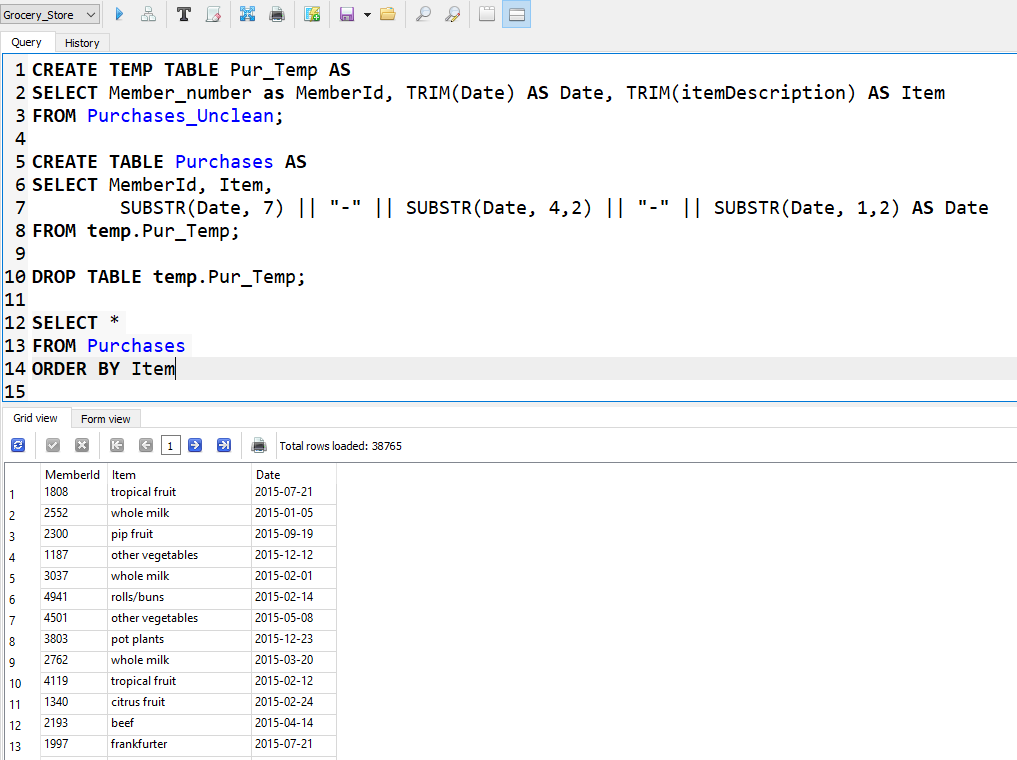
**Question 1**

I. Cleaning and creating the table for analysis

Going through the data, I realized there was no missing data nor any format inconsistency. Member Ids were all 4 digits and correct. No typo in Item Description was spotted either. Columns Date and Item description were trimmed and the date was changed into yyyy-mm-dd format. Additionally, Column names were standardized.



II.

