Cross-selling and Customer Target Prediction

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Outline

1. Goal

2. Cross-selling

3. Customer Target Prediction

4. Conclusion

Goal

Get the insight from historical data to find what potential product that customer will buy together

Finding suitable target customers for cross-selling products made.

Cross-selling

Customer Transaction

Product 1   **Product 2**   **Product 3**

Correlation

	Product 1	Product 2	Product 3	Product 4	Product 5
Product 1	1.00	0.64	0.71	0.65	0.77
Product 2	0.64	1.00	0.58	0.64	0.62
Product 3	0.71	0.58	1.00	0.66	0.72
Product 4	0.65	0.64	0.66	1.00	0.60
Product 5	0.77	0.62	0.72	0.60	1.00

The higher the correlation, the higher the potential for cross-selling products.

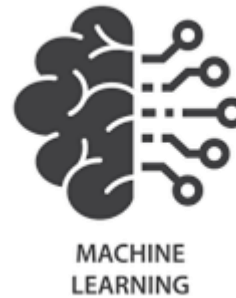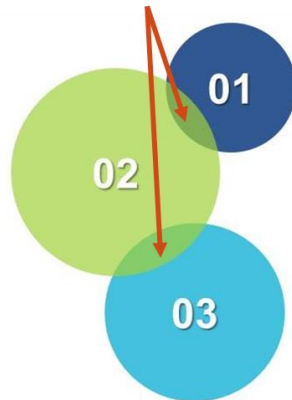**Increases Earnings with new cross-selling product**

Customer Target Prediction

Customer Profile, Transaction, & other related data

Potential targeted customer with bundled product

Secure more ROI of at least with 75% accuracy.

Conclusion

- New bundled product from cross-selling analysis will generate new earning potential.
- Customer Target Prediction will increase the probability of crossing products to be sold to the right customers at least with 75% accuracy.