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Customer Personality Analysis



Adristi Shafiya



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OUTLINE

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**What is Customer
Analysis?**

2

**How to Build
Customer Analysis?**

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What we can do?



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What is Customer Analysis?

Customer Personality Analysis is a detailed analysis of a company's customers. It helps company to understand their customers and make it easier for them to modify products according to the specific needs, behaviors and concerns of different types of customers.





Why we need Customer Analysis?

Customer Analysis is more than put customers into a category. It makes us to study customers more deeply and with this method, an adjustments can be made for the business.

Goals

- Help the company to customize business content based on the needs and characteristics from each customer category.
- Knowing the treatment that will be given for each category of customers





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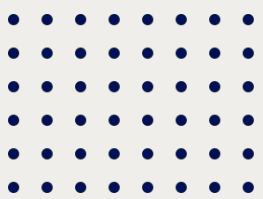
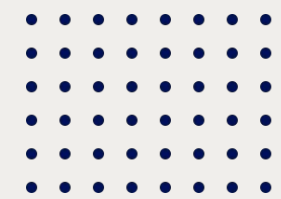
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LET'S TAKE A LOOK TO THE FEATURE



Demographic Customer

General information or identity to identify customers

Example

- Marital Status
- Education
- Children
- Recency

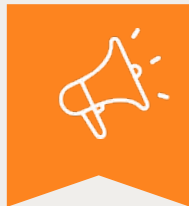


Product

Category of the product which purchased by the customer

Example

- MntWines
- MntFruits
- MntFishProducts
- MntMeatProducts

