



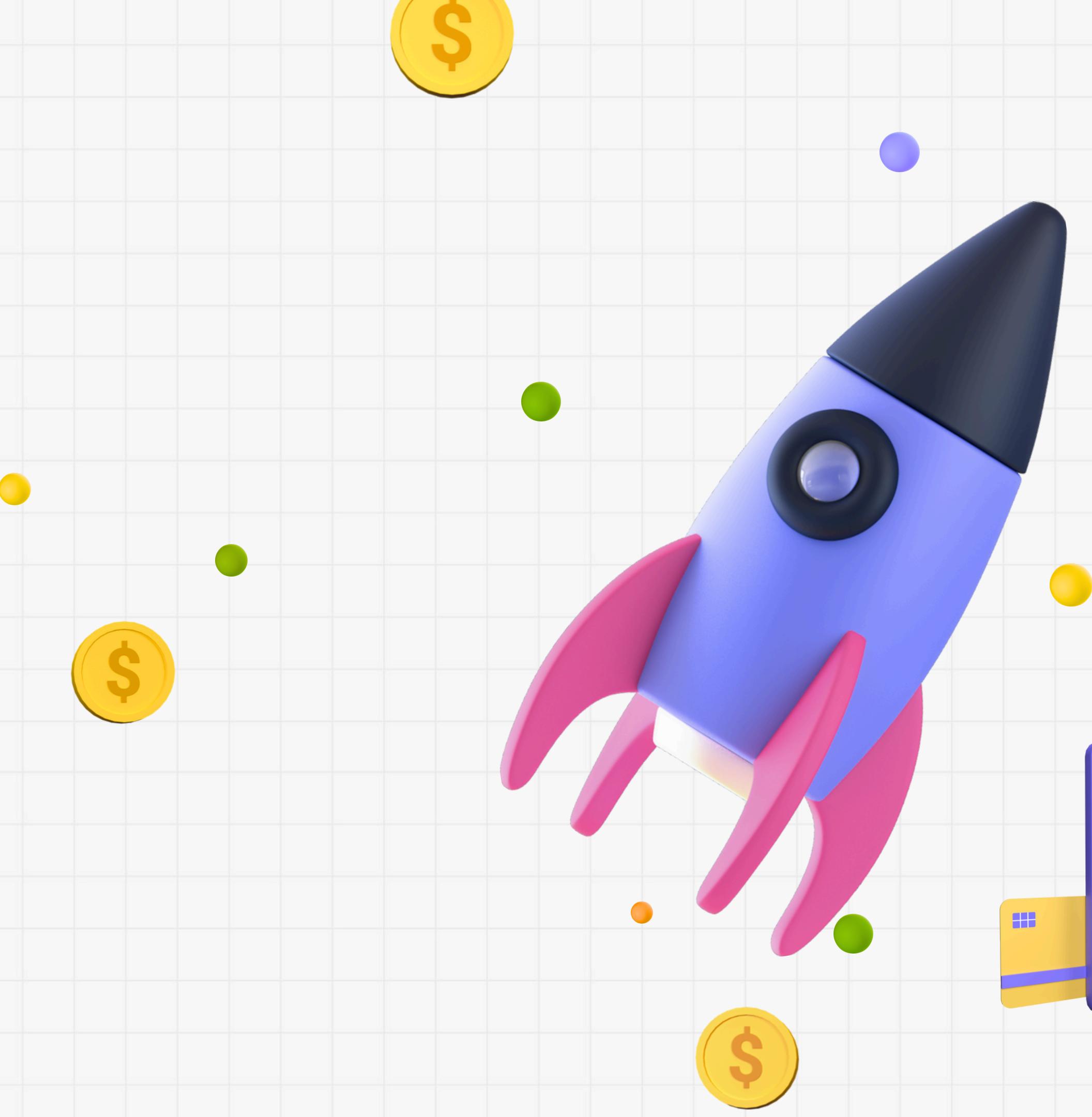
Customer Segmentation (To Create Targeted Advertising Campaigns)



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Agenda

- 1 Background
- 2 Goals and Objectives
- 3 Data Insight



Background



Sebuah perusahaan retail menjual produk regular dan gold berupa *wines, fruits, meat, fish* dan *sweet products*.

Perusahaan ini memiliki *3 sales channels* yaitu *catalogs, physical stores* dan *company website*.

