



Hagebau Data Analysis Project

-Task 3-

Team Members Team

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Agenda

Task 1,2

1. Overview of tasks for Hagebau Project

- 1) Overview of whole tasks for the project
- 2) Brief review of remarks from previous tasks

Task 3

2. Remarkable Insights from Final Task

- 1) Trend of typical Hagebau customer's behavior (with KPIs)
- 2) Impact of advertisement
- 3) Associated feature of items in customer's basket
(Via association analysis with A priori algorithm)

Task 1-3

- **Summary**
- **Conclusion**



1. Overview of tasks for Hagebau Project

- Overview of whole tasks for the project
- Brief review of remarks from previous tasks

1) Overview of tasks for Hagebau project

Task 1.

(Related biz. Questions)

Did Loyalty Costumers spend more money than regular customers?

How can we improve sales on loyalty costumers?

Did advertisement have a real impact in sales?

- Do we have “Star” Products or Group of products? Which are the products most sold?
- Which season of the year, is best for invest in marketing?

Which products frequently returned?
And what features are related to the return?

Task 2.

(Data analysis)

- Calculate KPIs
- Univariate analysis for KPIs as below..

- Turnover by customer loyalty(Loyalty vs. Non-Loyalty.)
 - By Products
 - By quarter(3,6,9,12)
 - By receipt

- Turnover depends on advertisement
 - Advertised vs. non-advertised items
 - By Product

- Annual turnover
 - by products
 - By Receipt
- Quarterly turnover
 - by products(3,6,9,12)
 - By Receipt

- Counts of frequently returned items

Task 3.

(Final answer)

- Key Trend analysis (in detail)

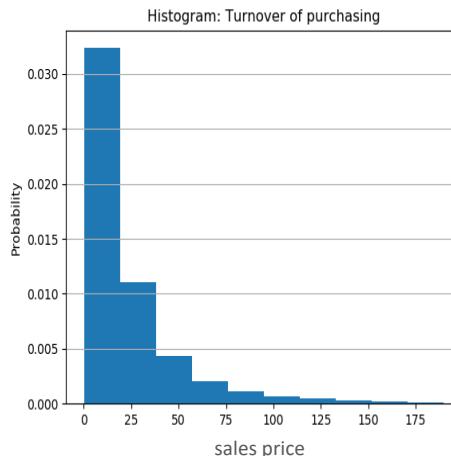
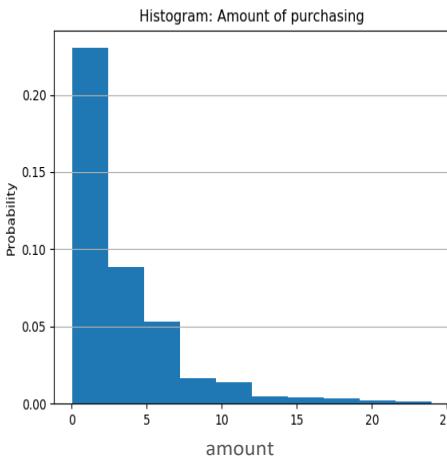
- Identify Core KPIs
- Identify key customer's behavior
- Identify impact of advertisement