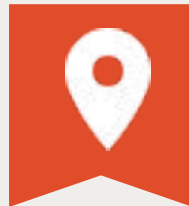


Promotion

Promotions which be offered for the customers.
There are 6 campaign

Example

- AcceptedCmp1
- AcceptedCmp2
- AcceptedCmp3
- AcceptedCmp4



Place

Number of transactions that have been made by place

Example

- NumWebPurchases
- NumCatalogPurchases
- NumStorePurchases





Customer
Analysis

Unsupervised
Machine
Learning

METHOD

RECENCY

FREQUENCY

MONETARY

Number of days since
customer's last
purchase

How often the
customer purchase
the product

Total money spent to
buy the product

Data
Preparation

Data
Preprocessing

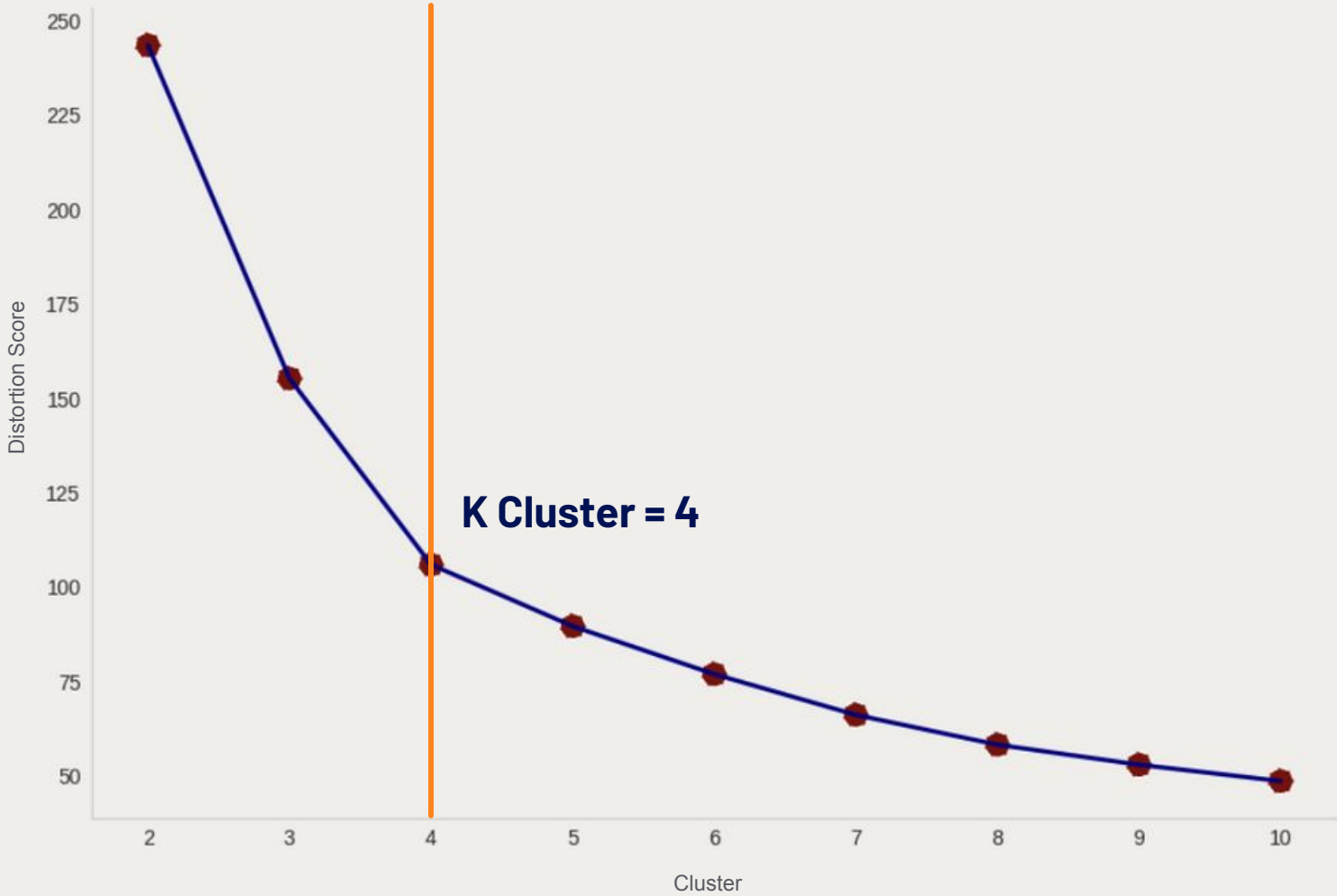
K-Means
Clustering

Sillhouette
Score





Elbow Method For KMeans Clustering



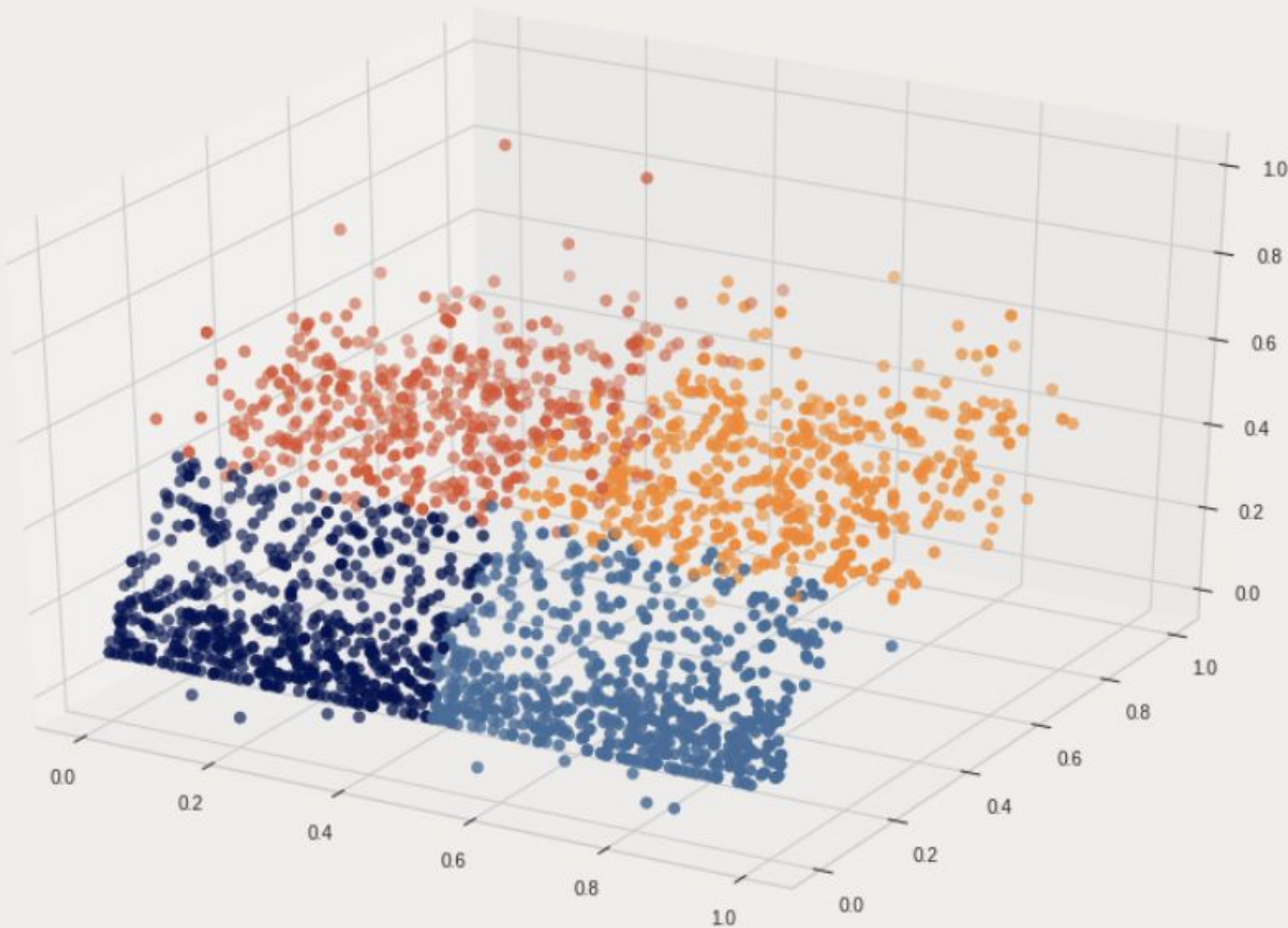
Silhouette Score





🔍

Plot of the Cluster



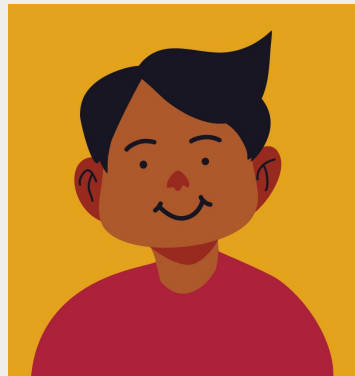
Scoring

CLUSTER	Recency	Frequency	Monetary
0	23.30	9.42	158.11
1	73.64	9.54	154.49
2	73.34	21.68	1201.36
3	23.59	22.27	1192.70



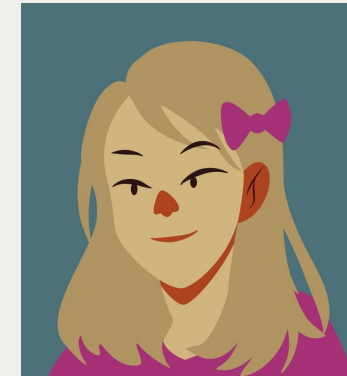


MEET THE CUSTOMER



Potential Loyalist

- Customers made a purchase recently
- Customers made a purchase rarely and,
- They don't spend much money for purchase



About to Sleep

- Customers need a long time to do the purchase
- Customers often made a purchase and,
- They spend big money for the purchase



Hibernating

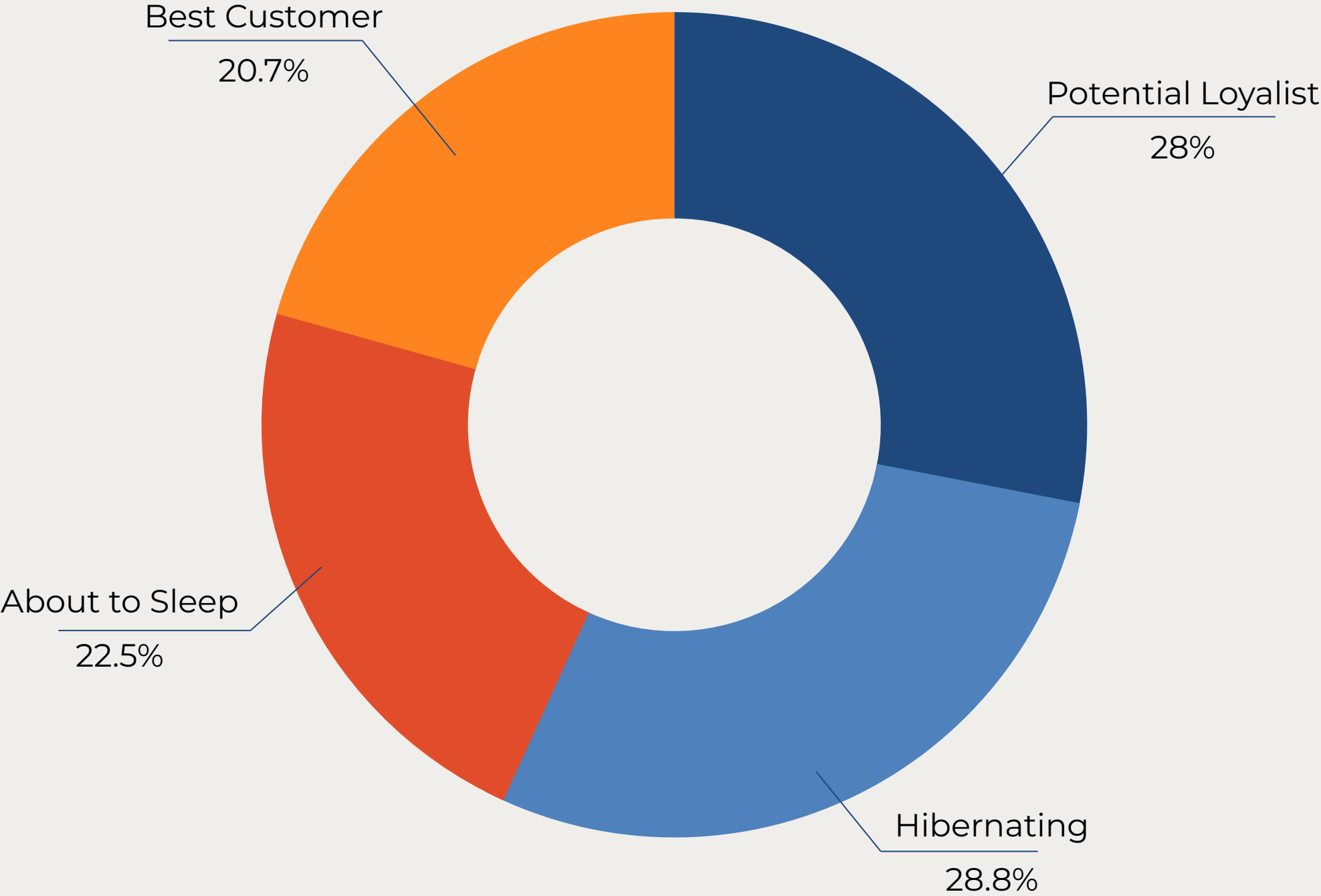
- Customers need a long time to do the purchase
- Customers made a purchase rarely and,
- They don't spend much money for purchase



Best Customer

- Customers made a purchase recently
- Customers often made a purchase and,
- They spend big money for the purchase

