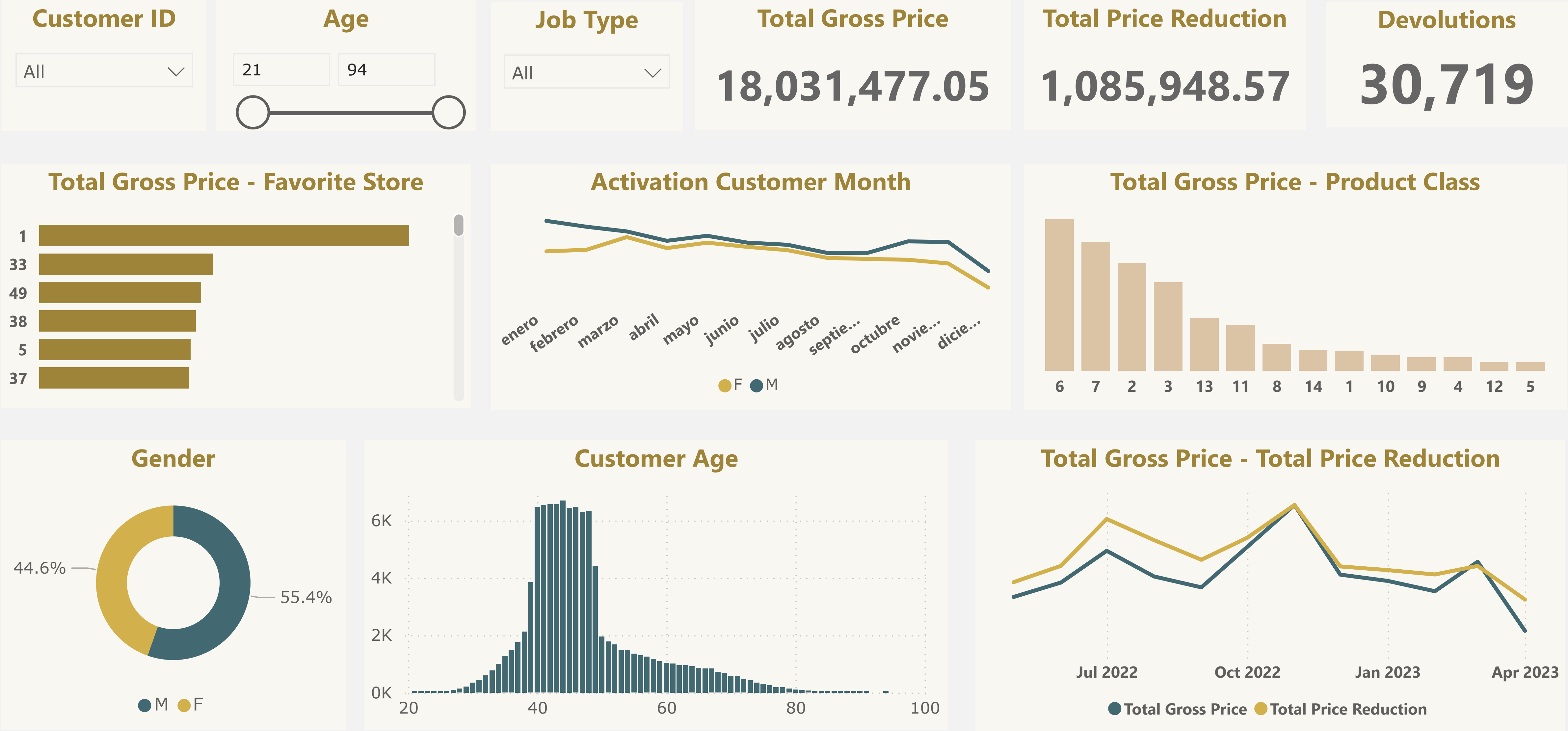


Marketing Analytics - EDA



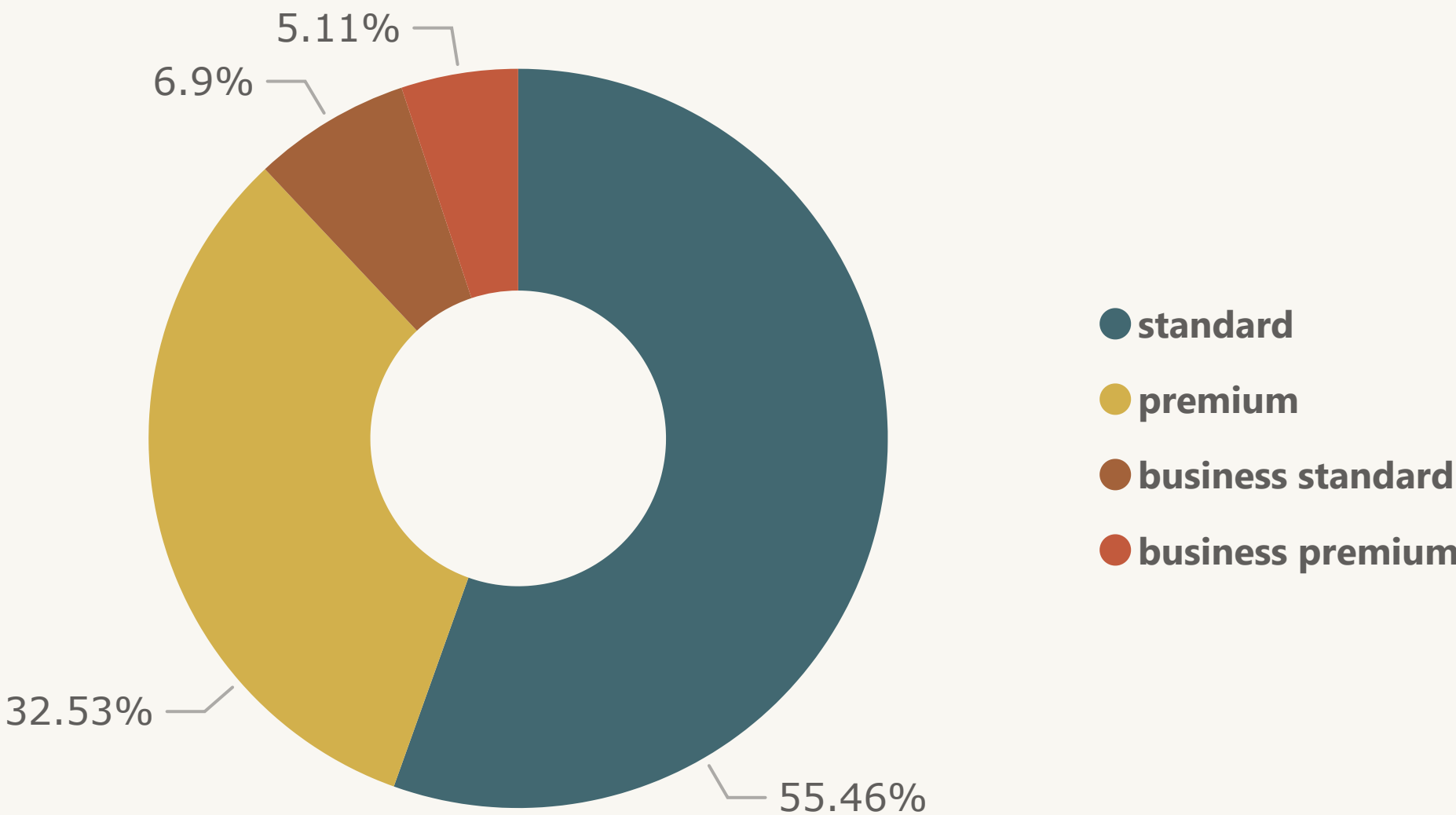
Marketing Analytics - EDA

Gross Price per Loyalty Type

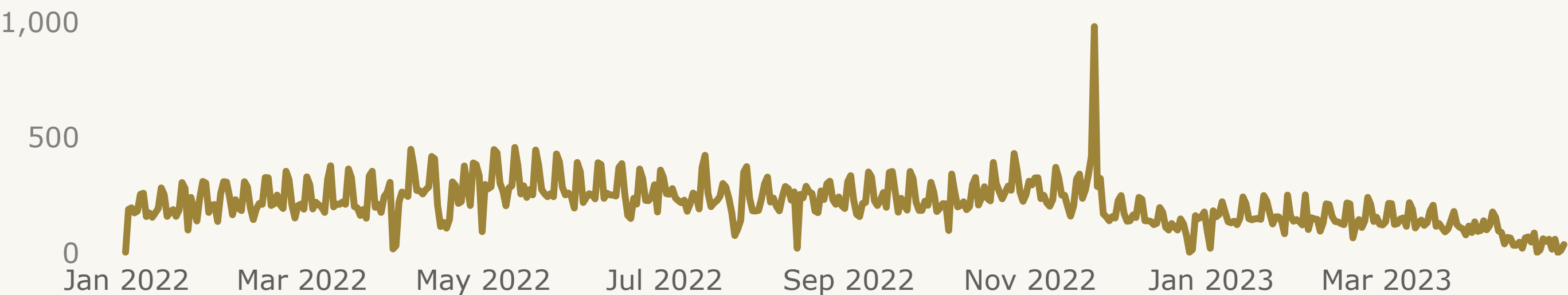
● business premium ● business standard ● premium ● standard