- Build a simple model

- Association analysis : by A priori Algorithm

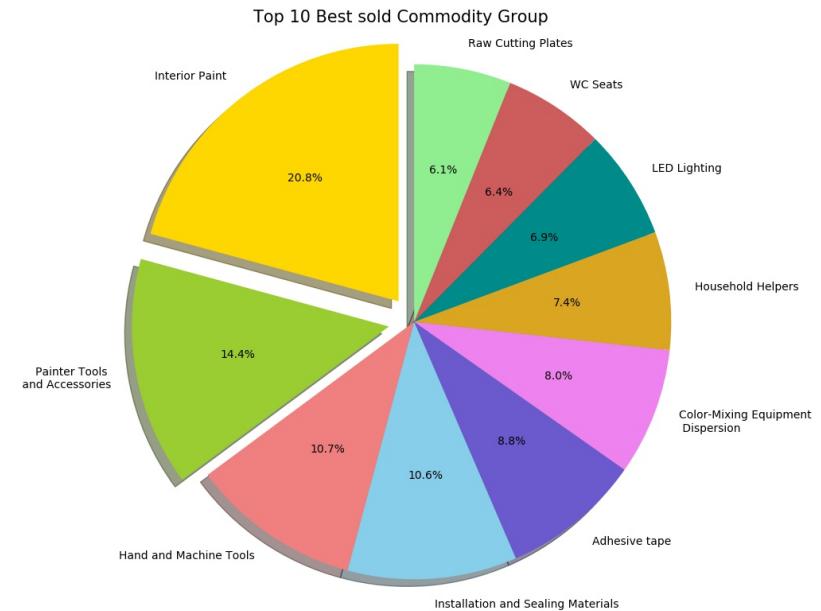
2) Brief Review of previous task : Sales Trend of Hagebau in 2017

Avg. purchasing price & amount



- Customer spent in avg. **23.27 € / purchase**
- Customer bought in avg. **3.5 qty items/ purchase**

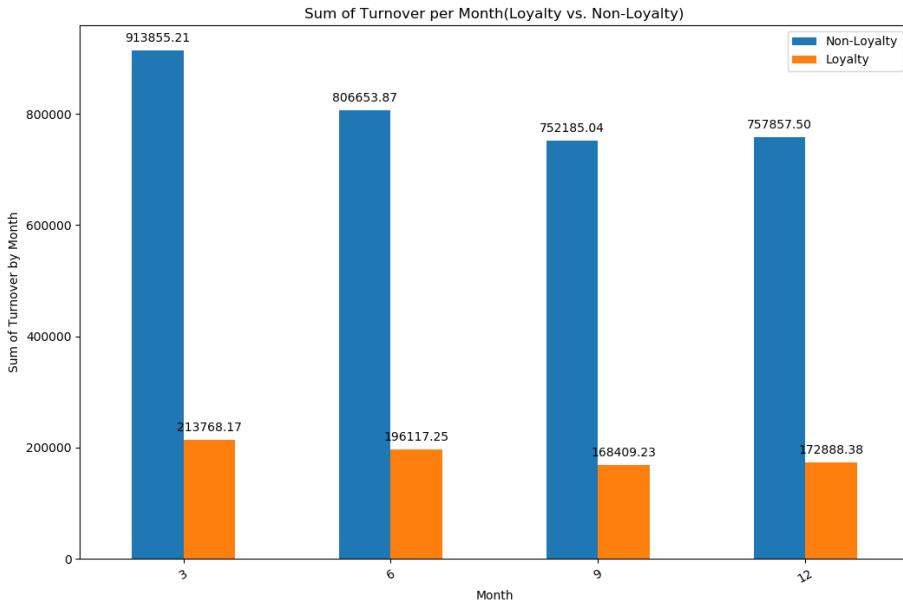
Top 10 products in sales



- **Painting, Tools, Sealing & Adhesives** related products were sold most.

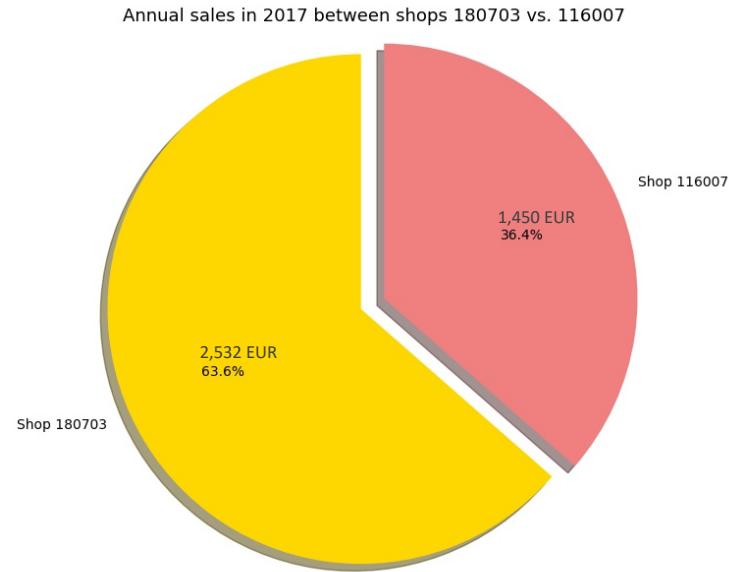
2) Brief Review of previous task : Sales Trend of Hagebau in 2017

