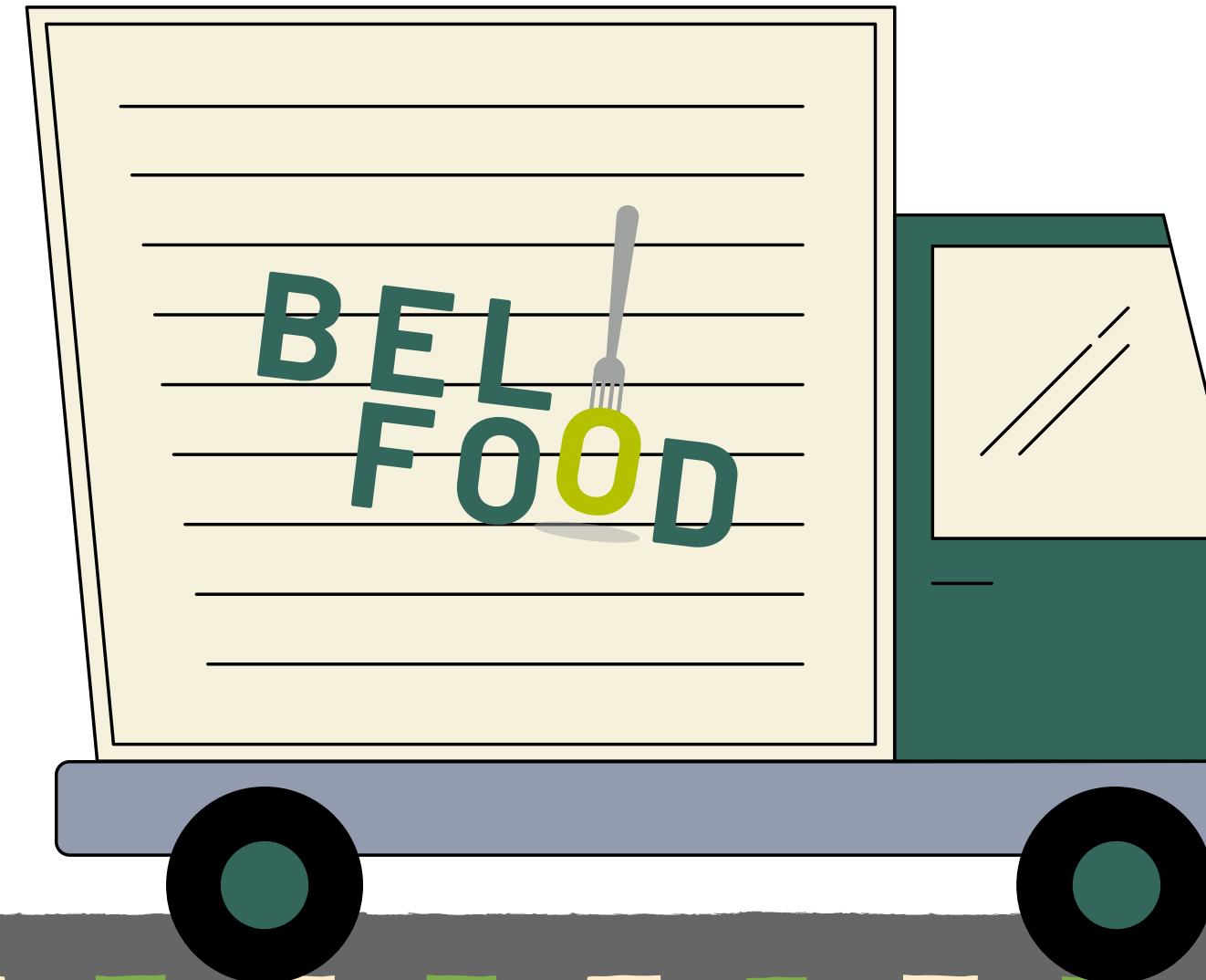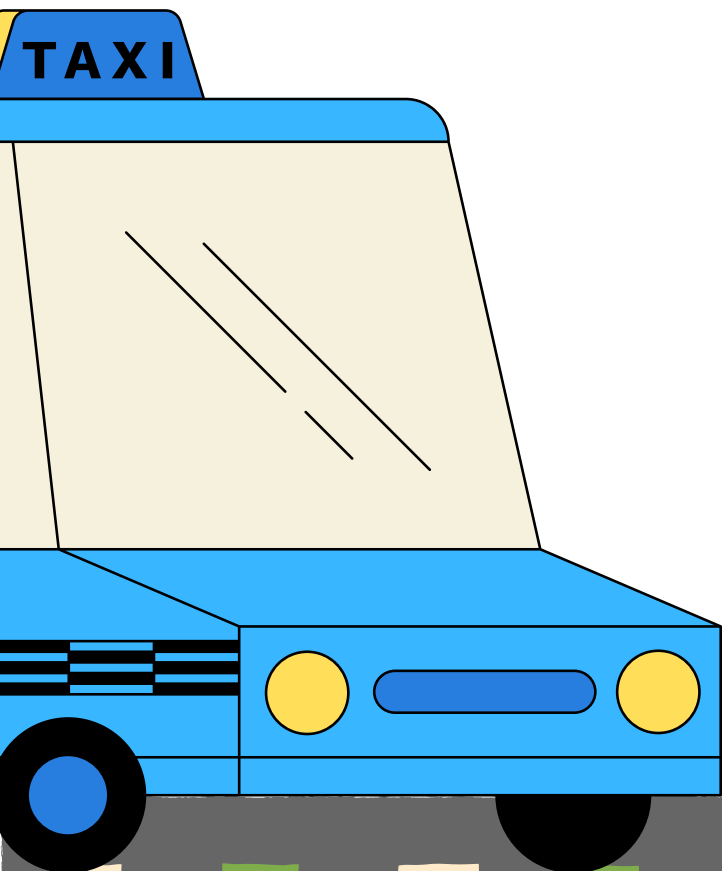# Beli Food
