

ONLINE RETAIL STORE SALES DATA

Every company recognizes the need to retain customers, but how do they retain the right customers? Most companies are trying to sell more products and services to their existing customer base, but do they know how to ensure profitable campaigns?

XYZ, an online retail store wants to retain some of its customers by providing some coupons and offers and also to give-away some gift hampers to its existing best customer base. As a member of analytics team your job is to find the customers that are most eligible for the gift hampers and also find the customers whom the company should retain.

Objectives:

- 1) This is an open canvas. Create a PPT or report based on your assumptions and insights drawn from the dataset by giving an explanation to the same.
- 2) Based on your analysis, Find the best customers who are eligible for the gift hampers. Mention reasons for the same.
- 3) Find the customers whom the company should retain and also mention reasons for the same.

**Please make necessary assumptions and state the same.*

List of variables:

The dataset consists of all the transactions made from April 1, 2018 to February 28, 2021

Category: The category to which the product belongs.

City, state, country: The geographic data from which the order was placed.

Customer_ID: Unique identification number of a customer

Order_date: Date on which the order was placed

Order_priority: The priority of the order placed

Product_ID: Unique identification code of a particular product.

Ship_mode: The type shipping customer preferred

Sub_cat: The sub category to which the product belongs

Discount: The discount percentage availed by the customer on particular product

Profit: The profit that the company gained from this order

Quantity: The number of units that are ordered

Unit_price: The price for one unit of the particular product