Purchasing power of Loyalty vs. Non-Loyalty customer



- Depends on Membership : **Non-Loyalty** > Loyalty
(by **5.6 times more**)
- Total monthly sales : **Mar.** > Jun. > Sep. > Dec.

Annual turnover of 2 shops



- Turnover of shop **180703** is **higher** than shop 116007 by **1.7 times more**

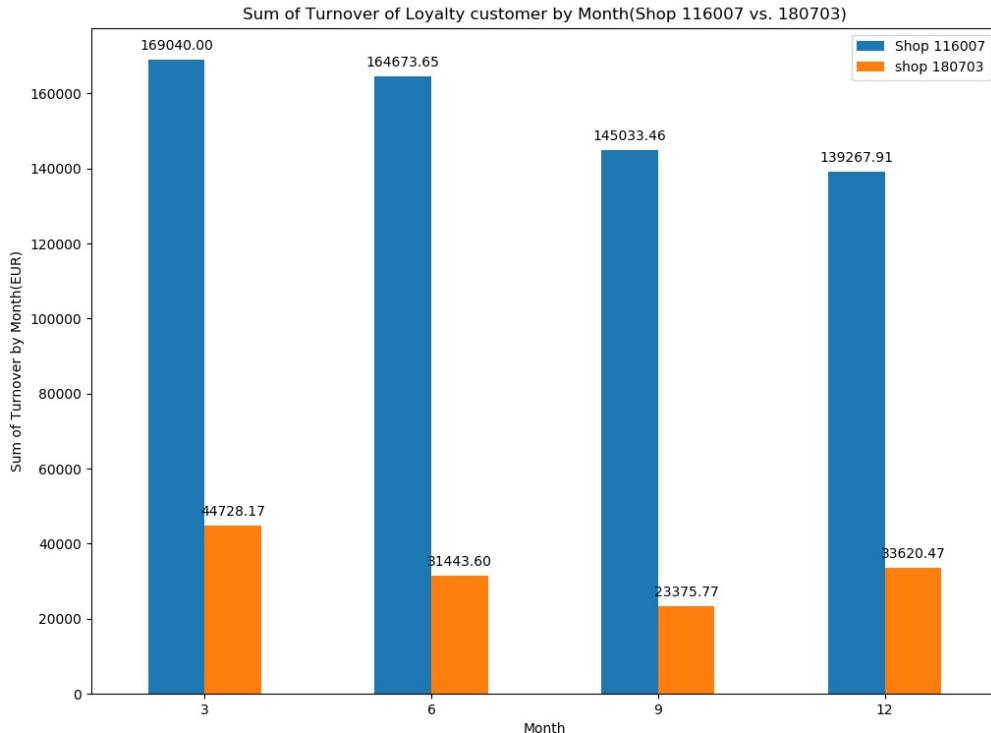


2. Remarkable Insights from Final Task

- Trend of typical Hagebau customer's behavior
- Impact of advertisement
- Associated feature of items in customer's basket

Remarkable Insight 1. Contribution of Loyalty customer

Difference of sales contribution from **Loyalty** customer between shop 180703 vs. 116007



- **Total sale** : Shop **180703** > 116007
- **Contribution of Loyalty** customer : Shop 180703 << 116007

Thus, contribution to the sale of loyalty customer in shop **116007** is higher!

	Shop - 116007	Shop - 180703
Annual sum of total sales for Loyalty customer only (€)	618,015	133,168

4.6X Higher!

