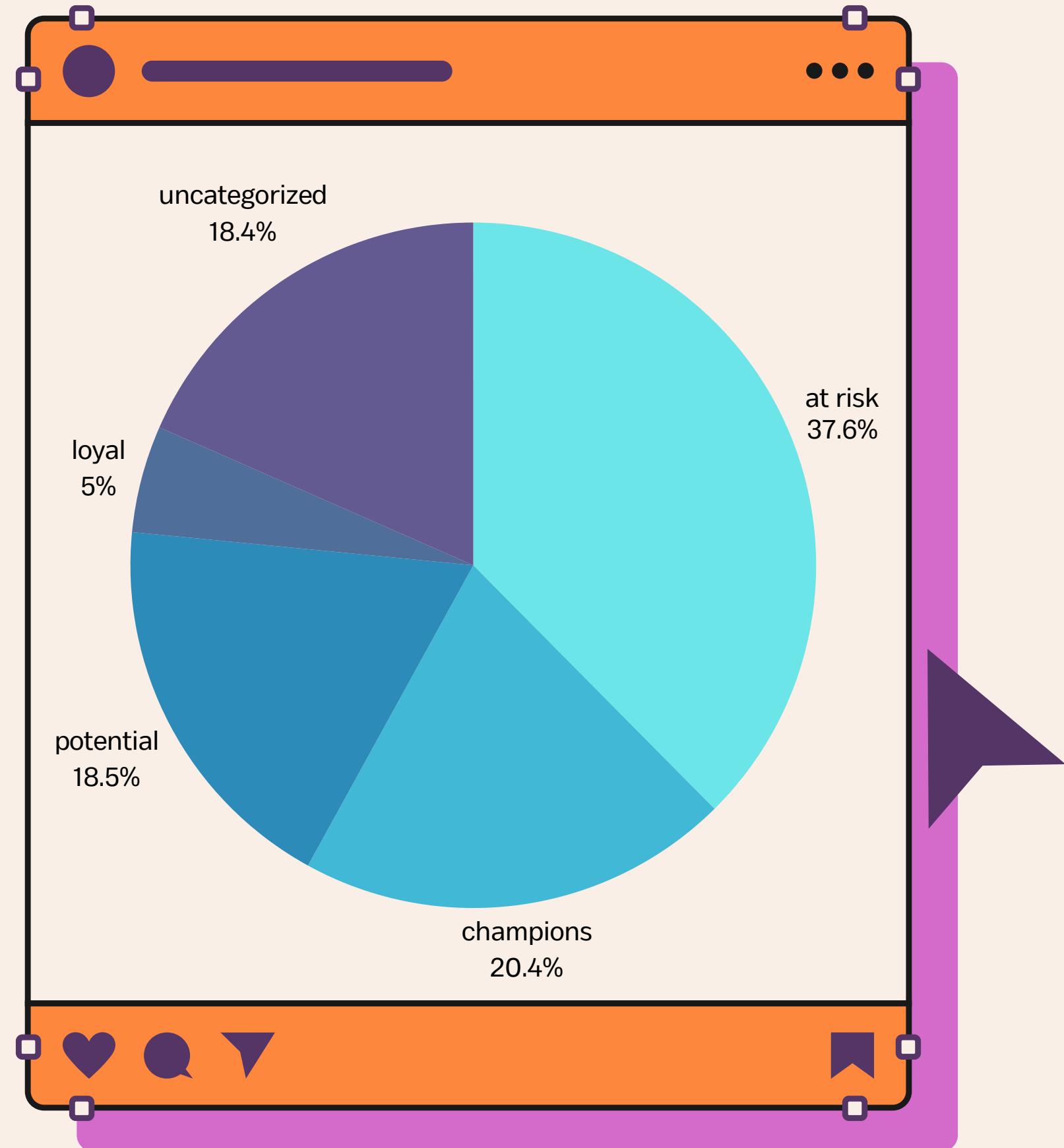


Customer Distribution is Dominated by **At Risk Segment**

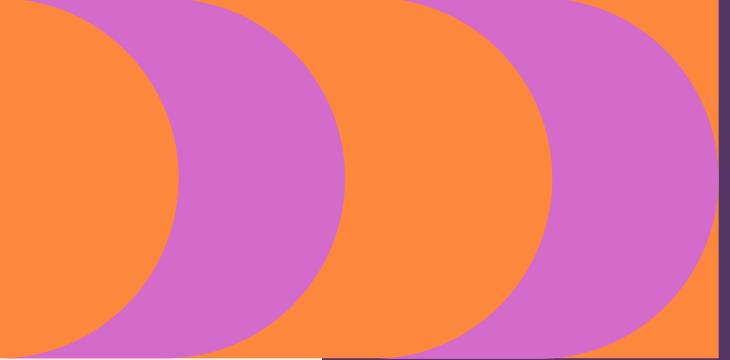