Customer Distribution Loyalty Type



Distribution Account Activation Date



Total Customer per Type

104,134

Total Gross Price

18,031,477

Average Age

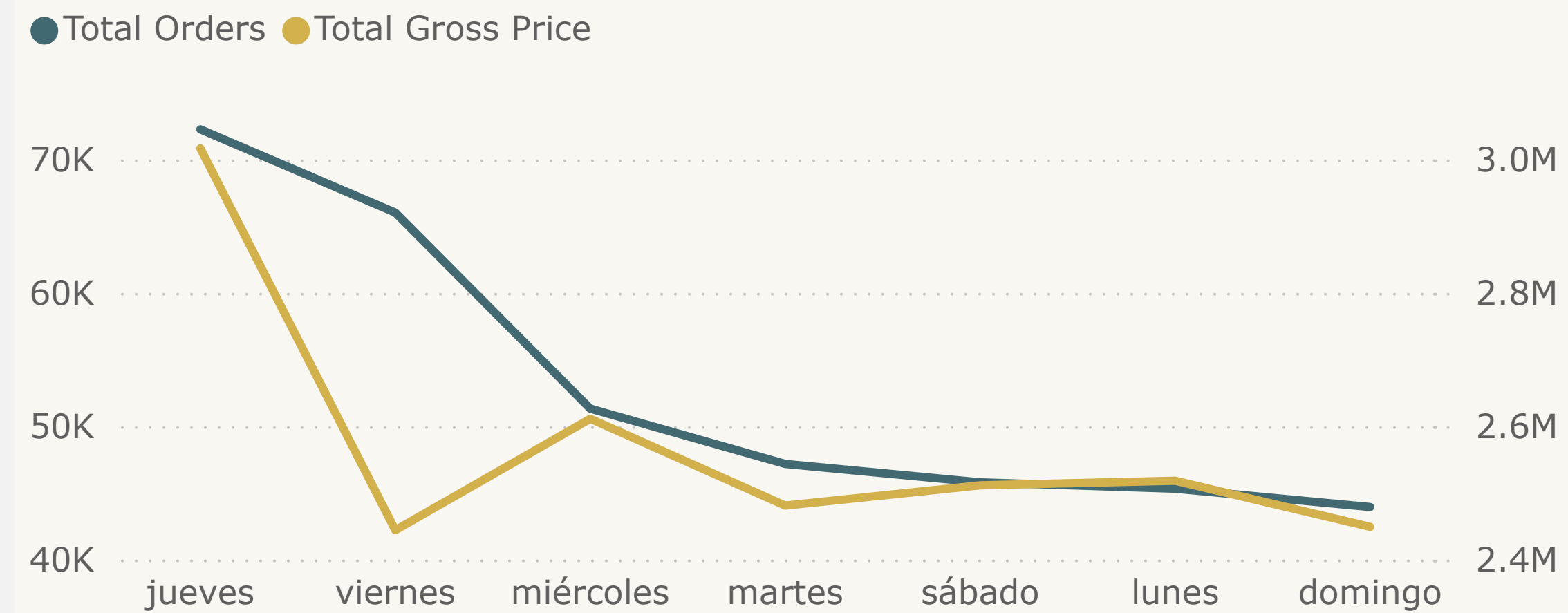
50.15

Total Orders

917,000

Marketing Analytics- EDA

