**Report For Placement Dost**

1. **Introduction:**

Embarking On an Online Internship Journey With Company Placement DOST Has Been An Enlightening And Enriching Experience, Despite The Geographical Distance. As A Remote Intern, I've Had the Privilege of Delving into The Realm of Data Analysis and Contributing Meaningfully to Projects Aimed at Advancing the Company's Objectives.

1. **Key Insights**:
2. **Factors Influencing Loyalty**
3. City: We Found That There Is Growth In Our Customers In Order Toronto, Vancouver, Montreal And The Most Decline In Kelowna.
4. Loyalty Program: Effectiveness Perceived Value of Rewards.
5. Quarter: We Found That the First Quarter Has the Most Decline Among All Quarters.
6. New Events: 2018 Has the Most Highest Enrollment Period (3/1/2018 – 4/1/2018) And 2018 Promotion Has 100% Enrollment With Education Level Bachelor 65% With 5.15M Revenue .

A graph with a line going up

Description automatically generated

1. **Customer Segmentation**: Through advanced clustering techniques, we identified distinct customer segments based on their spending patterns. This segmentation allowed for targeted marketing strategies tailored to the unique needs and behaviors of each segment.

A graph of loyalty card

Description automatically generatedA graph with blue lines and white text

Description automatically generated

1. **Geographical Distribution**: Through Geographical Visuals and Our Results Analyzed We Found Approximate Image About Our Distribution where customers congregate Even Throw Through City Or Even Province And We Found That Ontario Province And Toronto City Haves The Most Customers And In The Same Time Is The Most Churned Rate Customers.

A map of the united states

Description automatically generatedA map with blue dots

Description automatically generated

1. **Historical Value Analysis:** By calculating the lifetime value of customers within different segments, we gained insights into the profitability and potential growth opportunities associated with each customer group. A graph with a line

   Description automatically generated A screenshot of a credit card

   Description automatically generated
2. **Key Findings:**
3. **The revenue in 2018 growth by 35%.**
4. Overall trends in customer loyalty: Increasing.
5. Churn Rate: Reach To 12% As Total and Decline In 2018 To 0.5%, Charlottetown City Have the Most Churn Rate By 17% Among All Cities and the lowest exist in Kelowna and Fredericton city by 10%.
6. Target Segment: We Found in Value Segment That Low Value Has Almost 71% And Level of Education Bachelor Has 43% From 62% As Overall.
7. Loyalty Card: Star Card Is the Most Popularity Among The Cards But In Average Of ‘CLV’ The Aurora Card Is The Highest Then Nova card Coming.
8. Frequently Traveling Almost 34% Of Our Customers Like to Travel More Than One Time In The Same Month.
9. Marital Status: Almost 58% Of Our Customers Is Married.
10. **Challenges Faced:**
11. Data Quality: I Found That All Collage Education Level Salary Is Null Values Through High School or Less Have a Salary, So It Looks Like Its Came from Source with This Problem.
12. Complexity Of Loyalty Dynamics: Understanding the Multifaceted Nature of Customer Loyalty. Accounting For Individual Preferences and External Factors Influencing Loyalty.