Customer Segmentation
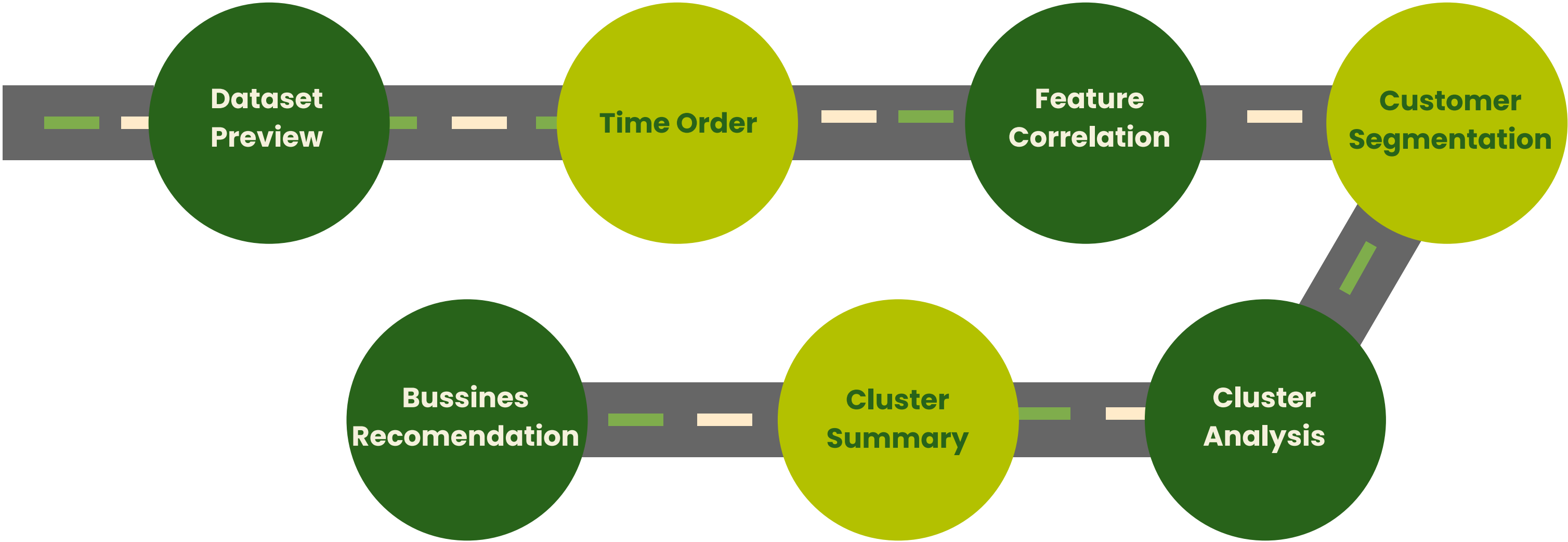
Business Proposition