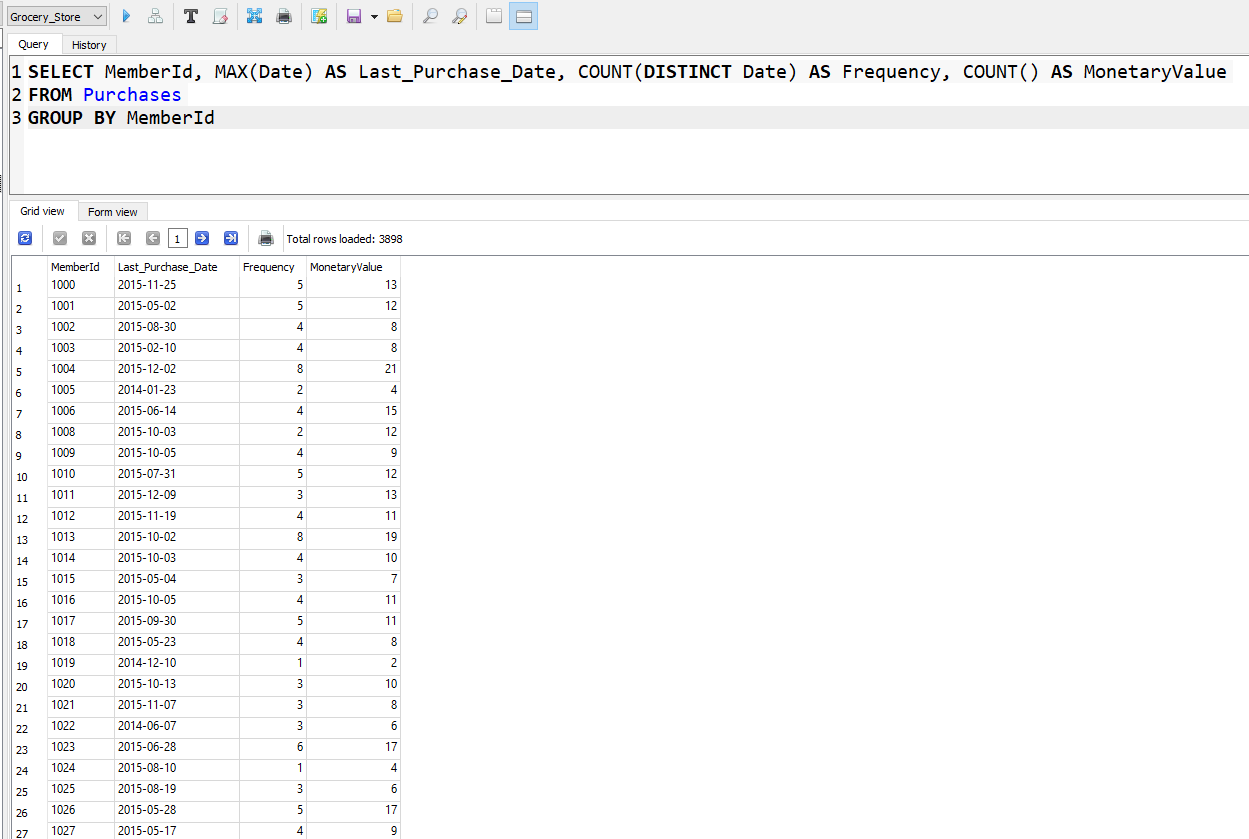
**Question 2**

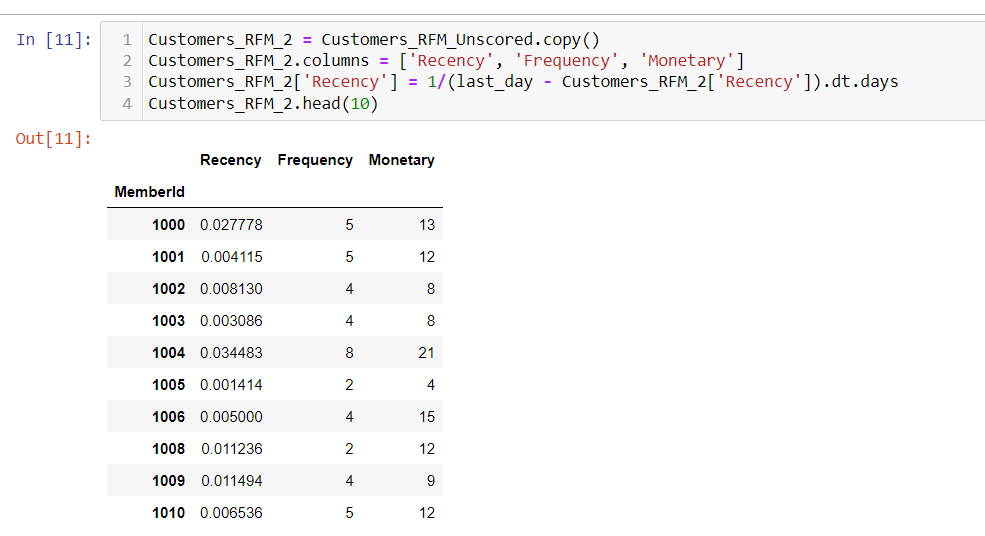
For a RFM analysis Recency, Frequency and Monetary Value should be calculated for each customer.