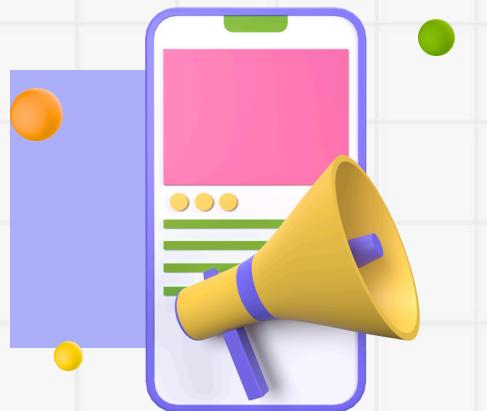
Perusahaan ini akan melakukan *marketing campaign* untuk produk baru yang akan dirilis bulan depan.



Goals & Objectives



Meningkatkan pendapatan (*revenue*) dan keuntungan (*profit*) dari penjualan (*sales*) produk serta mengurangi biaya (*cost*) marketing.



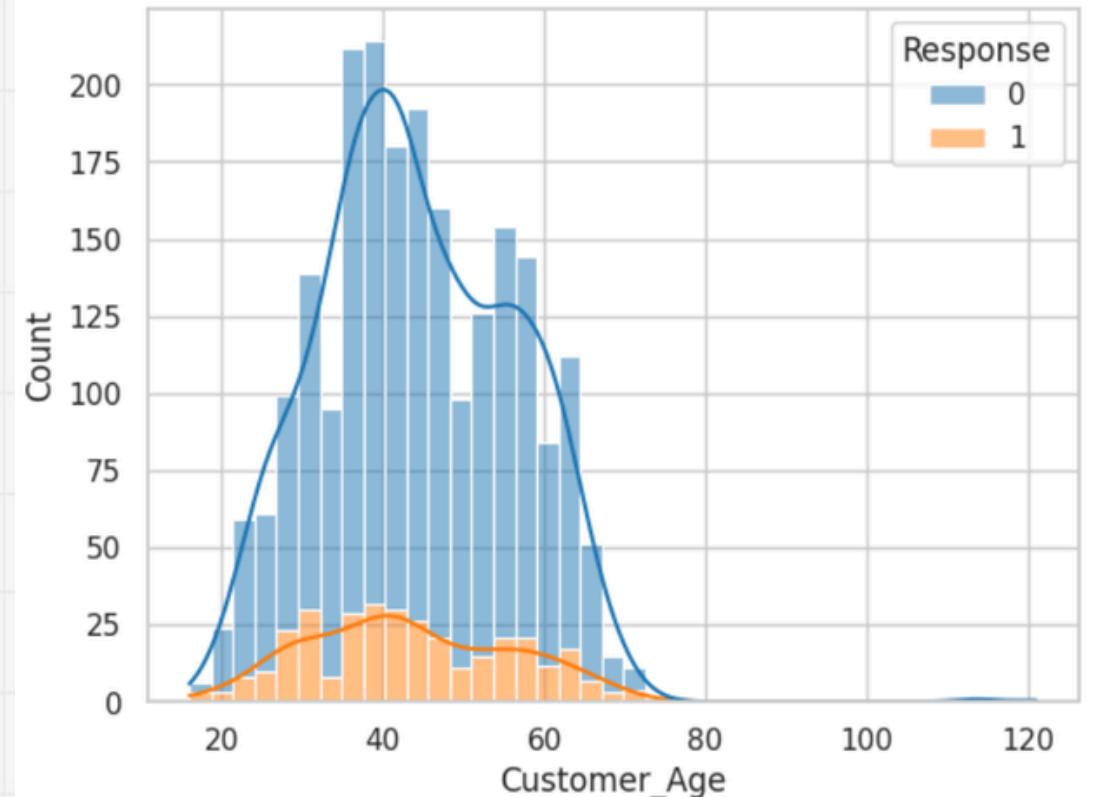
Optimalisasi *marketing campaign* untuk penjualan produk baru yang akan dirilis bulan depan.

Membuat *predictive model* dengan cara memahami karakteristik customer yang berpotensi untuk membeli produk baru tersebut. (*customer segmentation to create targeted advertising campaigns*)

