

# BUSINESS INSIGHTS FOR RETAILKART

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# Content Layout with List

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# Introduction

- Retailkart.com is a small and medium-scale organization that deals in wine, fruit and meat products, holding around 35% offline market share. The company has been leading the domain offline for a long time. Due to increased competition, they decided to move online as well.
- For its current consumers, retailkart.com has launched a consumer behaviour study survey through a third-party survey company. According to the survey's findings, retailkart.com recently decided to enter the online market because customers' behaviour is changing. The company now favours online quick delivery for the customers' daily needs.
- The company's near-term objective is to maintain its overall market share, with the increasing competition offering 10-minute delivery, among other benefits. However, it has become critical for the company to retain its existing customers and drive growth on the platform.

# Problem Statement

- Growth on the platform can be driven by increasing conversion rates and purchase frequency for existing offline customers by moving them to the online space and offering a better personalized experience.
- The major challenge is that a churned-out customer is as good as a new customer. Customer acquisition always comes with a cost. Building and maintaining trust by providing seamless experience consistently is one of the biggest challenges for any company.
- With initial exploratory analysis and a few experiments, the company found that user engagement can be increased by implementing push notifications and app enhancements to improve the transactions and purchase values in the online space compared to offline.
- For the marketing team to develop personalized strategies for the customers, it must first identify the number of such customer groups and devise an effective marketing plan based on customer attributes.
- Company also wants to prevent churning of Customers to Save cost associated with acquisition of New Customers.

# Methodology Adopted

- Customer Purchase Data Analyzed and different customer groups identified
- K-Means Algorithm applied for the Clustering of Customers
- User App Data Analyzed regarding Churn behaviour
- Customer Churn Analysis done using Logistic Regression

Analysis of Customer Purchase Data

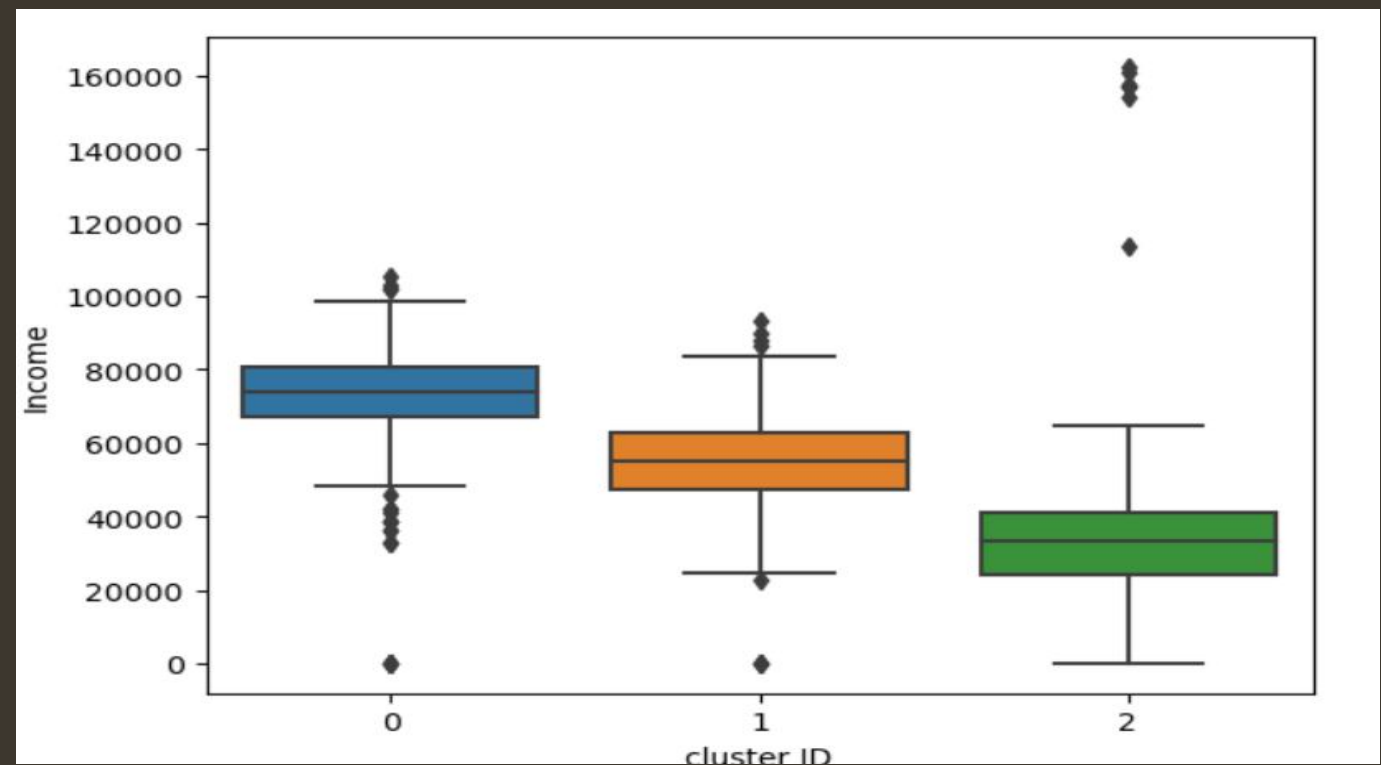
EDA and Customer Segmentation by using K-Means