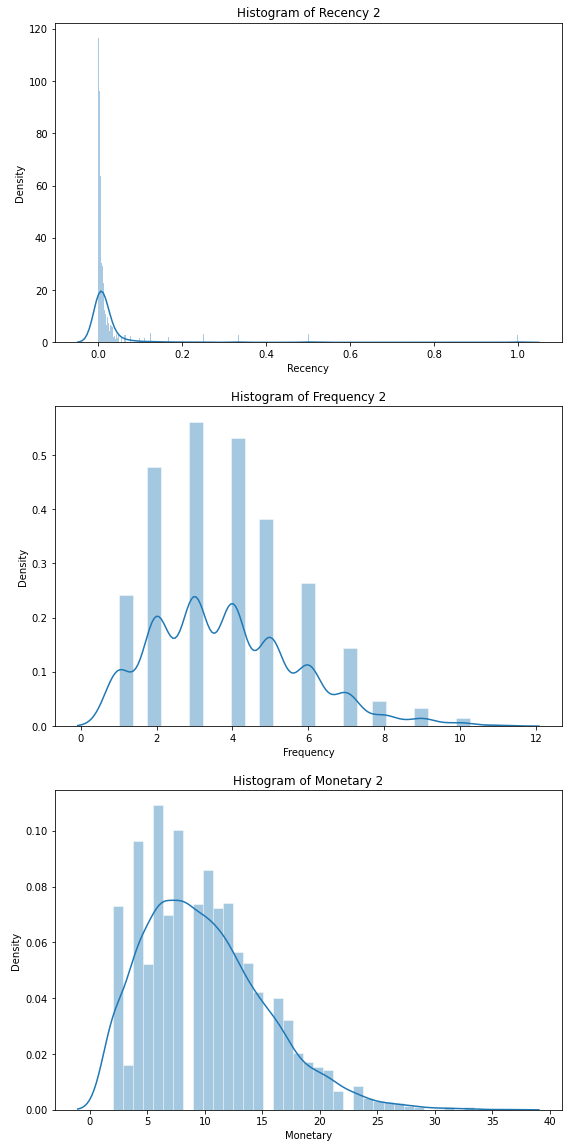
Monetary Value: Since the data does not include any information on the values of items and the money spent by a customer, Monetary Value can not be calculated as it is normally. I decided to use the number of items bought in total by a customer to calculate Monetary Value.

Recency: It is calculated as 1/(last working date + 1 day – Last purchase date)

Frequency: This variable equals the number of days at which a customer has made a transaction.

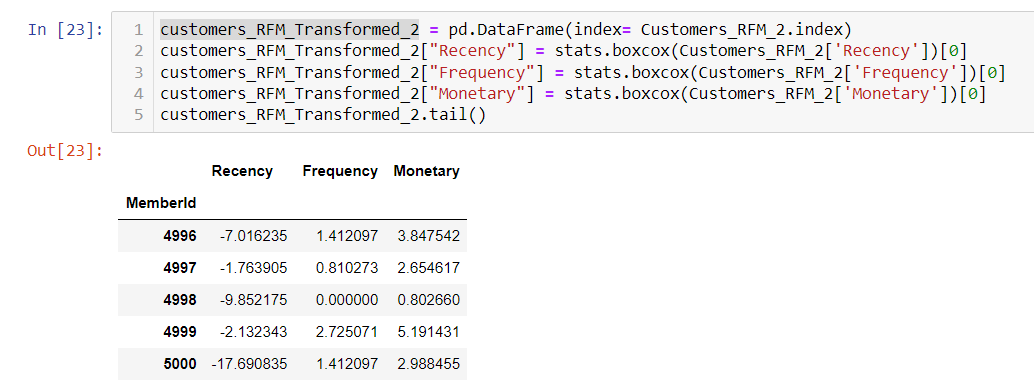
For calculating these variables, First using the following query, Last day of purchase, Frequency and Monetary Value were calculated.

