Scale Model Cars Dataset Schema:
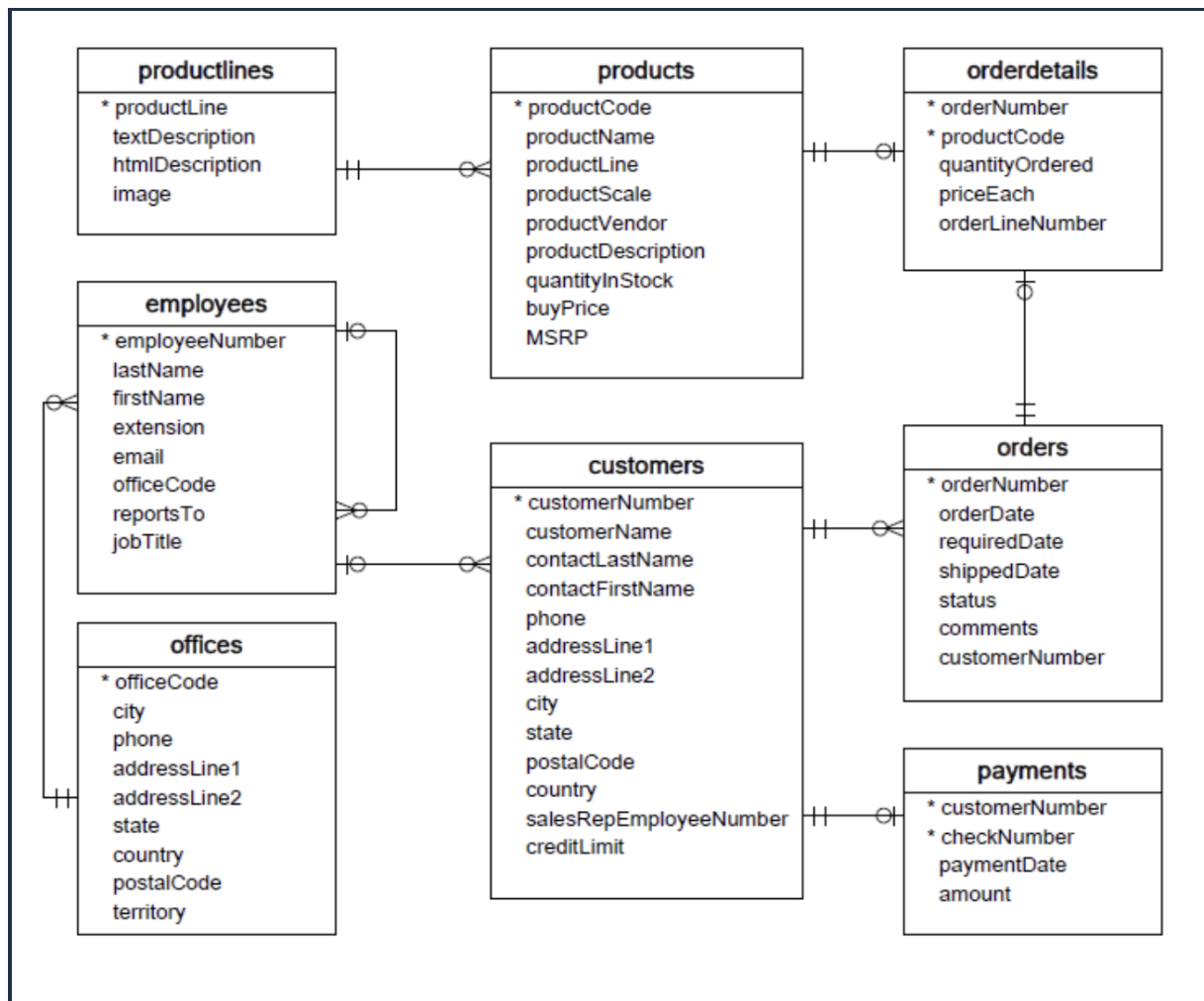
First, explore the schema, the output:

table_name	number_of_attributes	number_of_rows
1 Customers	13	122
2 Products	9	110
3 ProductLines	4	7
4 Orders	7	326
5 OrderDetails	5	2996
6 Payments	4	273
7 Employees	8	23
8 Offices	9	7

- **Question 1: Which products should we order more of or less of?**

Priority products for restocking are those with high product performance that are on the brink of being out of stock.

