

Knowing Customers Behaviour

→ Based on RFM and Clustering to give an Product Recommendation and Bundling



Purwadhika
Startup and Coding School

Profile

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- Trisakti University 2012 - 2017
- People's Friendship University of Russia 2018/2019.



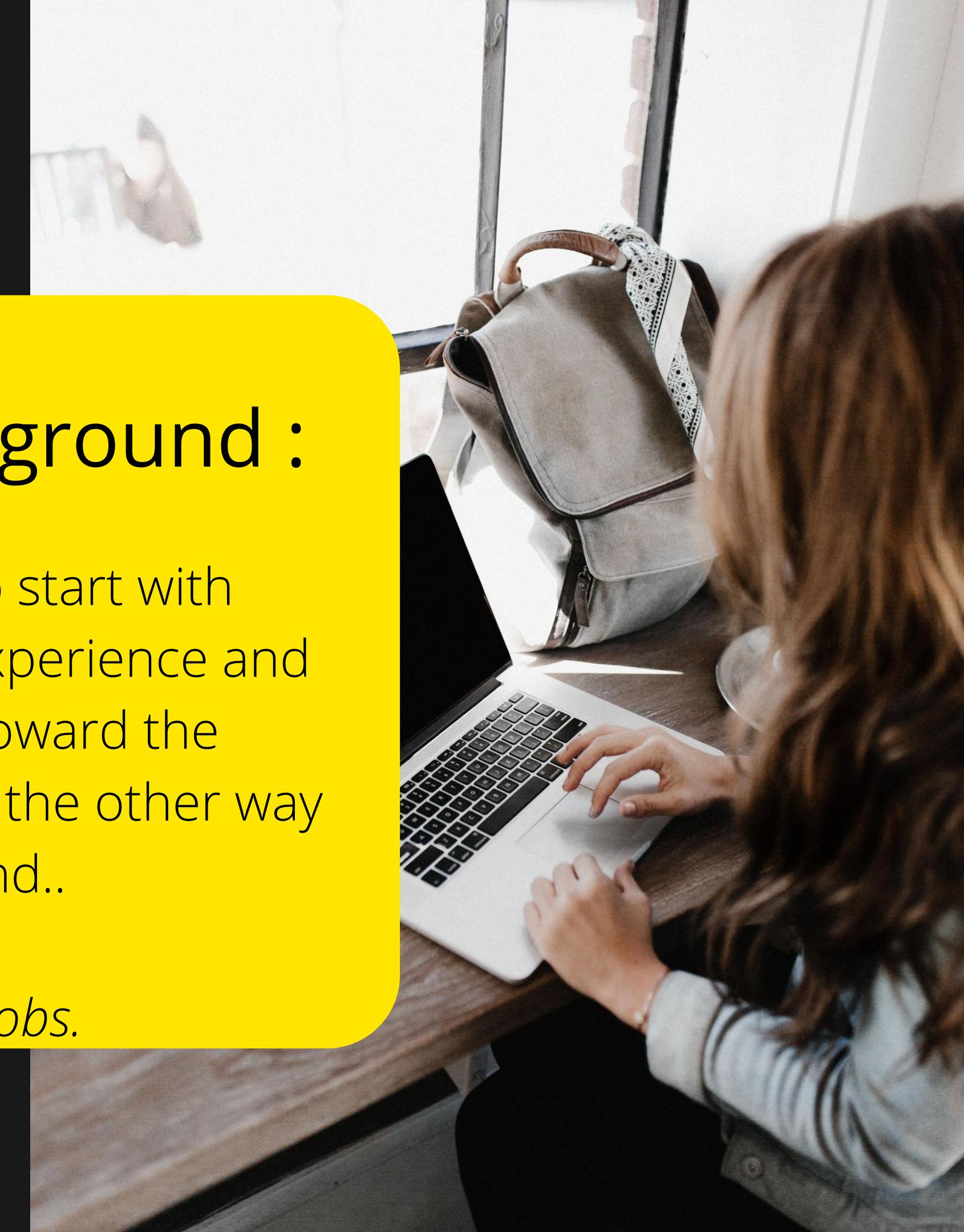


Things to discuss

Brief Background :

You've got to start with the customer experience and work back toward the technology - not the other way around..

Steve Jobs.