Analysis of user App Data

EDA and Churn Analysis using Logistic Regression

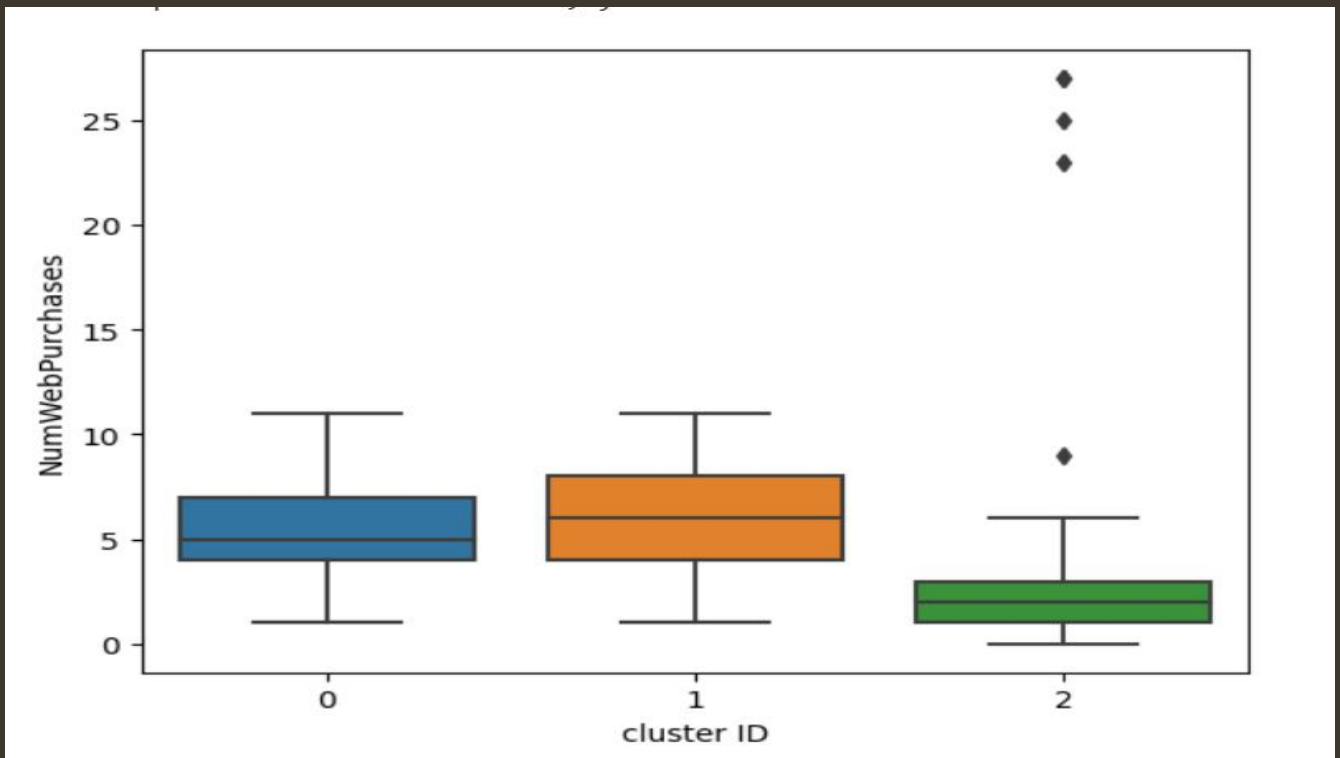
# Insights Based On Customer Segmentation

- Cluster 0 is identified as High Income Group while Cluster 1 as Middle Income Group and cluster 2 as low Income group.