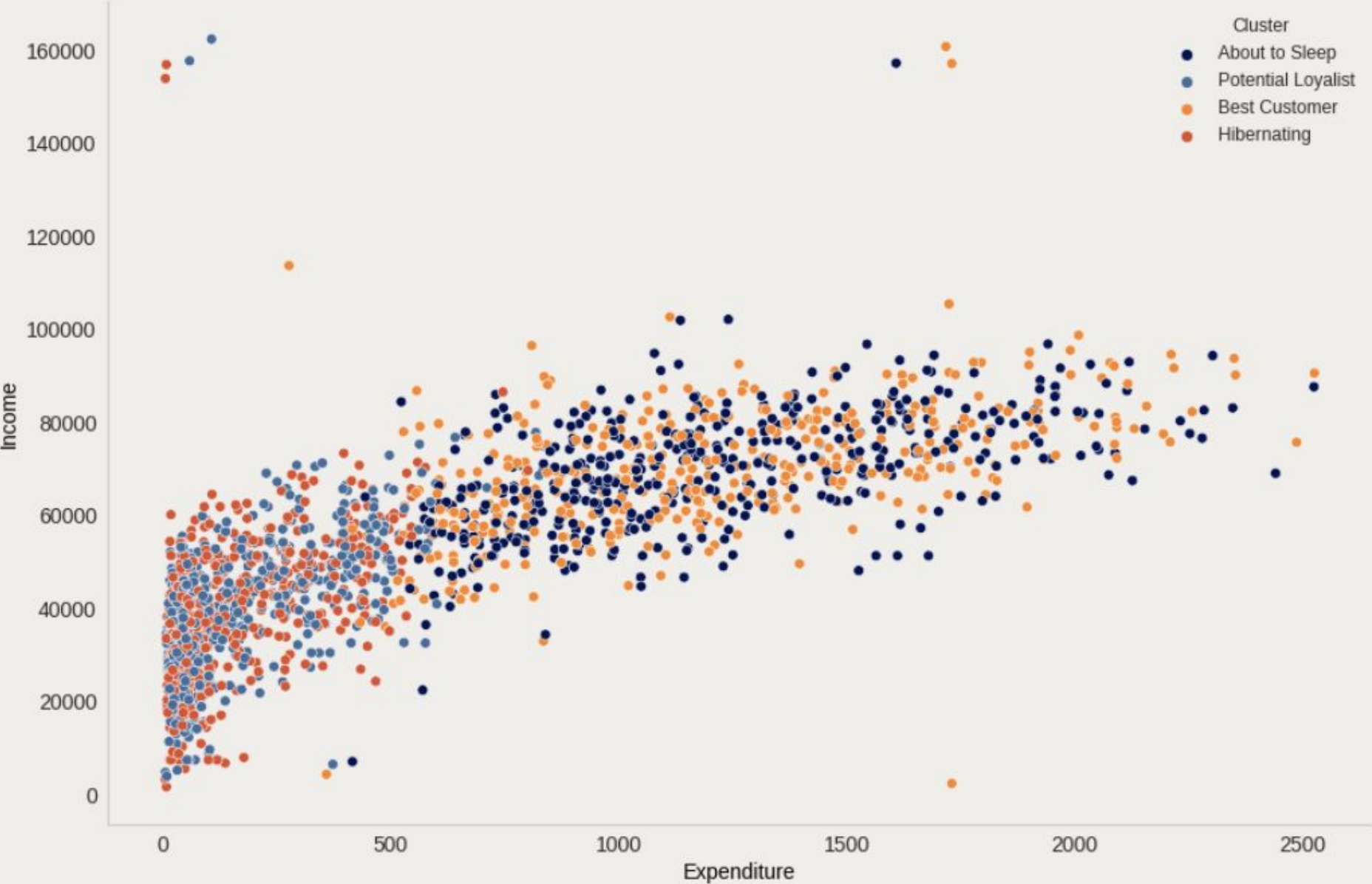




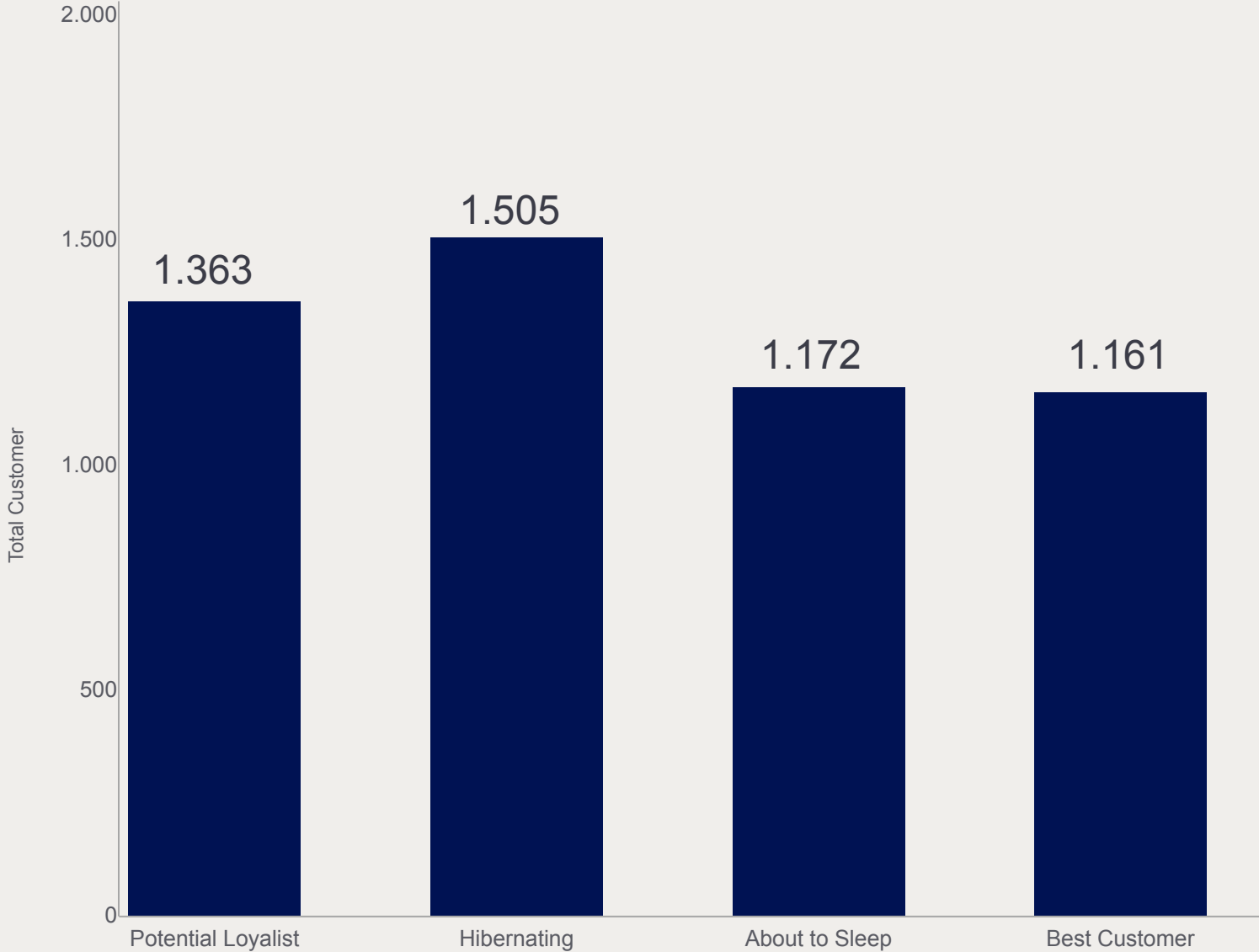


CUSTOMER'S PERFORMANCE

Income vs Expenditure