Beli Food is a food delivery service that is currently booming. As the company grows and matures, **Beli Food** faces a difficult situation where they have difficulty in retaining their customers.

Solution

By identifying the target list through customer segmentation and also making suggestions of customized marketing campaigns for different segments.

BEL
FOOD

Road Map

BEL FOOD

Dataset Preview

Time Order

Feature Correlation

Customer Segmentation

Bussines Recomendation

Cluster Summary

Cluster Analysis

Dataset Preview

customer_id	First Time	Recent Time	# of Orders	# of Orders in last 7 days	# of Orders in last 4 weeks	Amount	Amount in last 7 days	Amount in last 4 weeks	Avg_Distance FromResturant	Avg_Delivery Time
1269647	2015-06-29 10:57:00	2015-12-10 02:18:00	212	6.0	43.0	138808	4291	26853	1.6	51
167631	2015-07-04 15:39:00	2015-12-15 14:42:00	211	8.0	19.0	56404	1925	4177	2.2	42
301524	2015-06-26 09:56:00	2015-12-09 20:45:00	189	9.0	33.0	36020	1772	6404	2.5	57
1268254	2015-07-01 01:51:00	2015-12-14 01:43:00	184	6.0	37.0	32489	975	7110	3.1	55
357161	2015-07-11 18:34:00	2015-12-19 23:26:00	182	4.0	23.0	85150	1738	9958	2.4	36
1294857	2015-06-15 09:00:00	2015-11-25 14:01:00	171	8.0	27.0	55597	1710	8436	1.6	31