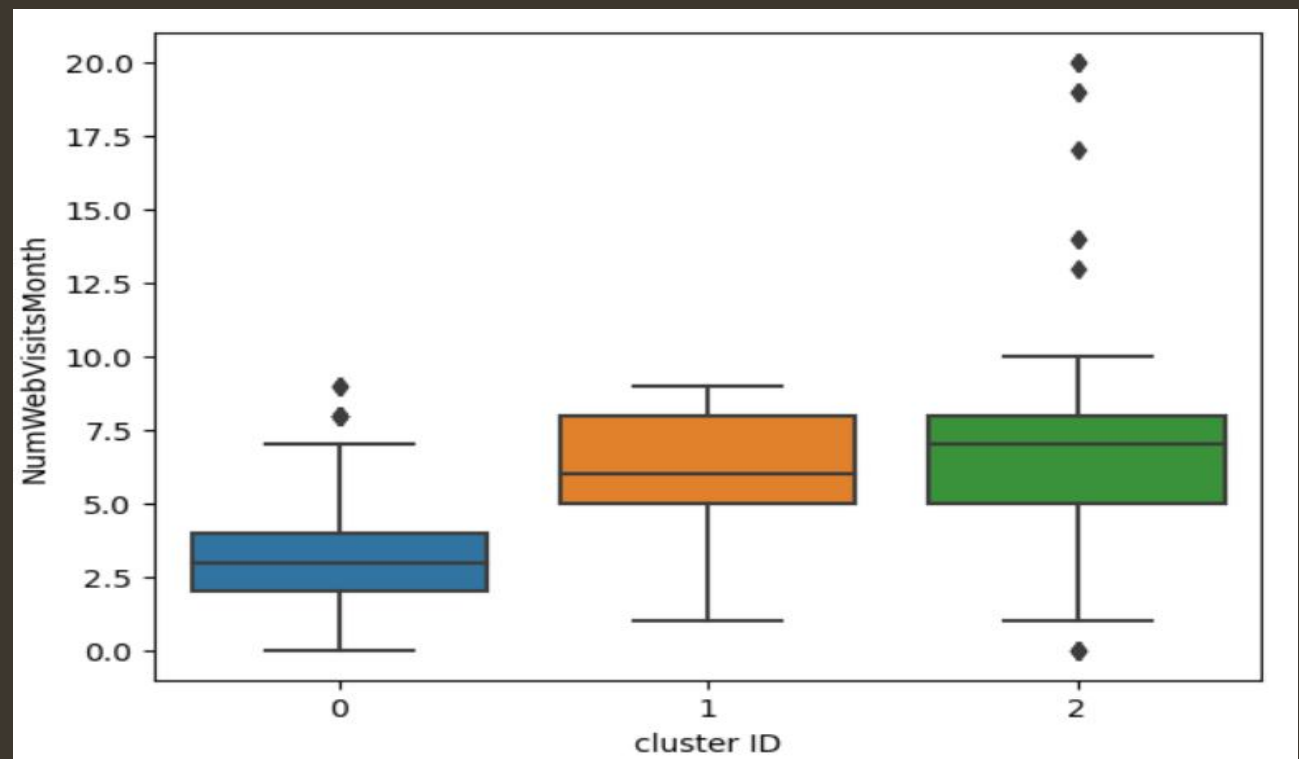
# Insights Based On Customer Segmentation

- Cluster 1 People are making most Number of Web purchases followed by cluster 0 and cluster 2.



# Insights Based On Customer Segmentation

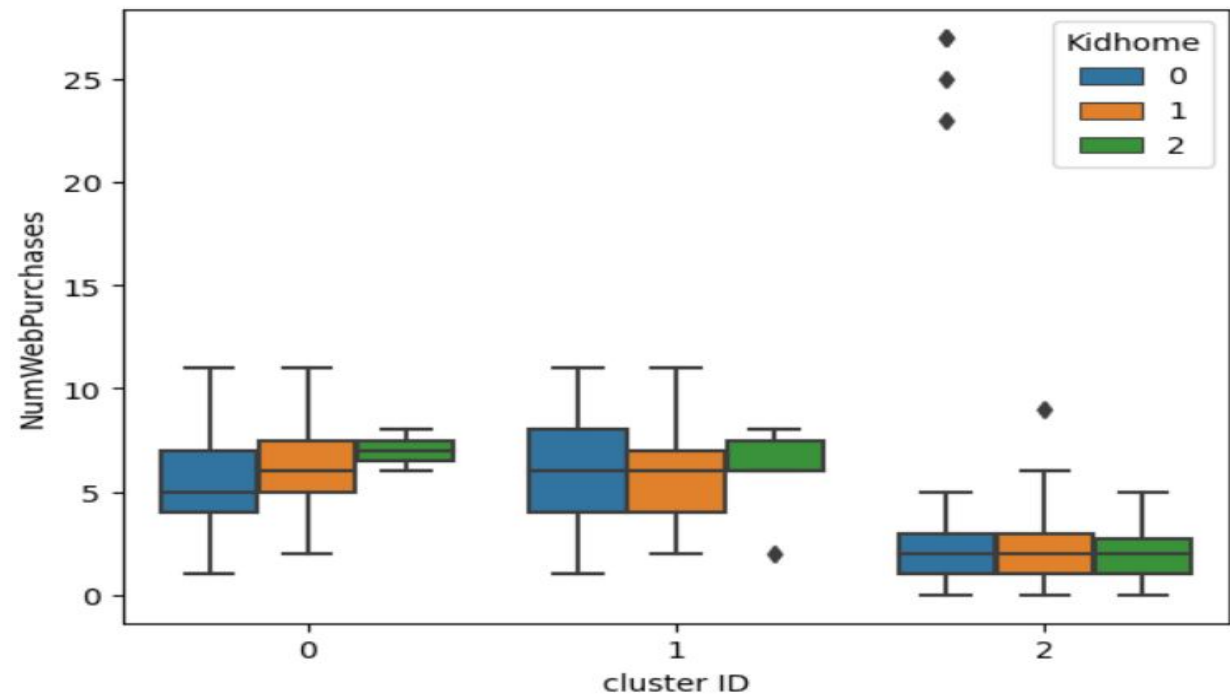
- Cluster 2 People are making most number of web visits while purchasing less items from web purchases.