Gross Price and Order per Day



Job Type

All

Customer ID

All

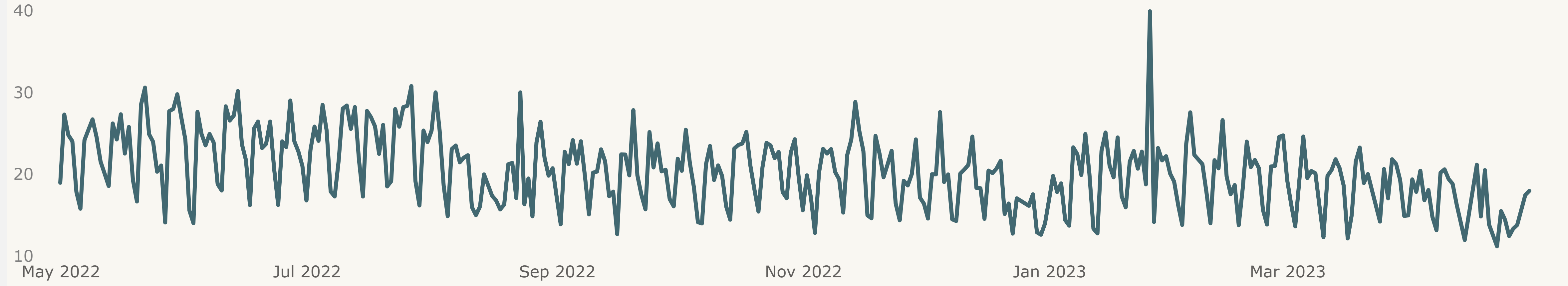
Total Gross Price

18,031,477

Total Orders

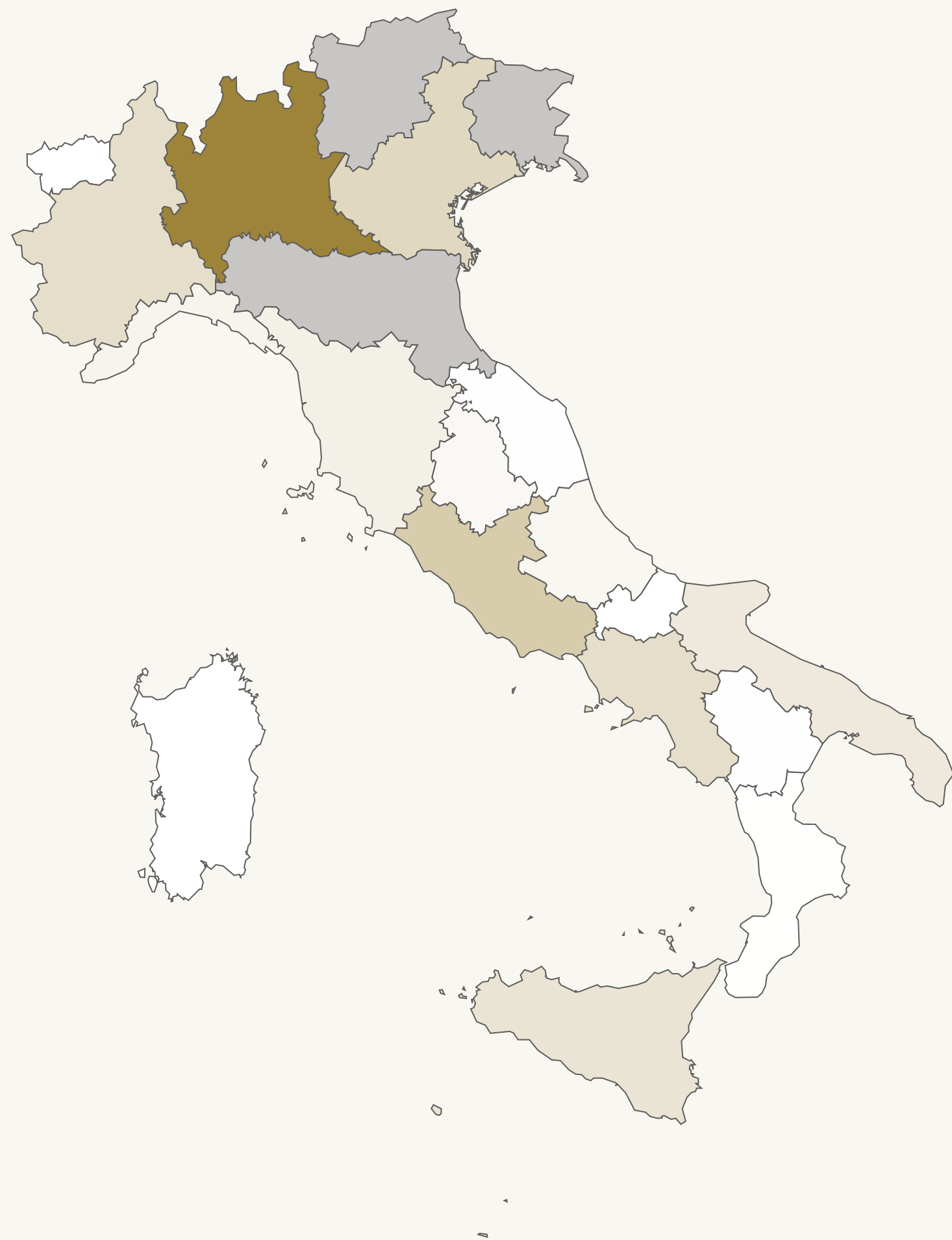
917,000

Average Gross Price per Date