Time Order
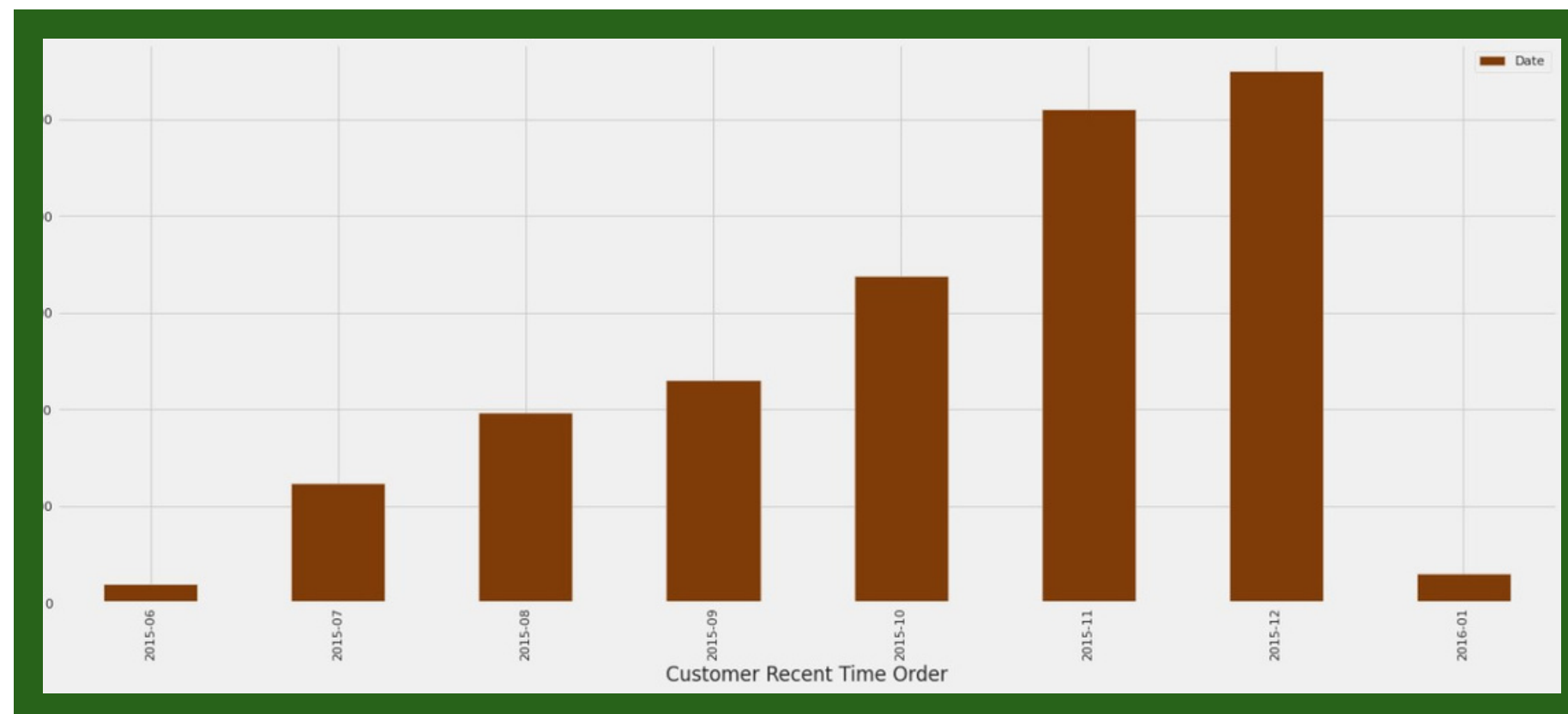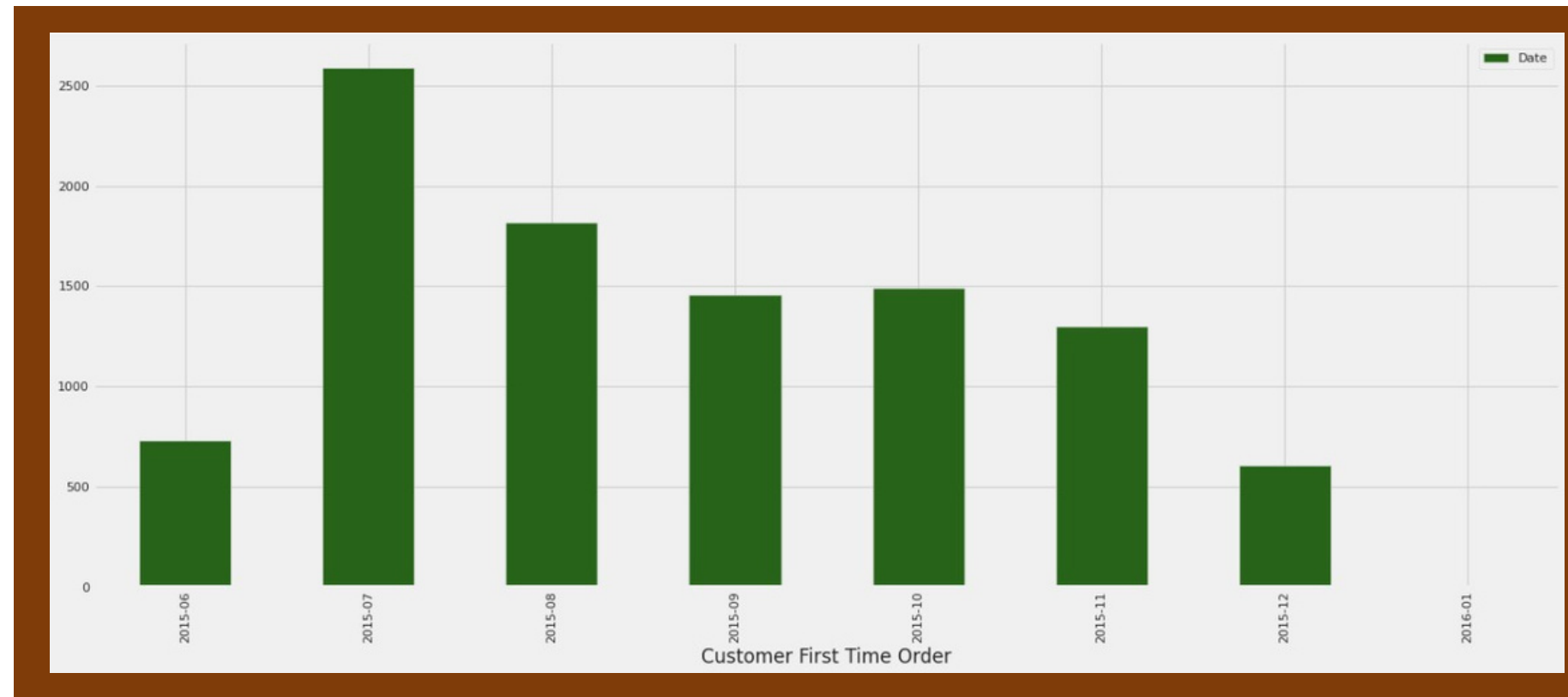
Insight Box