Remarkable Insight 2. Loyalty customer's preferred item

- Brief introduction to approach :

Search for **Highest Sales Rate(%)** of Loyalty customer / Product Group



Search for each of Product Group which shows **Lowest Sales Rate(%)** in Non-Loyalty



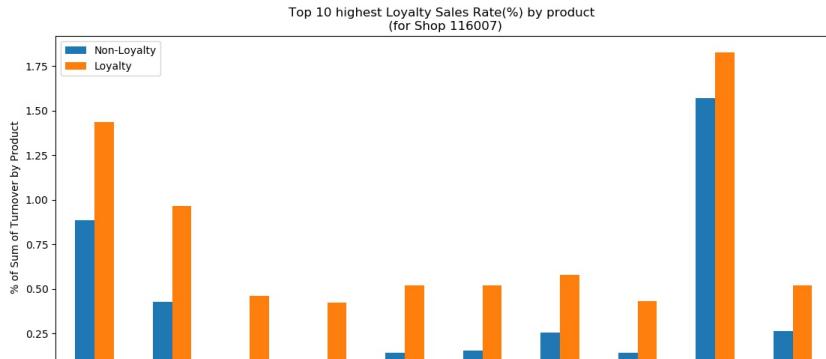
If some of Product Group shows **Highest Sales Rate(%) of Loyalty** as well as **Lowest Sales Rate(%) in Non-Loyalty** at the same time, this Product Group will be selected.

- e.g.

Product Group Name	Sales Rate(%) _Loyalty	Sales Rate(%) _Non-Loyalty	Select
Vinyl-Boden	97%	2%	<input type="radio"/>
Pfosten und Palisaden	87%	82%	<input checked="" type="checkbox"/>
Erde gesackt	3%	5%	<input checked="" type="checkbox"/>

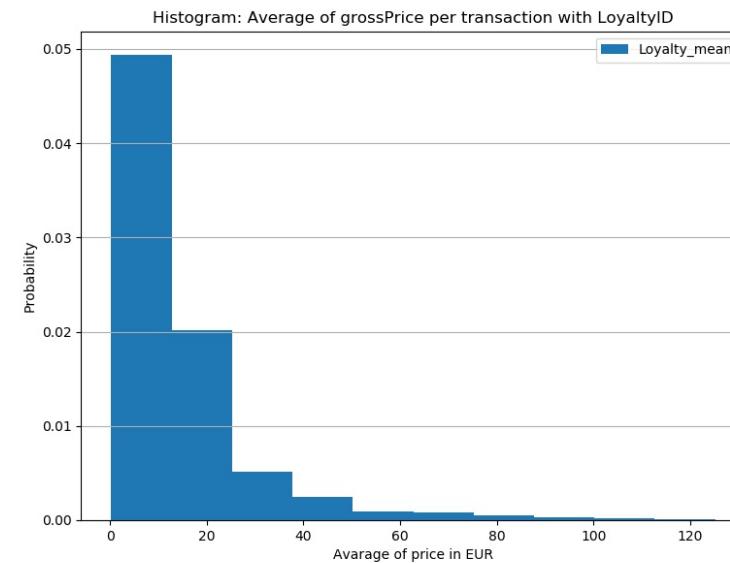
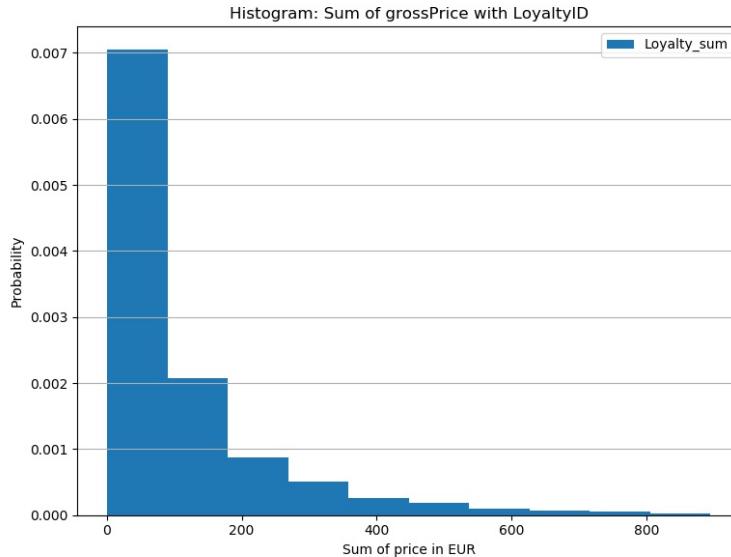
Remarkable Insight 2. Loyal customer's preferred item