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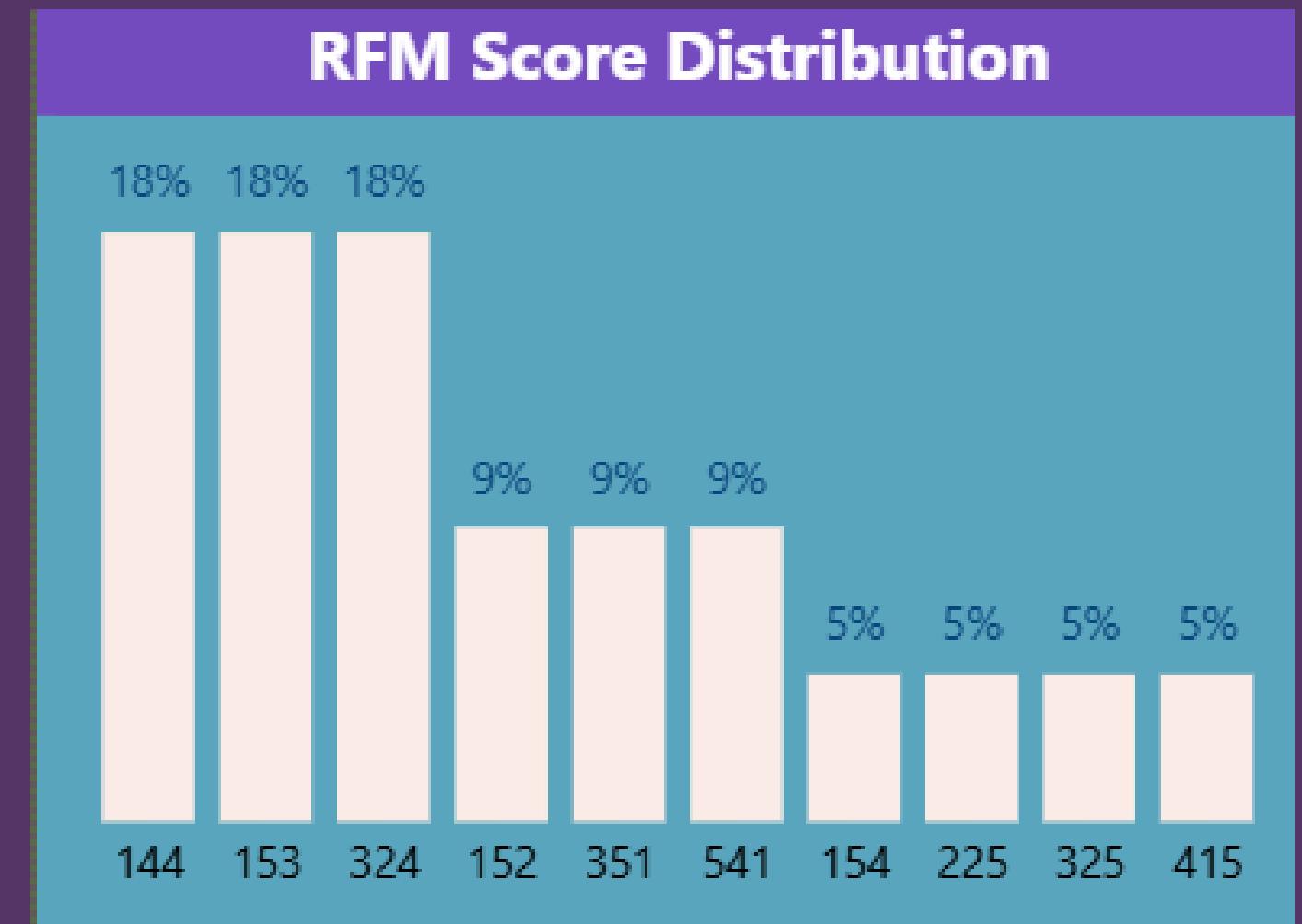
How is the distribution of customers across different segments?



