

Use the data provided to solve the following cases. Make sure to consider method used and show us your statistical, technical and CRM skills. The choice of tool(s) is yours. Make the assumptions that you think are necessary!

Postcard send-outs

We have postcards in several markets and would like to send them to the right customer.

Use the data and show how we should do it?

Strategic segmentation

We want to learn more about our customer base to support customer insight in the organization. We also want to use it for how we will work with customers, e.g. which customer groups we will target different activities.

Segment the customers in the dataset in a way that you think is relevant.
What methods would you use? Why?

Case New customers

A project that works with Online customers need our analytical help. Many customers shop once, but never come back.

How do we get new customers to return?

What methods would you like to use?