The most preferred products by Loyalty customer compare to Non-Loyalty's choice



Remarkable Insight 3. Individual Loyalty customer's purchase

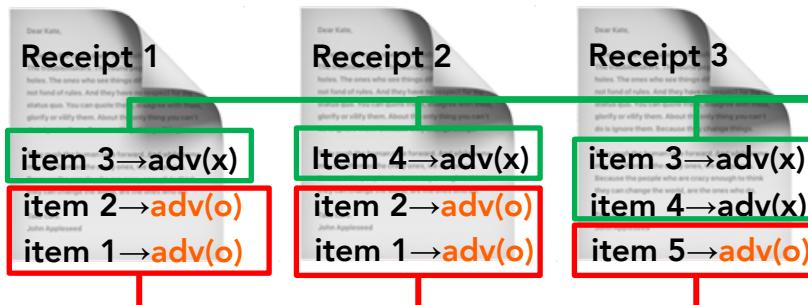
Purchasing pattern of individual Loyalty customer in 2017



- **Most of Individual Loyalty customer**
 - ✓ spent annually **123.98 € / person**
- **Most of Individual Loyalty customer**
 - ✓ spent in average **16.58 € / person / each purchase**

Remarkable Insight 4. Impact of advertisement in sales

- Brief introduction to approach :
 - Fundamental assumption :
 - Sales driven from advertisement means,
sales dates is within **14 days after advertisement issued**
- e.g.



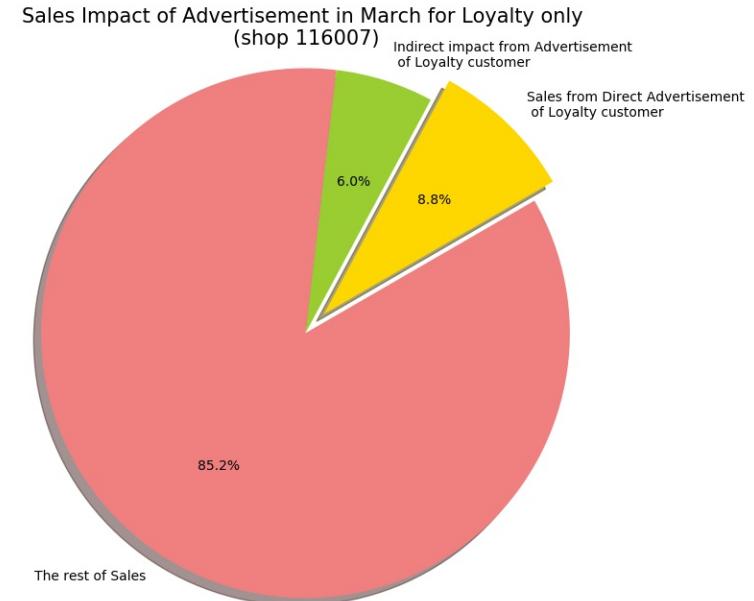
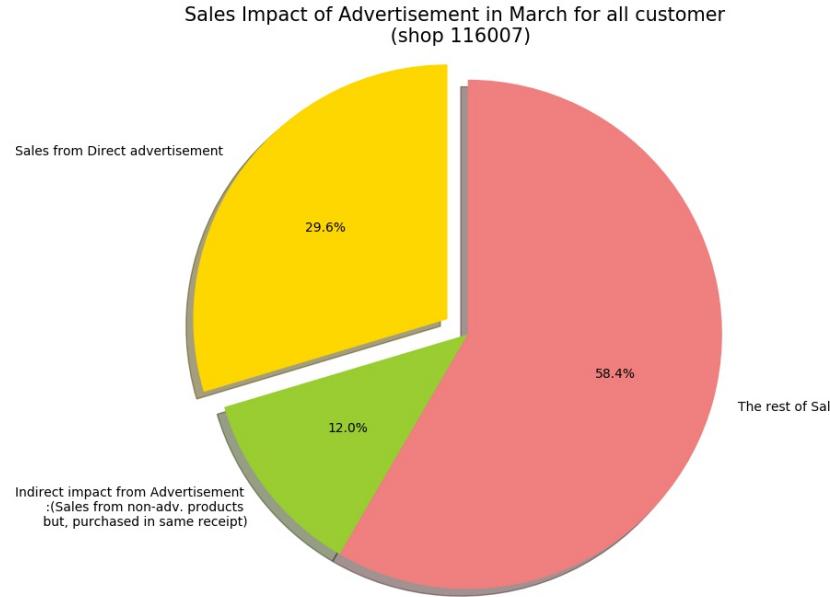
Impact of direct advertisement in Sale