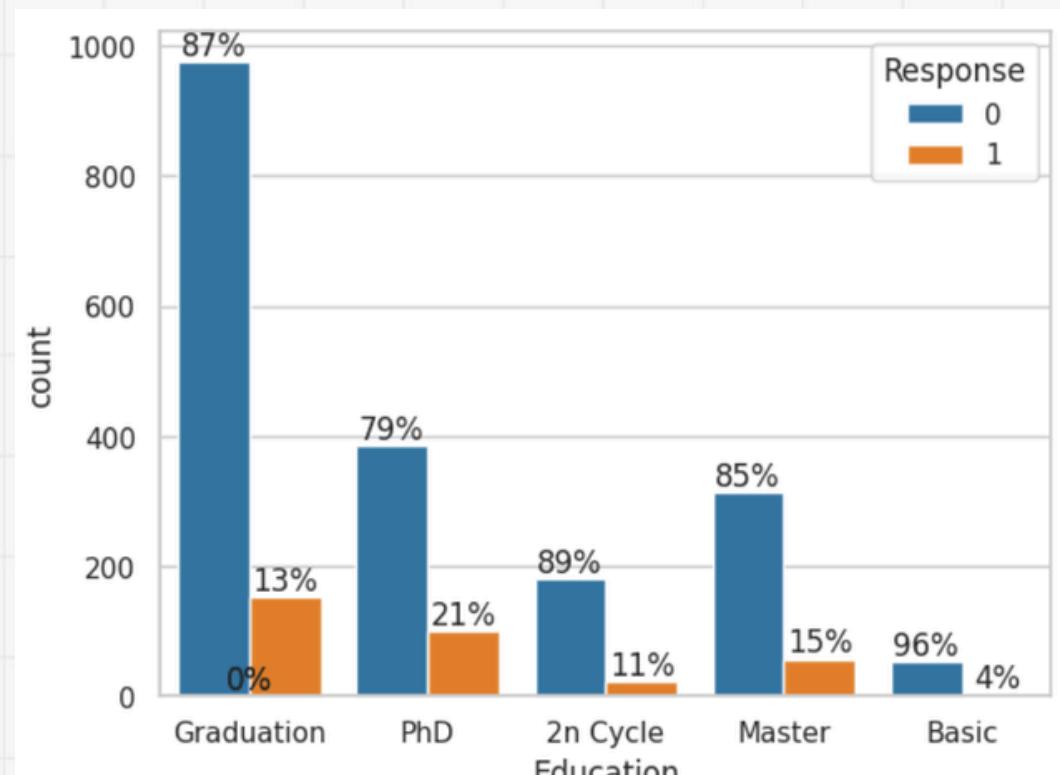
Predictive model dapat diaplikasikan ke dalam data customer lain. (di luar splitting dataset yang digunakan (train, validation, test)).



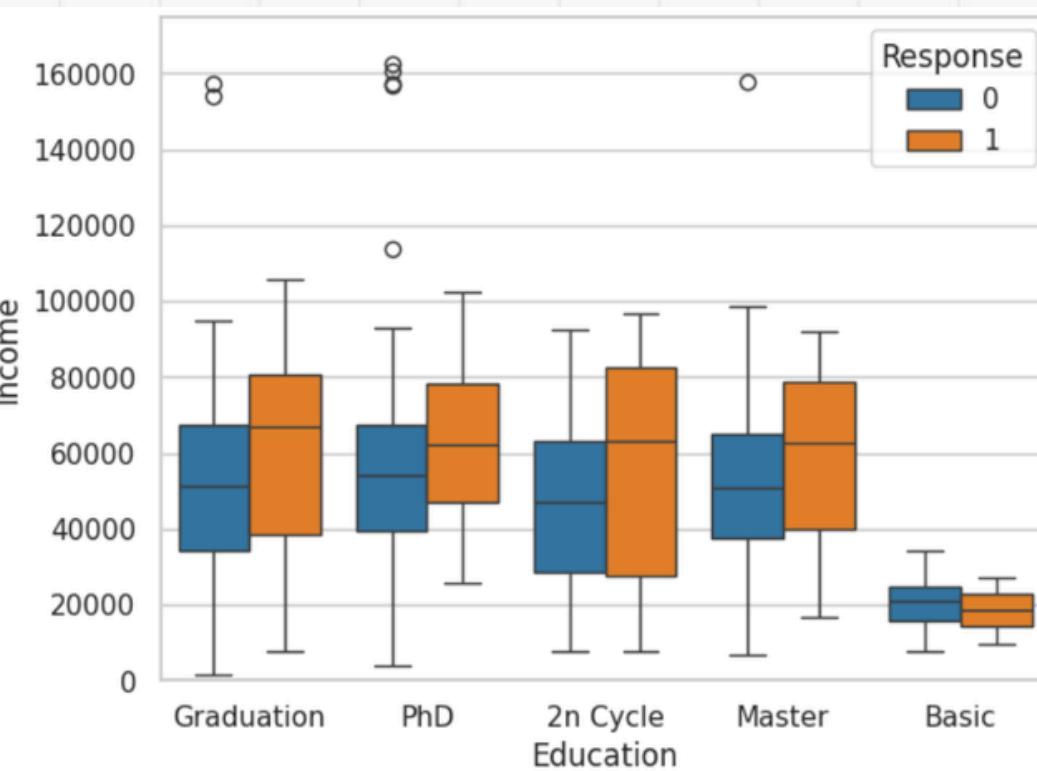
Data Insights (1)



