1.Business Understanding

**1.1 Determine Business Goals:**

Background:WWW is a company focused on selling Wines from all over the world through several channels (telephone, online or physical shops).

Business objectives:WWW pretends to know the different types of customer based on several variables in order to design more efficient marketing tools . Those marketing tools include everything from pricing to marketing campaigns.

Business Success Criteria:1.(Subjective) Provide useful information about each type of customer; 2.(objective) Decrease churn rate by being able to identify and target potential leavers.

**1.2 Assess the situation**

Inventory of resources: Data (excel file) with 10 000 observations and 30 variables with time span of 4 years.

Requirement, Assumption and constraints:

Constraints:The dataset includes only customers that have purchased something during the last 18 months.

Risks and Contigency:

|  |  |
| --- | --- |
| **Risks** | **Contigency** |
| Missing Data |  |
| Outliers |  |
| Redundant Features |  |
|  |  |

Terminology:

* Churn Rate:
* Pricing:

Costs and Benefits:

(Custo de campanha para os 350 000 clientes-custo de campanha personalizado)

**1.3 Determining Data Mining goals**

Data Mining goals: Exploratory data Analysis

**1.4 Produce Project Plan**

Project Plan

Initial Assessment of tools and Techniques