Business Problem

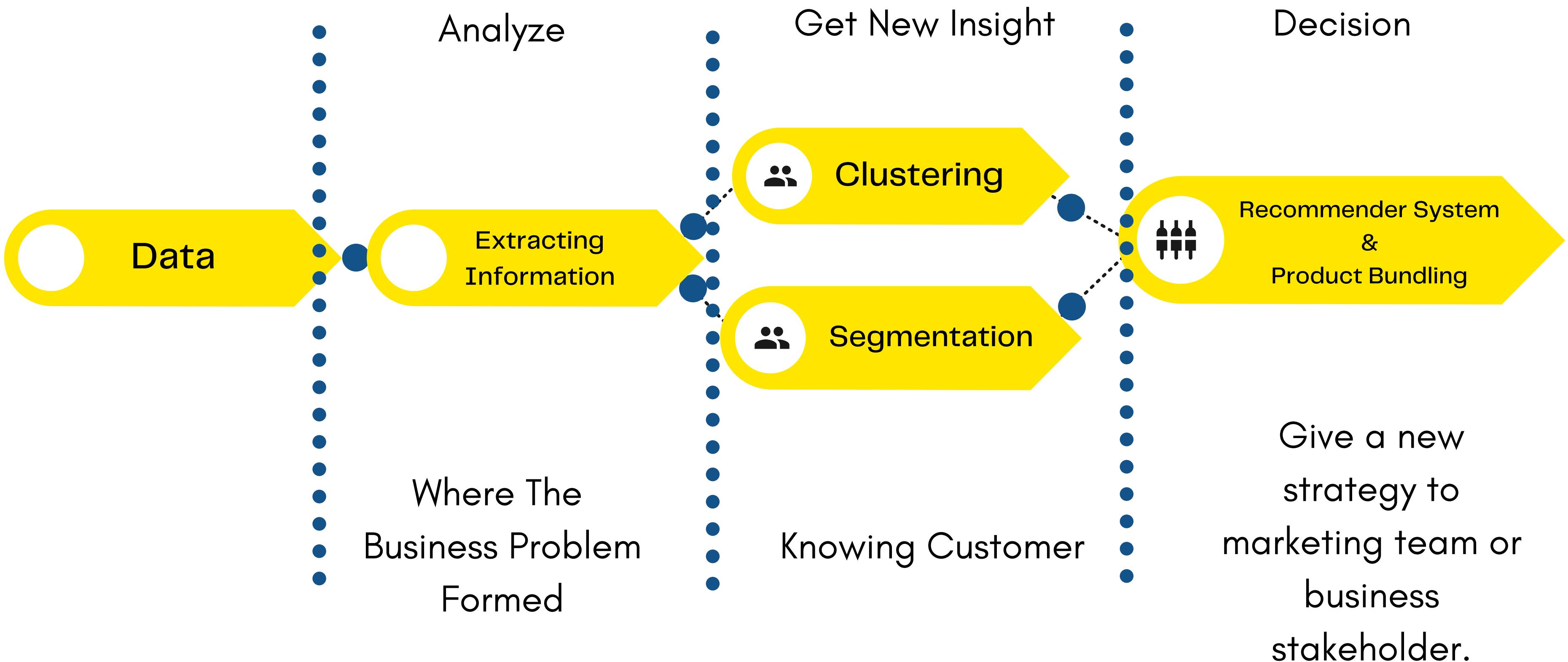


Does it matter knowing what kind
of products that they love?