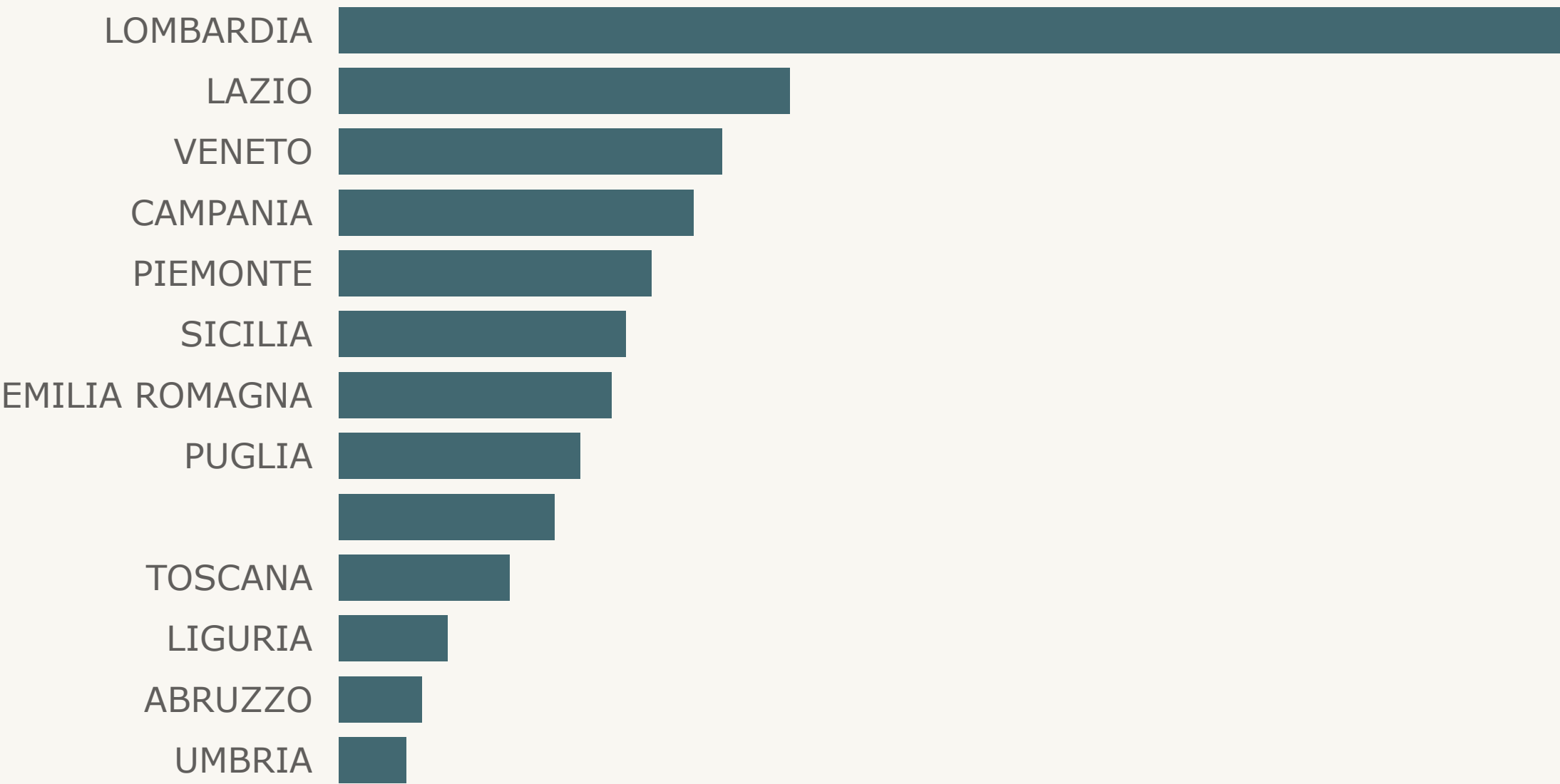


Marketing Analytics

Total Costumer per Region



Total Customers per Region



Total Gross Price

18,031,477

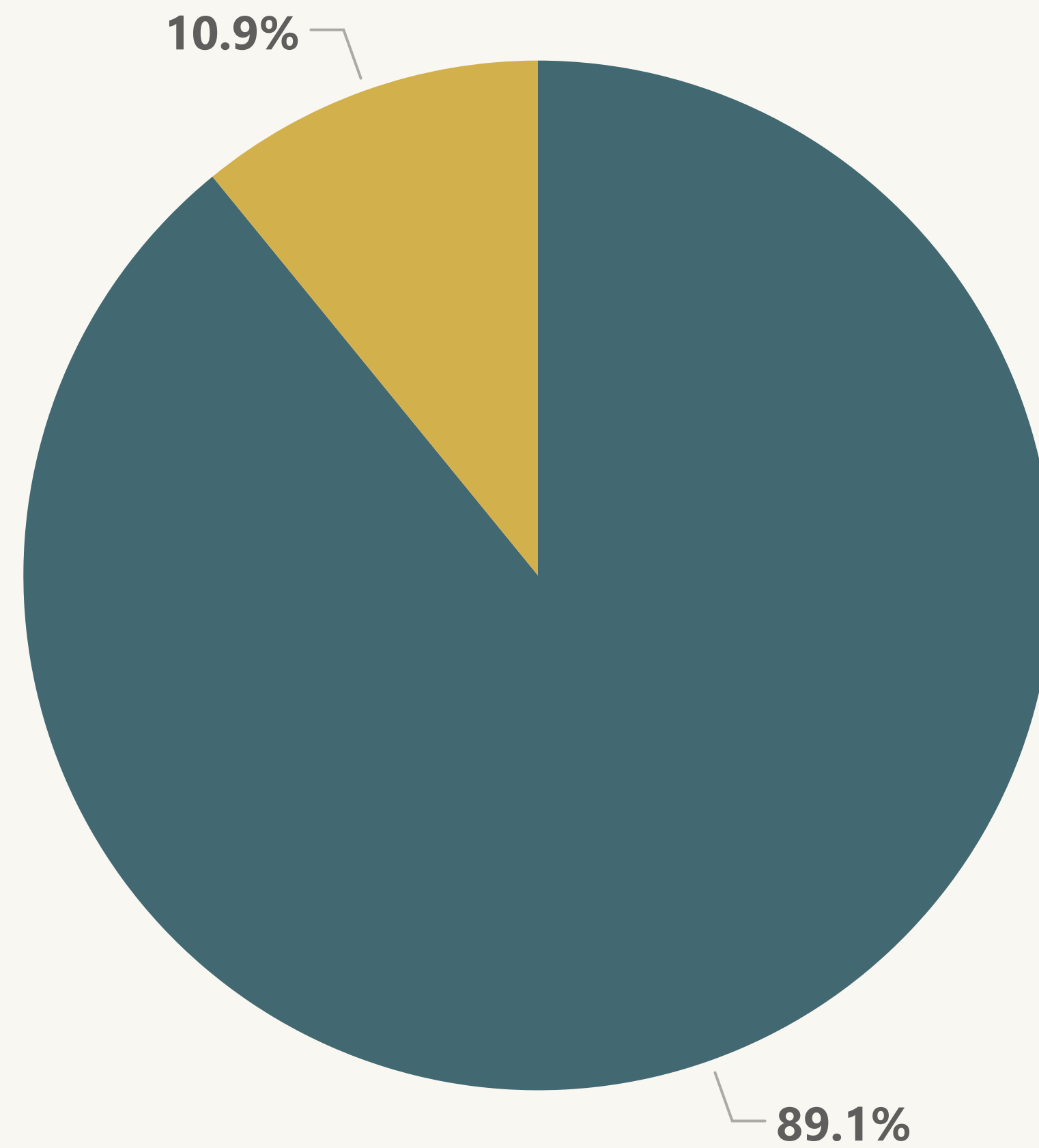
Average Age

50.15

Total Customer per Type

104,134

Churn Analysis



