

Shopping Behavior Analytics for Excel Inc





Presentation Flow

TOPICS TO COVER

Introduction

Data Dictionary

Data Measures

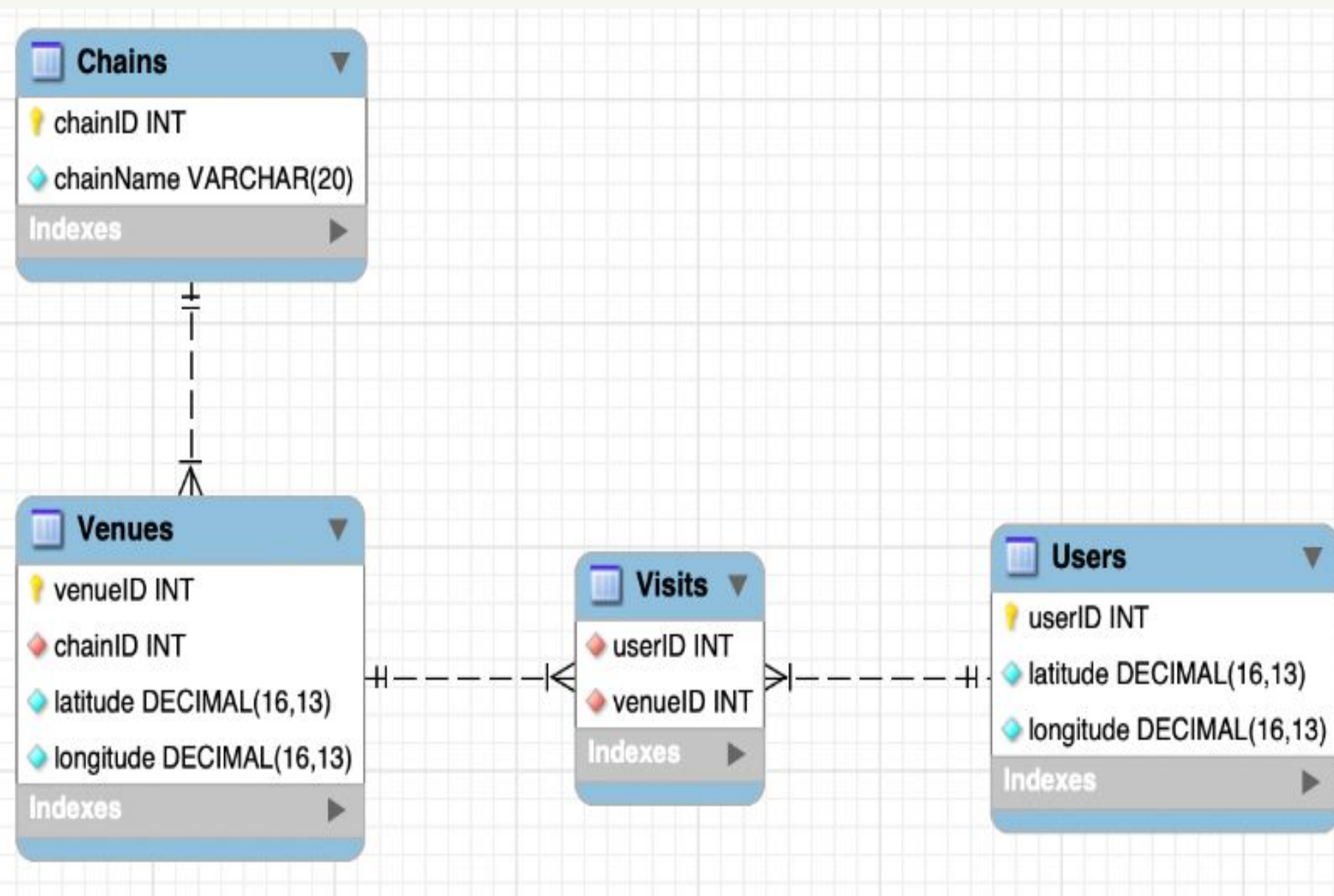
Overall Customer Shopping Behavior

Customer Cross-Shopping Behavior

Segmentation

Summary

Data Dictionary



Users

- a. userID - Numeric identifier (Primary Key)
- b. latitude - Latitude of home in decimal degrees (estimated)
- c. longitude - Longitude of home in decimal degrees (estimated)

