# Gemini Prompts for Customer Behavior Analysis

# Prompt 1: Identifying High-Value Customer Segments Using CLV Scoring

I'm analyzing customer value for a retail dataset using a calculated Customer Lifetime Value (CLV) score based on total sales, total profit, number of orders, and average profit margin.

These are my top 10 customers based on the highest CLV scores:

Customer num\_orders total\_sales total\_profit avg\_profit\_margin clv\_score

Tamara Chand 5 19052.22 8981.32 0.213 0.703

Adrian Barton 10 14473.57 5444.81 -0.083 0.651

Sanjit Chand 9 14142.33 5757.41 0.263 0.637

Raymond Buch 6 15117.34 6976.10 0.210 0.623

Sanjit Engle 11 12209.44 2650.68 0.194 0.571

Ken Lonsdale 12 14175.23 806.86 -0.033 0.567

Hunter Lopez 6 12873.30 5622.43 0.314 0.562

Clay Ludtke 12 10880.55 1933.78 0.245 0.556

Greg Tran 11 11820.12 2163.43 0.286 0.554

Keith Dawkins 12 8181.26 3038.63 0.245 0.552

Help me understand:

1. What are the key insights or patterns from this group?

2. Why might these patterns exist?

3. What strategic actions or business implications could follow from this?

# Prompt 2: Uncovering Purchasing Behavior Trends Across Segments and Time

You are an expert data analyst working with a retail dataset from a Superstore. Below is a summary of key outputs from our customer behavior analysis. Use this data to analyze customer purchasing patterns and provide actionable insights.

I'm analyzing purchasing patterns in a retail dataset.

Here are summary tables I created:

**1. \*\*Top 10 customers by number of orders:\*\***

customer num\_orders total\_sales total\_profit avg\_discount

Emily Phan 17 5478.06 144.96 0.197

Sally Hughsby 13 3406.84 558.47 0.136

Noel Staavos 13 2964.82 -234.77 0.215

Patrick Gardner 13 3086.91 137.46 0.169

Zuschuss Carroll 13 8025.71 -1032.15 0.255

Joel Eaton 13 6760.82 221.80 0.146

Erin Ashbrook 13 2846.71 -52.74 0.300

Chloris Kastensmidt 13 3154.86 141.28 0.234

Suzanne McNair 12 5563.39 581.57 0.127

Rick Bensley 12 4715.47 640.55 0.135

**2. \*\*Monthly orders and sales:\*\***

[Include 3–5 high months]

- 2022-11: 261 orders, $118,447.83

- 2022-12: 224 orders, $83,829.32

- 2022-09: 226 orders, $87,866.65

**3. \*\*Top-selling subcategories:\*\***

subcategory sales profit

Phones $330,007.05 $44,515.73

Chairs $328,449.10 $26,590.17

Storage $223,843.61 $21,278.83

Tables $206,965.53 -$17,725.48

Copiers $149,528.03 $55,617.82

**4. \*\*Average Order Value by segment:\*\***

- Home Office: $472.67

- Corporate: $466.41

- Consumer: $449.11

Help me understand:

1. What key patterns or customer behaviors stand out from this data?

2. Why might these patterns be occurring?

3. What actions or business strategies could be informed by these trends? Customers by Average Order Value (AOV):  
  
**Prompt 3: Evaluating Customer Retention and Churn Risk Signals**

You are a customer analytics expert analyzing retention data for a Superstore retail dataset. Below is a summary of key outputs identifying patterns in customer behavior, particularly repeat buyers and churn risk.  
  
---I'm analyzing customer retention in a retail dataset, Here are my summary tables:

**1. Customer Type Counts:**

customer\_type count

Repeat 781

One-Time 12

**2. Average Profit by Customer Type:**

customer\_type total\_profit

Repeat 365.72

One-Time 63.95

**3. High-CLV Customers At Risk of Churn:**

customer clv\_score recency\_days num\_orders total\_profit

Tamara Chand 0.703 399 5 8981.32

Sanjit Chand 0.637 349 9 5757.41

**4. Repeat vs One-Time by Segment:**

segment One-Time Repeat

Consumer 0.0147 0.9853

Corporate 0.0212 0.9788

Home Office 0.0068 0.9932

**5. Category Preference by Customer Type:**

customer\_type category num\_orders

One-Time Furniture 10

One-Time Office Supplies 11

One-Time Technology 6

Repeat Furniture 2111

Repeat Office Supplies 6015

Repeat Technology 1841

**6. Average Discount by Customer Type:**

customer\_type discount

One-Time 0.1556

Repeat 0.1562

Help me understand:

1. What retention risks or opportunities stand out in this data?

2. Why might these patterns exist?

3. What strategies could improve retention, particularly among high-value or at-risk customers?