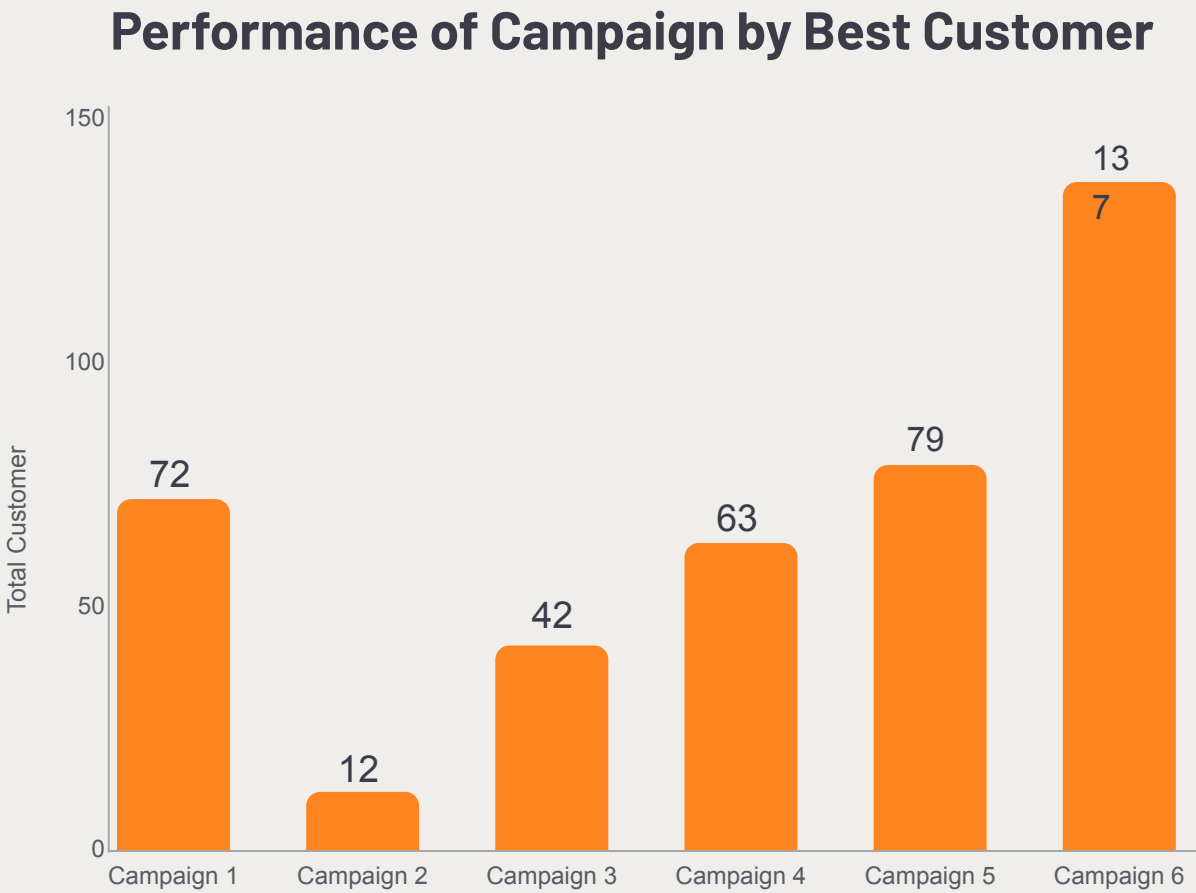
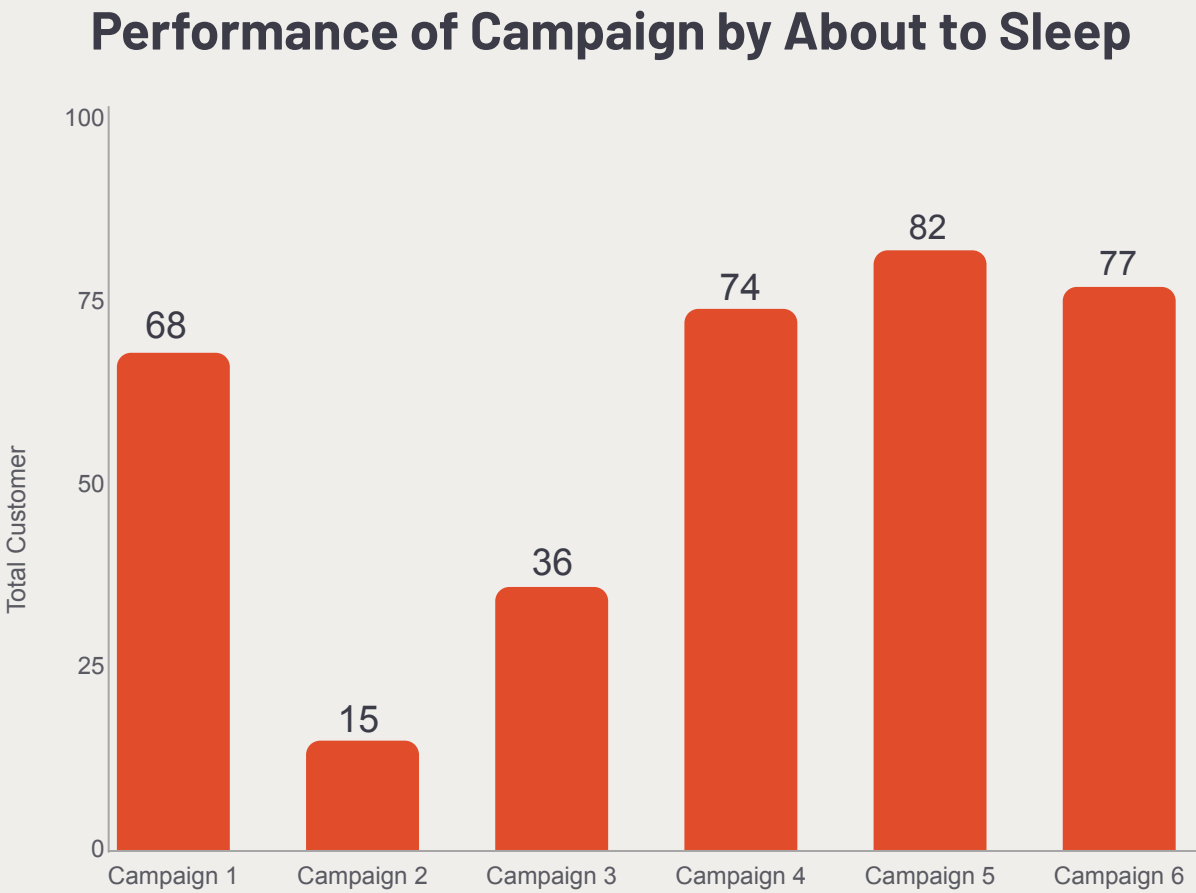
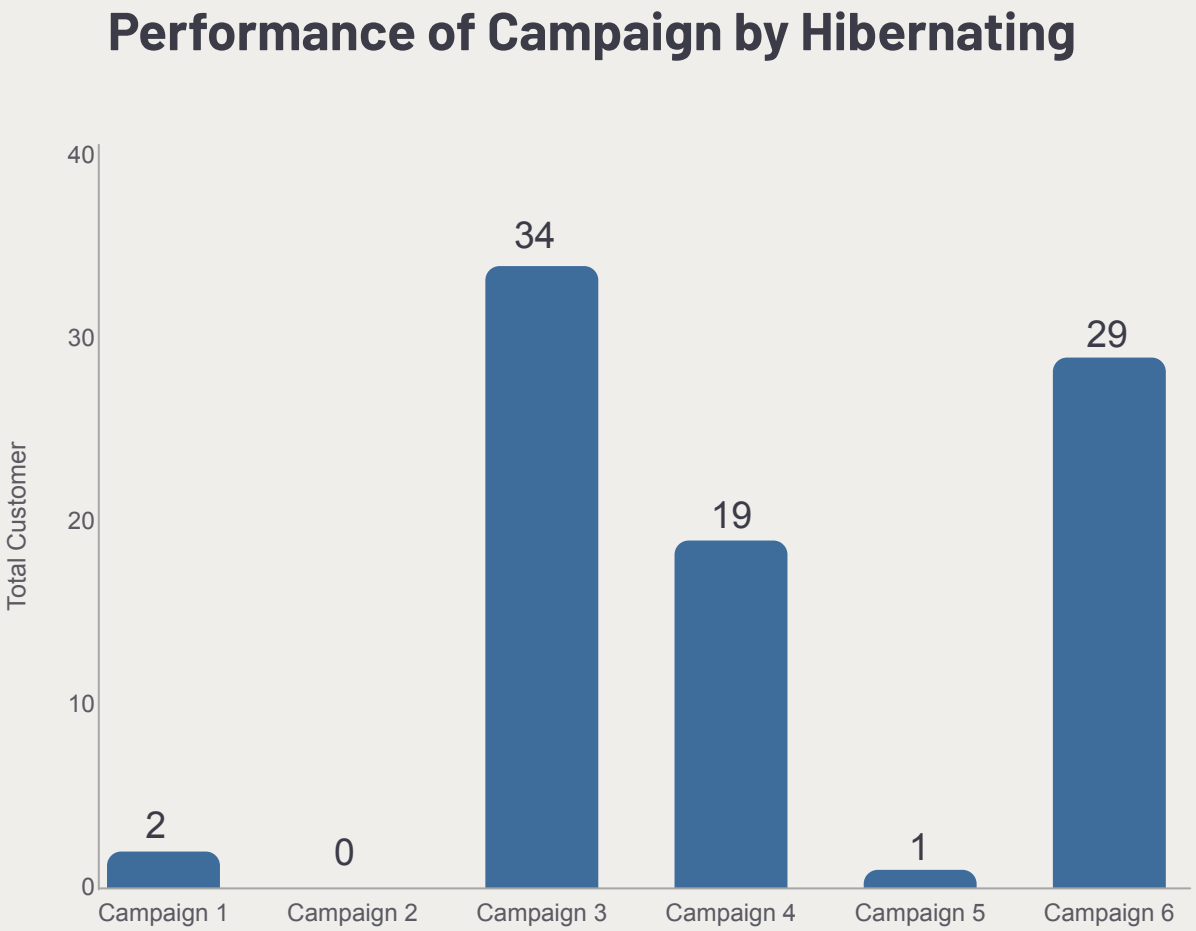
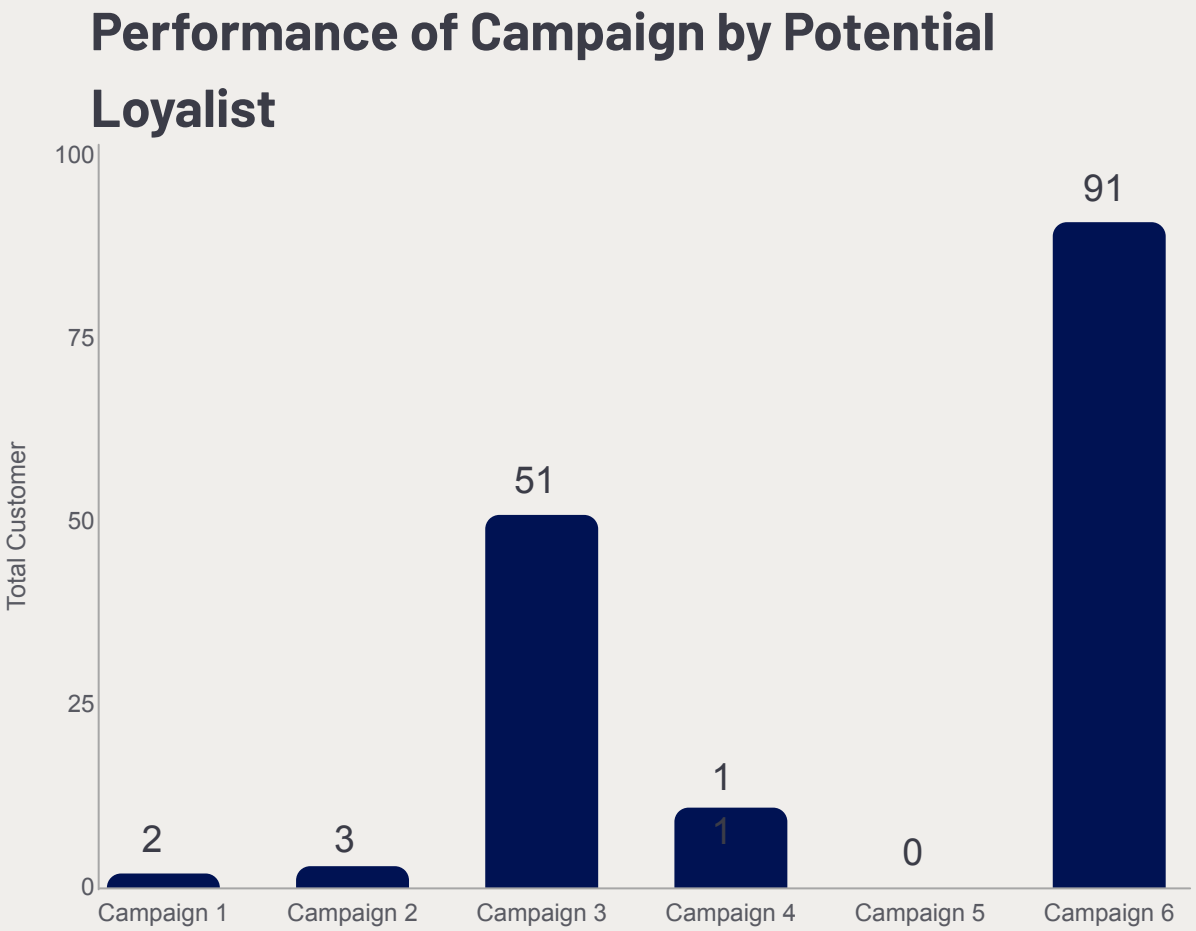