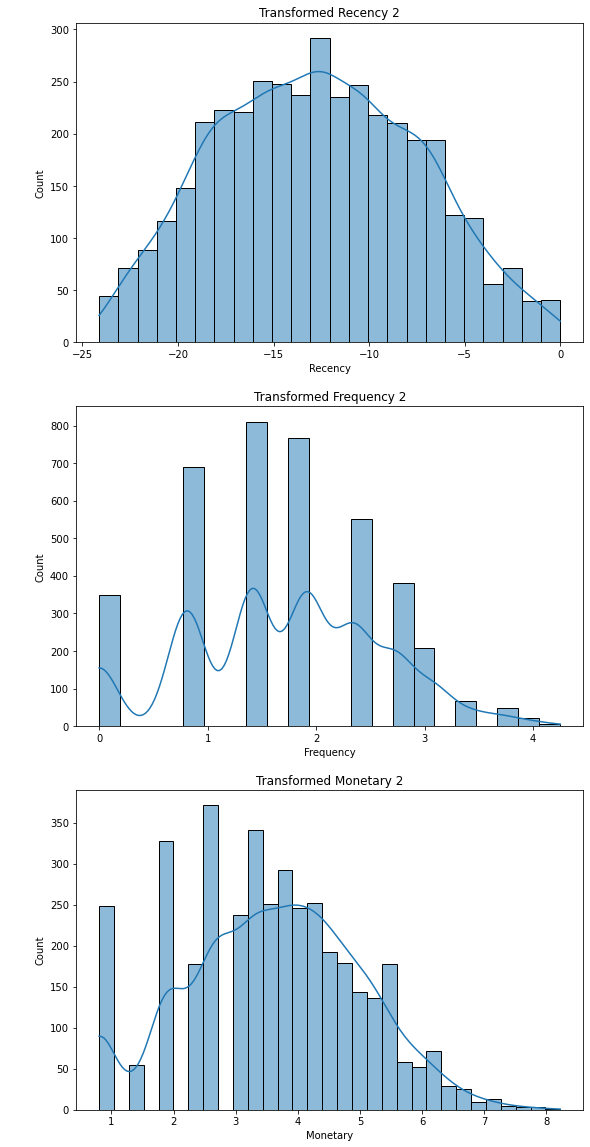
Using the results, a data frame is created to hold the final RFM values.

Histogram plot is plotted for the RFM values.