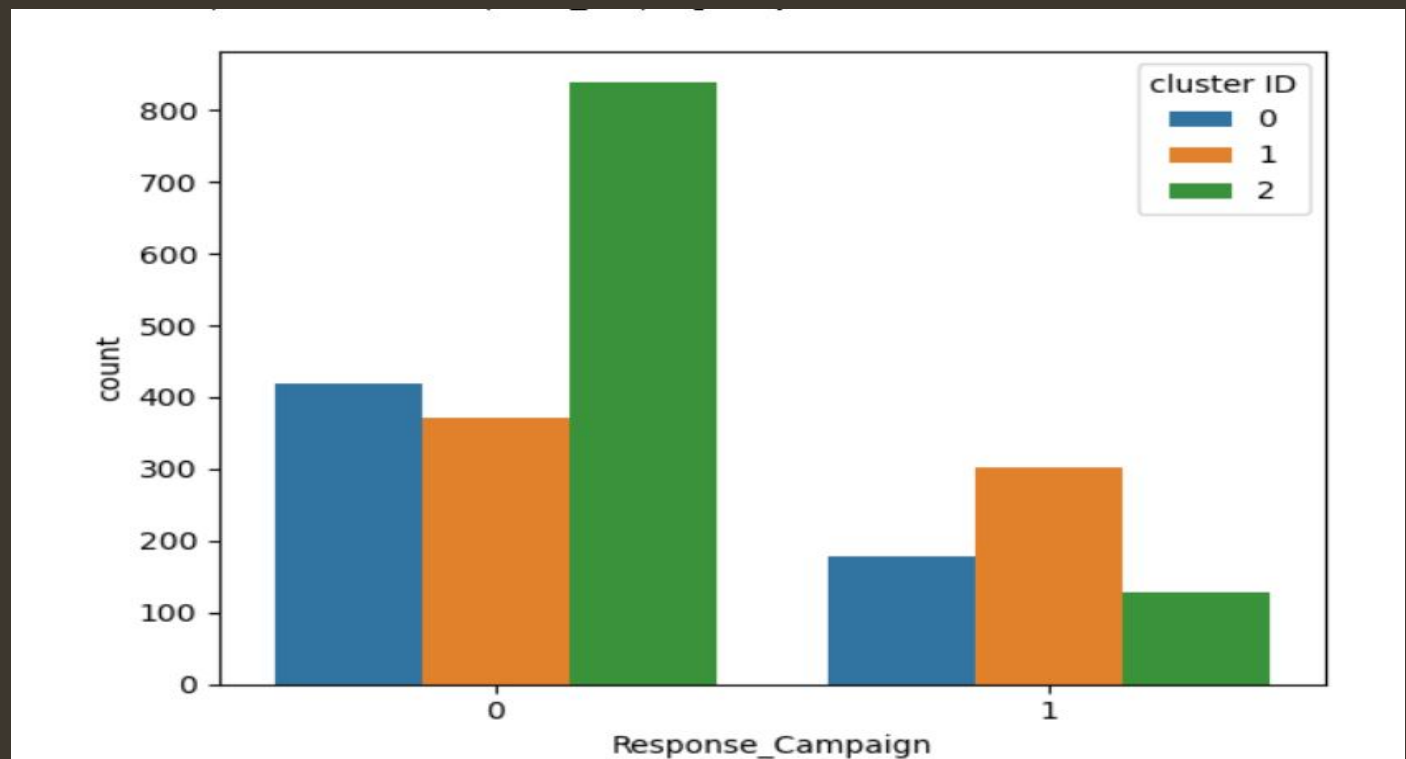
# Insights Based On Customer Segmentation

- People with more kids are purchasing web purchases more.