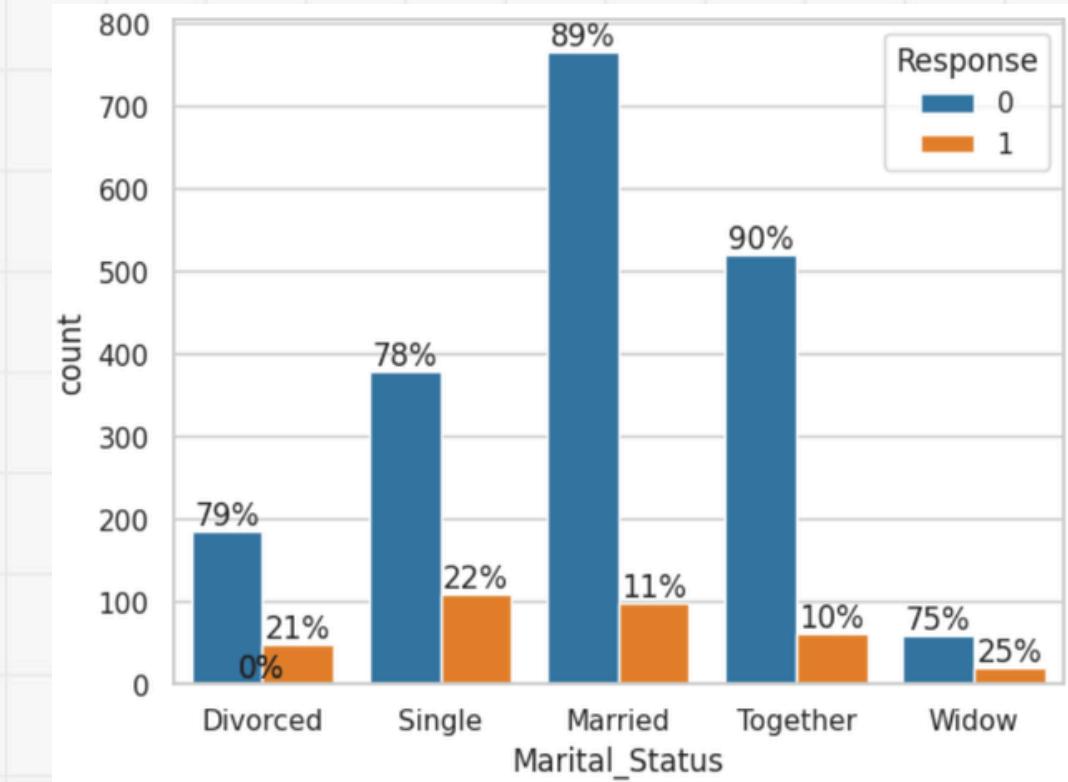
Customer berusia antara 30 hingga 45 cenderung menerima / merespon positif campaign.



Customer berpendidikan Graduation (S1) dan PhD (S3) cenderung menerima / merespon positif campaign.



