# Gemini Prompts for Customer Behavior Analysis

# Prompt 1: Customer Value Types and Targeting Strategy

I'm analyzing customer behavior for a retail dataset.  
  
Here are the top customers and which value categories they appear in:  
  
 Customer In Top Sales? In Top Orders? In Top Profit?  
 Adrian Barton ✅ ✅  
 Andy Reiter ✅  
 Chloris Kastensmidt ✅  
 Christopher Conant ✅  
Christopher Martinez ✅  
 Daniel Raglin ✅  
 Emily Phan ✅  
 Erin Ashbrook ✅  
 Hunter Lopez ✅ ✅  
 Joel Eaton ✅  
 Keith Dawkins ✅  
 Ken Lonsdale ✅  
 Noel Staavos ✅  
 Patrick Gardner ✅  
 Raymond Buch ✅ ✅  
 Rick Bensley ✅  
 Sally Hughsby ✅  
 Sanjit Chand ✅ ✅  
 Sanjit Engle ✅  
 Sean Miller ✅  
 Suzanne McNair ✅  
 Tamara Chand ✅ ✅  
 Tom Ashbrook ✅ ✅  
 Zuschuss Carroll ✅  
  
Can you help me answer:  
1. What types of customer value does this show?  
2. What does it suggest about retention and targeting strategy?  
3. How would you summarize this insight for a business stakeholder?

# Prompt 2: Purchasing Pattern Insights from AOV and Segments

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.  
  
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Top Customers by Average Order Value (AOV):  
  
customer | total\_orders | total\_sales | avg\_order\_value  
--------------------------|--------------|-------------|-----------------  
Sean Miller | 5 | 25043.05 | 5008.61  
Tamara Chand | 5 | 19052.22 | 3810.44  
Tom Ashbrook | 4 | 14595.62 | 3648.91  
Grant Thornton | 3 | 9351.21 | 3117.07  
Becky Martin | 4 | 11789.63 | 2947.41  
Mitch Willingham | 2 | 5253.88 | 2626.94  
Raymond Buch | 6 | 15117.34 | 2519.56  
Christopher Conant | 5 | 12129.07 | 2425.81  
Peter Fuller | 4 | 9062.86 | 2265.72  
Christopher Martinez | 4 | 8954.02 | 2238.51  
  
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Order Counts by Segment and Category:  
  
segment | category | order\_count  
---------------|------------------|--------------  
Consumer | Office Supplies | 1922  
Corporate | Office Supplies | 1142  
Consumer | Furniture | 917  
Consumer | Technology | 809  
Home Office | Office Supplies | 678  
Corporate | Furniture | 540  
Corporate | Technology | 454  
Home Office | Furniture | 307  
Home Office | Technology | 281  
  
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Top 12 Months by Sales:  
  
order\_month | sales | order\_month\_dt  
-------------|-----------|-----------------  
2021-05 | 16855.04 | 2021-05-01  
2022-09 | 16410.64 | 2022-09-01  
2019-09 | 16109.61 | 2019-09-01  
2019-11 | 14936.06 | 2019-11-01  
2020-09 | 13060.01 | 2020-09-01  
2020-11 | 11093.87 | 2020-11-01  
2021-12 | 10960.87 | 2021-12-01  
2019-12 | 10346.32 | 2019-12-01  
2022-12 | 9358.32 | 2022-12-01  
2022-08 | 9080.87 | 2022-08-01  
2019-06 | 9064.70 | 2019-06-01  
2021-03 | 8536.73 | 2021-03-01  
  
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\*\*Based on this data, what purchasing patterns can be observed?\*\*  
  
Please provide insights on:  
1. The role of high AOV, low-frequency customers  
2. Segment preferences across product categories  
3. Seasonal or promotional timing patterns  
4. Opportunities to improve customer retention or cross-category engagement

# Prompt 3: Customer Retention and Churn Risk

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.  
  
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Repeat vs. One-time Buyers:  
- Repeat Buyers: 781  
- One-time Buyers: 12  
  
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Top 10 Customers at Highest Risk of Churn:  
(customer | days since last order | total sales)  
- Nicole Brennan | 1165 days | $273.87  
- Georgia Rosenberg | 1135 days | $1,284.38  
- Ricardo Emerson | 1097 days | $48.36  
- Craig Molinari | 1034 days | $3,984.45  
- Valerie Takahito | 999 days | $1,736.60  
- Pauline Chand | 881 days | $1,061.49  
- Andy Gerbode | 844 days | $1,455.04  
- Peter Fuller | 834 days | $9,062.86  
- David Philippe | 811 days | $1,058.62  
- Craig Carroll | 798 days | $2,854.12  
  
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Top Repeat Buyers by Total Sales:  
(customer | total orders | total sales)  
- Sean Miller | 5 orders | $25,043.05  
- Tamara Chand | 5 orders | $19,052.22  
- Raymond Buch | 6 orders | $15,117.34  
- Tom Ashbrook | 4 orders | $14,595.62  
- Adrian Barton | 10 orders | $14,473.57  
- Ken Lonsdale | 12 orders | $14,175.23  
- Sanjit Chand | 9 orders | $14,142.33  
- Hunter Lopez | 6 orders | $12,873.30  
- Sanjit Engle | 11 orders | $12,209.44  
- Christopher Conant | 5 orders | $12,129.07  
  
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Segment-wise Repeat Buyer Rate:  
- Consumer: 99%  
- Corporate: 98%  
- Home Office: 99%  
  
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\*\*Prompt:\*\*  
Based on this updated data, provide insights into how we can improve customer retention.  
  