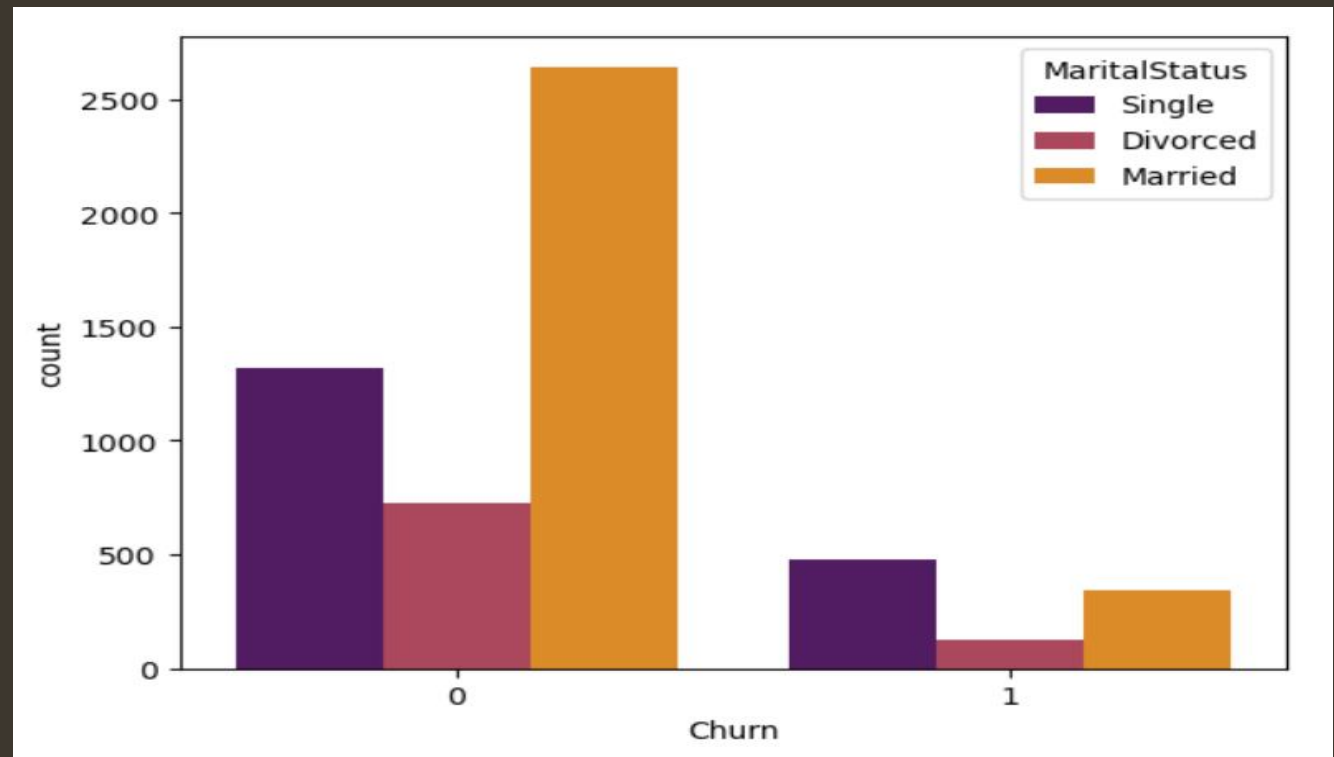
# Insights Based On Customer Segmentation

- Cluster 0 and Cluster 1 people responded more to Campaign



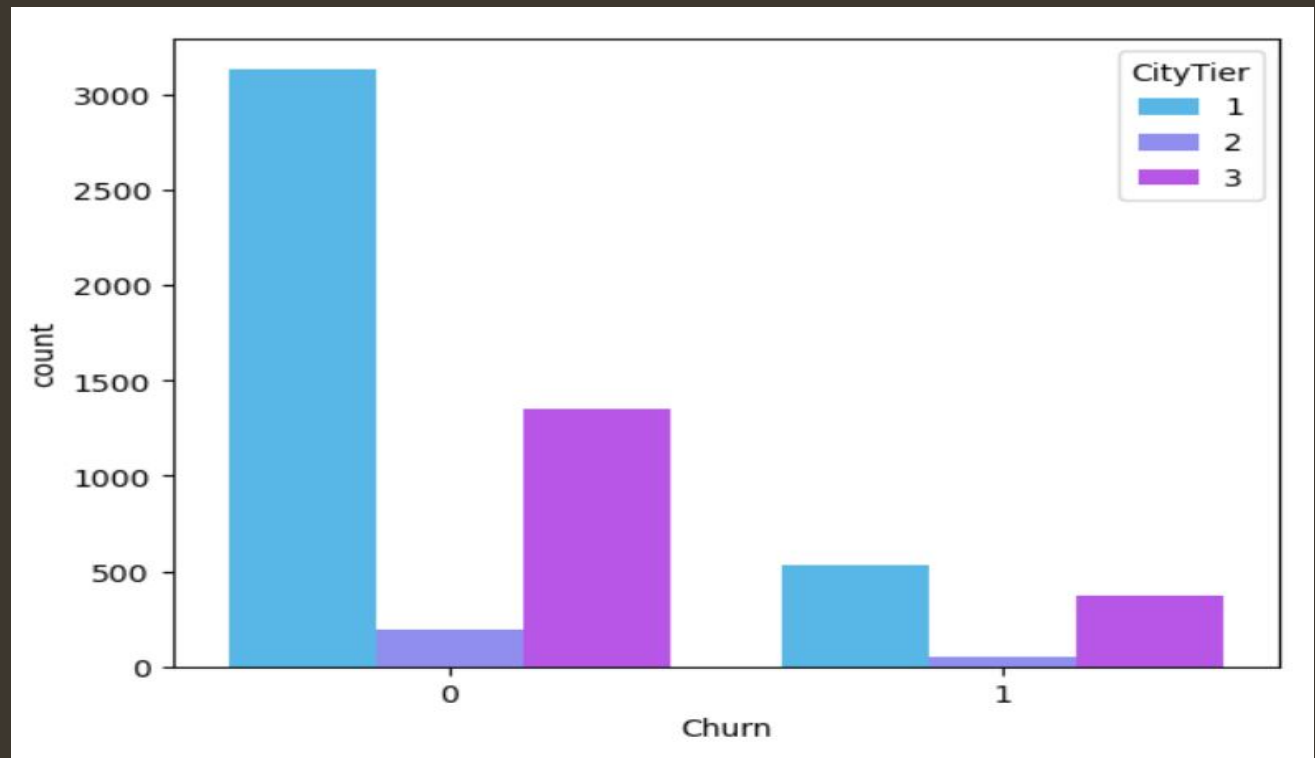
# Insights Based On user App Data with Churn Prediction