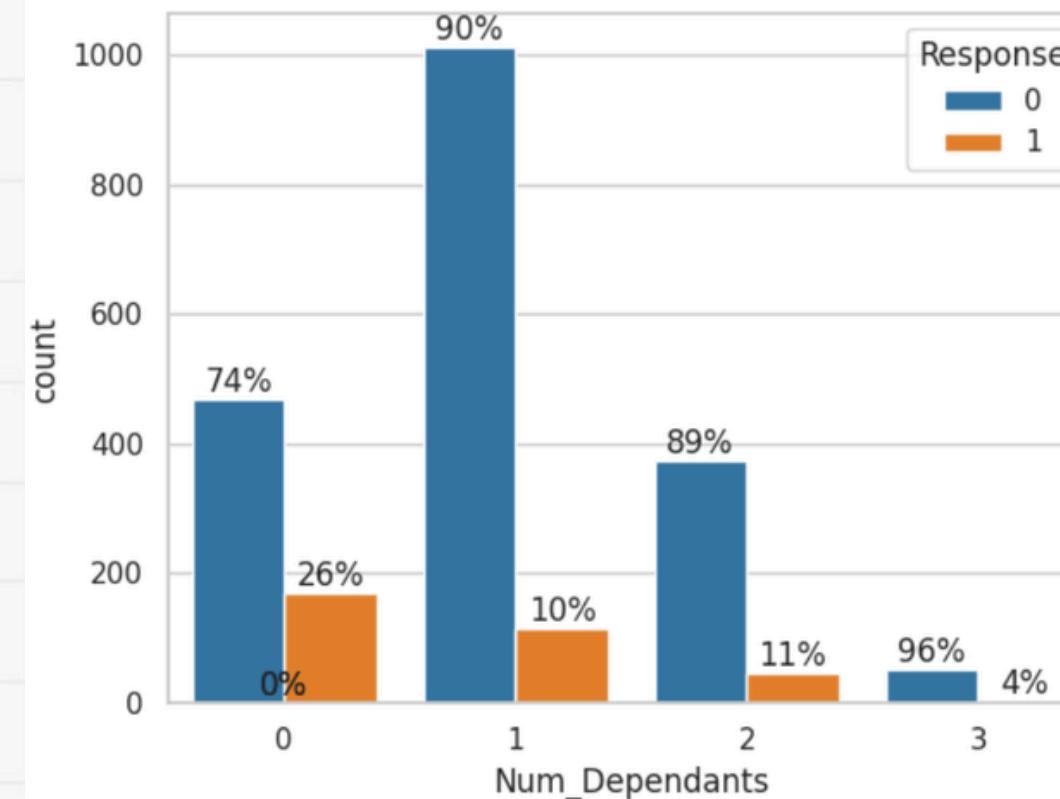
Customer berpenghasilan \$40,000 - \$80,000 cenderung menerima / merespon positif campaign.



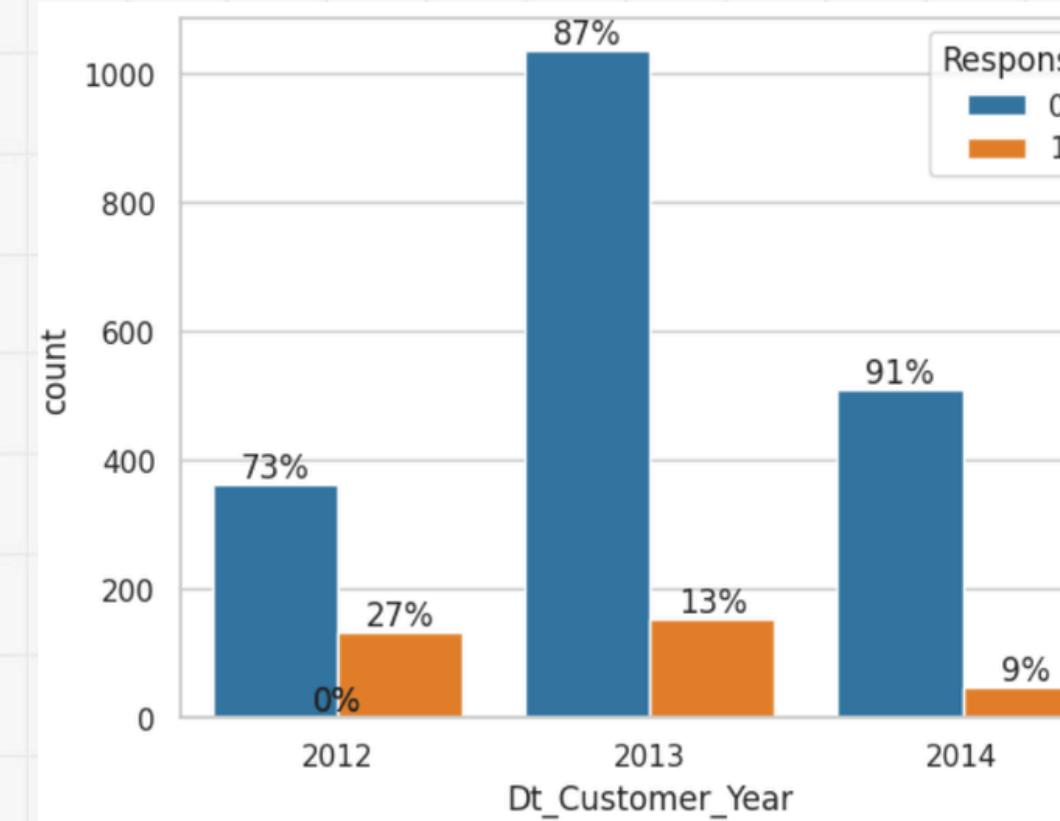
Customer berstatus Single dan Married cenderung menerima / merespon positif campaign.