Total Purchased by Discount



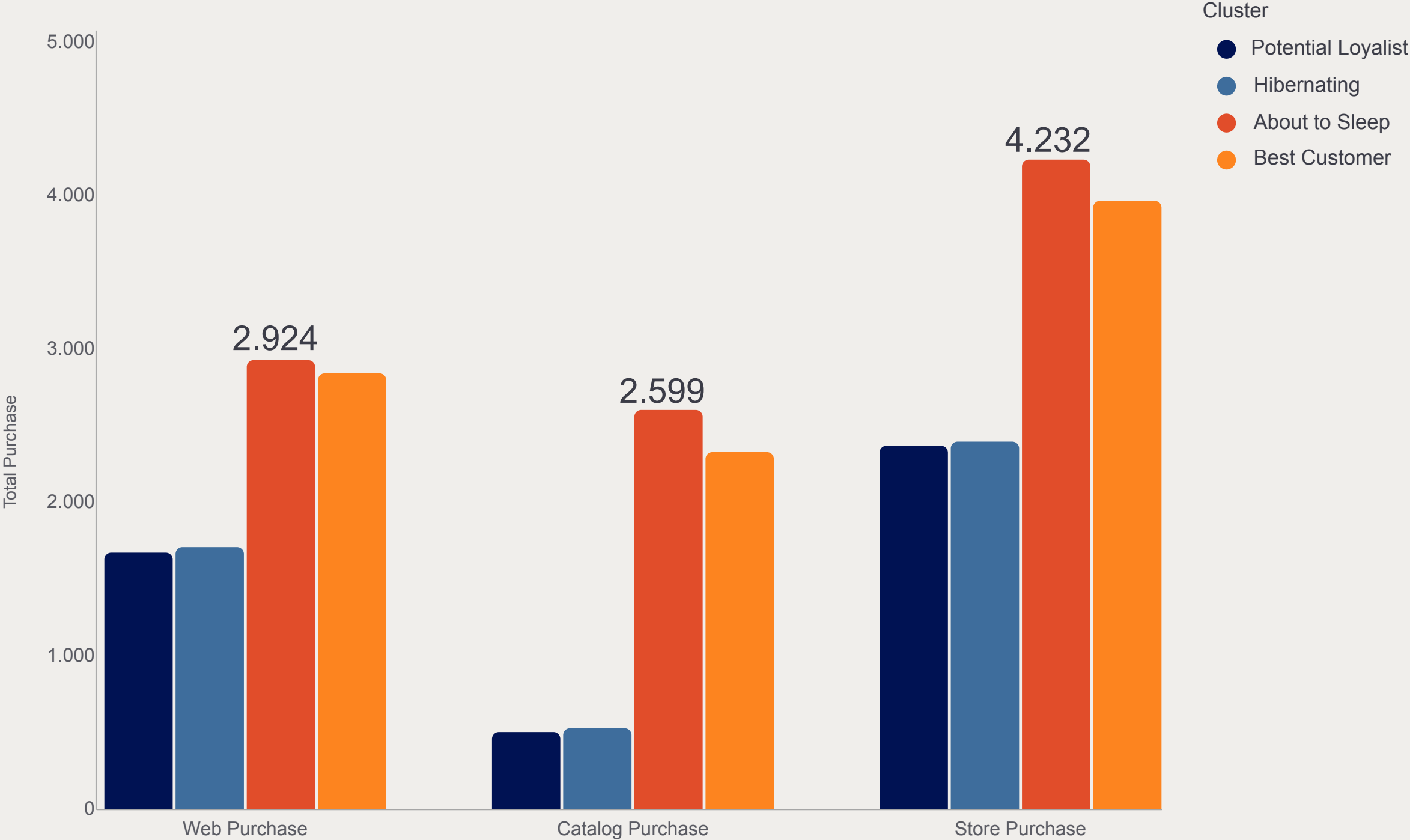


PERFORMANCE OF CAMPAIGN





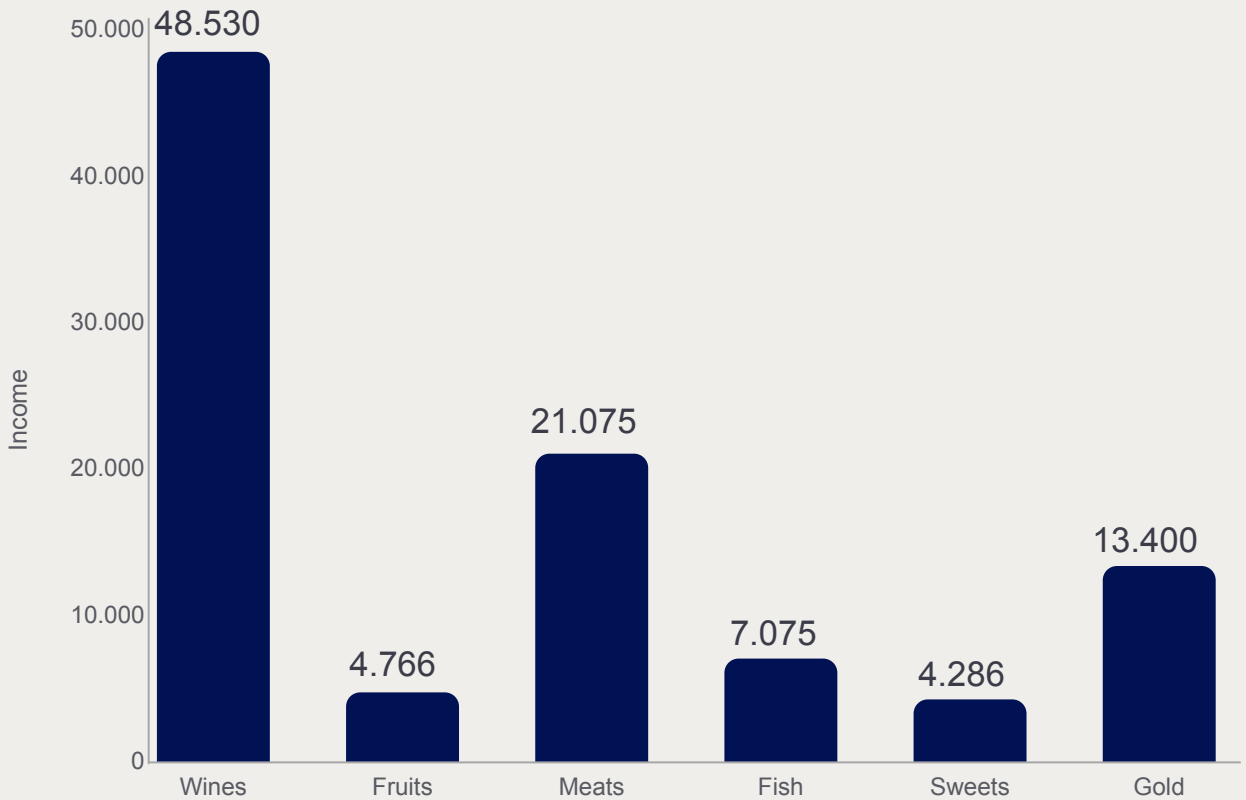
Number of Purchases Made From Platform



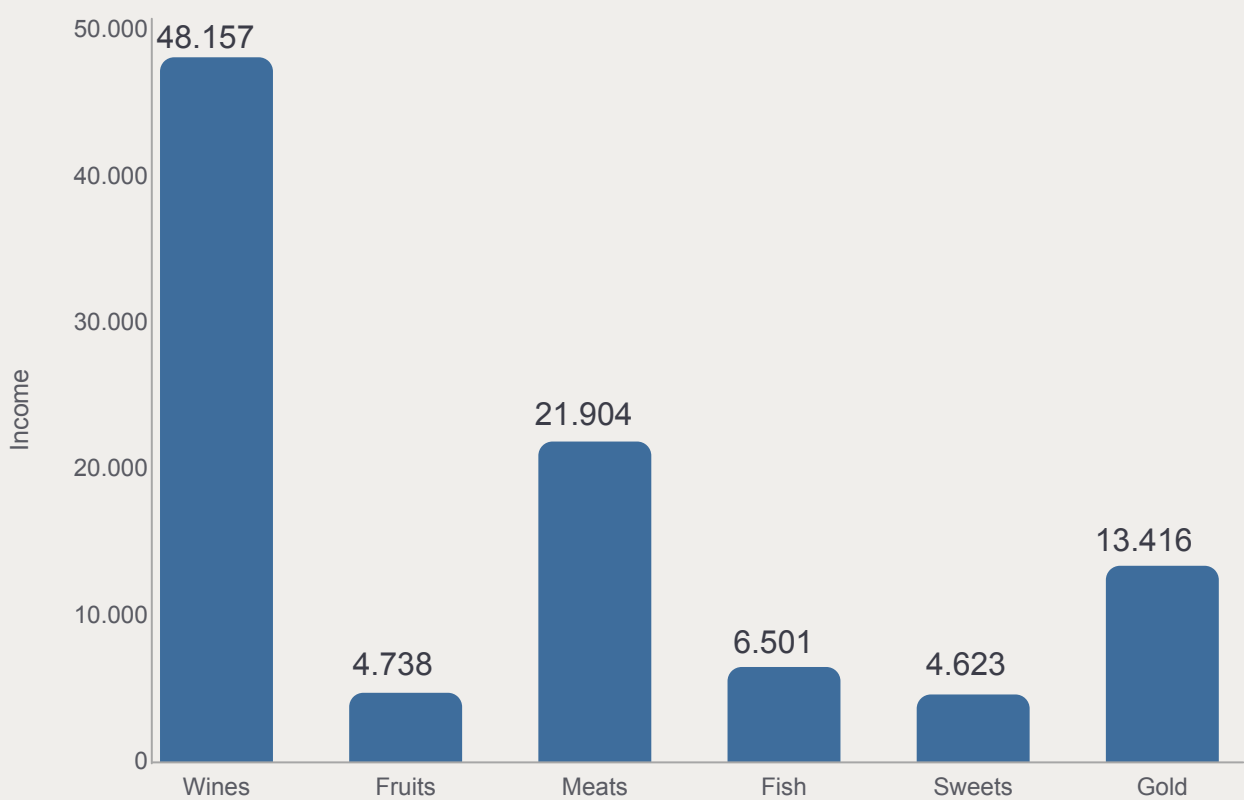


COMPANY'S INCOME BY
CATEGORY OF
PRODUCT

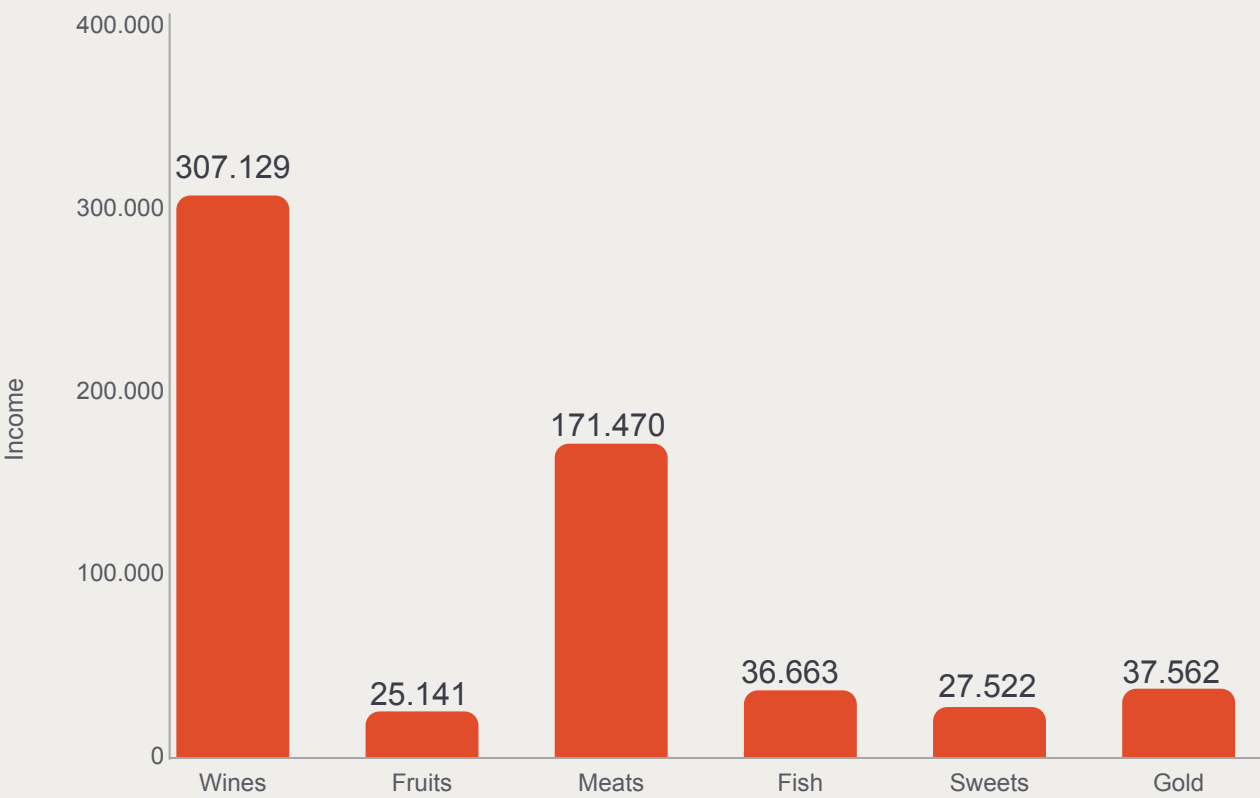
Total income From Potential Loyalist