- Single People are Churning more as Compared to Married and Divorced



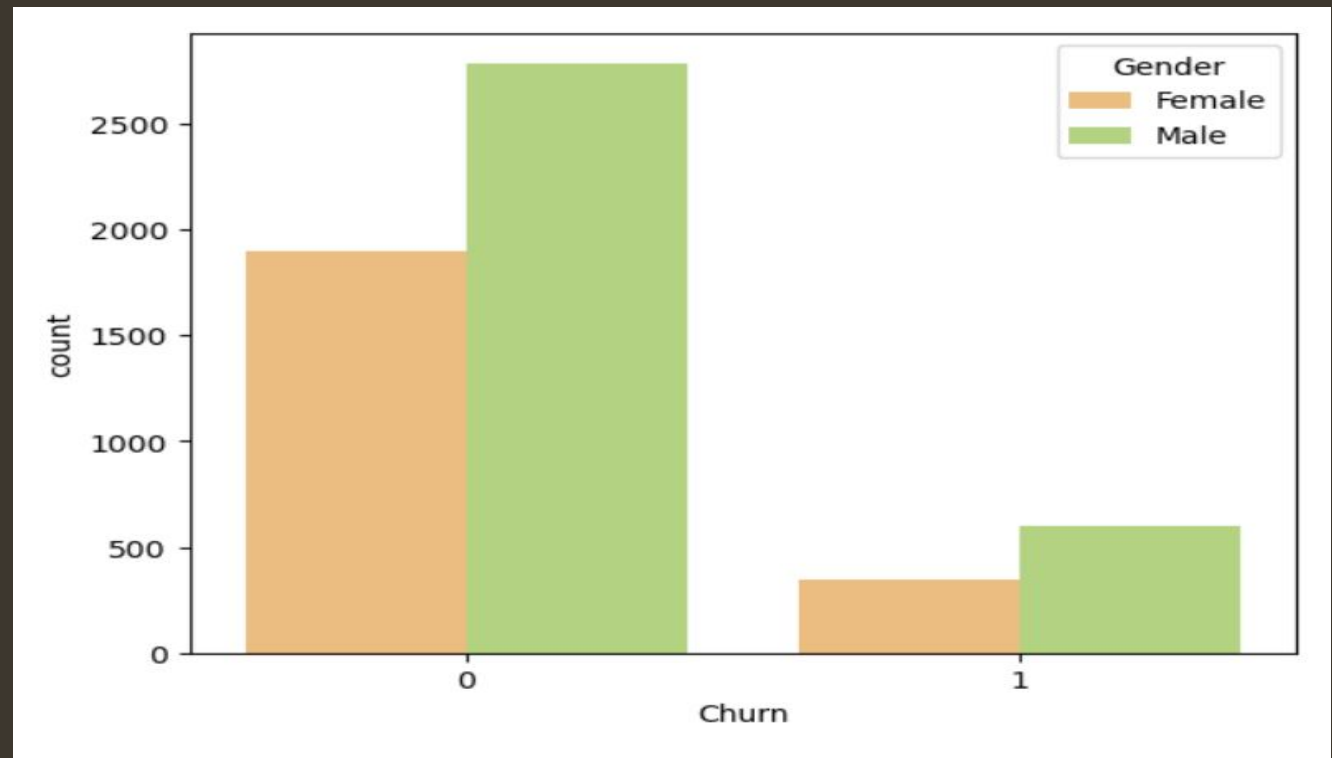
# Insights Based On user App Data with Churn Prediction

- Tier 1 and 3 are churning more as compared to Tier 2 Cities.