At the beginning of the emergence of this application, many attracted new customers to order through this application. However, there is a decrease in new customers ordering using this application.

This application is in great demand by customers. It can be seen in the bar plot on the side, it can be seen that the number of customers who use this application is increasing.
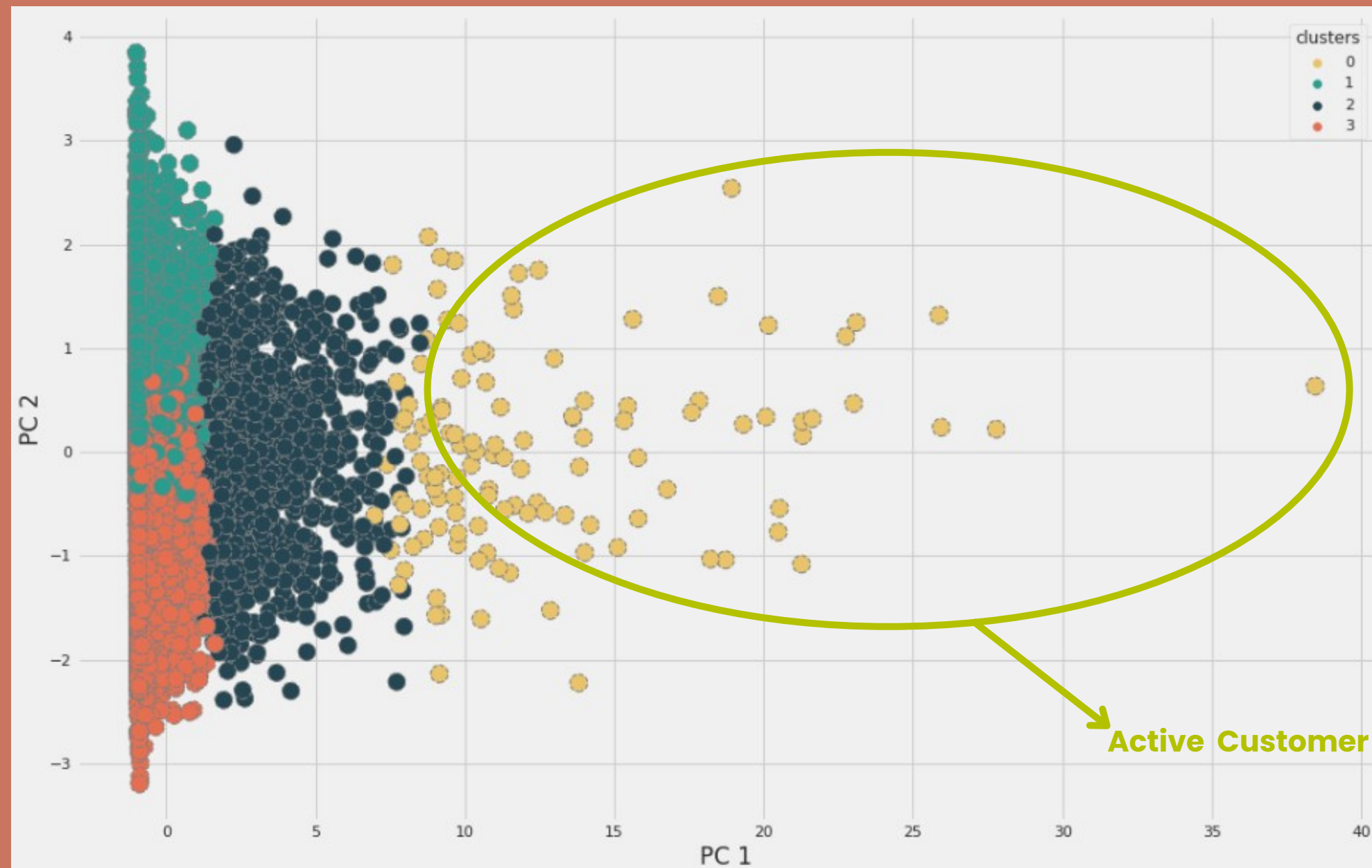
Feature Correlation

