Predict Customer Personality to boost marketing campaign by using Machine Learning

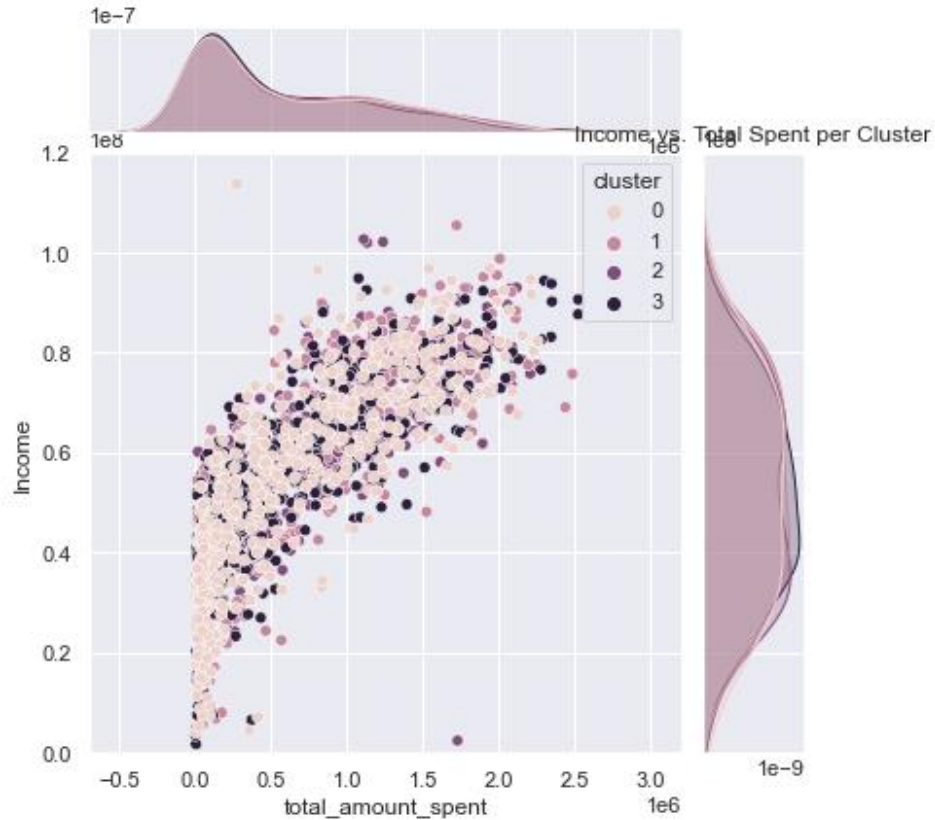Rakamin Academy

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"Geophysical engineering graduates who diligently want to fulfil a role where intellectual, integrity, and curiosity are highly valued. Motivated, able to research, design, implement new features and learn various software. Skill handling problems with unique ways to develop innovative solutions. Proficient using Python, SQL, Tableau and other statistical tools for data multi purposes. Looking for opportunities in data analyst, data science, data engineer and Business Intelligence."

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Income vs. Total Spent per Cluster

Low Spender:
Minimal 2 kali dalam sebulan melakukan aktivitas (median)

Risk of Churn:
Median total kunjungan 7 kali dalam sebulan. Namun, jarang melakukan transaksi
Tidak banyak merespon campaign

Mid Spender:
Cukup jarang untuk visit web, namun paling sering merespon campaign dan menggunakan promo dalam sebulannya

High Spender:
Jumlah penggunaan promo paling sedikit dibandingkan dengan yang lainnya.
Mempunyai conversion rate terbesar untuk membeli produk.

Untuk selengkapnya, dapat melihat jupyter notebook disini