Chains

- a. chainID - Numeric identifier (Primary Key)
- b. chainName - Name of chain

Venues

- a. venueID - Numeric identifier (Primary Key)
- b. chainID - Foreigner Key in "chains" table
- c. latitude - Latitude in decimal degrees for venue (MobData proprietary places data)
- d. longitude - Longitude in decimal degrees for venue (MobData proprietary places data)

Visits

- a. userID - Foreigner Key in "users" table
- b. venueID - Foreigner Key in "venues" table



Data Measures



Loyal Customer



Frequent Shopper

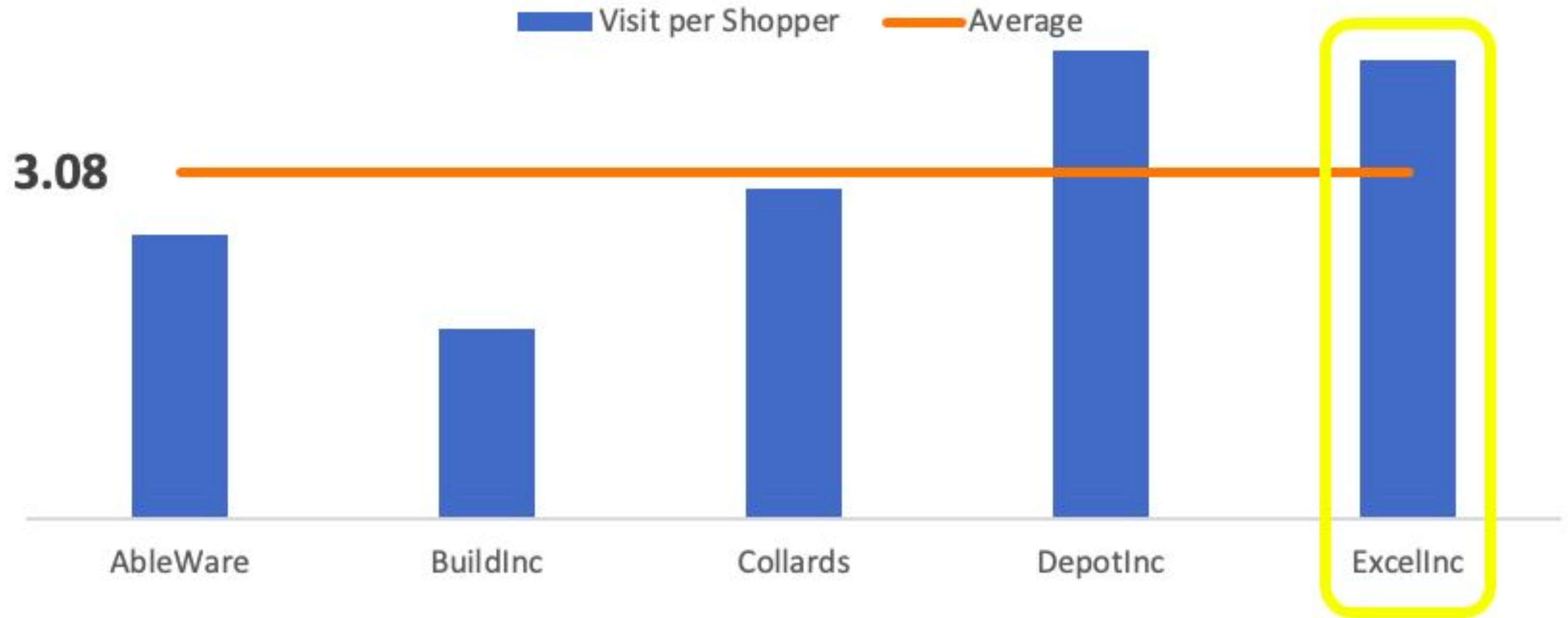
- **loyal**: If all visits by user at same chain
- **loyalTo**: the chain user is loyal to or “Not Loyal”
- **frequentShopper**: if user has more than 2 visits in the year