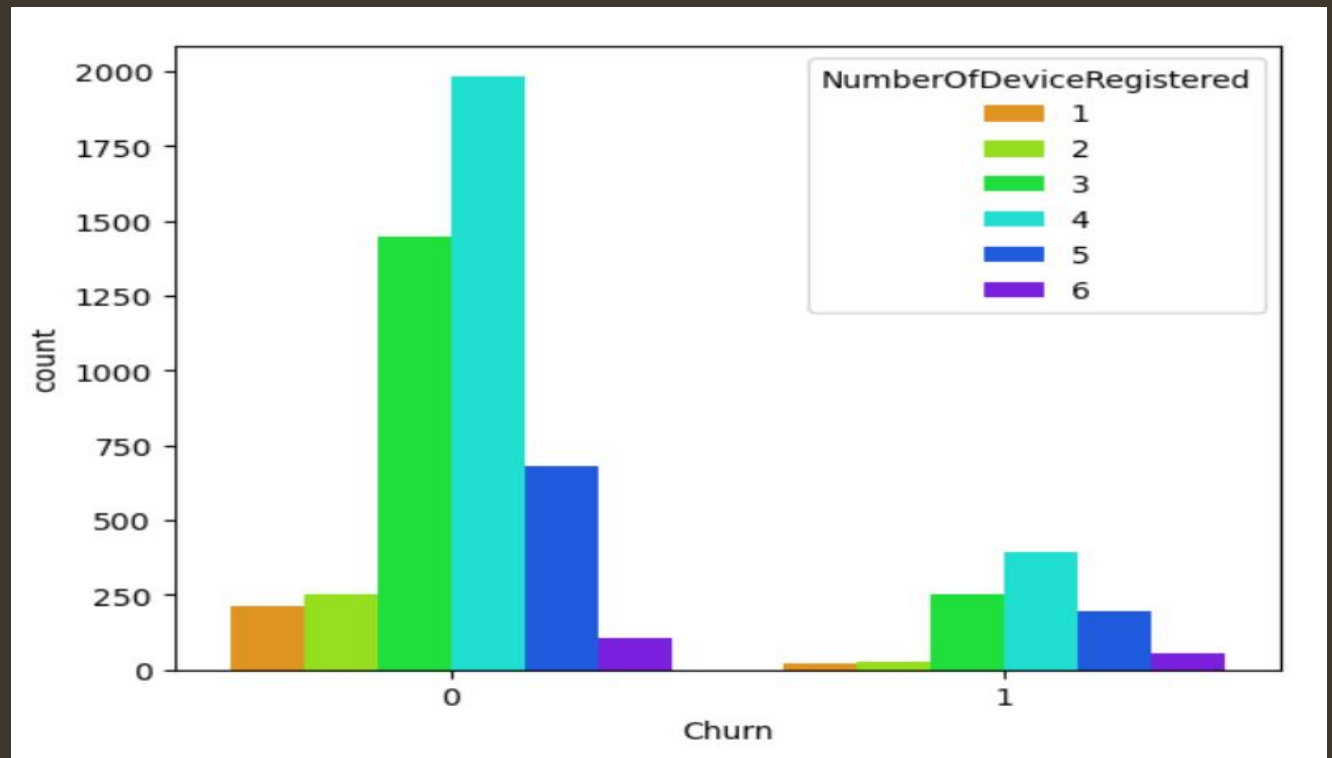
# Insights Based On user App Data with Churn Prediction

- Male Customers are Churning more as compared to Females.