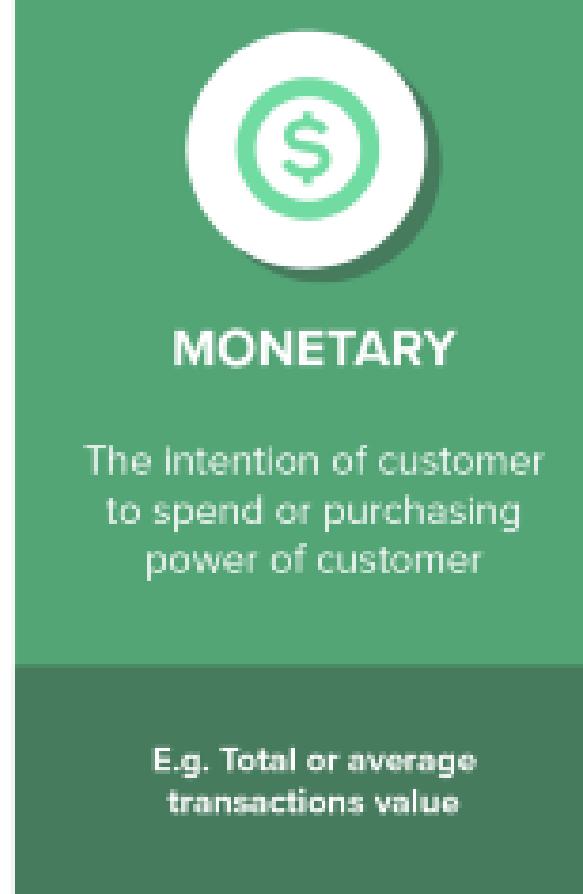
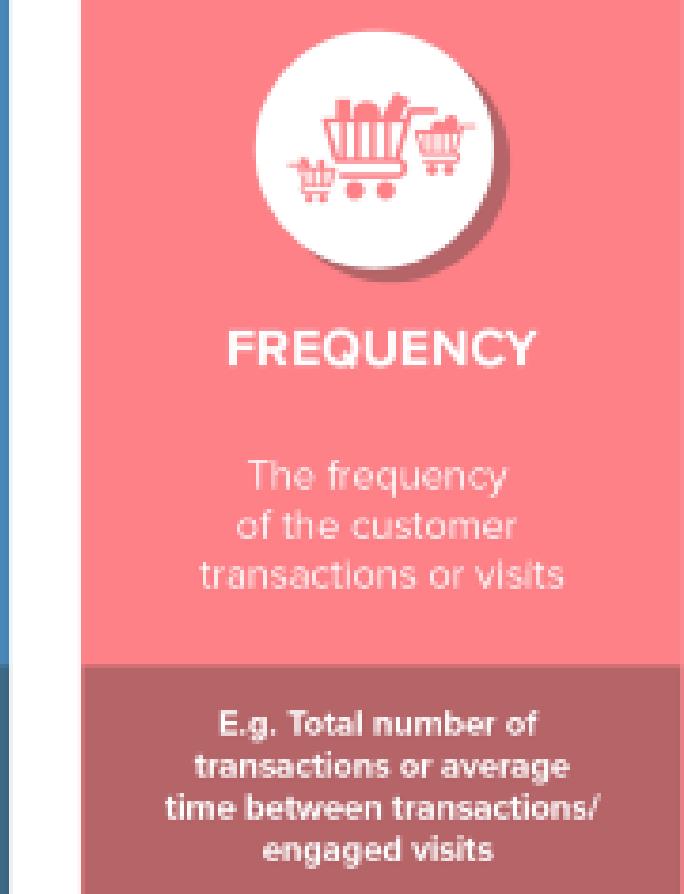
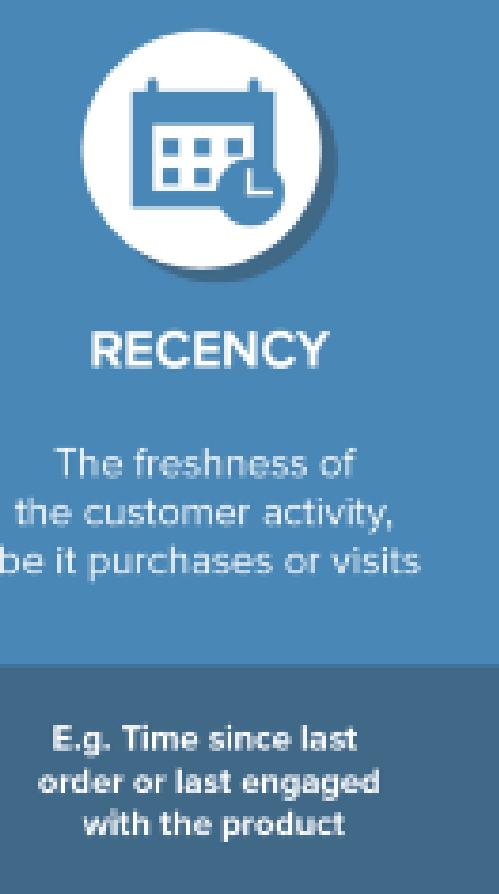
When the best time to give an
emphaty tou your customer?

How do you get in touch with your
Customer?

