

# Dell Customer Analytics

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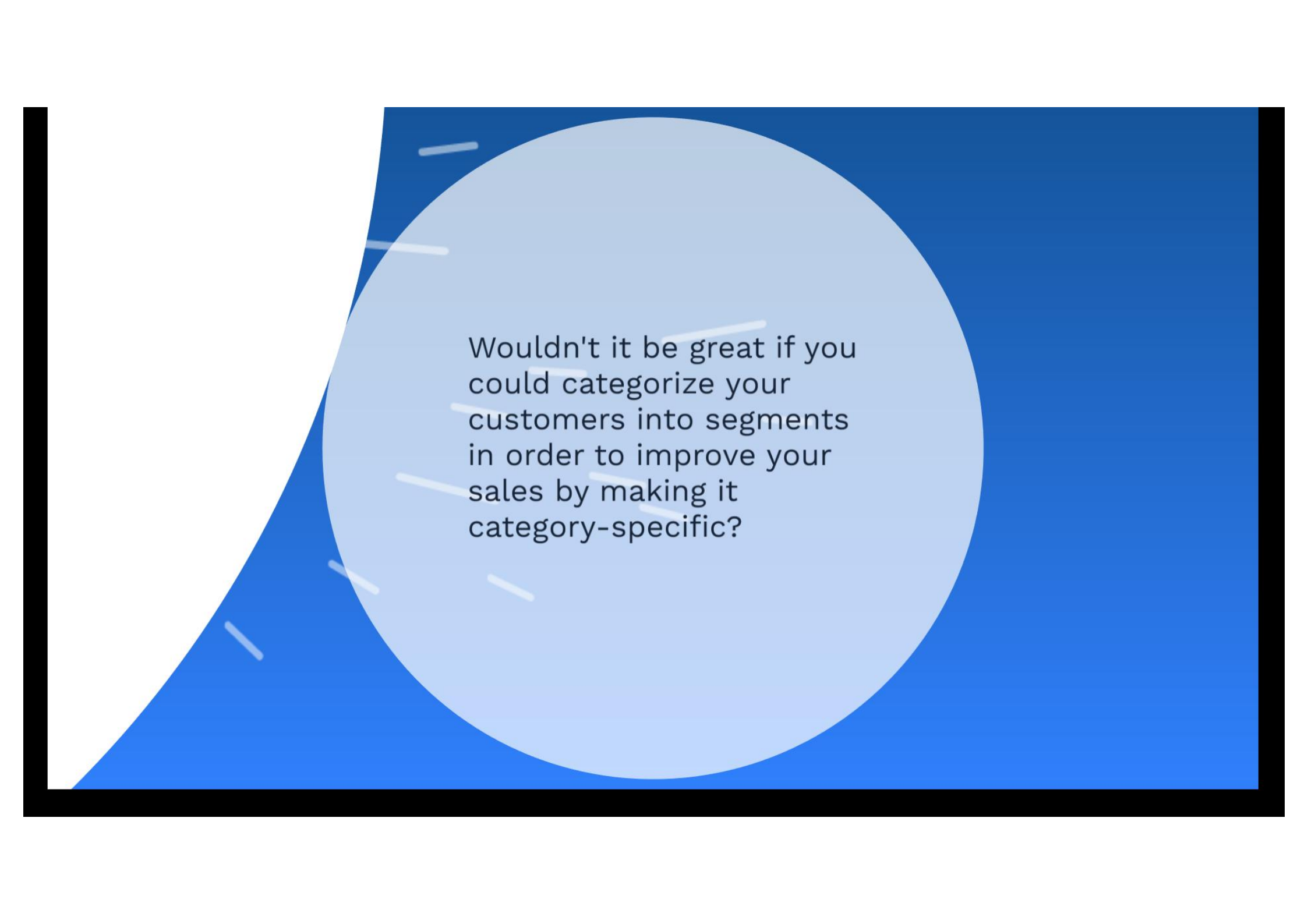
# Why do we need Customer Analytics?

One of the primary focuses of a business is to maximize revenue. Taking into account the upcoming revenue opportunities comes under spotlight here.

Wouldn't it be great if you could categorize your customers into segments in order to improve your sales by making it category-specific?

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"80% of our business comes from 20% of our customers."



Wouldn't it be great if you  
could categorize your  
customers into segments  
in order to improve your  
sales by making it  
category-specific?



# **Product Services and Warranty Recommendation:**

The approach

# How did we come up with our solution?

## 1. Categorizing Customer:

**Features selected:** Amount spent(S)  
Products purchased(C)  
Recency(R)

## 2. Predicting the Customer Lifetime Value (CLV) :

**Solution:** Random Forest Tree Regression.

Accuracy: 72.40%

RMSE Error: 0.276

### **3. Recommendations:**

Using the information obtained from 1 and 2, we categorize the customers into six different categories:

- Best Customers
- Loyal Customers
- Big Spenders
- Almost Lost
- Lost Customers
- Lost with less revenue





**Revenue opportunities  
and marketing  
strategies:**

**Our approach**

# Trend Analysis using 'DTV'

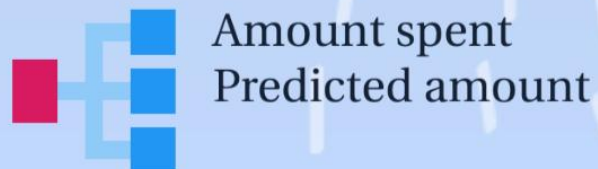
D<sub>e</sub>sign Factor



T<sub>e</sub>chnical Factor



V<sub>a</sub>lue Factor





**Let's introduce you  
to the prototype**