Impact of indirect advertisement

- Not advertised but purchased together with advertised items in same receipt (within single purchase)

Remarkable Insight 4. Impact of advertisement in sales

Impact of advertisement on sales in shop 116007 for all vs. Loyalty customer



- **Impact of Advertisement for all customers**
 - ✓ Direct Impact: **29.6% (119,900 EUR)**
 - ✓ Indirect Impact: **12.0% (48,500 EUR)**
- **Impact of advertisement for Loyalty only**
 - ✓ Direct Impact: **8.8% (54,435 EUR)**
 - ✓ Indirect Impact: **6.0% (37,056 EUR)**

Remarkable Insight 5. Associated feature of items in Shopping basket

- Approach : Via association analysis with A priori algorithm(a.k.a, market basket analysis)
- Purpose : Produce the rule that define which pair of items happens frequently together at the same time. "What goes with what? "
- Indicator to evaluate usefulness(reliability) of rule :

For the rule $A \rightarrow B$,

$\rightarrow support(A) = P(A) : \text{How frequently "A" happen?}$

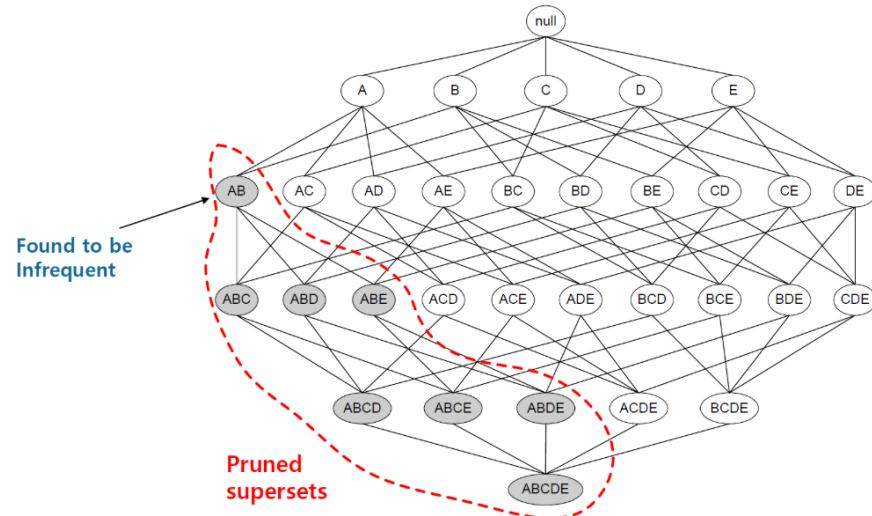
$\rightarrow confidence(A \rightarrow B) = \frac{P(A, B)}{P(A)} : \text{How strongly "A} \rightarrow B\text{" related?}$

$\rightarrow lift(A \rightarrow B) = \frac{P(A, B)}{P(A) \cdot P(B)} : \text{How the rule "A} \rightarrow B\text{" valuable?}$



Remarkable Insight 5. Associated feature of items in Shopping basket

- Brief introduction to A priori algorithm (a.k.a, market basket analysis)



	noodle	egg	coke	rice	tuna
noodle		40%	40%	20%	20%
egg			30%	0%	20%
coke				0%	10%
rice					0%
tuna					

- Produce rules only with considering “frequent item sets”
- Consider as a candidate of rule ONLY when “support” shows higher value than the minimum support
- When one’s support is not satisfy with minimum support, their all of superset doesn’t have to consider.