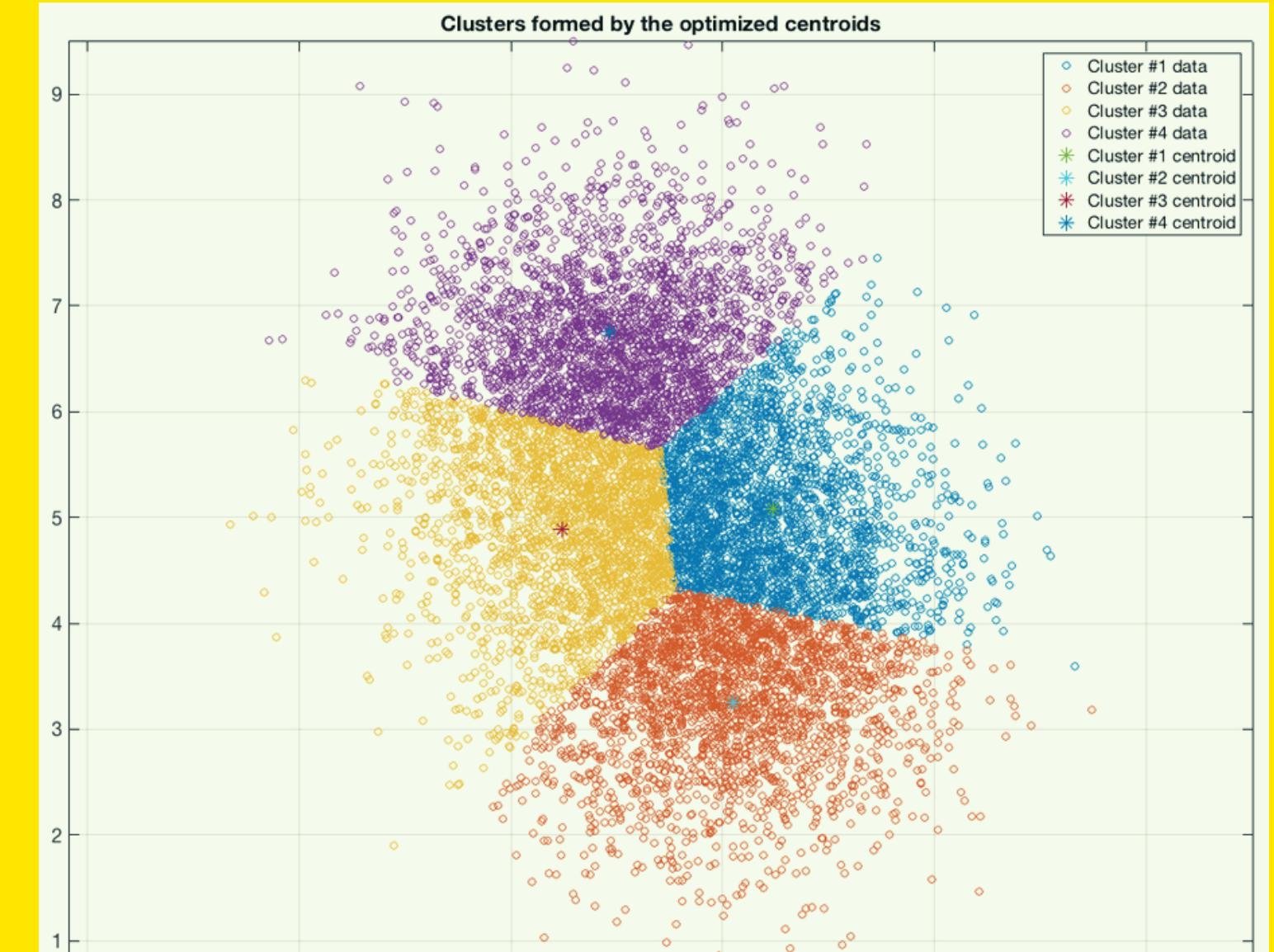
WORKFLOW TO REACH OUT.