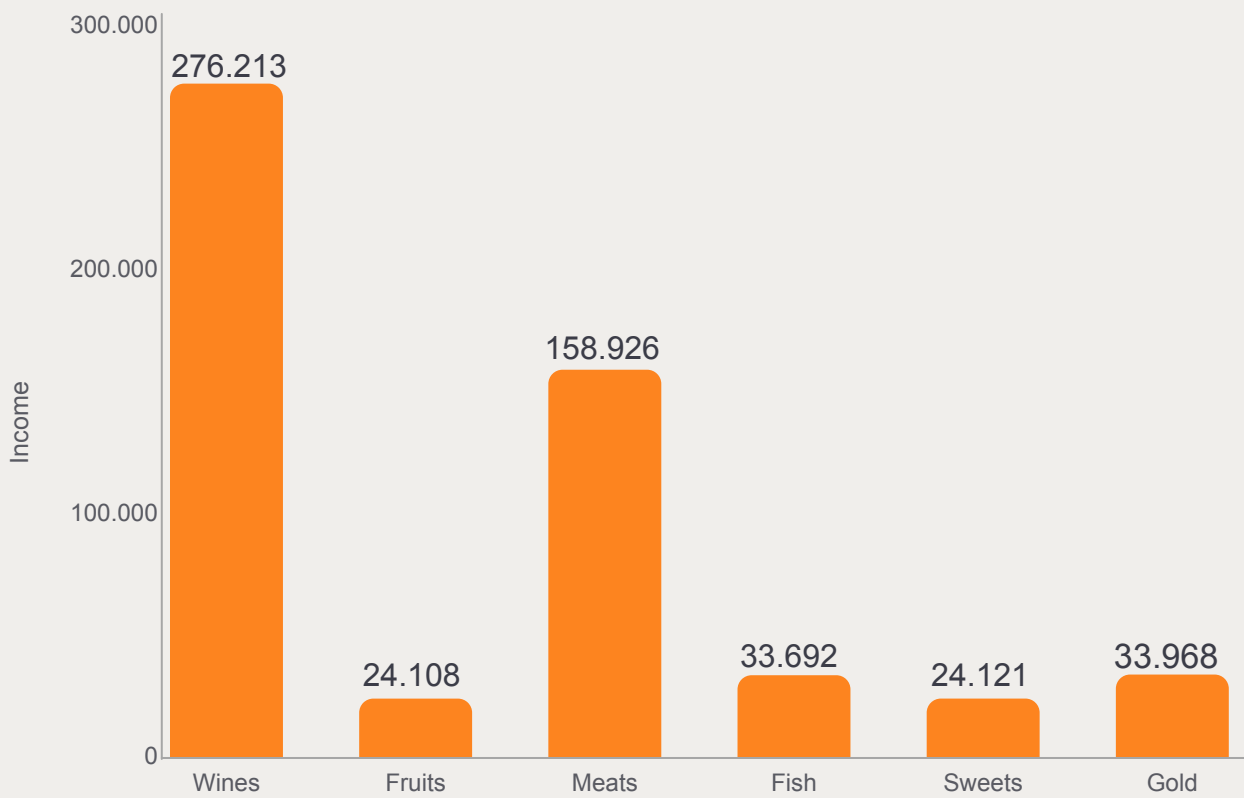
Total income From Hibernating



Total income From About to Sleep



Total income From Best Customer





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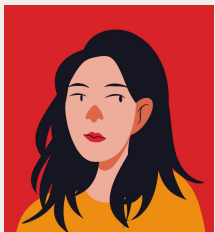
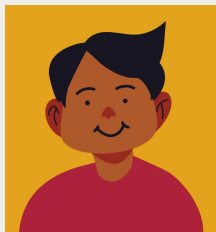
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What we can do?