RFM Score Distribution Highlights Growth Potential in **Mid-Range Customers**



What is the distribution of RFM Scores?





Which customer segment generates the highest sales and profit?

Recommend:

- **Retain At Risk customers** with offers and loyalty programs.
- **Upsell Champions** with exclusive deals.
- **Grow Potential customers** with targeted promos.
- **Encourage Loyal customers** to spend more.
- **Analyze Uncategorized customers** for opportunities.

At Risk Customers Drive the Highest Revenue and Profitability

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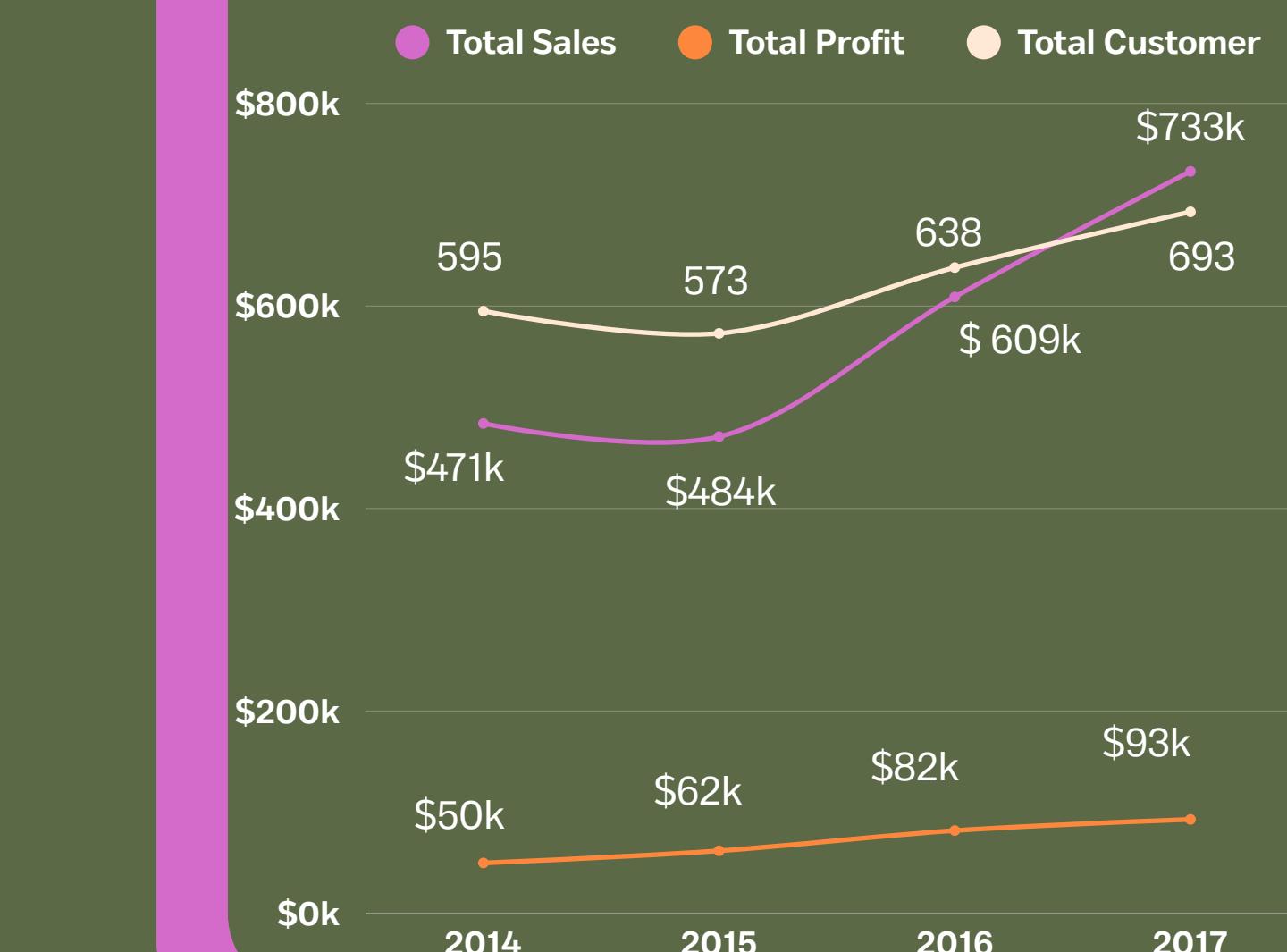
Strong Growth in Sales, Profit, and Customers (2014–2017)

Recommend:

- Maintain growth momentum with continued investment in marketing and customer acquisition.
- Strengthen retention programs to ensure the growing customer base remains engaged.