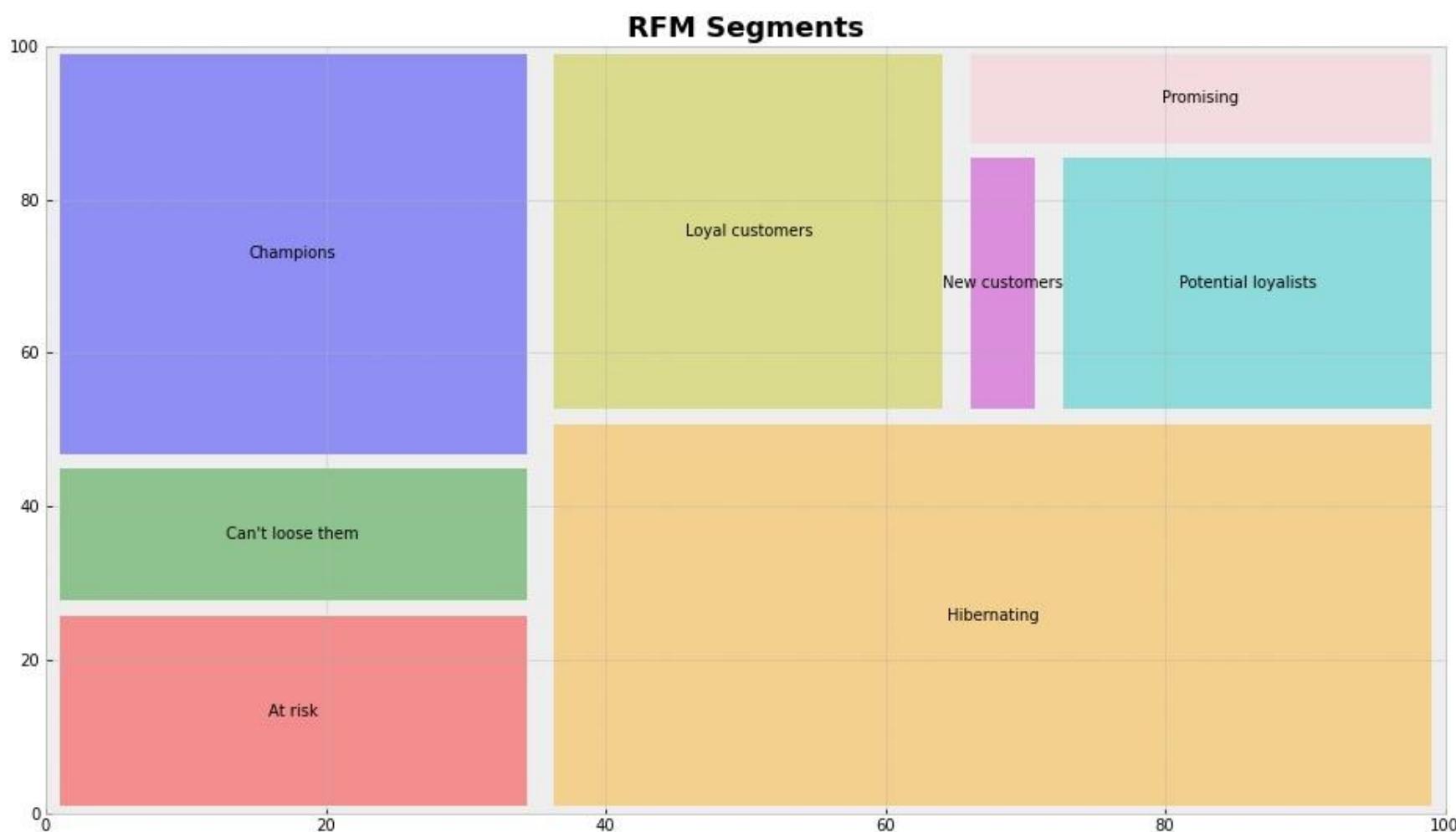
Segmentation



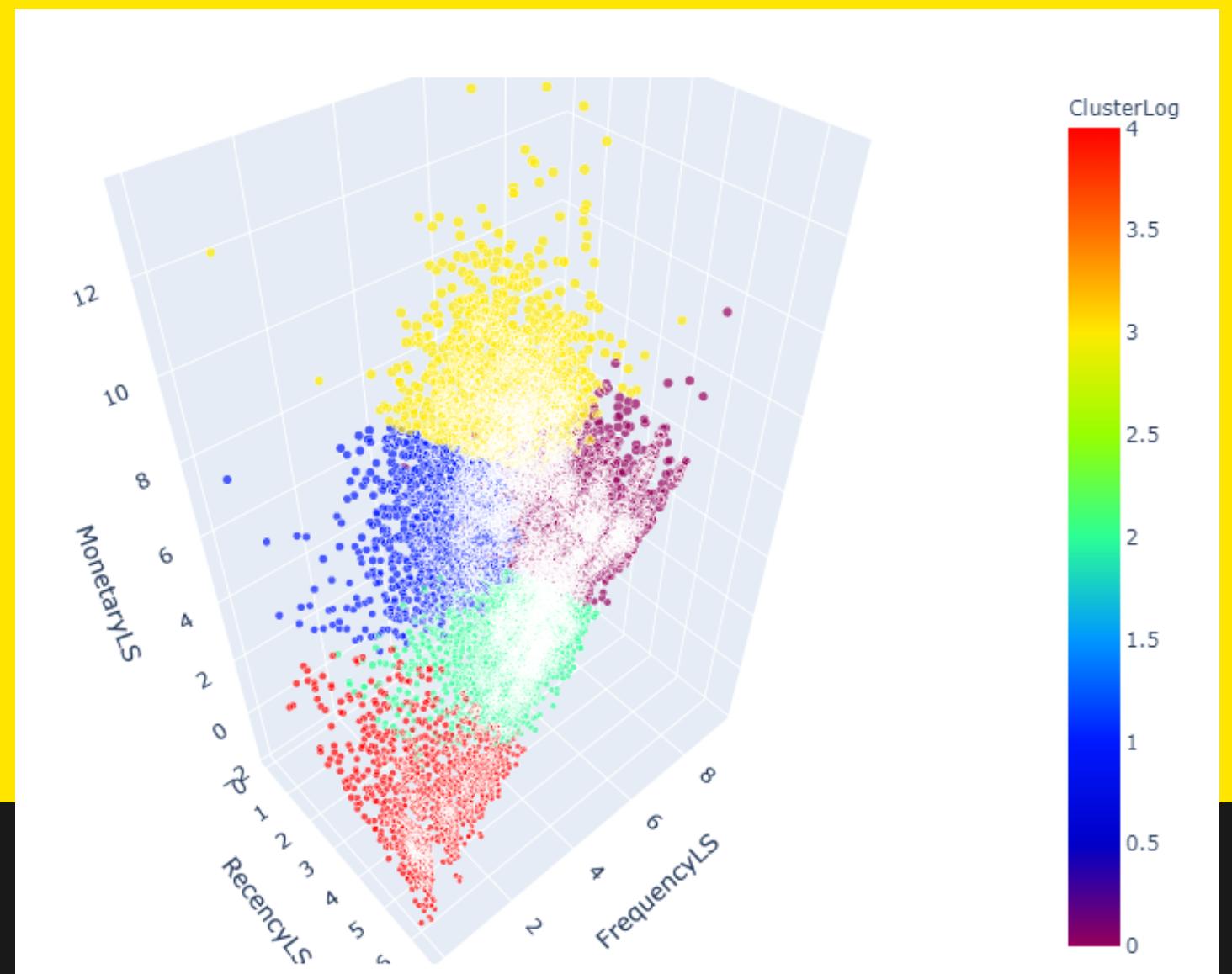
Clustering



Customer Segmentation

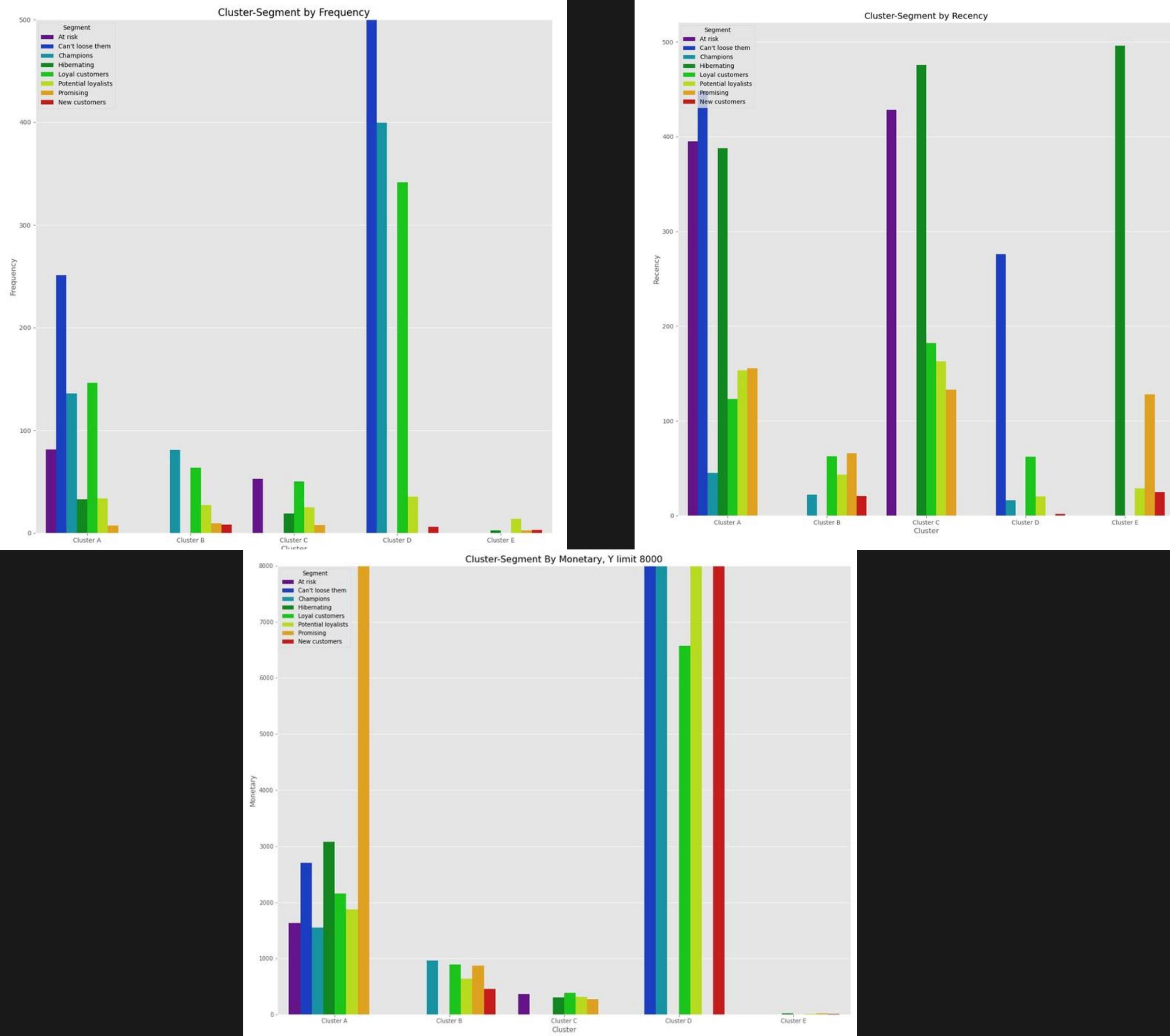


Clustering



Distribution

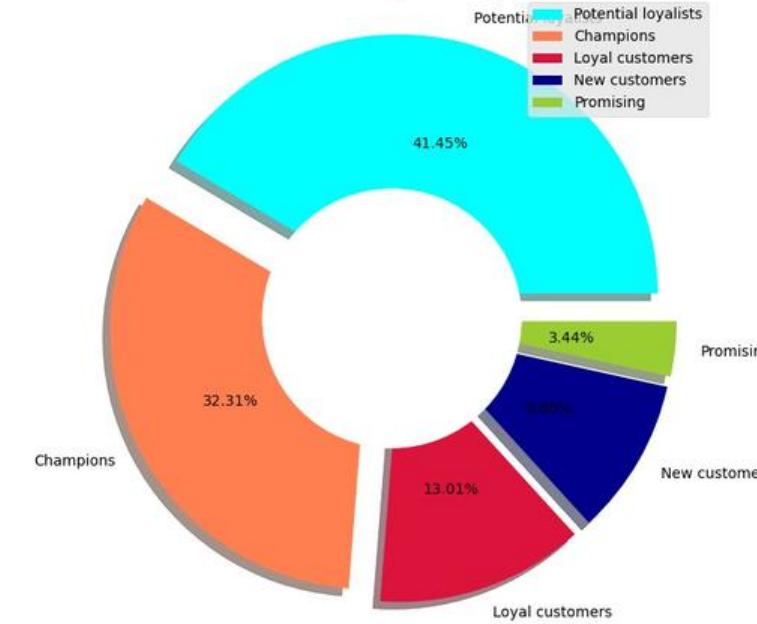
Cluster & Segmentation



