**Meeting Minutes 25/08**

**Actionable Insights:**

**Timeline:**

* **Assumptions**
* **Data Cleaning, Exploration** 
  + **How we calculated R,F,M**
  + **Proportion of certain RFM scores**
  + **How we segment into groups**
  + **The distribution of the groups based on region (which region has the most loyalist/lost)**
* **Actionable Insights: Loyalist Programme, Above Avg/ Below Avg (not price sensitive)**
* Cleaning
* K-means Clustering-> optimal number of clusters”
* RFM -> Segmentation
* Features analysing
* Impact
  + Compute the expected amount of savings/increase in revenue by keeping customers/ promoting customers; compute by using the average amount spent by the customer historically. Expected amount for the next quarter would be predicted based off the previous quarter for example