

Products targeting

Carrefour Belgium wants to identify customers willing to buy a new family of products (Fam_grp_cd = C). They gathered data about customers who already purchased products from the family during the last month. You get information about whether they did or did not purchase the new family of products, together with some customer information and information about their buying behavior of two other product families (A and B).

Some of the households have not used the Carrefour Bonus Card, they are customers with a household identifier HH_id equal to 0. We call loyalty turnover rate, the ratio between the turnover of the customers using a Carrefour Bonus Card and the total turnover.

You have to create a presentation in which you cover the following topics:

Profiling:

- Profile the customers buying products from family C
- Compare customers buying products from Family C with customers buying A or B.

Predictive modeling : Which customers should we target to do a marketing campaign for the new products?

- Which steps did you take in your analysis?
- Which statistical modelling techniques did you use and why?
- What are the results?
- How accurate is your prediction of buying the new product?
- Give a profile description of the customers who are likely to (not) buy the new family of products.

Here the definition of the files excel:

HH_ID
QUARTIER
REVENU_MOYEN
NBRE_HABITANT
POINTS_LOYALTY
AVERAGE_AGE_HH
FAM_GRP_CD

DEBIT
CHIFFRE_AFFAIRE

Unique household identifier (without CBC card =0)

District area

Average revenue of the household

Number of people in the household

Loyalty fidelity points

Average age of the household

Identification of the Family of products

(A/B/C..) Number of purchases
Total turnover of purchases