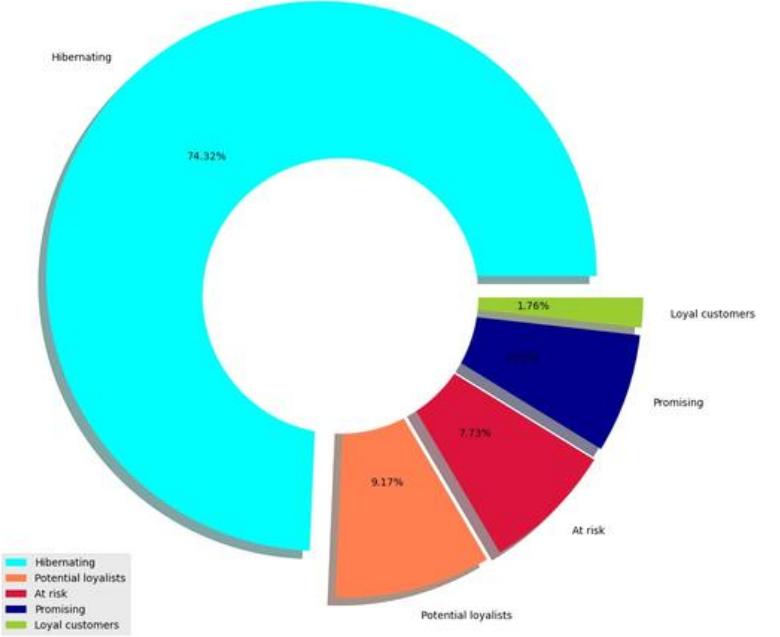
Distribution

Cluster
&
Segmentation

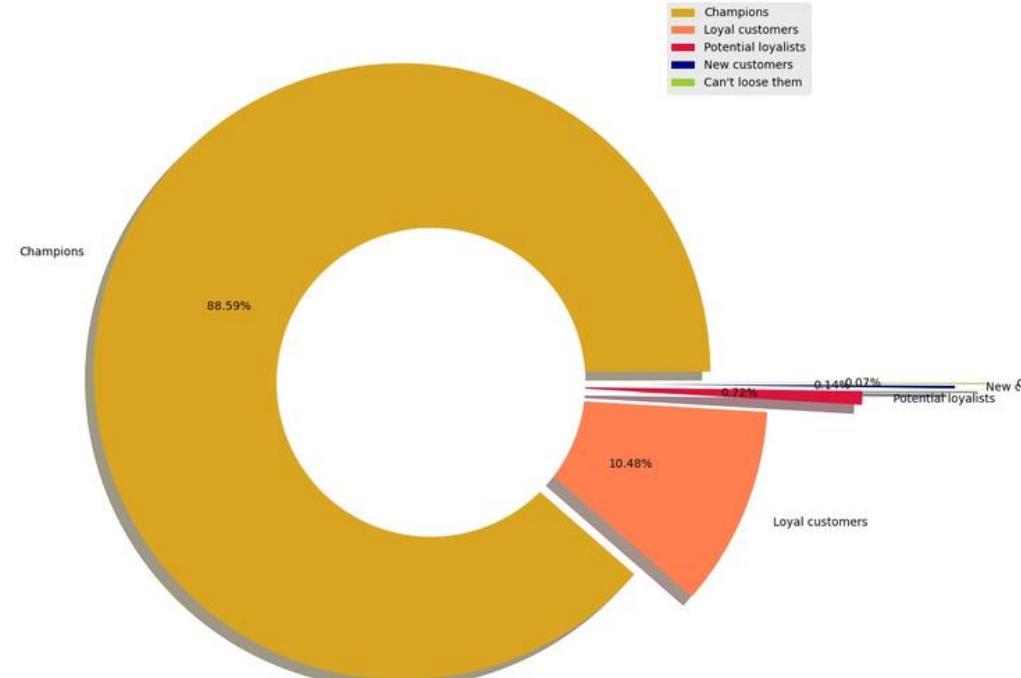
Cluster B by Segment



Cluster C by Segment



Cluster D by Segment





What Kind of Products

Take an action to boosting up the company or optimizing revenue accordingly to kind and when of products were purchased by each Cluster / Segment

Most Occurring word in the Description list



Try the recommender system and product bundling to Cluster A based on kind of products in high amount at purchased in month.



White Hanging Light Holder



Scottie's Dog



Knitted Union

Recommended System



Hanging Heart Jar



Red Haning Heart



Knitted Union

Product Bundling



VictorianGlass



Assisted Road



The best marketing
doesn't feel like marketing.

Tom Fishburne