Overall Customer Shopping Behavior

	Shoppers	Visits	Loyals of Shoppers	% of Total Loyals
AbleWare	36%	23%	41%	24%
BuildInc	16%	10%	36%	9%
Collards	43%	28%	43%	30%
DepotInc	6%	5%	34%	4%
ExcelInc	48%	34%	43%	33%
Total	837,657	3,891,098	522,605	100%

Insight

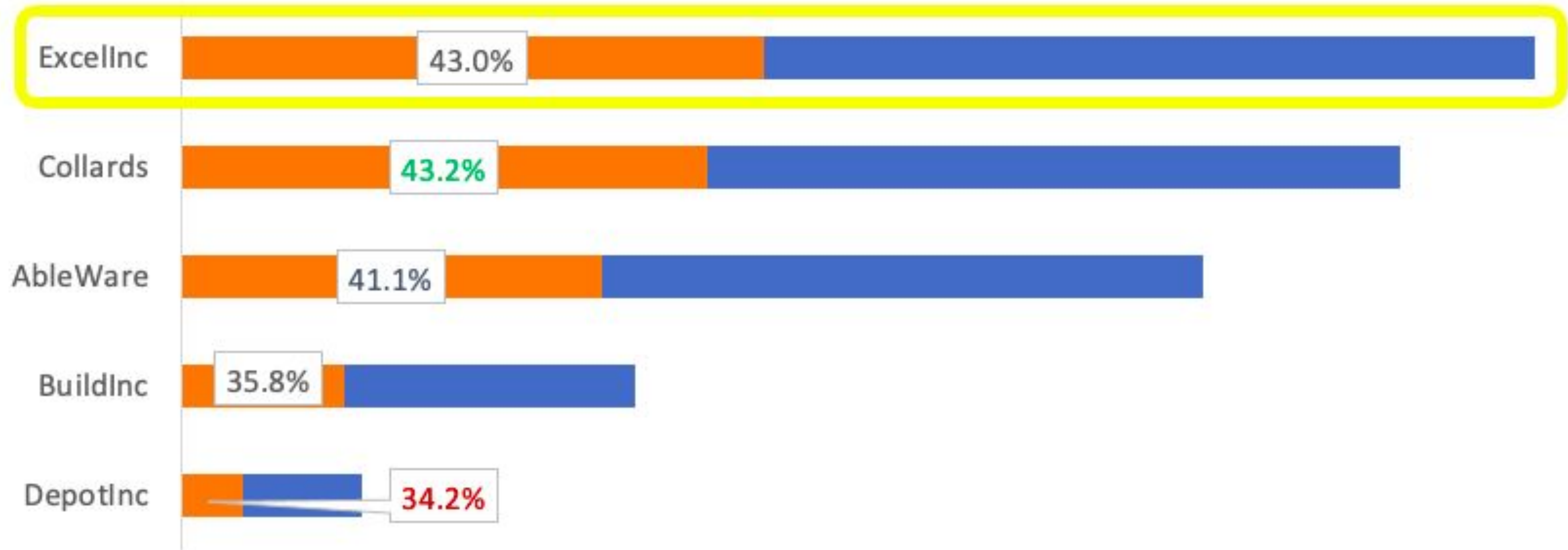
Excel Inc has above Average Visit per Shopper



Insight

Excel Inc is the Most Promising Company in the Industry

■ Loyals of Shoppers ■ Other Shopper



Customer Cross-Shopping Behavior

	Percentage of Visits At:					Total Customers
	AbleWare	BuildInc	Collards	DepotInc	ExcelInc	
Retailer AbleWare	45%	7%	18%	4%	25%	304,474
Retailer Build Inc	18%	39%	17%	5%	21%	135,375
Retailer Collards	14%	5%	48%	2%	30%	363,031
Retailer Depot Inc	18%	11%	11%	45%	14%	54,227
Retailer Excel Inc	16%	6%	23%	3%	52%	403,182
Total Visits	899,717	375,340	1,106,232	180,007	1,329,802	

Insight Cross-Shopping

- The Cross Shopping Behaviours Indicates 2 major points
 - * The closest competitor Excel Inc has is Collards followed by Able ware.
 - * Second, the most Isolated amongst all the companies is Depot inc.