1. What trends or red flags do you notice about customers at risk of churn?  
2. What distinguishes high-value repeat buyers?  
3. Are there any gaps or opportunities within the current customer segments?  
4. Propose specific, data-driven strategies we can implement to retain customers, reduce churn, or encourage cross-segment engagement.

# Prompt 4: Combined Insight Request Across All Three Areas

You are an expert business data analyst. Below is a summary of outputs from a retail dataset, including customer segmentation, purchase behavior, and lifetime value indicators. Please provide actionable insights in the following three areas:  
  
1. Customer Segmentation and Profiling  
2. Purchase Pattern Analysis  
3. Customer Lifetime Value Indicators  
  
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Customer Segmentation: Sales by Segment and Region  
  
segment | region | sales  
------------------|---------|-----------  
Consumer | West | 362,880.77  
Consumer | East | 350,908.17  
Consumer | Central | 252,031.43  
Corporate | West | 225,855.27  
Corporate | East | 200,409.35  
Consumer | South | 195,580.97  
Corporate | Central | 157,995.81  
Home Office | West | 136,721.78  
Home Office | East | 127,463.73  
Corporate | South | 121,885.93  
Home Office | Central | 91,212.64  
Home Office | South | 74,255.00  
  
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Purchase Pattern Analysis: AOV Summary and Top Customers  
  
AOV Summary:  
- Count: 793 customers  
- Mean: $460.15  
- Std: $433.40  
- Min: $2.42  
- 25th %ile: $213.26  
- Median: $362.50  
- 75th %ile: $550.38  
- Max: $5,008.61  
  
Top 10 Customers by AOV:  
Customer | Orders | Sales | AOV  
----------------------|--------|----------|----------  
Sean Miller | 5 | 25,043.05| 5,008.61  
Tamara Chand | 5 | 19,052.22| 3,810.44  
Tom Ashbrook | 4 | 14,595.62| 3,648.91  
Grant Thornton | 3 | 9,351.21 | 3,117.07  
Becky Martin | 4 | 11,789.63| 2,947.41  
Mitch Willingham | 2 | 5,253.88 | 2,626.94  
Raymond Buch | 6 | 15,117.34| 2,519.56  
Christopher Conant | 5 | 12,129.07| 2,425.81  
Peter Fuller | 4 | 9,062.86 | 2,265.72  
Christopher Martinez | 4 | 8,954.02 | 2,238.51  
  
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Customer Lifetime Value Indicators: Top 20 Customers  
  
Customer | Total Sales | Orders | AOV | Days Since Last Order  
----------------------|-------------|--------|---------|-----------------------  
Sean Miller | 25,043.05 | 5 | 1,669.54| 445  
Tamara Chand | 19,052.22 | 5 | 1,587.68| 765  
Raymond Buch | 15,117.34 | 6 | 839.85 | 462  
Tom Ashbrook | 14,595.62 | 4 | 1,459.56| 435  
Adrian Barton | 14,473.57 | 10 | 723.68 | 407  
Ken Lonsdale | 14,175.23 | 12 | 488.80 | 413  
Sanjit Chand | 14,142.33 | 9 | 642.83 | 715  
Hunter Lopez | 12,873.30 | 6 | 1,170.30| 409  
Sanjit Engle | 12,209.44 | 11 | 642.60 | 375  
Christopher Conant | 12,129.07 | 5 | 1,102.64| 409  
Todd Sumrall | 11,891.75 | 6 | 792.78 | 402  
Greg Tran | 11,820.12 | 11 | 407.59 | 402  
Becky Martin | 11,789.63 | 4 | 736.85 | 673  
Seth Vernon | 11,470.95 | 10 | 358.47 | 467  
Caroline Jumper | 11,164.97 | 8 | 558.25 | 555  
Clay Ludtke | 10,880.55 | 12 | 388.59 | 650  
Maria Etezadi | 10,663.73 | 10 | 484.71 | 408  
Karen Ferguson | 10,604.27 | 7 | 589.13 | 463  
Bill Shonely | 10,501.65 | 5 | 1,166.85| 924  
Edward Hooks | 10,310.88 | 12 | 322.22 | 501  
  
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Instructions:  
Use the above to identify:  
- Key insights from segment-region performance  
- Patterns in purchase behavior and how they may affect pricing or promotions  
- Trends among high-value customers and any signs of churn  
- Recommendations for improving retention and targeting based on segment or AOV/recency  
  
Keep recommendations grounded in the data above. Prioritize clarity and business impact.