Low Stock:

productCode	low_stock
1 S24_2000	67.67
2 S12_1099	13.72
3 S32_4289	7.15
4 S32_1374	5.7
5 S72_3212	2.31
6 S700_3167	1.9
7 S50_4713	1.65
8 S18_2795	1.61
9 S18_2248	1.54
10 S700_1938	1.22

Priority for Restocking:

	productName	productLine
1	1968 Ford Mustang	Classic Cars
2	1911 Ford Town Car	Vintage Cars
3	1928 Mercedes-Benz SSK	Vintage Cars
4	1960 BSA Gold Star DBD34	Motorcycles
5	1997 BMW F650 ST	Motorcycles
6	1928 Ford Phaeton Deluxe	Vintage Cars
7	2002 Yamaha YZR M1	Motorcycles
8	The Mayflower	Ships
9	F/A 18 Hornet 1/72	Planes
10	Pont Yacht	Ships

Question 2: How should we tailor marketing and communication strategies to customer behaviors?

- VIP customers bring in the most profit for the store.
- Less-engaged customers bring in less profit.

Customer Segmentation output:

	customerNumber	profit	customer_segment
1	141	326519.66	VIP
2	124	236769.39	VIP
3	151	72370.09	VIP
4	114	70311.07	VIP
5	119	60875.3	VIP
6	148	60477.38	VIP
7	187	60095.86	VIP
8	323	60013.99	VIP
9	131	58669.1	VIP
10	450	55931.37	VIP
11	321	55674.28	Engaged
12	382	54724.68	Engaged
13	276	54551.66	Engaged
14	146	53211.19	Engaged
15	353	52698.66	Engaged
16	282	52331.45	Engaged
17	278	52309.63	Engaged
18	496	51771.5	Engaged
19	145	50973.68	Engaged
20	458	49192.39	Engaged
21	386	48516.67	Engaged
22	448	46777.54	Engaged
23	363	45090.39	Engaged
24	201	43523.64	Engaged
25	398	43487.88	Engaged
26	298	43393.75	Engaged

TOP 5 VIP CUSTOMERS

	contactLastName	contactFirstName	city	country	profit
1	Freyre	Diego	Madrid	Spain	326519.66
2	Nelson	Susan	San Rafael	USA	236769.39
3	Young	Jeff	NYC	USA	72370.09
4	Ferguson	Peter	Melbourne	Australia	70311.07
5	Labrune	Janine	Nantes	France	60875.3

TOP 5 LESS ENGAGED CUSTOMERS

	contactLastName	contactFirstName	city	country	profit
1	Young	Mary	Glendale	USA	2610.87
2	Taylor	Leslie	Brickhaven	USA	6586.02
3	Ricotti	Franco	Milan	Italy	9532.93
4	Schmitt	Carine	Nantes	France	10063.8
5	Smith	Thomas	London	UK	10868.04

- **Question 3: How much can we spend on acquiring new customers?**

	year_month	number_of_new_customers_props	new_customers_total_props
1	200301	100.0	100.0
2	200302	100.0	100.0
3	200303	100.0	100.0
4	200304	100.0	100.0
5	200305	83.0	100.0
6	200306	100.0	100.0
7	200307	75.0	68.3
8	200308	66.0	54.2
9	200309	80.0	95.9
10	200310	69.0	69.3
11	200311	52.0	53.9
12	200312	60.0	54.9
13	200401	33.0	41.1
14	200402	33.0	26.5
15	200403	54.0	55.0
16	200404	40.0	40.3
17	200405	12.0	17.3
18	200406	33.0	43.9
19	200407	10.0	6.5
20	200408	18.0	26.2
21	200409	33.0	56.4

Customer Lifetime Value

	Customer_Lifetime_Value
1	39039.59