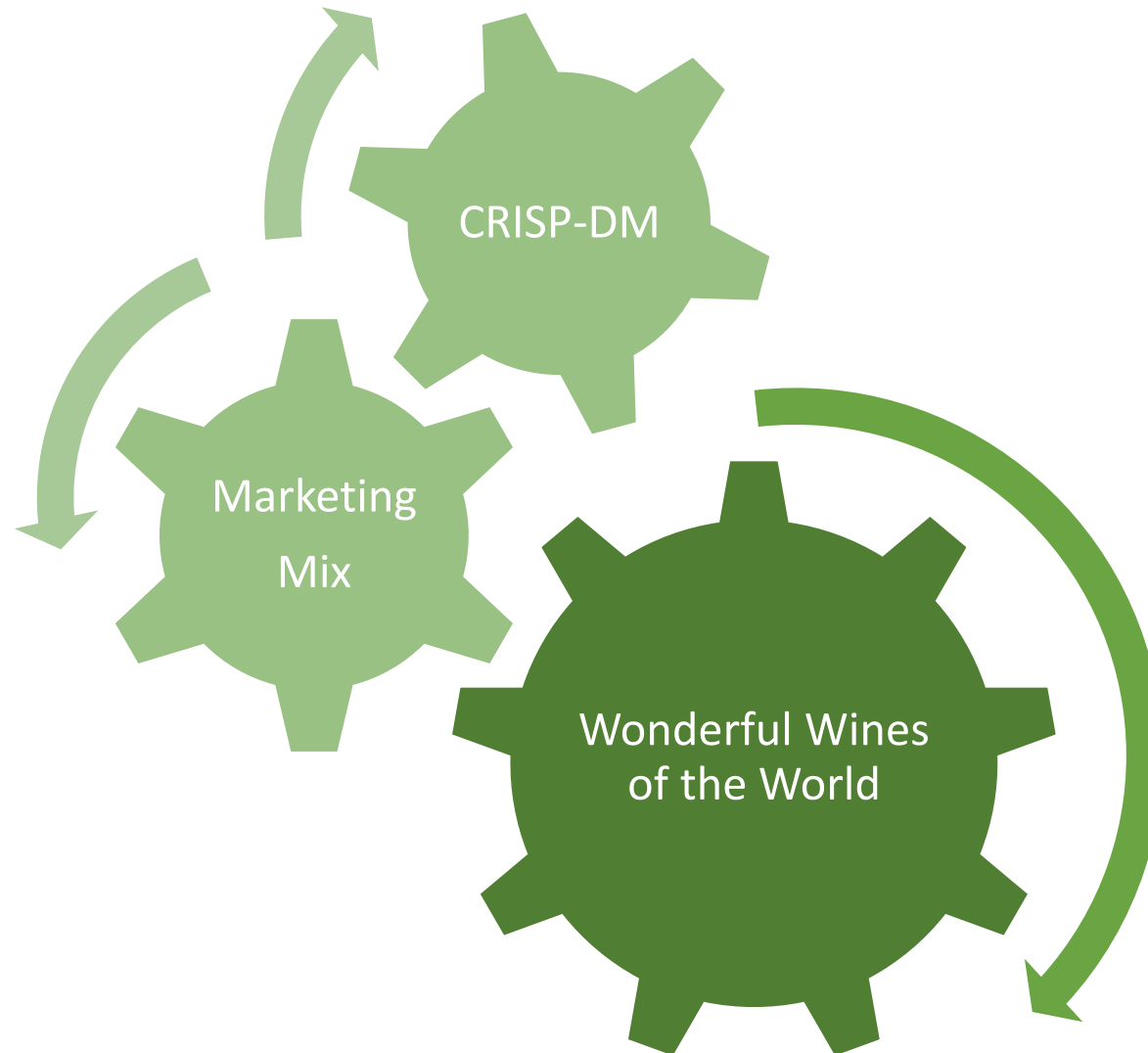


BUSINESS CASES WITH DATA SCIENCE