Total Customer per Type

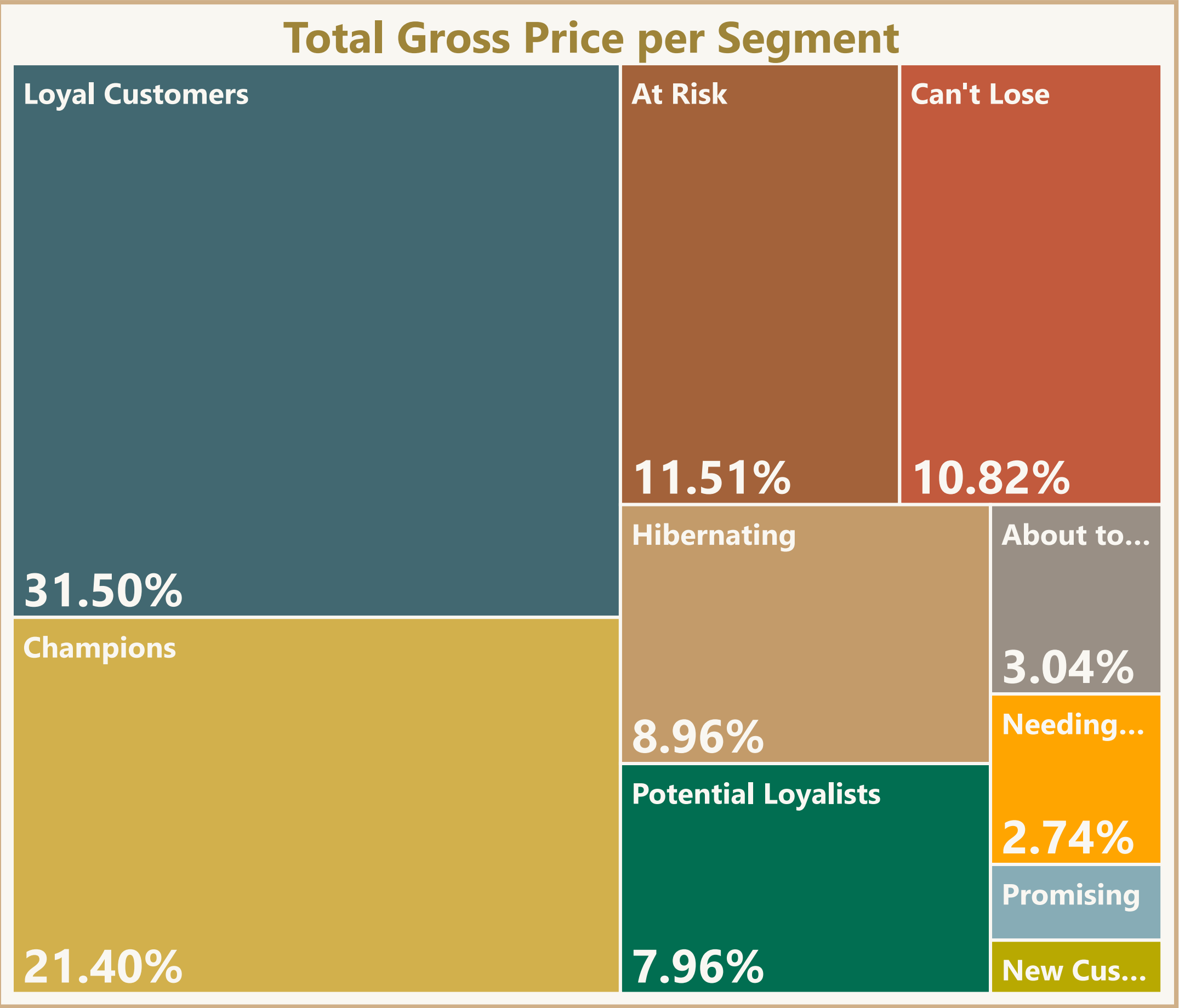
97,925

Prediction

● Churn

● No Churn

RFM Analysis

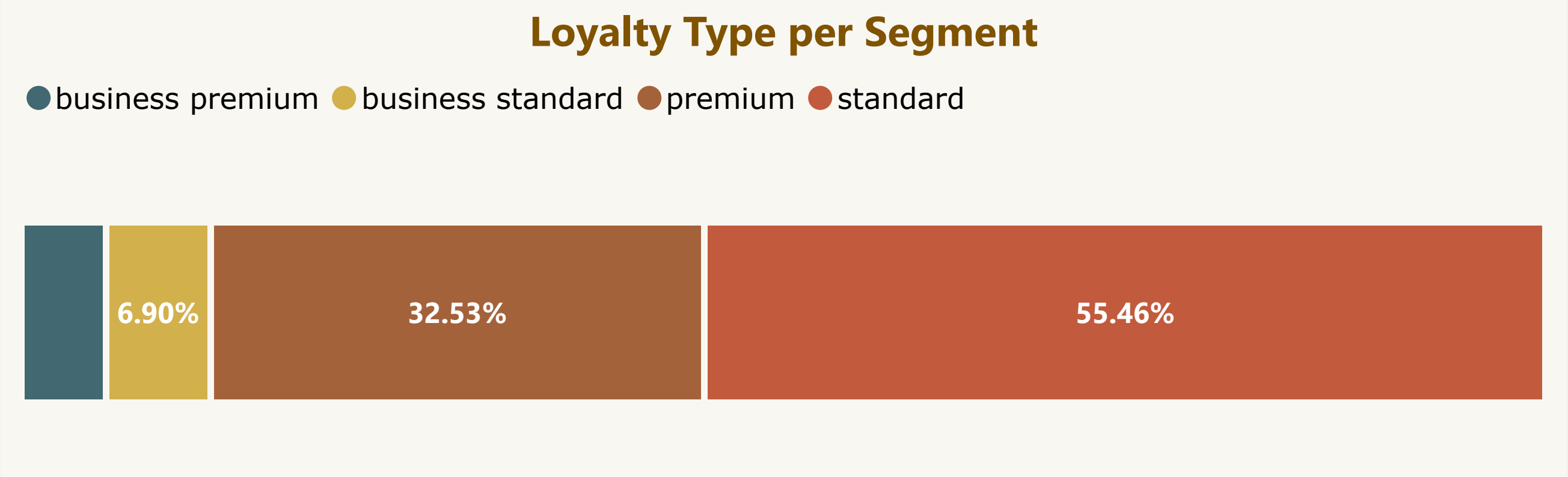
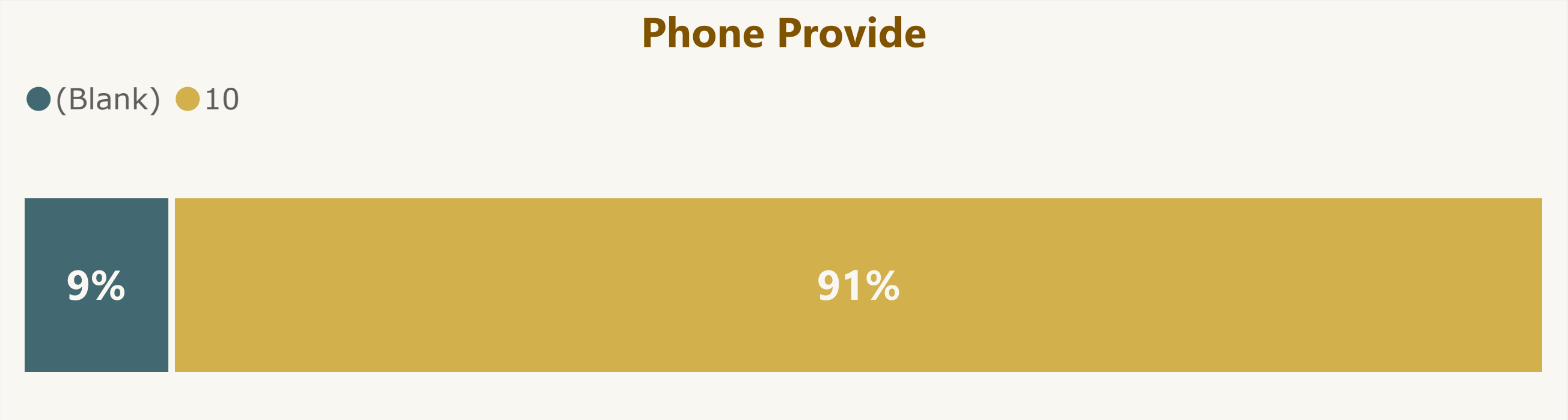
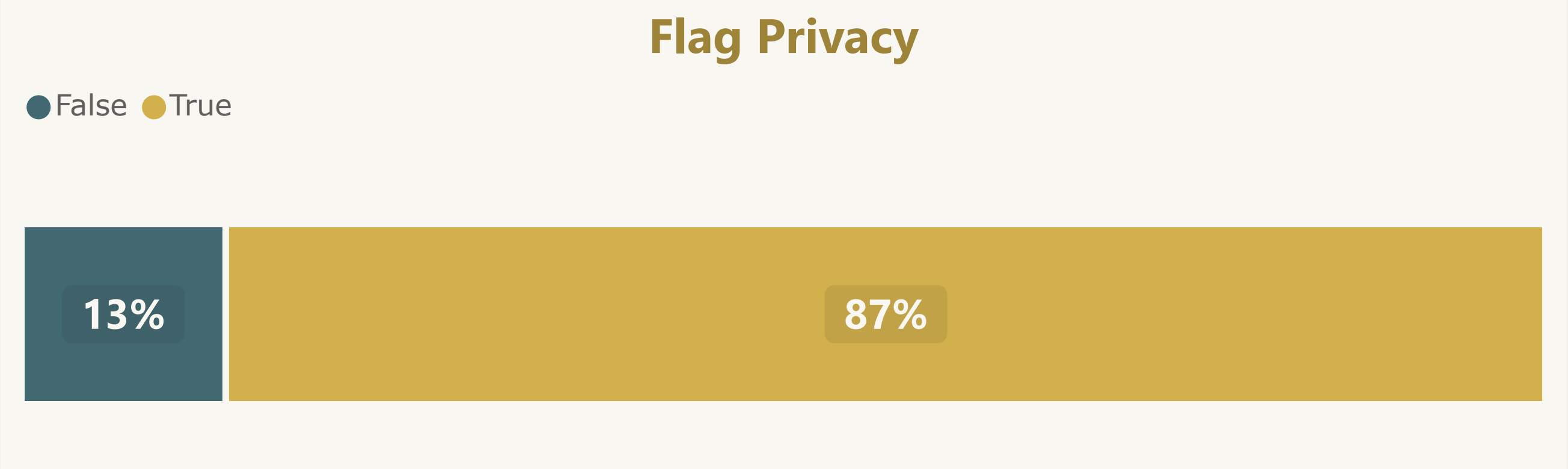