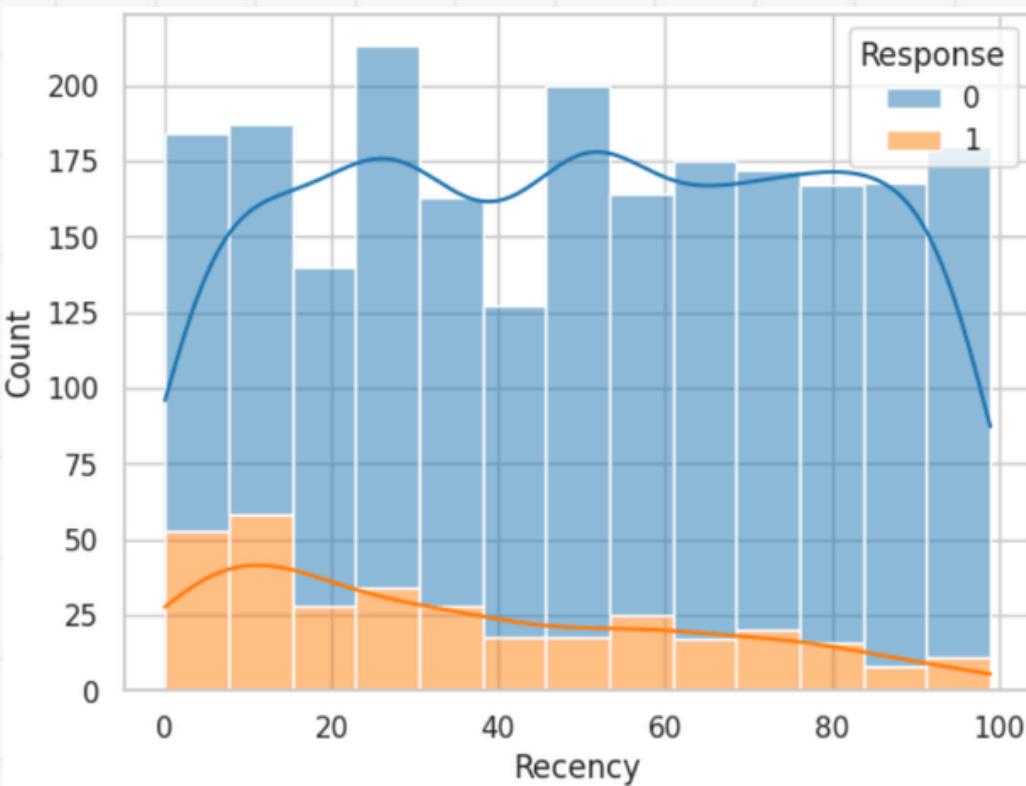
Data Insights (2)



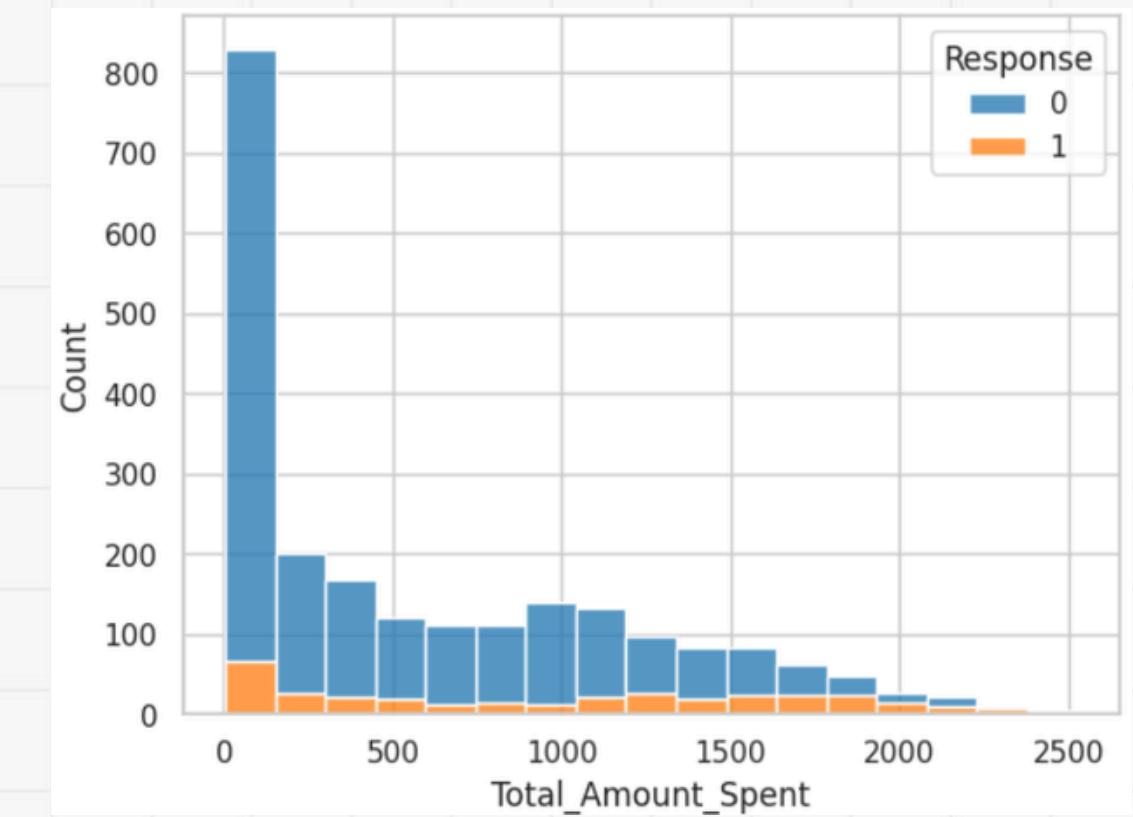
Customer yang tidak memiliki (0) / semakin sedikit anak (1) cenderung menerima / merespon positif campaign.