Remarkable Insight 5. Associated feature of items in Shopping basket

- Result : Frequently purchased pair of items in same receipt
- Min. requirements : support(>0.003), confidence(>0.5), lift(>10)

Rule #	antecedents	consequents	support	confidence	lift
30	'Pfand DPG'	'Getränke sonstige'	0.010764695	0.619503946	56.16964152
31	'Getränke sonstige'	'Pfand DPG'	0.010764695	0.976021314	56.16964152
32	'Muttern SB'	'Gewindestrauben SB'	0.00520114	0.522123894	23.3692217
58	'Mineralwasser'	'Pfand DPG'	0.005504785	0.950930626	54.7256823
67	'Abdeckfolien, -Vlies,-Papier', 'Innenfarbe weifl'	'Malerband'	0.004593851	0.552414605	17.41206061
67	'Innenfarbe weifl', 'Malerband'	'Abdeckfolien, -Vlies,-Papier'	0.004593851	0.595177665	17.47583358
	'Abdeckfolien, -Vlies,-Papier', 'Innenfarbe weifl'	'Malerwerkzeug+Zubeh. Wand/Fassadenfarbe'	0.00543622	0.653710247	16.05466449
78	'Malerwerkzeug+Zubeh. Wand/Fassadenfarbe', 'Abdeckfolien, -Vlies,-Papier'	'Malerband'	0.007003418	0.570630487	17.98622362
79	'Malerwerkzeug+Zubeh. Wand/Fassadenfarbe', 'Malerband'	'Abdeckfolien, -Vlies,-Papier'	0.007003418	0.566561014	16.63558057
80	'Abdeckfolien, -Vlies,-Papier', 'Malerband'	'Malerwerkzeug+Zubeh. Wand/Fassadenfarbe'	0.007003418	0.556420233	13.66529009
80	'Innenfarbe weifl', 'Malerband'	'Malerwerkzeug+Zubeh. Wand/Fassadenfarbe'	0.005132575	0.664974619	16.33130955
90	'Malerwerkzeug+Zubeh. Wand/Fassadenfarbe', 'Abdeckfolien, -Vlies,-Papier', 'Innenfarbe weifl'	'Malerband'	0.003398862	0.625225225	19.70704505
91	'Malerwerkzeug+Zubeh. Wand/Fassadenfarbe', 'Innenfarbe weifl', 'Malerband'	'Abdeckfolien, -Vlies,-Papier'	0.003398862	0.66221374	19.44417239
92	'Abdeckfolien, -Vlies,-Papier', 'Innenfarbe weifl', 'Malerband'	'Malerwerkzeug+Zubeh. Wand/Fassadenfarbe'	0.003398862	0.739872068	18.17073829





3. Summary and Conclusion

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Result of analysis	Possible application
Revenue of the 1st quarter, March is highest	Higher Investment for promotion at the beginning of the year
Impact of Loyalty membership in sales is low ✓ Sales power of Non-Loyalty > Loyalty (5.6X) ✓ Sales contribution of Loyalty is not clear ✓ Advertisement's impact of Loyalty is lower than normal customer	<ul style="list-style-type: none">✓ Increase the volume of Loyalty membership✓ Increase the impact of Loyalty customer's purchase(via advertisement)
Identify frequently purchased pair of items	<p>Useful for..</p> <ul style="list-style-type: none">✓ Display of goods✓ Advertisement<ul style="list-style-type: none">✓ Selection of goods✓ Arrangement of goods in same space✓ Recommendation system

Thank you !



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