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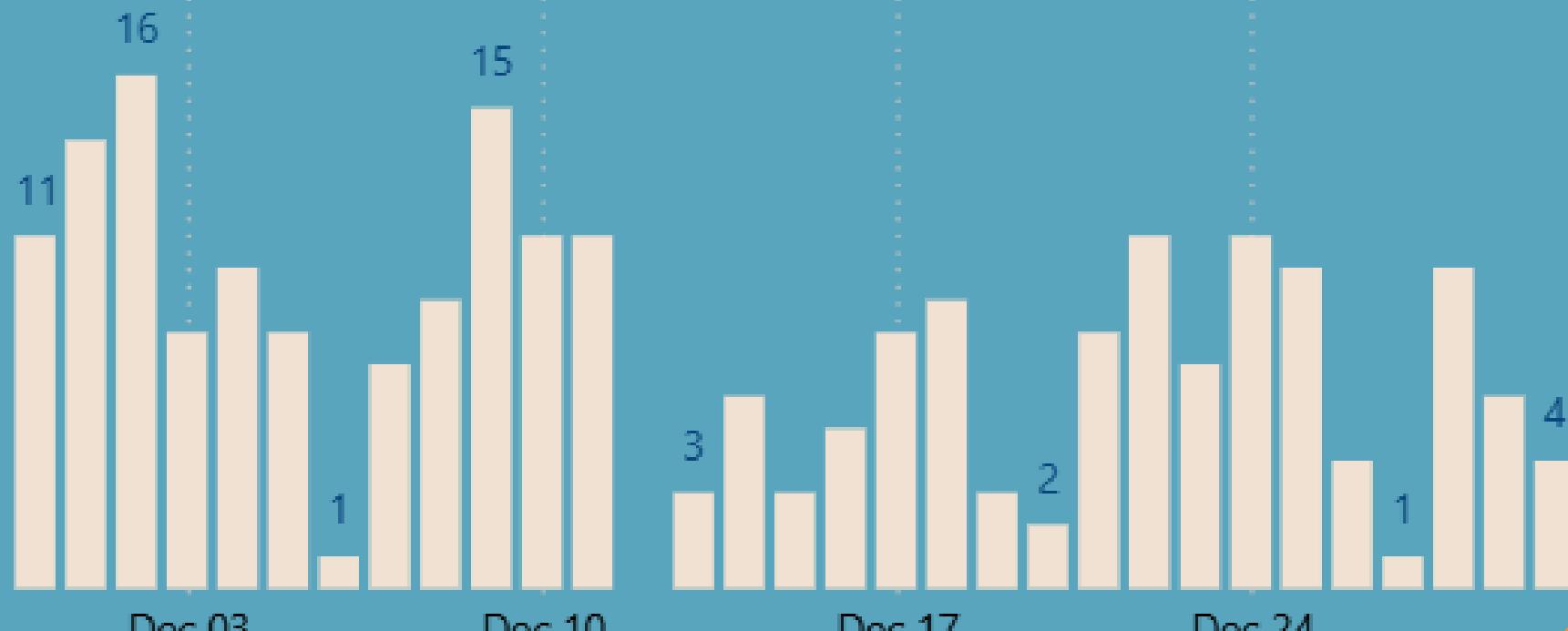
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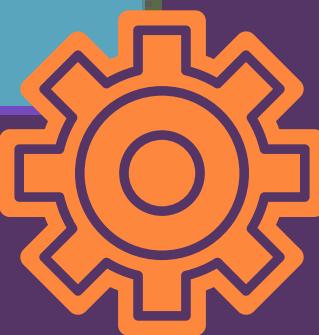
What are the sales and customer trends over time?

Fluctuating Daily Customer Engagement in the Last Month

Number of Costumer Last Month



What is the customer behavior pattern in the last month?



Recommend:

Conduct deeper analysis to identify the causes of spikes (e.g., promotions, events, payday). Focus marketing strategies around these key moments to boost engagement.