Segmentation

- **Frequent Shopper or not**
- **Loyal or not**

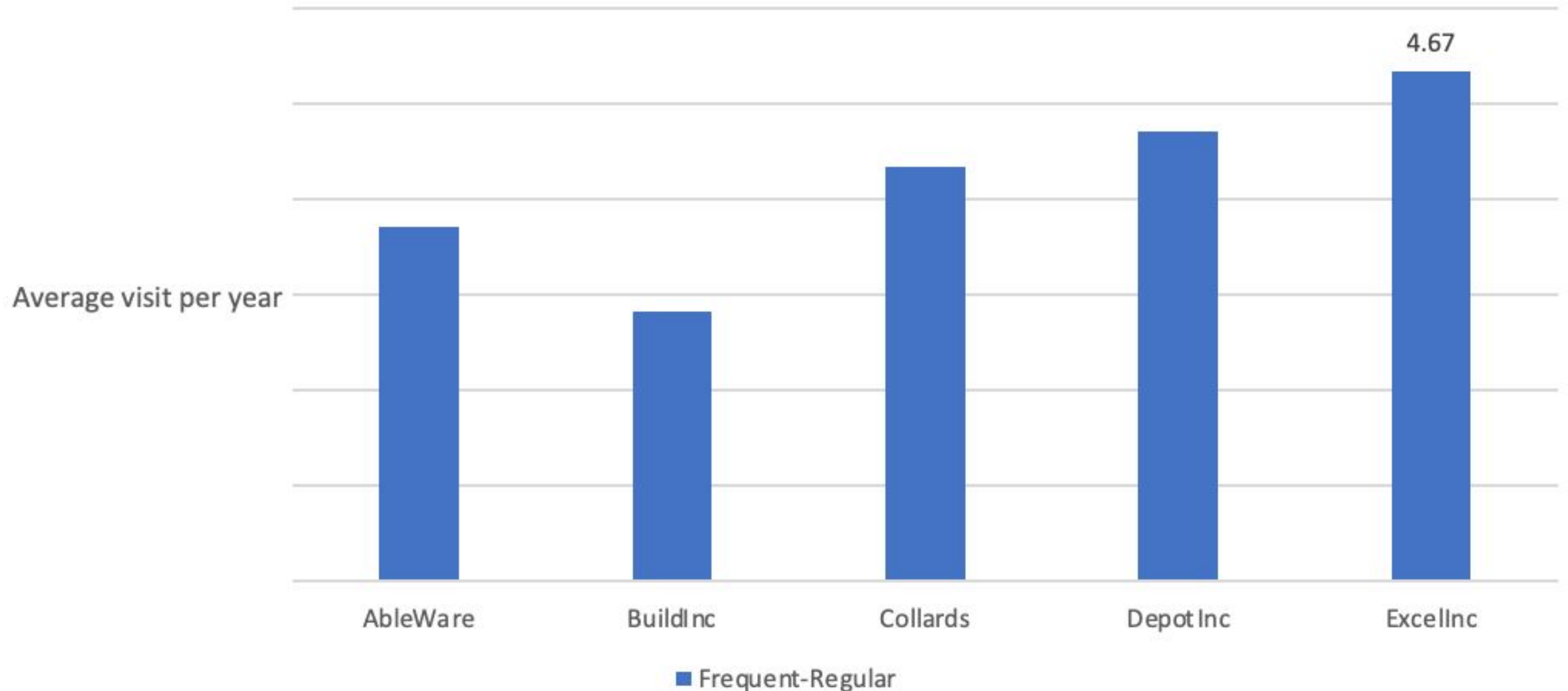
Customer Segmentation Analysis

For ExcelInc	Frequent Buyers	Non Frequent Buyers	Row. Ave.
Loyal Customers	6.32	1.22	3.77
Regular Customers	4.67	1.00	2.84
Col. Ave.	5.50	1.11	

Dependent variable is **Average Annual Visits** per segment per chain

Customer Segmentation Analysis

Regular/Unbiased Customers Prefer to Shop at ExcelInc



Summary

- Excel Inc has the most number of shoppers
 - * With above average visits per shopper
- Two main competitors Excel Inc has
 - * Collards and Ableware
- Regular customers prefer to shop at Excel





Thanks for listening!

GOOD LUCK AND HAPPY SELLING!