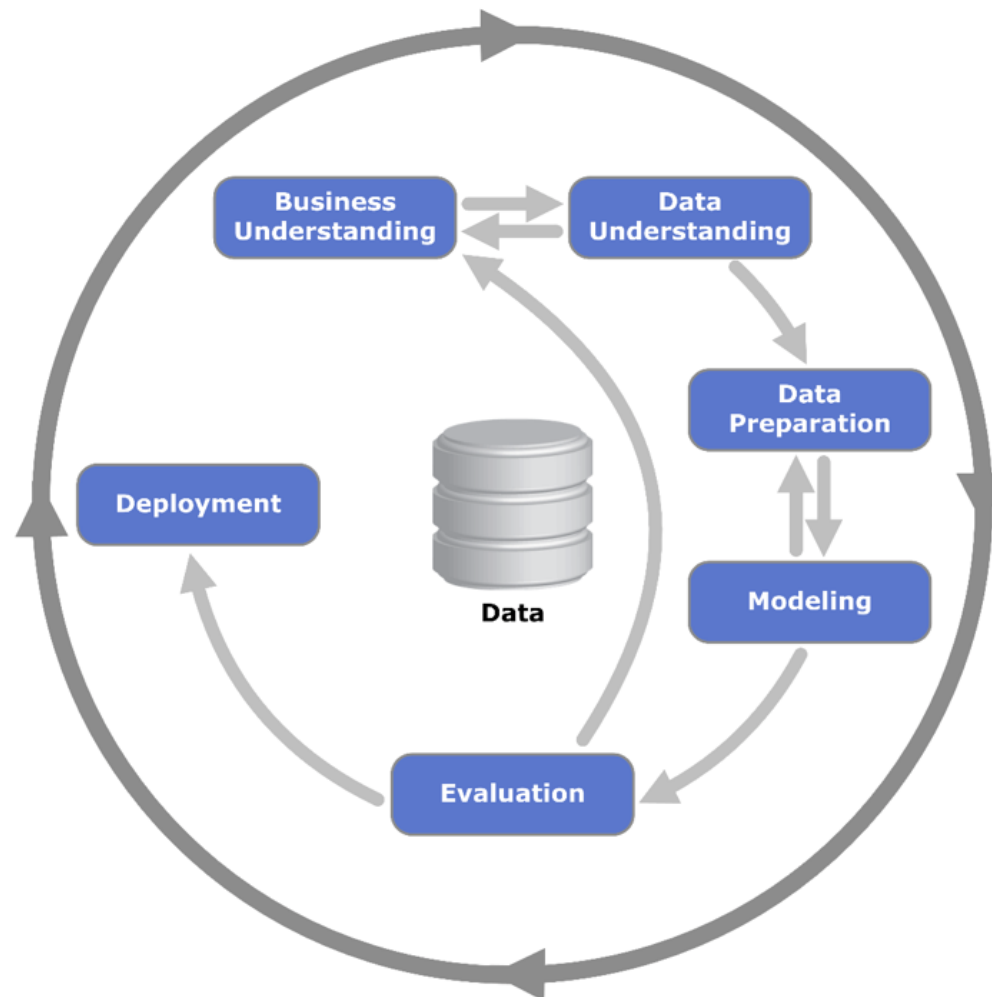
Wonderful Wines of the World market segmentation