Name

Potential Loyalist

Hibernating

About to Sleep

Best Customer

Recency

0-20

42-46 years old

Graduate

1 child

Relationship

0 - 70.000

61-80

42-46 years old

Graduate

1 child

Relationship

0 - 70.000

61-80

42-46 years old

Graduate

0 child

Relationship

40.000-100.000

0-20

42-46 years old

Graduate

0 child

Relationship

40.000-100.000

Age

Education

Children

Marital Status

Income Range





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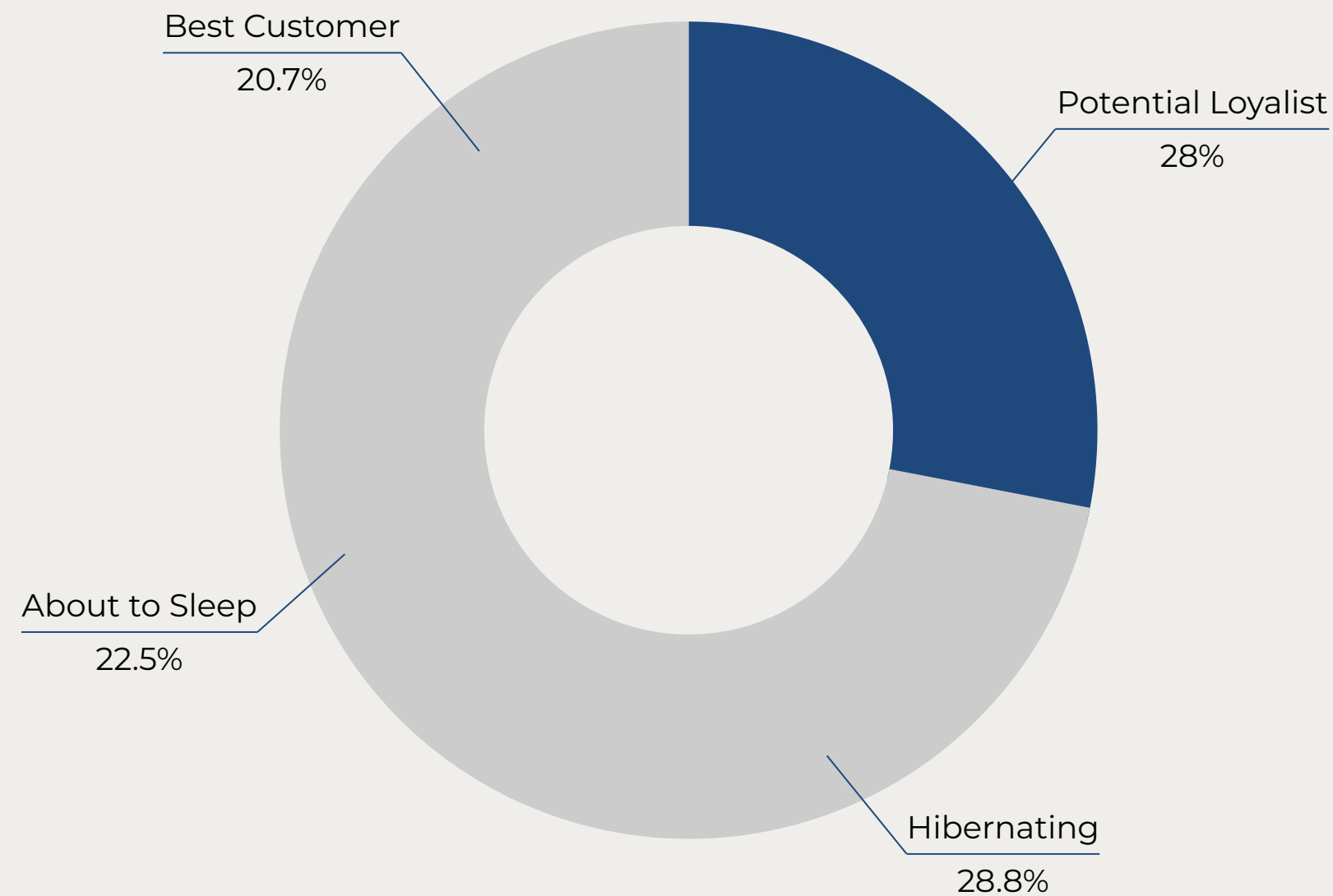
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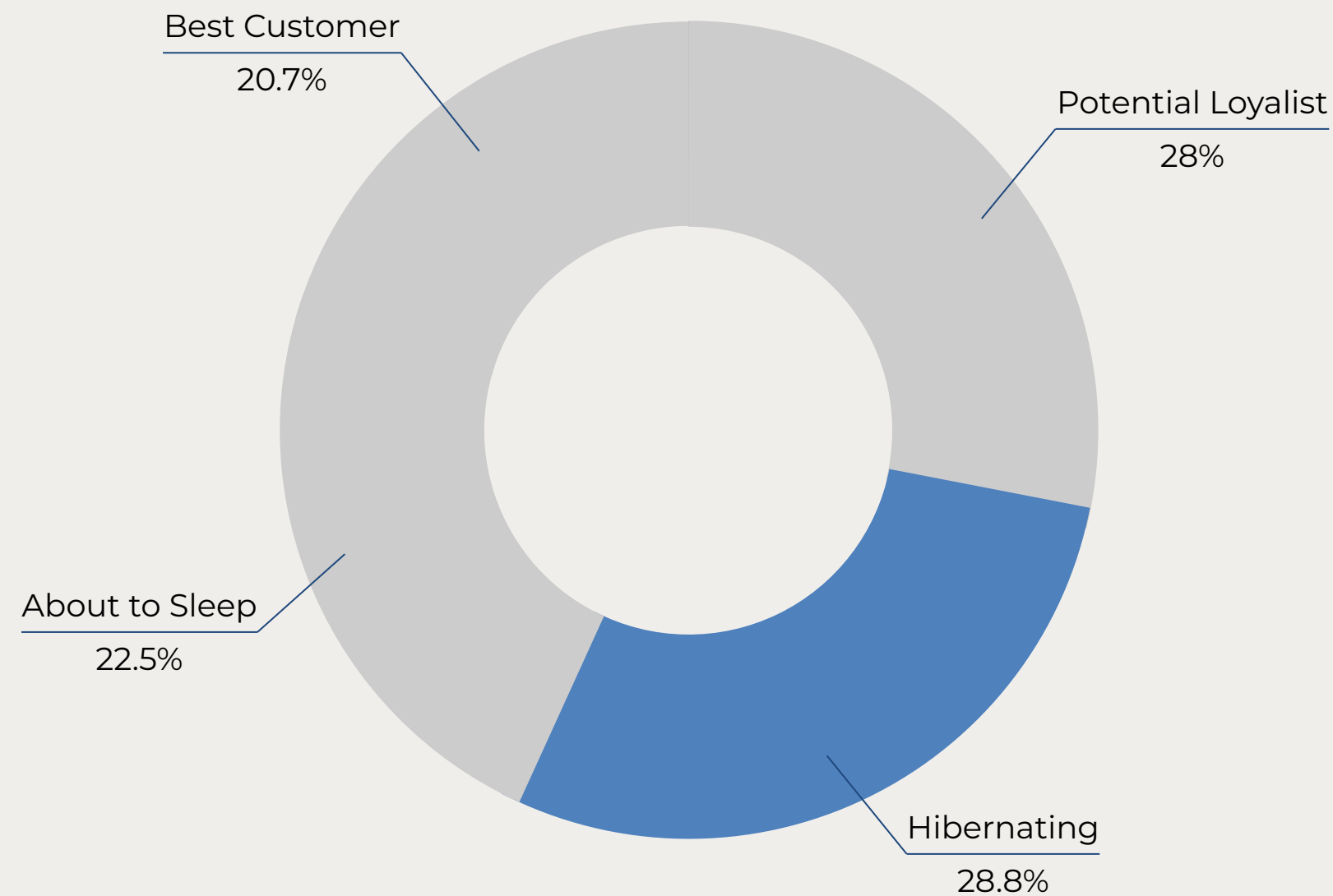
What we can do?