Average Age

50.15

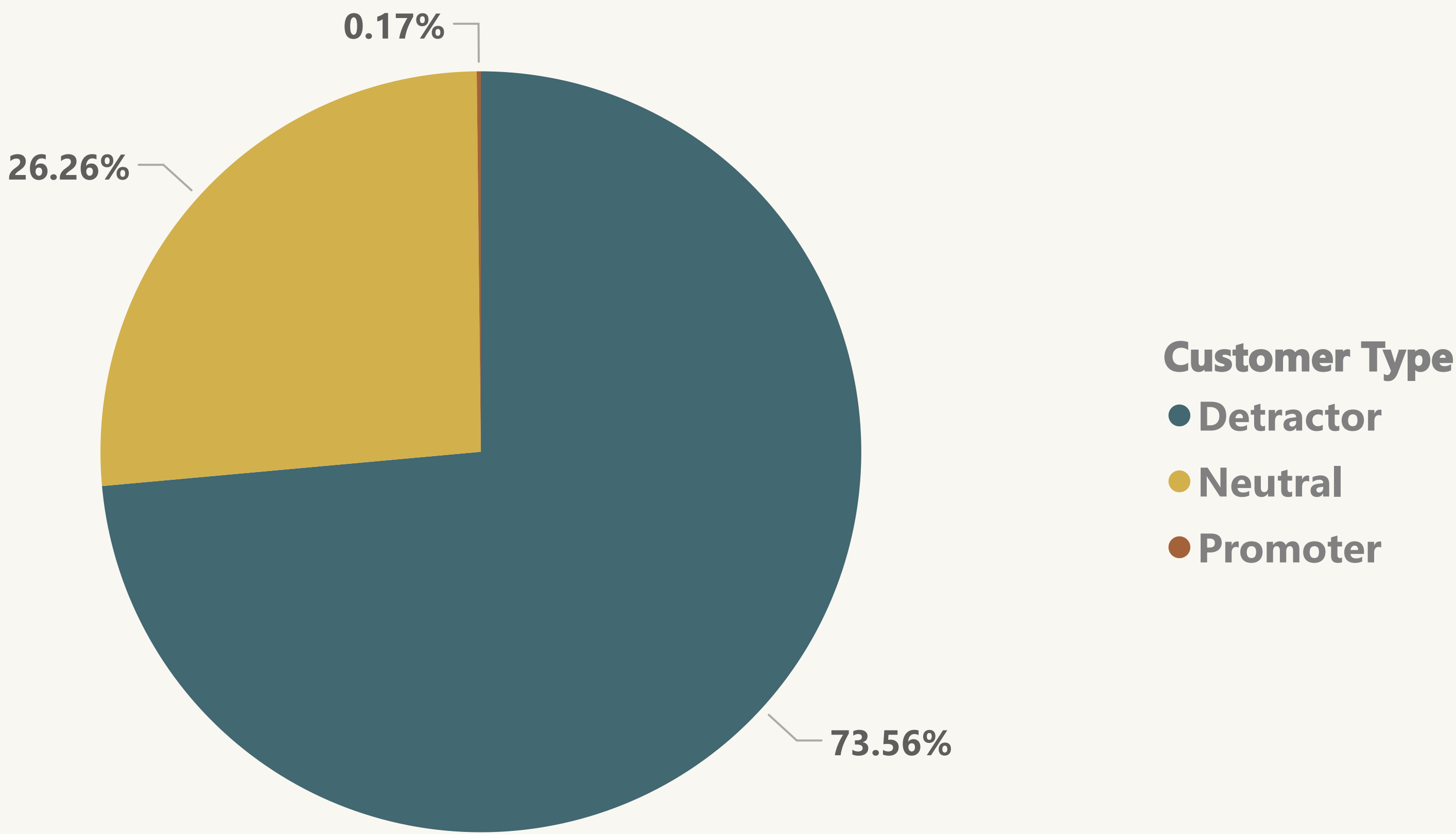
Total Orders

917,000



Sentiment Analysis

Customer per Sentiment



Total Gross Price

18,031,477

Total Customer per Type

104,134

Total Orders

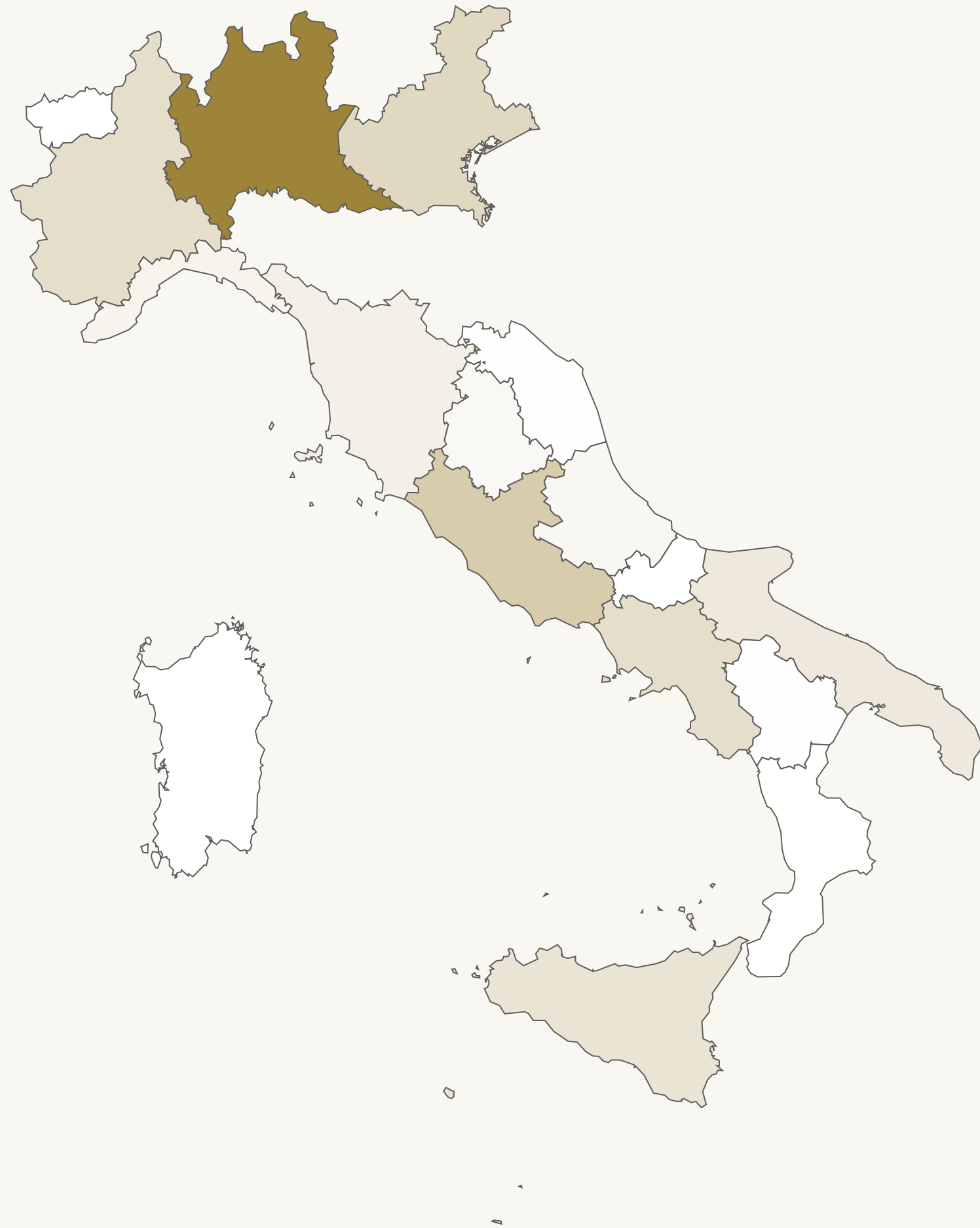
917,000

Average Age

50.15

Sentiment Analysis

Customer Type Sentiment per Region

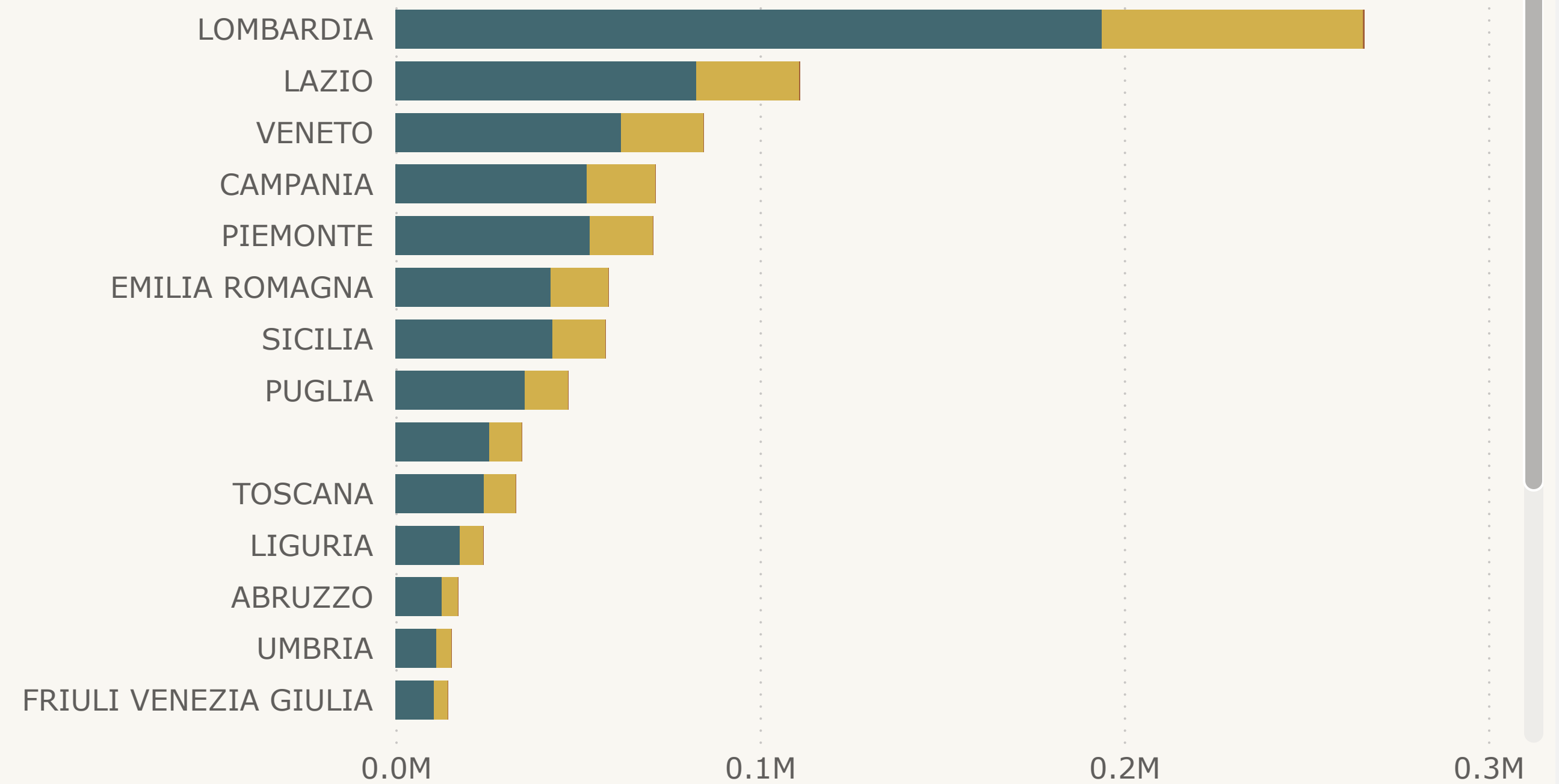


Customer Type

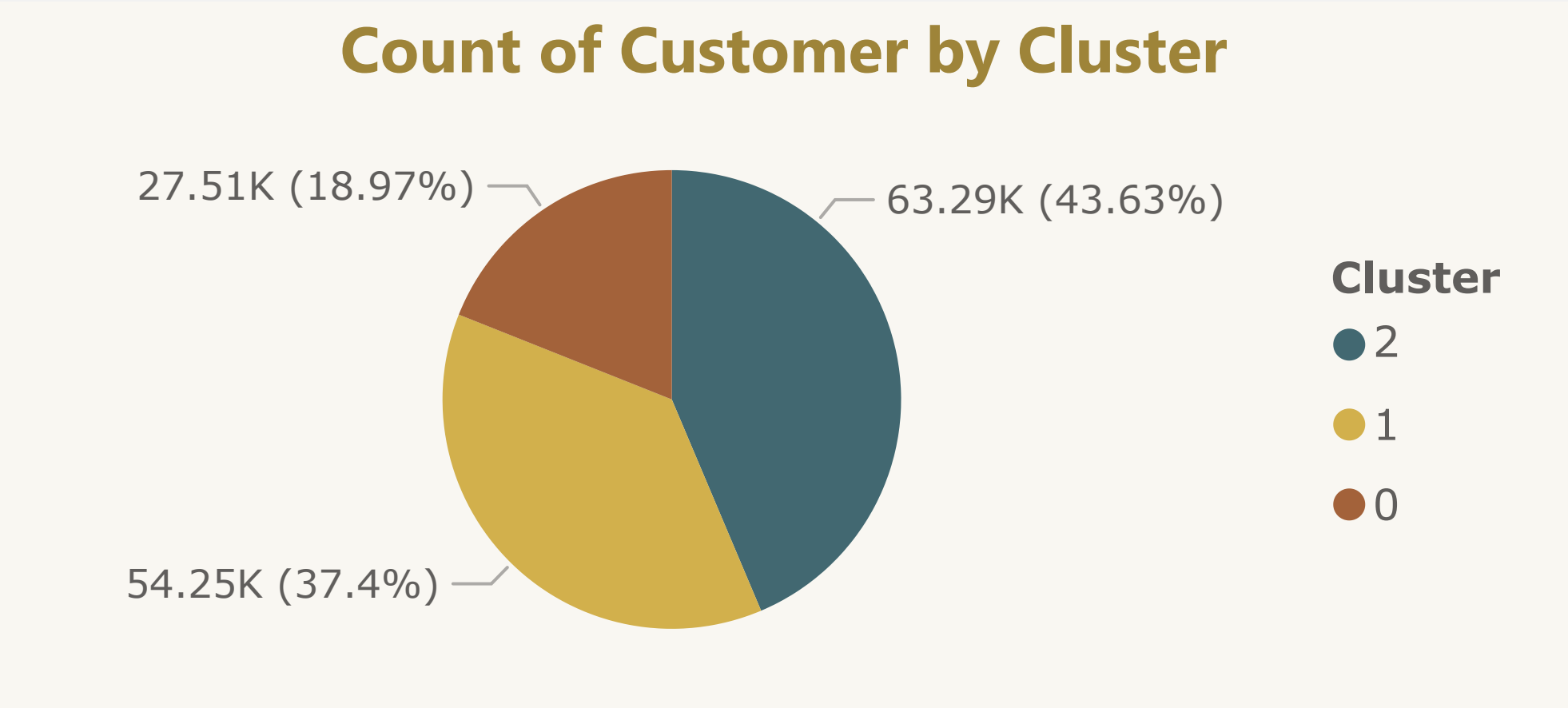
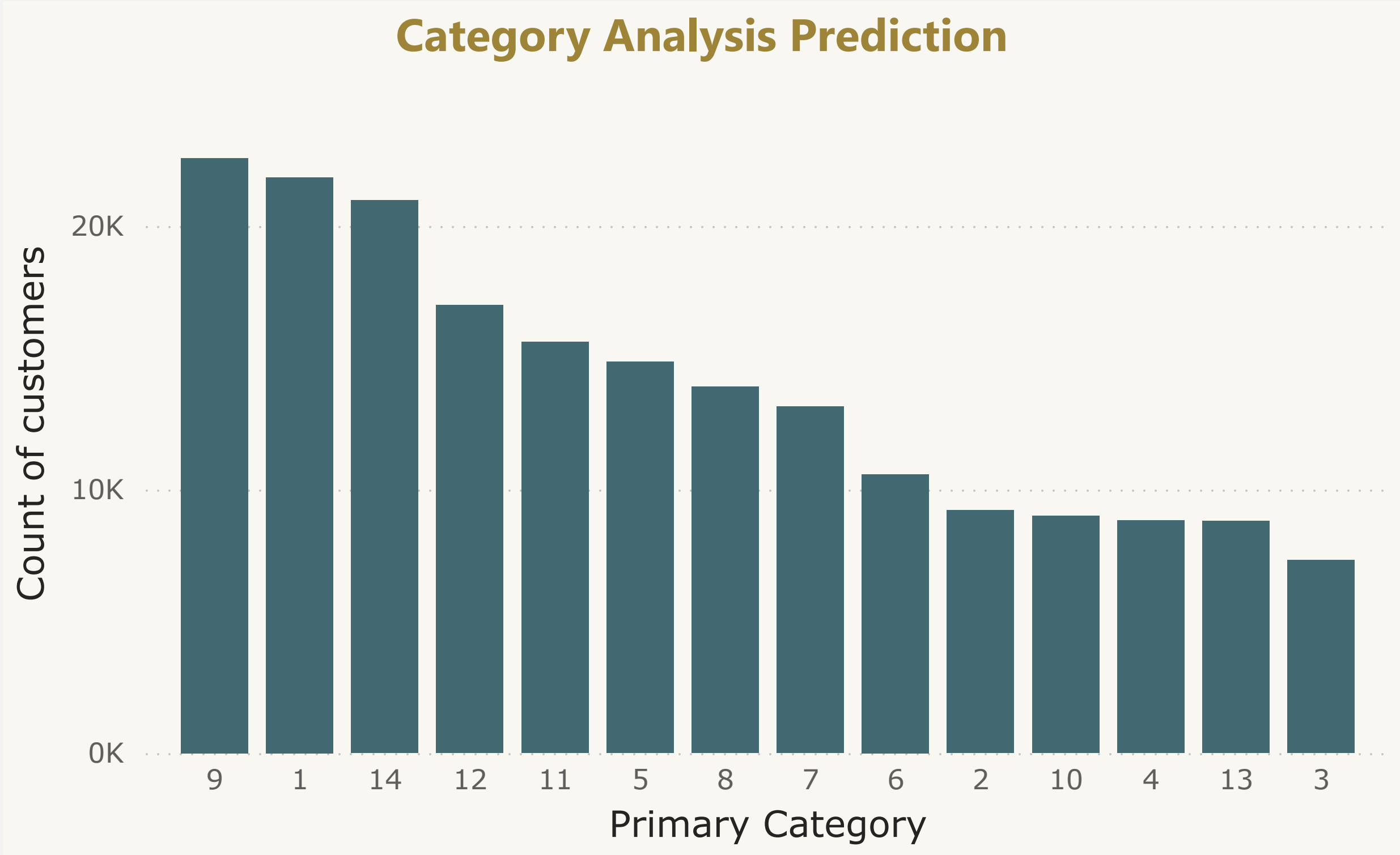
- ☐ Detractor
- ☐ Neutral
- ☐ Promoter

Count Customer Type Sentiment

● Detractor ● Neutral ● Promoter



Category Predictions



customer_id	Primary Category	Secondary Categories
9347160	9	['1', '3', '12', '4', '14', '11', '2', '10', '13', '5']