Insight Box

It can be seen that there is a correlation between the variables, because '#Order' and 'Amount' are just supersets of their respective pairs. And the distance of the restaurant is correlated with the delivery time
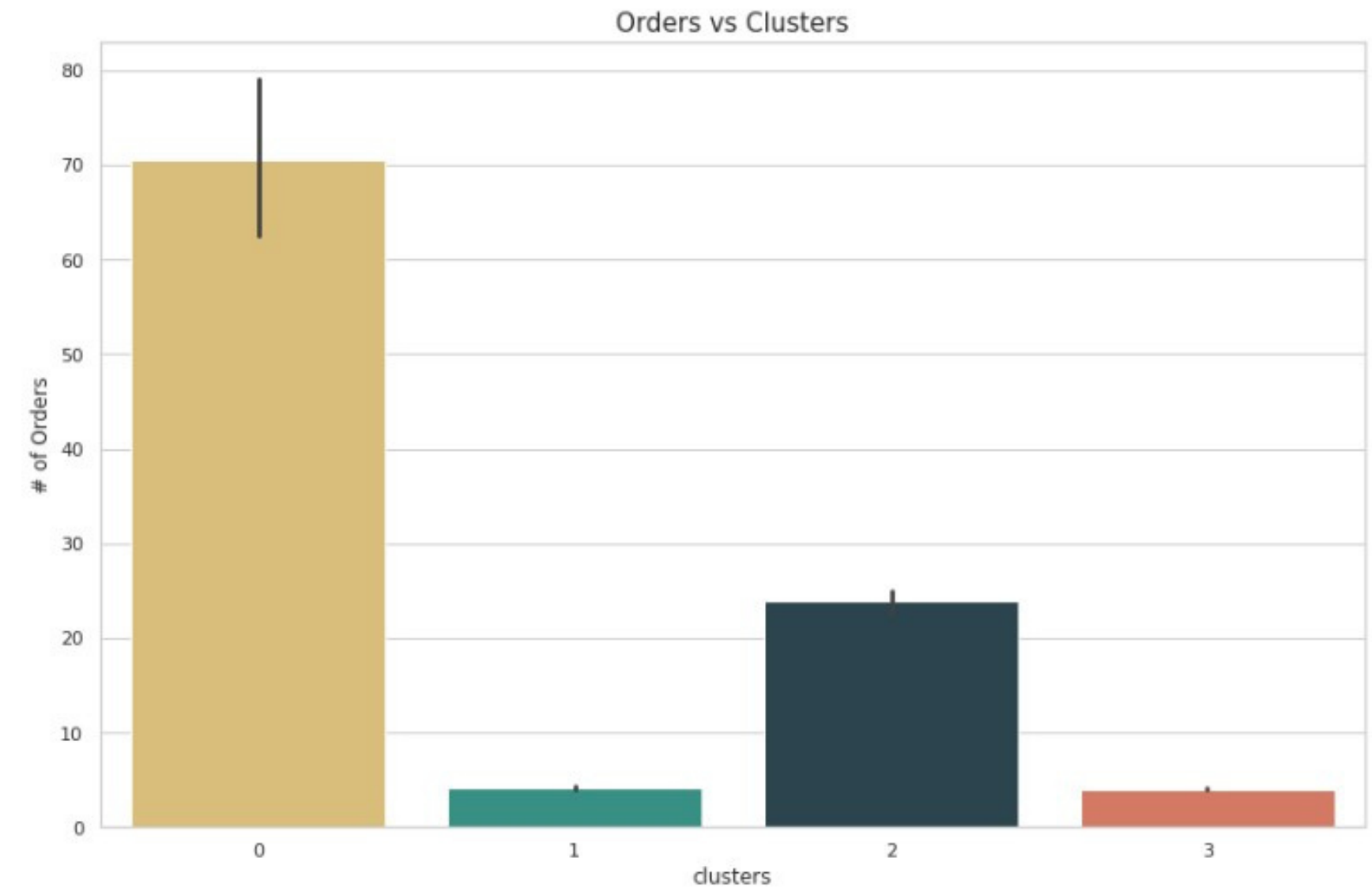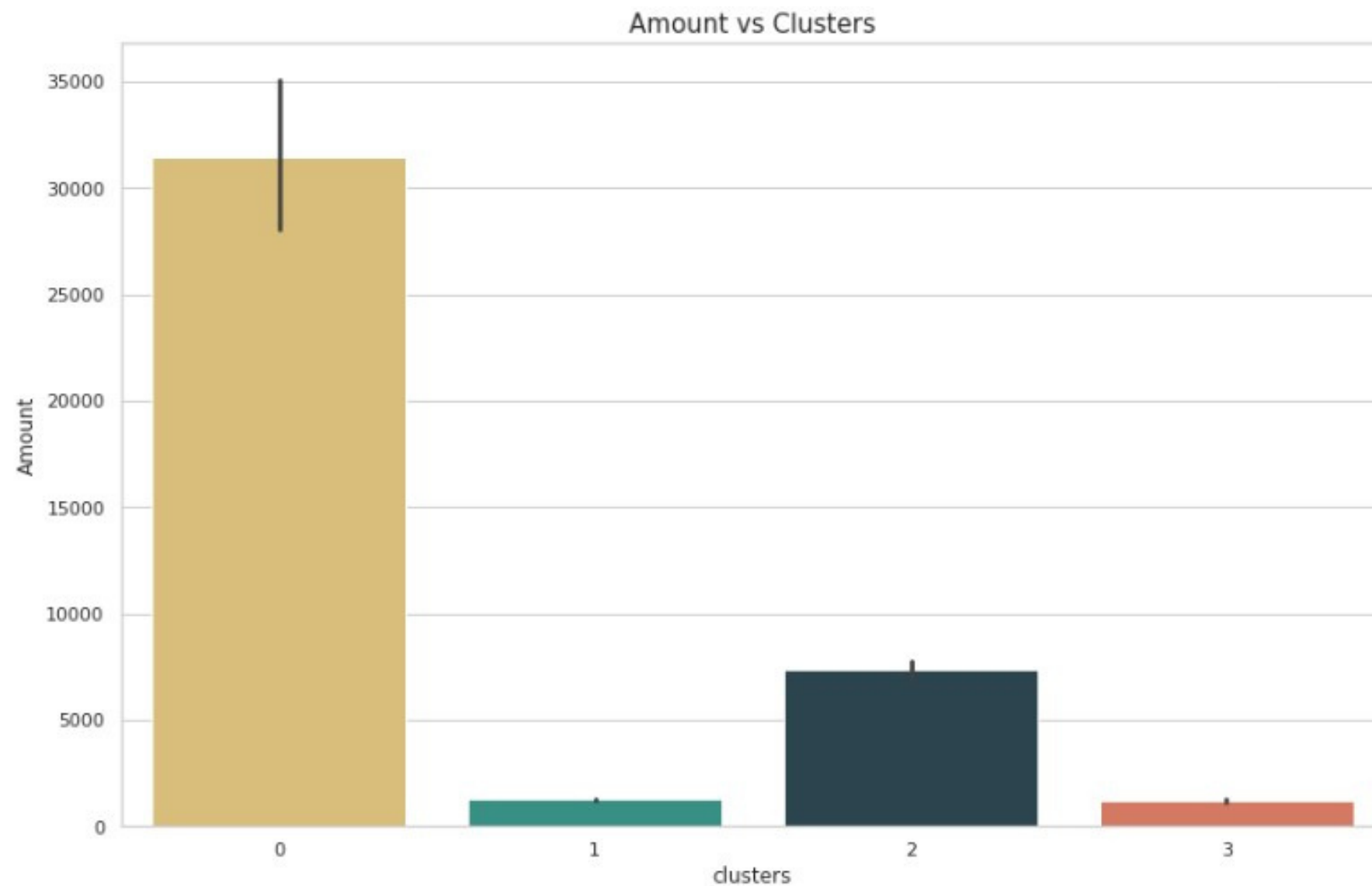
Customer Segmentation

Insight Box

It can be seen that cluster 0 is the most active customer, then customers in cluster 2 are semi-active customers & the last customers in clusters 1 and 3 are passive customers.

Cluster Analysis

Amount vs Clusters — bar chart showing Amount on y-axis (0 to 35000) versus clusters (0, 1, 2, 3). Cluster 0 ≈ 31000, Cluster 1 ≈ 1200, Cluster 2 ≈ 7300, Cluster 3 ≈ 1100.