INTRODUCTION



CRISP-DM Methodology

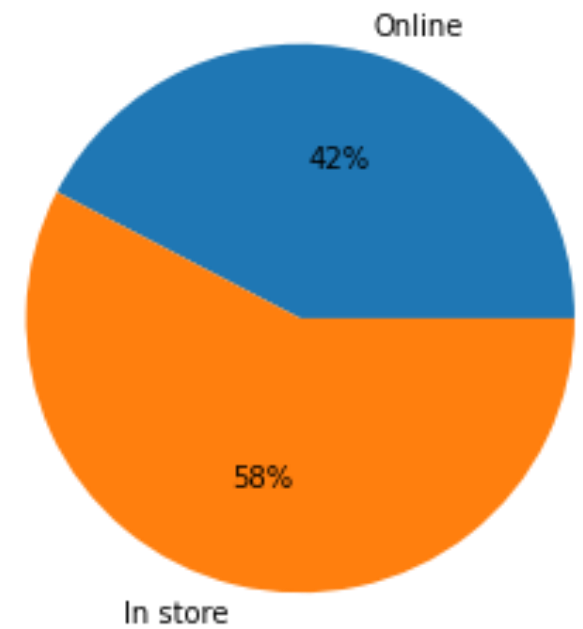
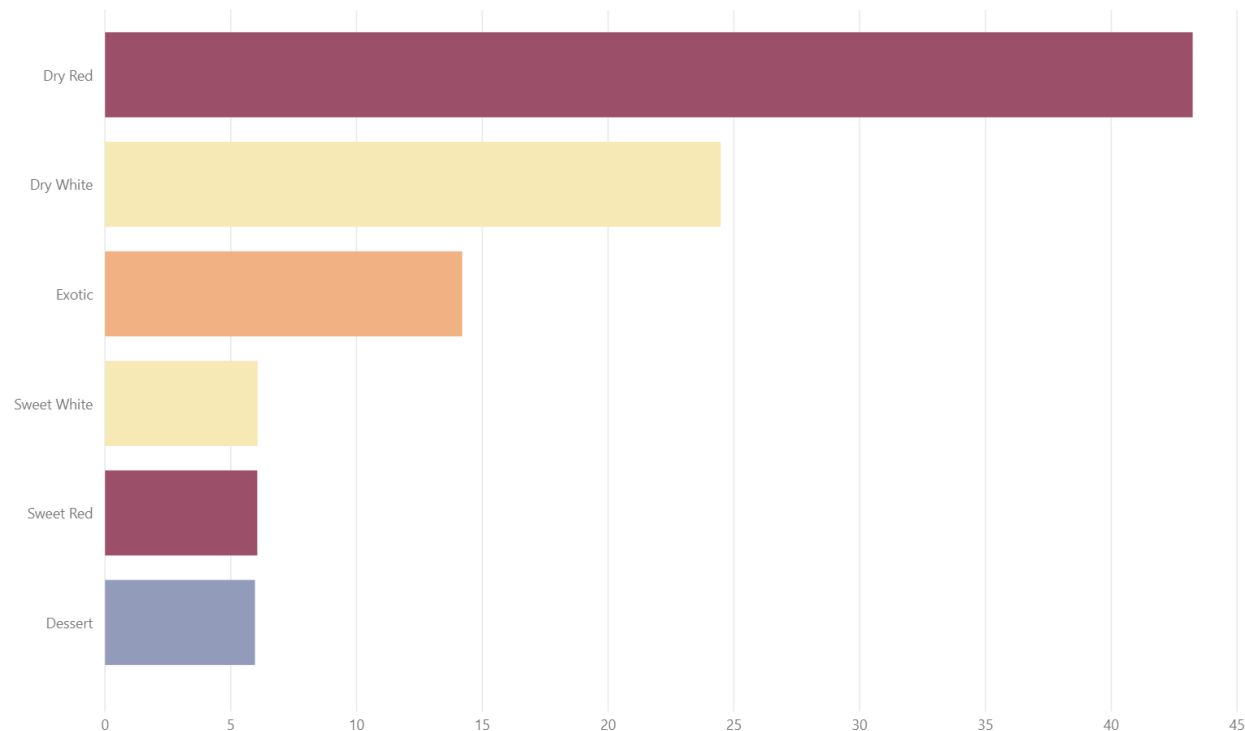


Business Understanding



Business goals	Get valuable insights on customer segmentation
Data mining goals	Find Clusters of clients based on the variables.