9346600	12	['4', '5', '9', '7', '11', '14', '13', '3']
9346200	1	['4', '12', '14', '8', '2', '9', '3', '11', '13']
9345810	9	['10', '11', '14', '3', '4', '1', '13', '5']
9344840	13	['11']
9344220	11	['3', '14', '9', '5', '12', '1', '4', '10', '13', '2']
9343890	5	['4', '14', '2', '9', '13', '11', '7', '3', '10']
9343560	8	['10', '4', '1', '11', '3', '14']
9343350	12	['4', '5', '9', '7', '11', '14', '13', '3']
9343240	7	['14', '6', '2', '9', '4', '3', '11', '1']
9343170	1	[]
9343130	14	['12', '9', '4', '7', '10', '5']
9342960	13	['4', '14', '2', '9', '13', '11', '7', '3', '10']
9342860	9	['10', '13', '12', '11', '4', '3', '14', '2']
9342700	9	['4', '10', '13', '11', '3', '8']
9342640	11	['3', '14', '9', '5', '12', '1', '4', '10', '13', '2']
9342470	9	['4', '10', '13', '11', '3', '8']
9341870	1	['12', '14', '5', '11', '4', '3', '9', '10', '13', '5']
9341530	8	['6', '10', '7', '13', '5']
9341420	1	['12', '14', '5', '11', '4', '3', '9', '10', '13', '5']
9340430	9	['12', '4', '5', '7', '11', '10', '14', '3']
9339050	7	['4', '14', '5', '10', '6', '12', '13']
9338760	14	['9', '11', '13', '4', '12', '3', '10', '1']
9338550	1	['4', '12', '14', '8', '2', '9', '3', '11', '13']
9337790	5	['12', '13', '14', '11', '3', '4', '2']
9337740	6	['7', '5', '12', '4', '14', '11', '3', '9', '10', '2']
9336330	7	['12', '1', '11', '9', '6', '14', '3', '2', '10', '5']
9335630	9	['1', '3', '12', '4', '14', '11', '2', '10', '13', '5']
9335590	1	['7', '10']
9335380	14	['9', '11', '13', '4', '12', '3', '10', '1']