
Understanding our customers

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Data Analytics @ Ironhack Bootcamp Berlin

Why is this interesting?



Money Talks



Waste of time

What do we have?

- 541,909 observations -> 399,883
- 53 weeks
- 4372 customers



**What can
we do
with it?**

RFM - Clustering

- Recency
- Frequency
- Monetary Value

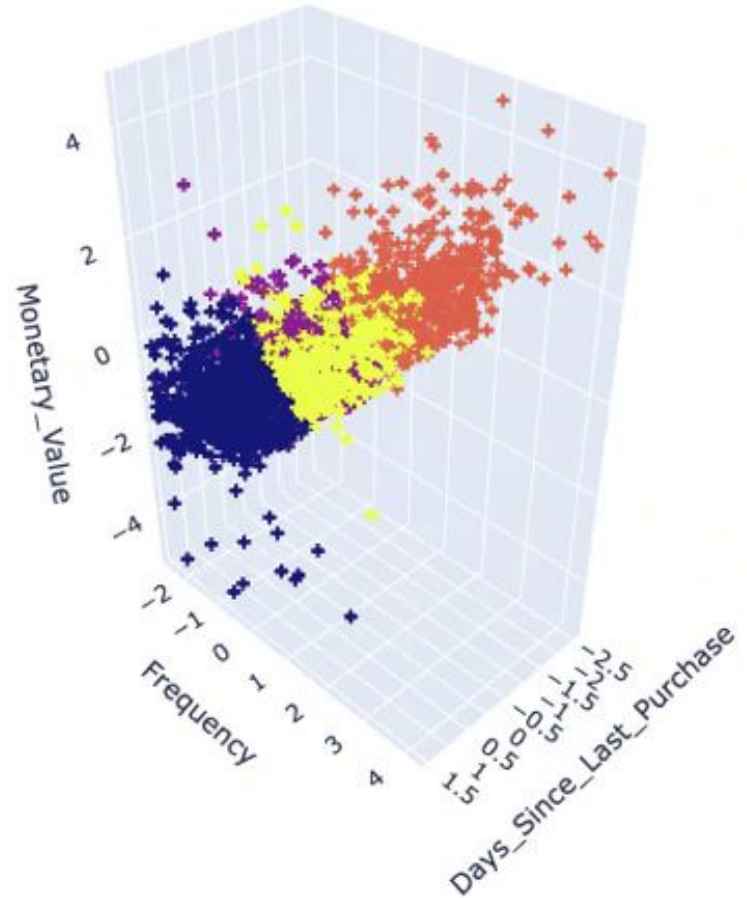
Dashboards

[Presentation](#)
[Detailed](#)



K- Means Clustering

- 4 segments



Lost Cheap
Customers

Potential Loyal
Customers

Time, Effort & Money

Cheap
Customers

Almost Lost Big
Spenders



My key struggles

Doing things
twice

Zooming in and
zooming out

What is valuable
to a business
owner?

Thank you!!!!!!

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