EDA - Data Understanding

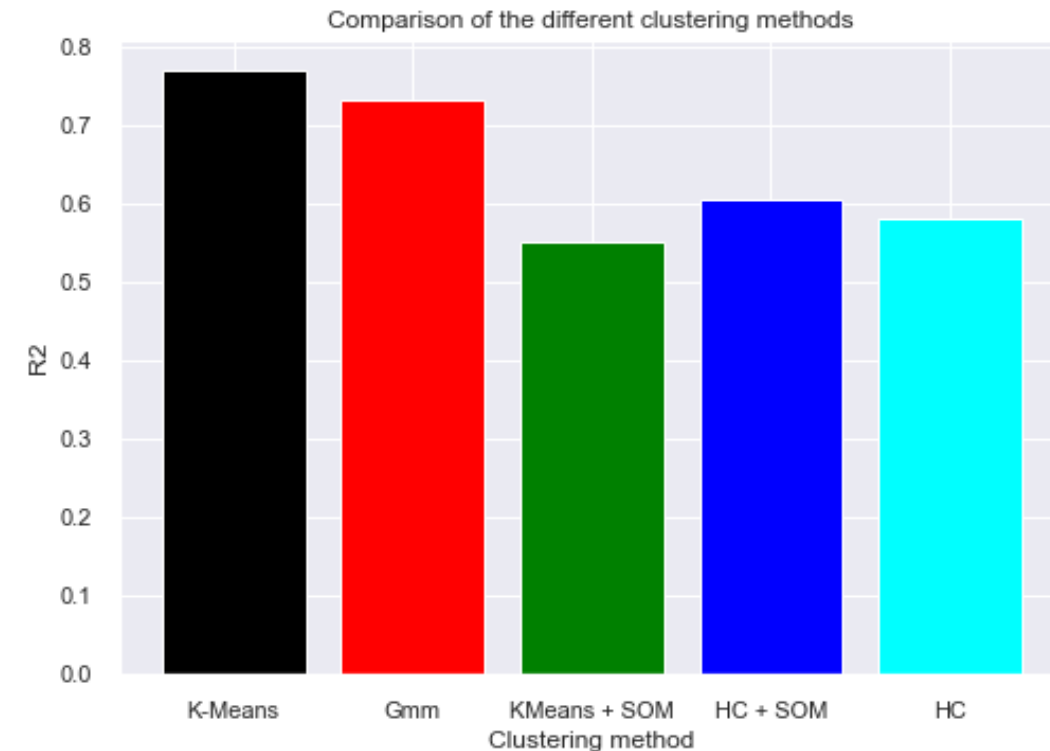


Modelling Process

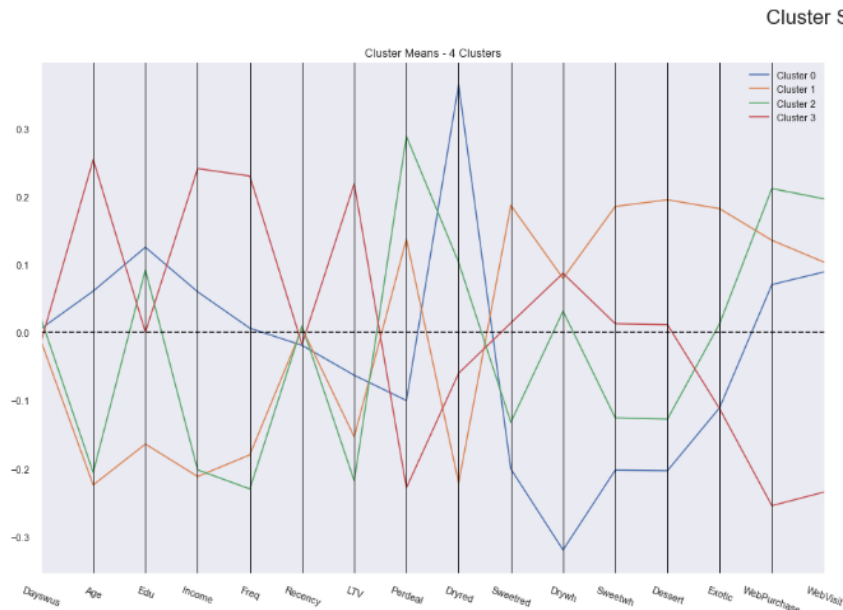


Clustering methodology:

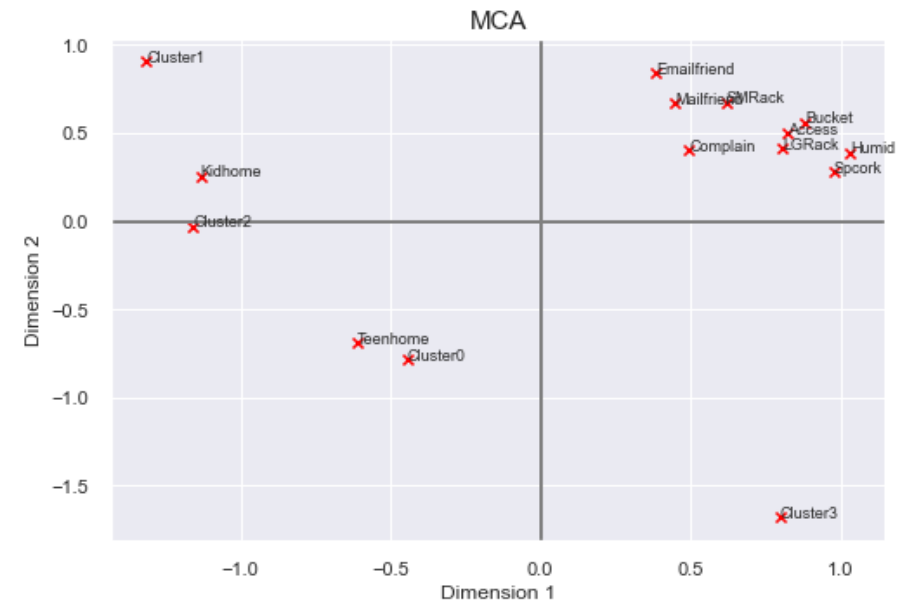
- K-Means
- GMM
- K-Means + Som
- HC + Som
- HC



Clustering approach and MCA



K-Means Results



MCA Results

RESULT EVALUATION



CLUSTER 0

Mark Smith, 53 years old, has a Ph.D. in International Law and works in a Lawyer's firm in San Francisco, California. He has a strong preference for Dry Red wines, being practically the only type of wine he consumes. Mark is enthusiastic about buying wines online and visiting WWW Website. Sometimes he enjoys taking advantage of discounts. He had two teens living with him.



CLUSTER 2

Henry Jones, 25 years old. Is currently trying to finish high school with difficulty while working part-time with a very low income, Henry can't buy wines frequently, but when he buys, he really cares if the wine is on discount. He loves all types of wines except Dry Red. Henry almost always buys it online probably because he needs to be at home with his 2 years old child.



CLUSTER 2

Marry Lee, 55 years, Professor in Atlanta with a low salary, Georgia, has a bachelor's degree in management, she buys wines very rarely but when she buys its almost always in discount. Marry likes every type of wine but especially Dry Red and she loves online sails and visiting WWW website



CLUSTER 3

Willian Gates, 77 years-old, from Jacksonville, Florida. William has a usual education, but with incredibly high income. Likes to buy wines very frequently to WWW, and therefore he has much value for the company. He doesn't pay attention to promotions, and he doesn't even like to buy wines online. Its favourite wine type is Dry white, and he dislikes unusual wines

Macro STRATEGY



**Global
Network**

**Subscription
Plan**



Micro STRATEGY



Conclusion



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