Customer yang bergabung terlebih dahulu (2012) cenderung menerima / merespon positif campaign.



Customer dengan jarak tanggal pembelian terakhir semakin sedikit (kurang dari 30 hari) cenderung menerima / merespon positif campaign.



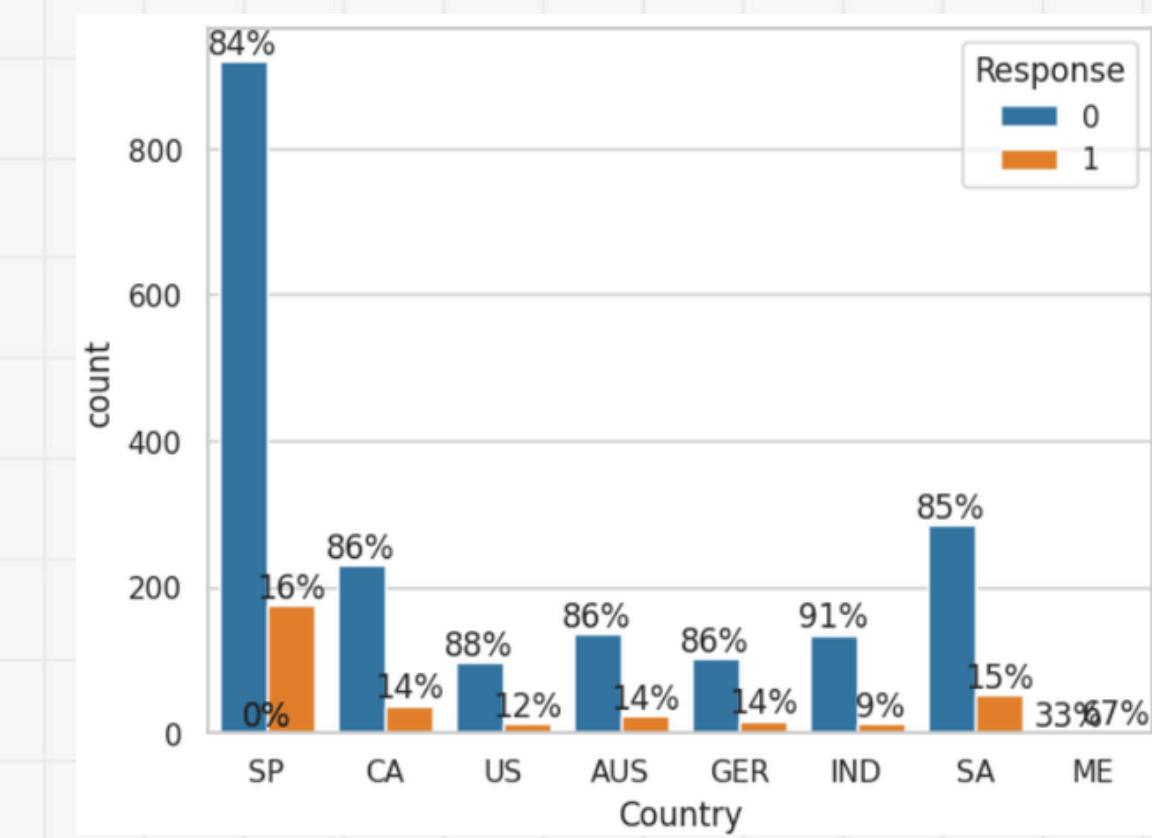
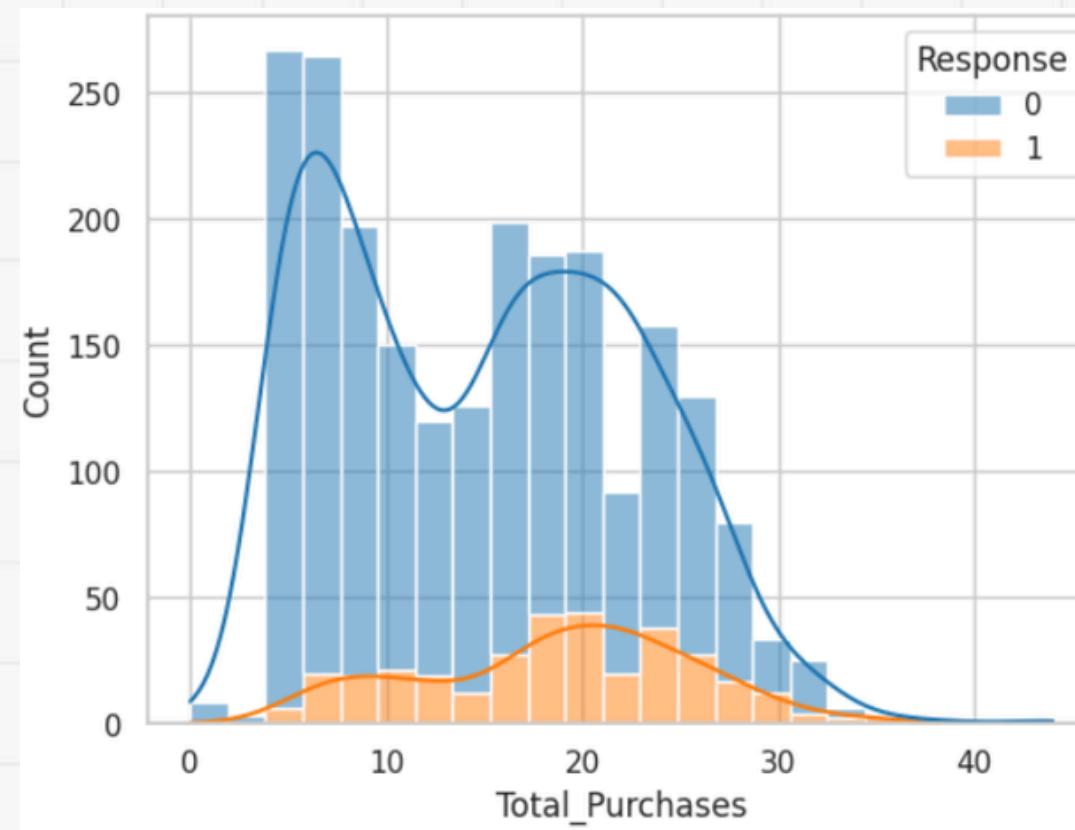
Customer dengan pembelian \$1,000-\$2,000 cenderung menerima / merespon positif campaign.



Data Insights (3)

| | Response |
|-------------------------|----------|
| Response | 1.000000 |
| MntWines | 0.247254 |
| MntMeatProducts | 0.236335 |
| MntGoldProds | 0.139850 |
| MntFruits | 0.125289 |
| MntSweetProducts | 0.117372 |
| MntFishProducts | 0.111331 |

Customer yang membeli Wines dan MeatProducts cenderung menerima / merespon positif campaign.



| | Response |
|----------------------------|----------|
| Response | 1.000000 |
| NumCatalogPurchases | 0.220810 |
| NumWebPurchases | 0.148730 |
| NumStorePurchases | 0.039363 |
| NumDealsPurchases | 0.002238 |

Customer yang membeli lewat Catalog dan Web cenderung menerima / merespon positif campaign.

| | Response |
|---------------------|----------|
| AcceptedCmp5 | 0.326634 |
| AcceptedCmp1 | 0.293982 |
| AcceptedCmp3 | 0.254258 |
| AcceptedCmp4 | 0.177019 |
| AcceptedCmp2 | 0.169293 |

Customer yang menerima Campaign 5, 1, 3 cenderung menerima / merespon positif campaign.

