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# Overview

Objectives: The goal of the Foundation Customer Intelligence is to be provide actionable customer segmentation to help in improving business

* Target Marketing (DM, Email etc.)
* Website Personalization (Category Preference, Product Recommendation etc.)
* Customer Profiling (LTV, Discount Sensitivity etc.)

Also, to provide customer insights to all users for better decision

* Website Session Clustering
* Optimization to take multi objective decision etc.

Problem Statement / Hypothesis: By creating actionable insights across Gap businesses we will be able to help business partners to improve their process to make it cost effective and value building. We will be able to delight customers by suggesting to provide best offer at right time and will increase cross sell and upsell opportunities

Key Deliverables: The following are key deliverables for this pod, within 90-days (by Aug 31st):

* Migrate our existing cluster 1.x projects to cluster 2.x projects
* Website customer’s browsing pattern understanding and suggest action accordingly
* Analyze to find key drivers which improves customer’s likelihood to recommend and overall satisfaction

# Details

Approach: Work with the brands and SF partners to assess the business problems to be able to design, execute and deliver the solutions

Milestones (SMART goals with specific deliverables where possible)

Process

Artifacts

* Shiny Web App (For interactive visualization)
* Model and Code Repository in Domino

Dependencies (What other teams and/or skill sets are required to meet the milestones)

* Cluster 2.x team – Cluster have all the necessary data
* Domino data Lab Set up

Expected Impact / Success Metrics (measures of success, impact that can be used to evaluate success)

* Lift over Control in terms of $ gain and response rate
* # Models performing expected tasks

# Additional Info