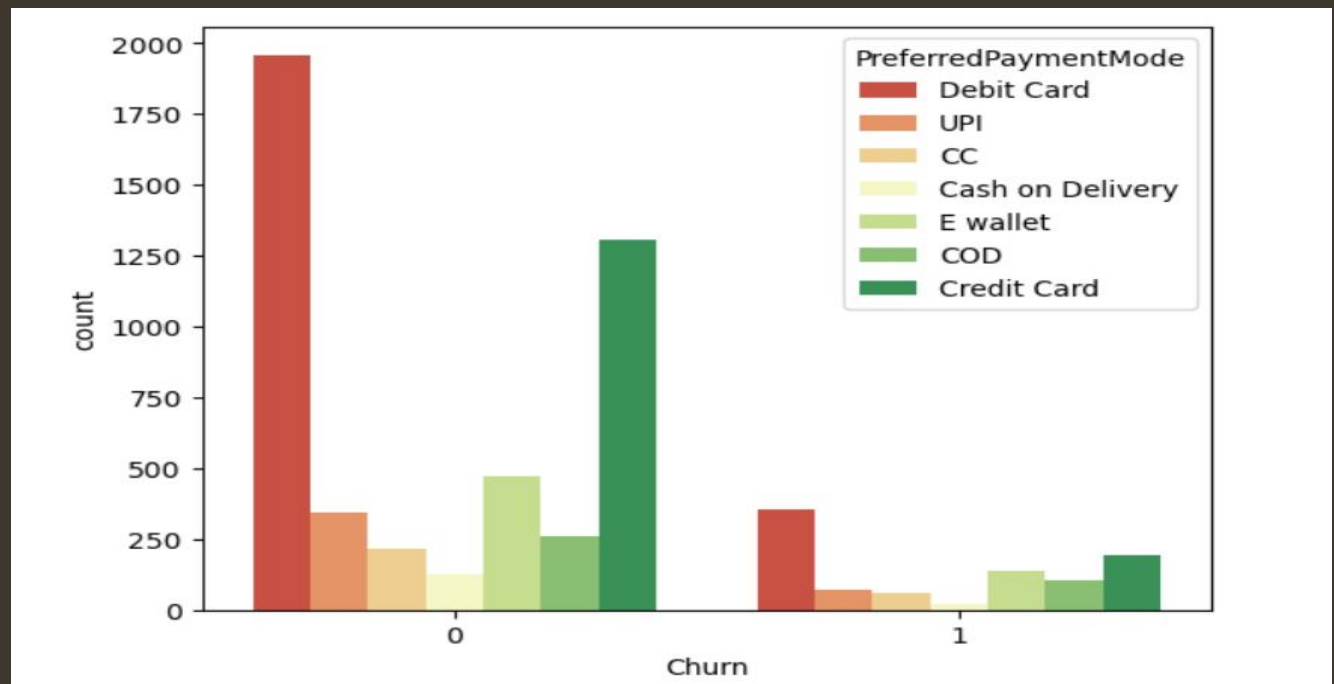
# Insights Based On user App Data with Churn Prediction

- People with 3,4,5 registered devices are churning more as compared to others.



# Insights Based On user App Data with Churn Prediction

- People Doing Transaction with Debit Card are Churning more as Compared to other Transactions.



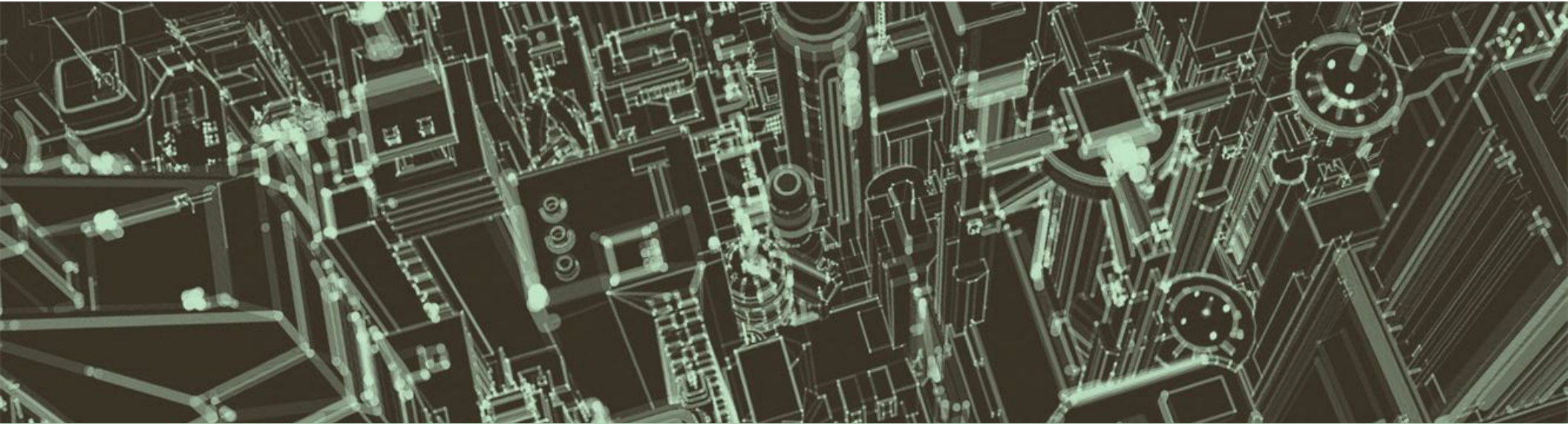
# Recommendations

- Company Should Focus on Cluster 1 people as they are making most number of web purchases.
- Company Can provide Discount to Cluster 2 people as they are making most number of web visits but purchasing least.
- Company Should Provide Discount to Cluster 1 People as they are using most number of Deals.
- Company Campaign is most responded by Cluster 1 people so more push notifications to be done for Cluster 1 People.
- Company Should focus on people with more Kids as they are purchasing more from web.



# Recommendations

- Single People are Churning more so discount can be provided to them.
- Discount Can be provided to Customers from Tier 1 and Tier 3 Cities as they are Churning more.
- People with 3,4,5 registered Devices can be provided discount.
- Male Customers are churning more compared to Females. So discount can be provided to them.



THANK YOU