Orders vs Clusters — bar chart showing # of Orders on y-axis (0 to 80) versus clusters (0, 1, 2, 3). Cluster 0 ≈ 70, Cluster 1 ≈ 4, Cluster 2 ≈ 23, Cluster 3 ≈ 4.

Insight Box

Cluster 0 is a collection of customers who frequently use this application to order food. Although not as active as cluster 0, cluster 2 is also quite often ordering food. Compared to the previous two clusters, clusters 1 & 3 rarely or little in ordering food with this application

Cluster Analysis

Delivery Time Clusters

Distance From Resturant Clusters
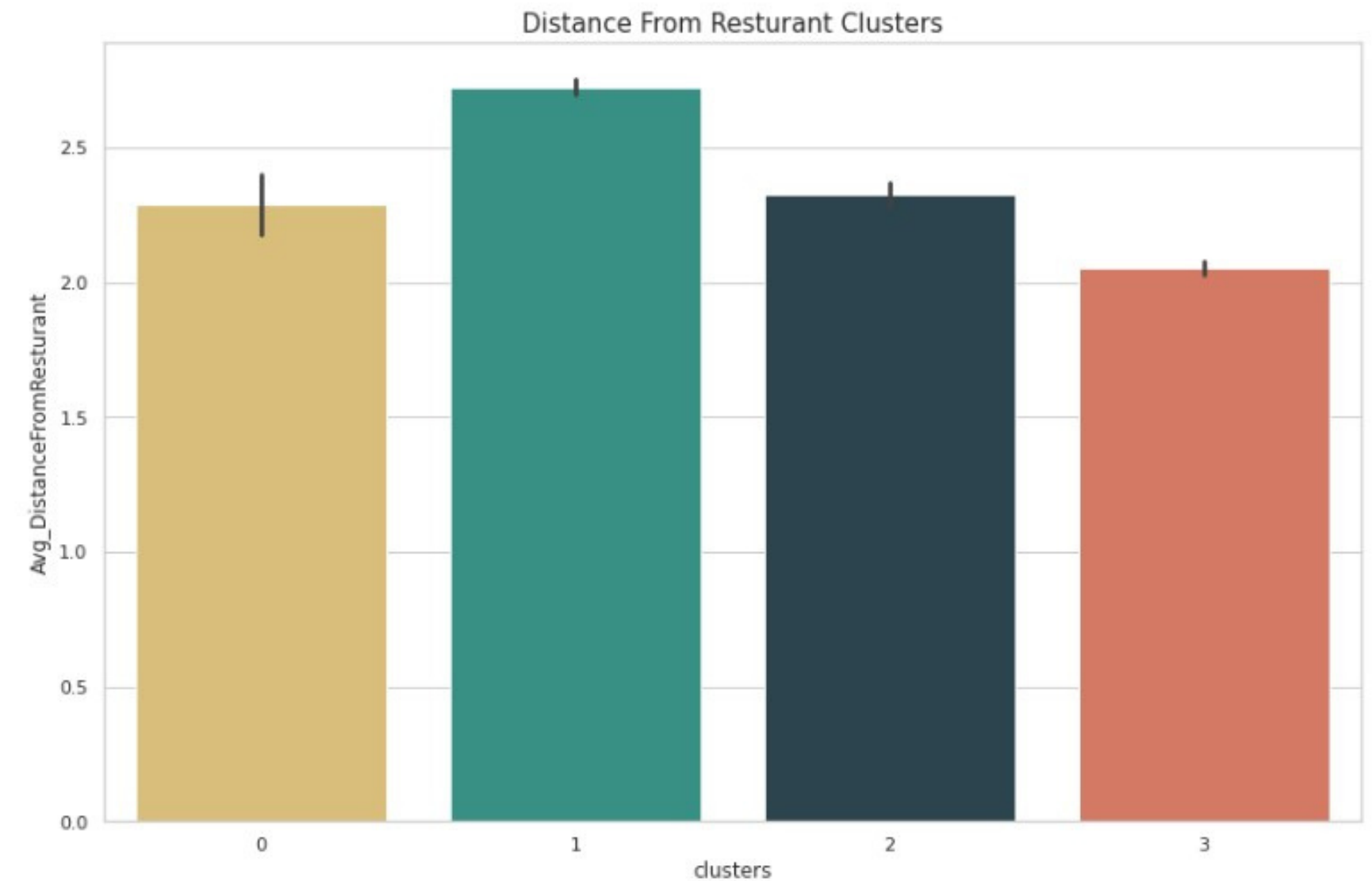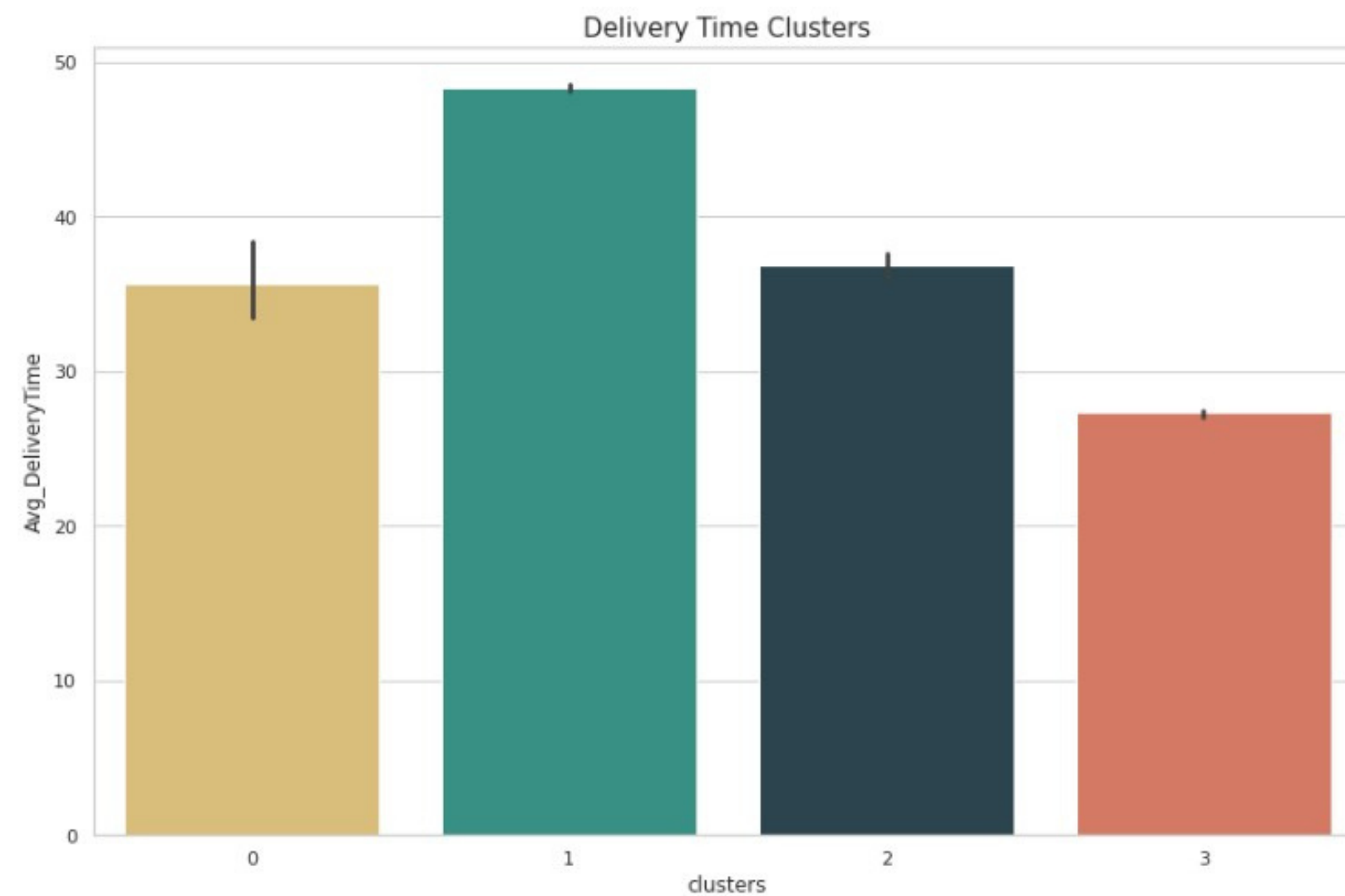
Insight Box