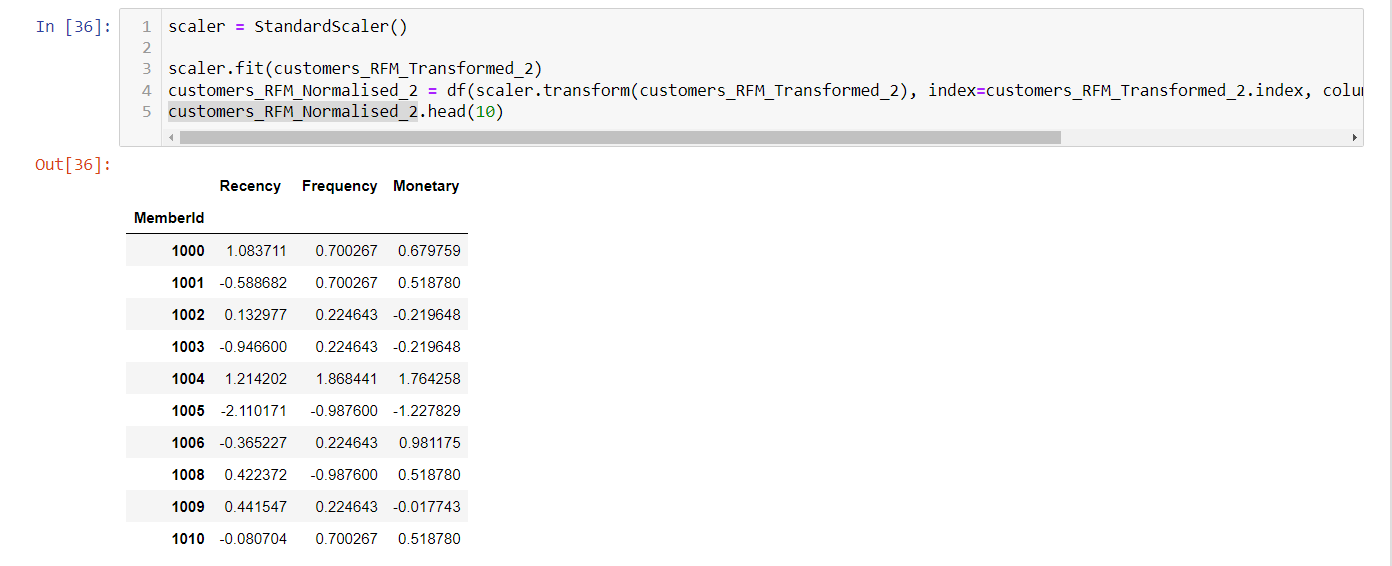
**Question 3**

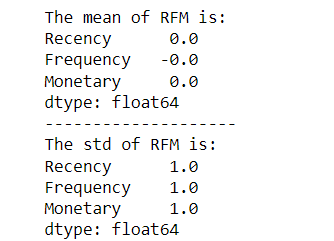
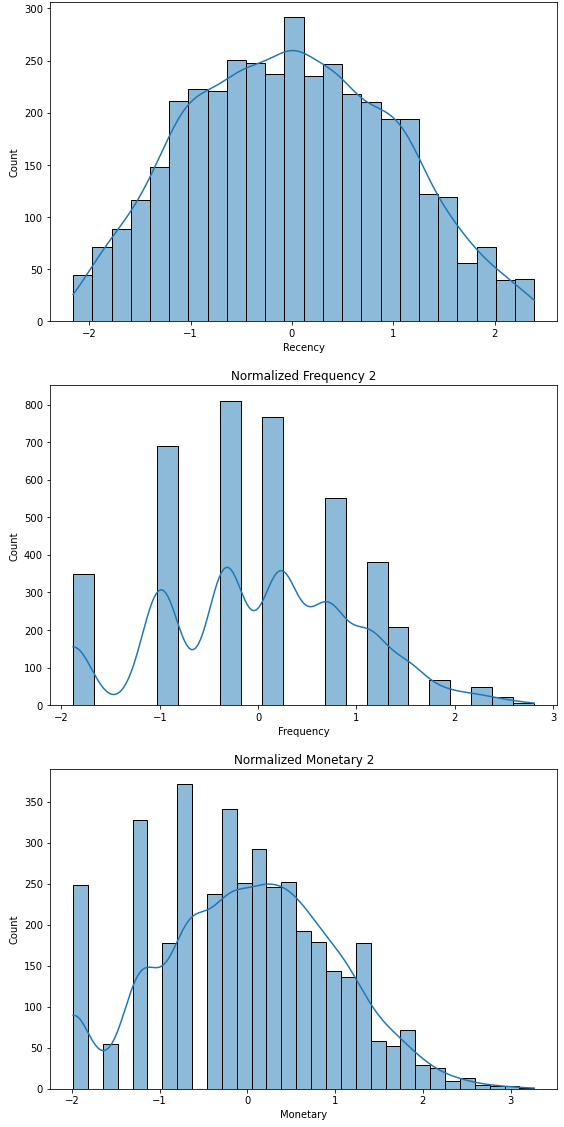
Customer segmentation with k-means clustering algorithm is done at this stage of the analysis. Looking at the data we see that RFM scores are not distributed normally and are unsymmetrical. Considering the fact that a k-means clustering requires the data to be normally distributed we are to handle this problem.

There are multiple mathematical transformations that can be used to make the data more symmetrical. Considering the way our data is distributed we notice that it resembles the power-law distribution and one approach to make the data symmetrical is using the Box-Cox Transformation. The code below is used to apply the transformation on the data and the next picture illustrates the data after the transformation.

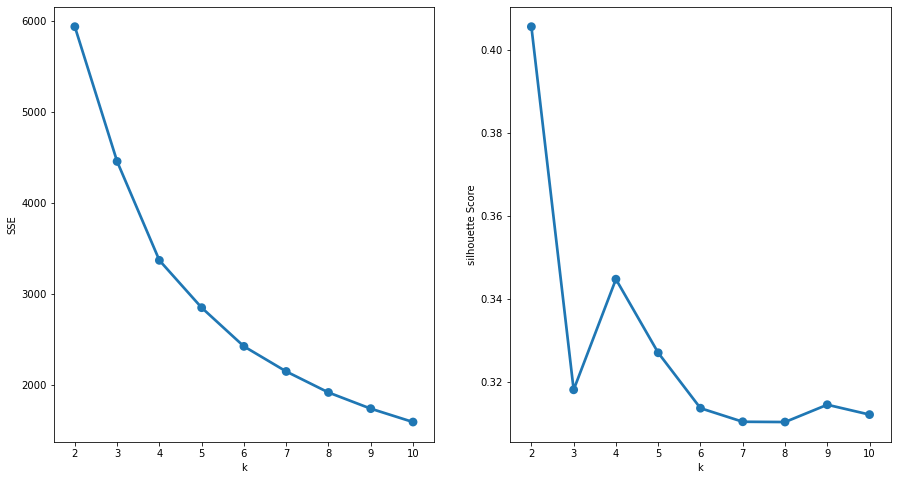
As we can see the data has been altered so that they are more symmetrical. However, the data are not ready yet for the k-means clustering. The standard deviation and mean for RFM are not the same and this can lead to one variable having more weight on the clustering results which is not favorable in our case.