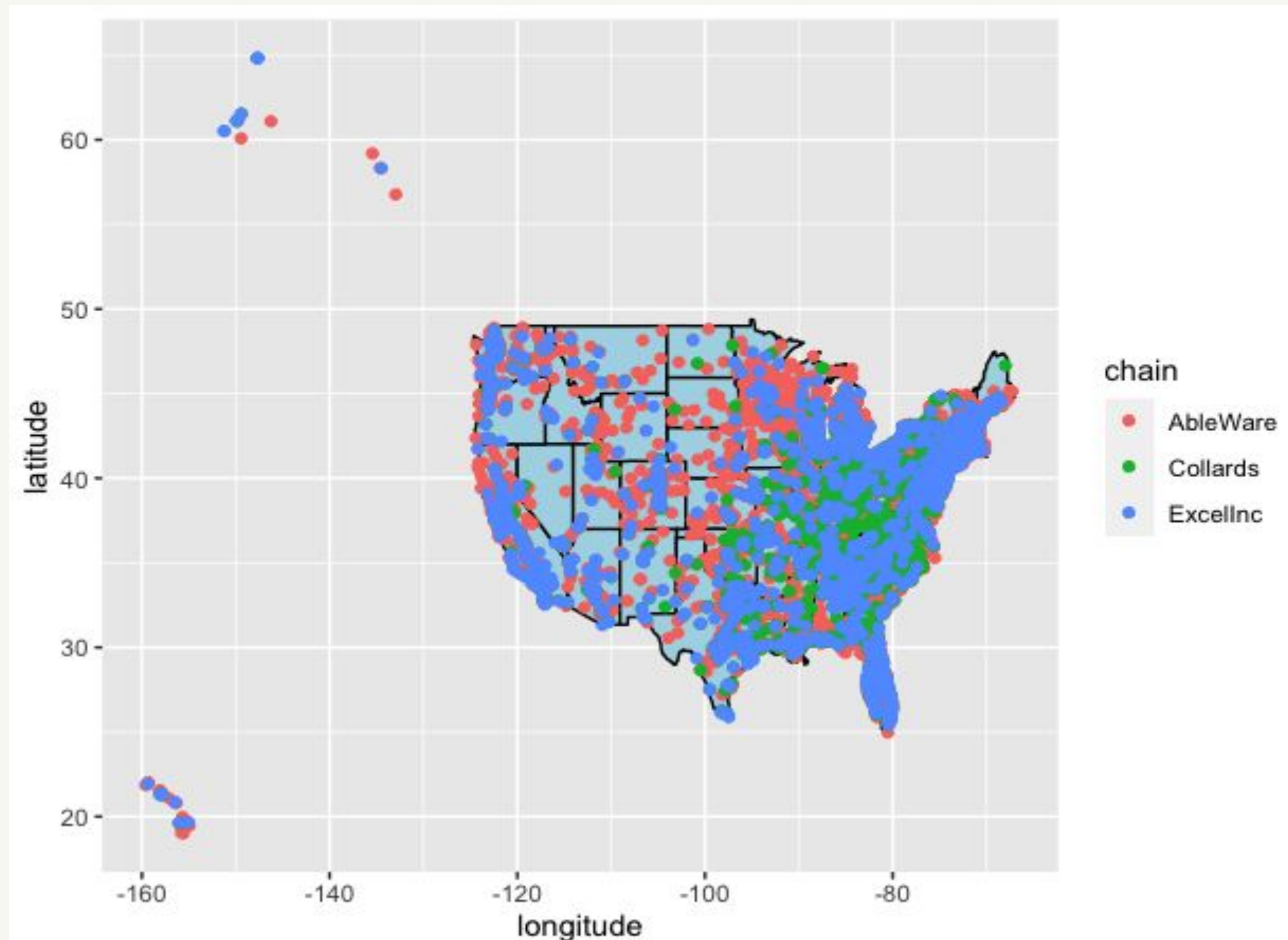
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Appendix

Geographically speaking, we should target on winning over AbleWare's customers



Appendix

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Appendix

	CloseToHome	NotClose
Ableware	27463	85815
BuildInc	9158	37601
Collards	39477	109060
DepotInc	3786	12638
ExcelInc	140088	263094

CloseToHome:

if a visit to a venue (venue location) is less than 5 miles from the user home location (user location) using haversine distance (radius of earth as 6371)