What are the recomme ndations for these analysis



Leverage High-Value Customers (Champions & Loyal)

Maintain loyalty with exclusive offers, VIP programs, and personalized services.

Grow Mid-Range Segments (Potential)

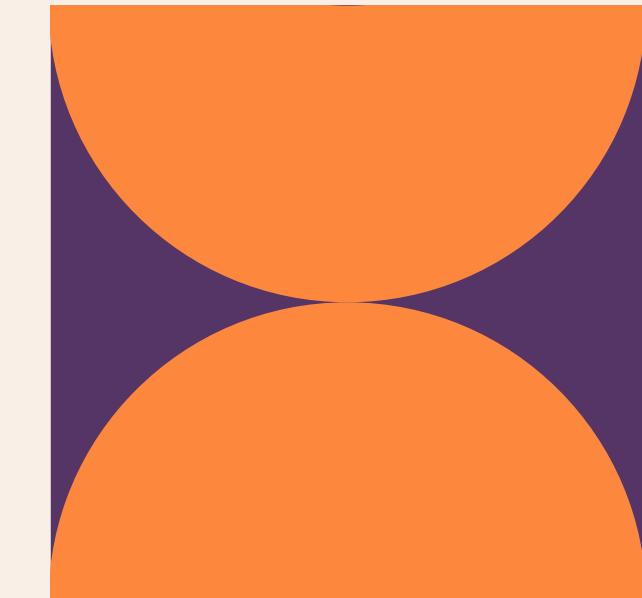
Use targeted promotions and engagement campaigns to move them into higher-value tiers.

Recover At-Risk Customers

Apply win-back strategies (discounts, reminders, reactivation campaigns) to reduce churn.

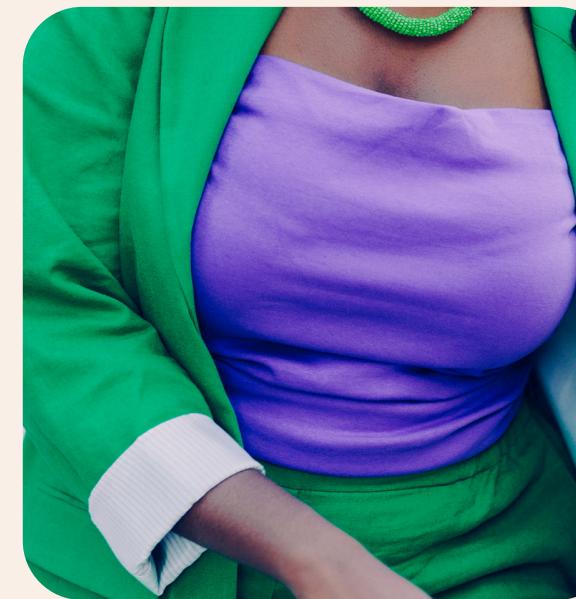
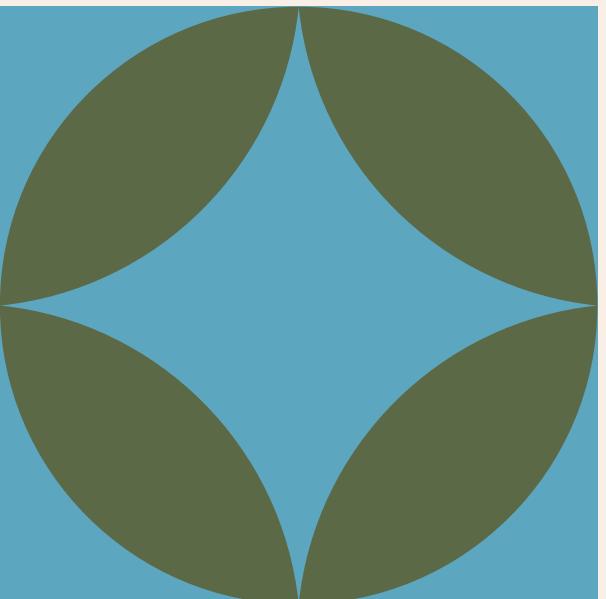
Uncategorized Customers

Introduce welcome offers and onboarding programs to encourage repeat purchases.



Zinedine Amalia N.M.R

As a Data Analyst, I **bring a vibrant and dynamic style to uncover patterns in customer segments**. If you value turning insights into action, let's work together to drive growth.





Let's talk!

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