In clusters 0 and 2 for the distance from the restaurant and the delivery time is appropriate. However, clusters 1 and 3 will be the talk this time. In cluster 1 why rarely order, maybe due to the long delivery time because the distance between the customer and the restaurant is quite far. However, in cluster 3, the distance between the customer and the restaurant is not far, with fast delivery. But cluster 3 rarely orders with this application (need feedback from customer)

Cluster Summary

Insight Box

- **Cluster 0:** This cluster is our loyal customer, this cluster must be maintained in order to keep using our application.
- **Cluster 1:** Cluster that rarely orders, maybe due to the distance from the restaurant and the impact on the delivery time.
- **Cluster 2:** Although this cluster is semi-active, this cluster must also be maintained in order to continue using our application.
- **Cluster 3:** Similar to cluster 1, this cluster is a passive cluster. Although the distance from the customer location to the restaurant is a bit far, the delivery is faster than in other clusters.

BEL FOOD

Bussines Recomendation

Insight Box

- For active customers, we can create reward campaigns, in the hope that these customers will remain loyal to our application.
- For semi-active & passive customers we can create a marketing campaign, thereby trying to increase this customer segment to one level.
- We must prepare a feedback box for passive customers so that we know what complaints from these customers. That way we can improve ourselves so that in the future the passive customer is satisfied with the problem solving it provides
- From the problem of delivery time, we can increase it again so that the maximum is 50 minutes. By being more careful in understanding the road, we can use alternative roads that can have an impact on faster delivery.

LETS CONNECT

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