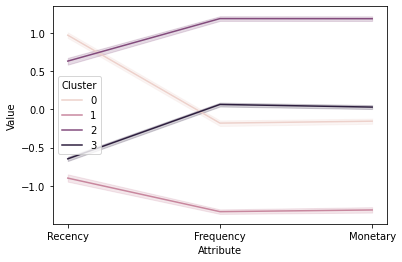
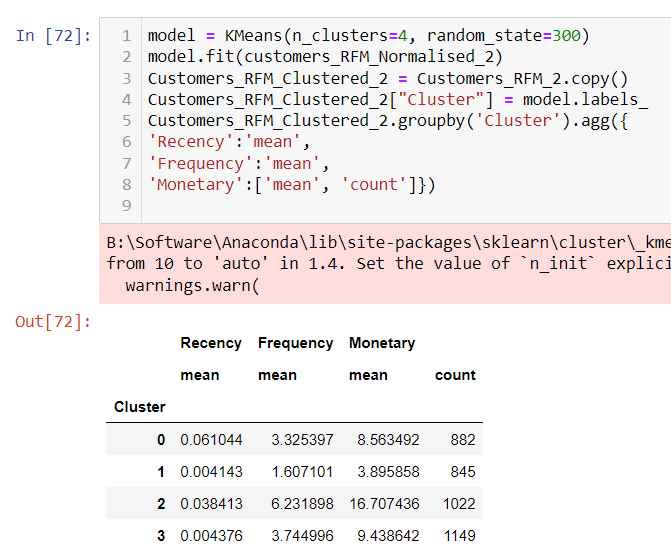
In order to normalize the data, the following code is run. On the next page we can see how it affects the data.



As we can see, the data are normalized

Finally, the data are ready to be clustered using k-means. First we must find the optimal value for k. For this analysis I have calculated WCSS and Silhouette Score for the k values 1 to 10. The values are illustrated below. Using the elbow method we can see WCSS line is broken in k = 4 and also k = 6. For deciding which k value to choose I used silhouette score. As we can notice this metric favors k = 4. Therefor for our analysis k value will be set as 4.





The image on the left showcases the clustering code and its resulting clusters, while the image on the right displays a snake plot, a valuable tool for result interpretation. From the analysis, we can observe the presence of four distinct clusters. Two clusters exhibit low recency, as well as average to low frequency and monetary values. In contrast, the remaining cluster demonstrates high recency, along with either average or high frequency and monetary values.

**Question 4**

According to the clusters and their RFM values we can interpret them in the following way.

Cluster 0: These customers have a high recency value which indicates they have made a purchase recently. The average values for frequency and monetary value. This cluster contains customers that have mild loyalty to the store and they have recently made purchases therefore they are potential highly valued customers that can be incentivized into most loyal customers using promotions and maybe loyalty privileges.

Cluster 1: Low value for all 3 variables. These customers are the least worthy ones for the business and are expendable. Allocating resources for them would be least efficient.

Cluster 2: These customers are the most valuable and loyal customers for the have purchased goods from the store many times and also their last transaction was not a long ago. Budget should be allocated for these people so that they stay loyal and keep coming back. Informing them about the goods can be a good idea.

Cluster 3: The customers in this cluster are the ones at risk. Although they have average frequency and monetary value which indicates their profitability, their low recency means they have not purchased anything recently. This group should both be surveyed on why they have not made any purchase recently and also incentivized to come back to the store.

**Question 5**