This customer have **low recency, low frequency, and low monetary**. This kind of customer more likely a new customer. For this customer, we can **increase the frequency and total transaction** that they already made by:

- Make some offering to increase their purchase by voucher or discount if their transaction reach nominal which been specified
- Increase the frequency to make an offer of campaign 6 because most of the customer accepted the offer of campaign 6
- Give more attractive offers for category wines, meats, and gold



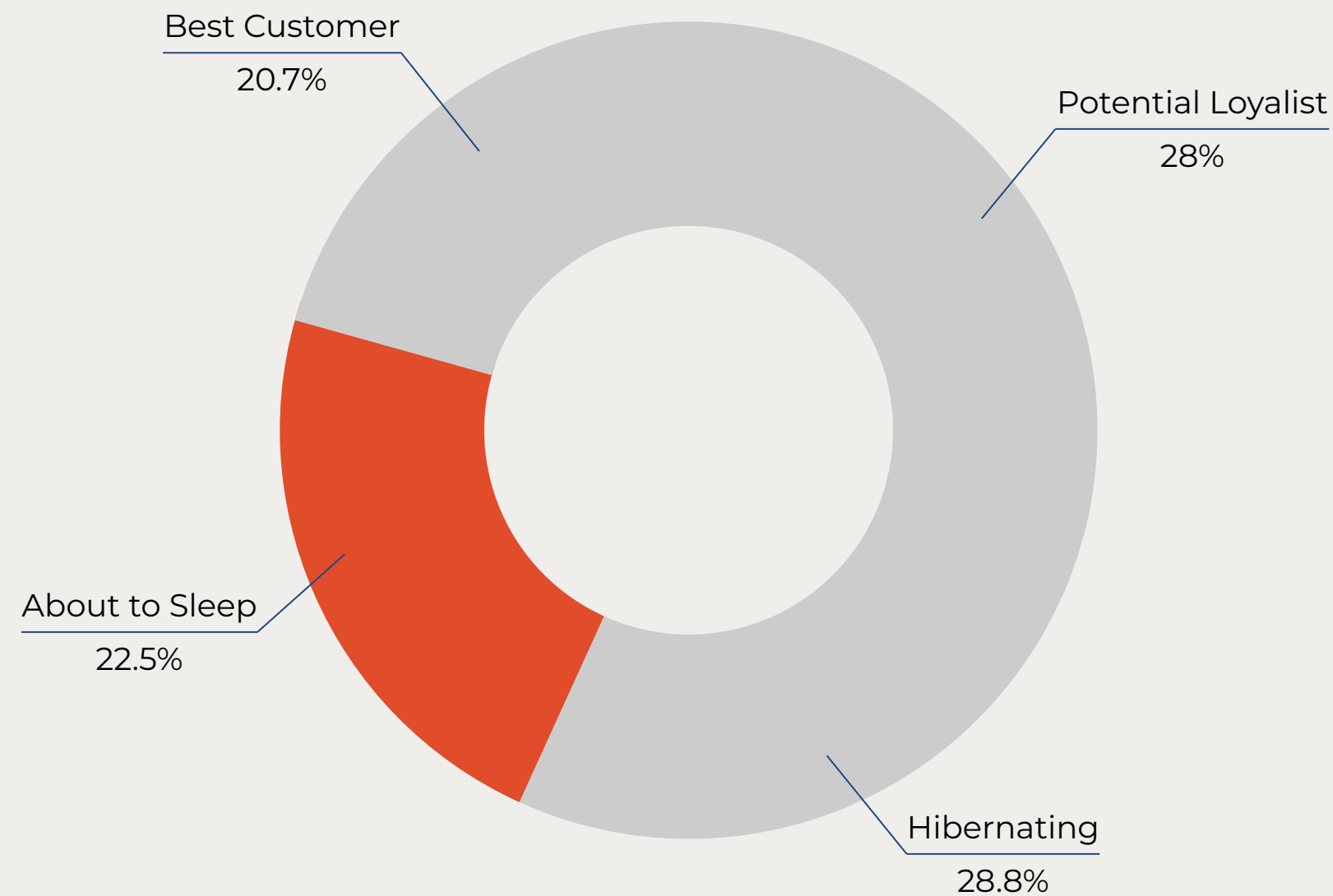


This type of customer is the customer that dominates in the company so we have to take action to solve the problem that might be happened. The first step that we can do is **to make the**

customer doing transaction by:

- Giving them an offer from email, message, and another platform about product recommendation which most of the customer looking for
- Increase the frequency to make an offer of campaign 3 and 6 because most of the customer accepted that campaign
- Make shopping sticker system and give them a gift, voucher or discount if they are success to collect full shopping stickers (1 sticker, 1 purchase)
- Give more attractive offers for category of cheap product
- Focusing to implement this recommendation at the store



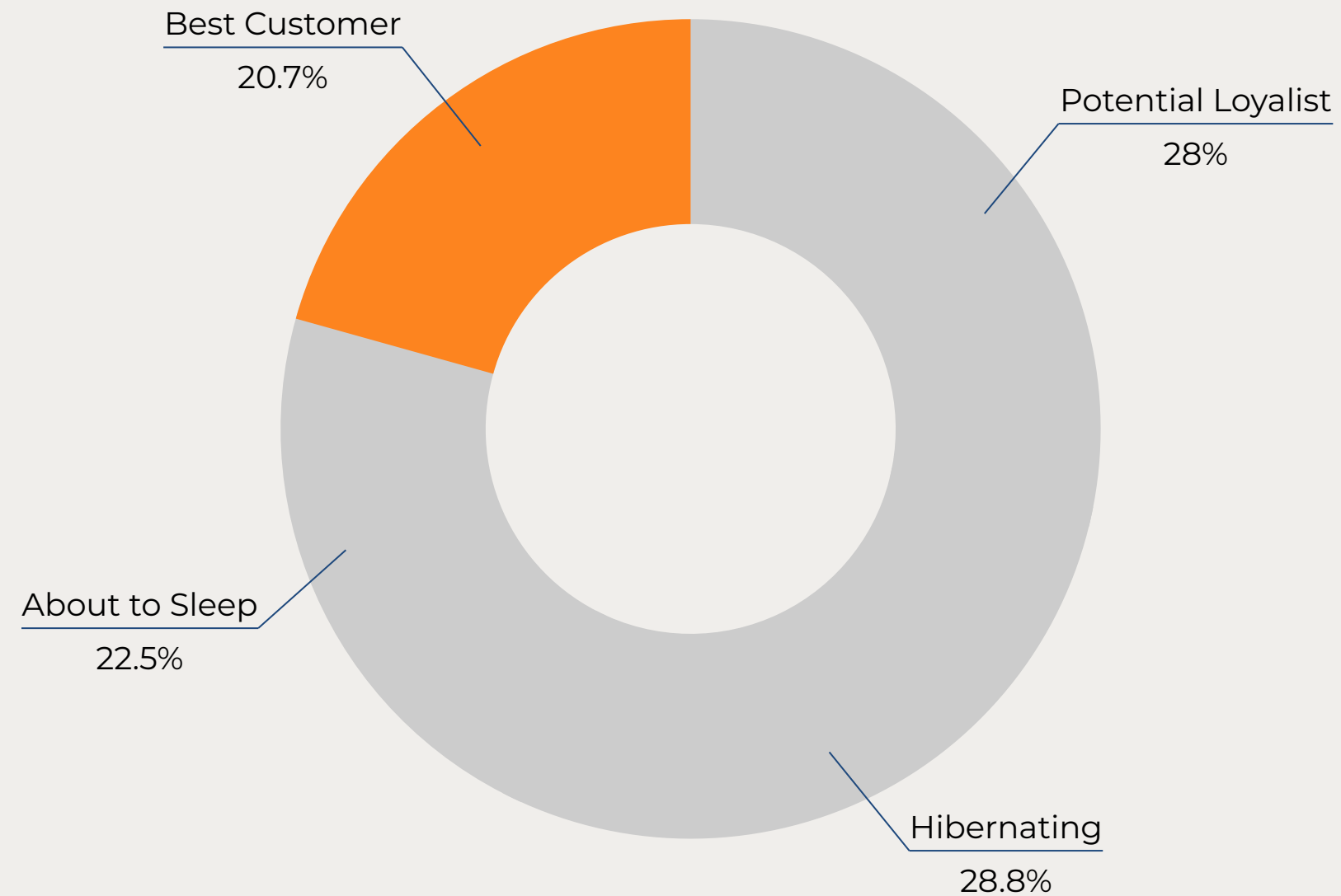


This customer has a fairly good performance because it only needs to increase the frequency of transactions.

The first step that we can do is **to make the customer doing transaction** by:

- Giving them an offer from email, message, and another platform about product recommendation which most of the customer looking for
- Increase the frequency to make an offer of campaign 5 because most of the customer accepted that campaign
- Ask a feedback from customer about something which can be improved, and repaired from the company
- Give more attractive offers for category wines and meats





This customer is the most valuable type of customer because they have good performance in any aspect. For this customer we can:

- Giving them a gift or reward for their achievement. These can make that customer to keep loyal to our company





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Thank You

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Feel free to contact and discuss at:



[in/adristi-shafiya](https://www.linkedin.com/in/adristi-shafiya)



adristi.shafiya@gmail.com



github.com/adristi99



083831693081

