



CUSTOMER INSIGHTS ANALYSIS

MADT8102

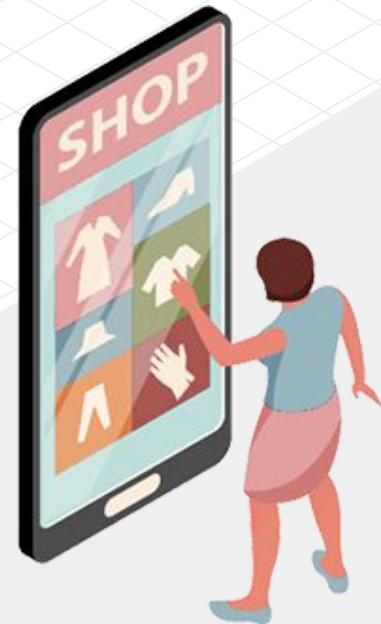
tolus's

ทุกวัน รู้ลึกดีดี ที่โตลัส

THAILAND'S PREMIER SUPERMARKET

Subsidiary of CIG B

DIRECT COMPETITOR TO LOTUS





Maximize

TOLUS's revenue

Business Objective



Business Strategy



CUSTOMER RETENTION

By clustering and segmenting customers, we are able to customize specific campaigns to each cluster, increasing our chances to leverage existing customers to maximize revenue.

Coming soon



CUSTOMER ACQUISITIONS

Targeting new customers can help us discover new revenue potentials as well as new customer segments that we can leverage to increase revenue.

Expectations

Current member: 3,439

Member



Measure by frequency
and product dominance

50-60%

30%

Increase customer spending



Loyalty
Member

Coming soon

Current customer:

New customer



Acquire new member

50-70%

80%

Increase customer spending



Member

Customer singleview

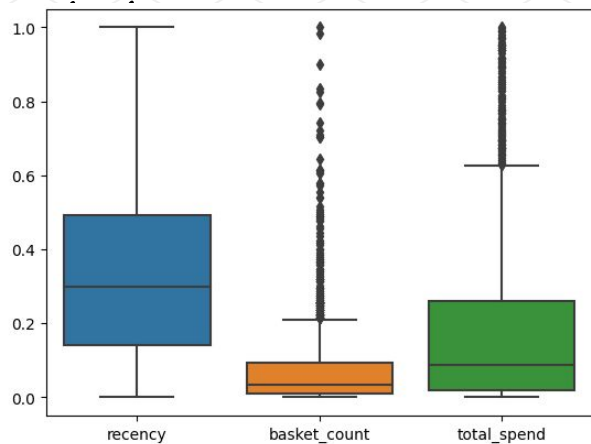
	customer_id	avg_spend ▾	min_avg_spend	max_spend	median_sp...	avg_bill_per...	avg_produ...	avg_produ...	avg_quanti...
1.	CUST0000069178	56.76	56.76	56.76	56.76	1	1	1	3
2.	CUST0000342807	44.36	4.16	82.48	46.44	2	3	3	7
3.	CUST0000332288	41.76	41.76	41.76	41.76	1	1	1	3
4.	CUST0000951437	32.97	32.97	32.97	32.97	1	1	1	3
5.	CUST0000886714	25.3	25.3	25.3	25.3	1	1	1	1
6.	CUST0000883617	25.3	25.3	25.3	25.3	1	1	1	1
7.	CUST0000761312	25.3	25.3	25.3	25.3	1	1	1	1
8.	CUST0000998450	18.99	17.82	20.16	18.99	2	2	2	3.5
9.	CUST0000944131	18.78	18.78	18.78	18.78	1	1	1	3
10.	CUST0000277518	18.72	3.25	46.44	12.51	1	5	3	1.8

Mockup customer singleview to view customer behaviour, spending, average bill in Lifetime, even average product per purchase

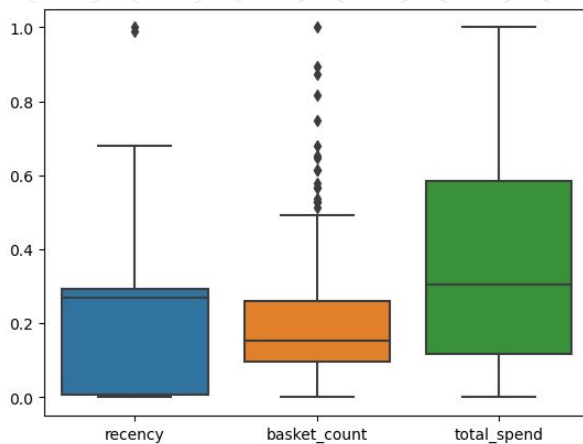
Member to Loyalty Member: Acquisition campaign

Campaign details: Cross-sell / Up-sell promotion

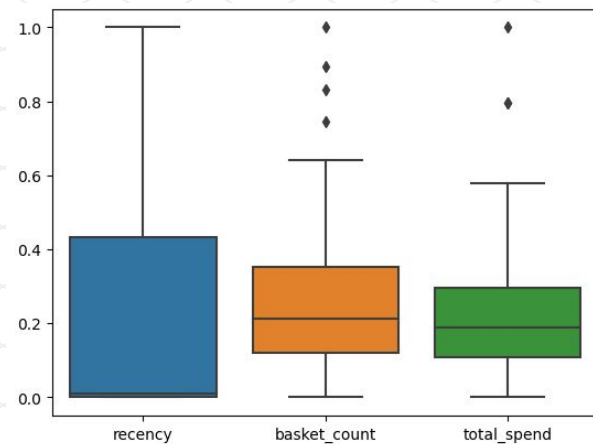
Insight analysis: Clustering by RFM method



Nearly churn



Hi-So spending



Small pocket

Notes

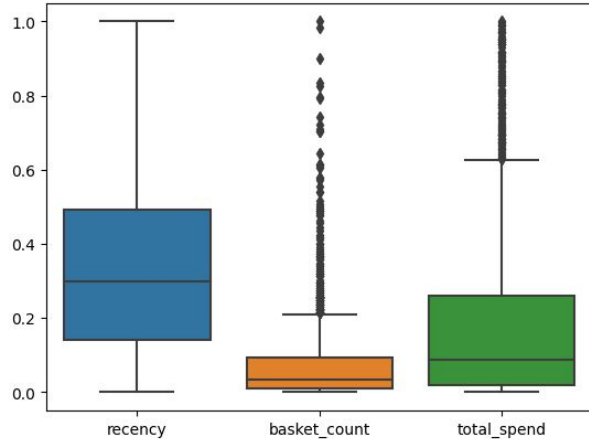
Total Spending Group 3 more than Total Spending Group 1

Group 3 has highest recency

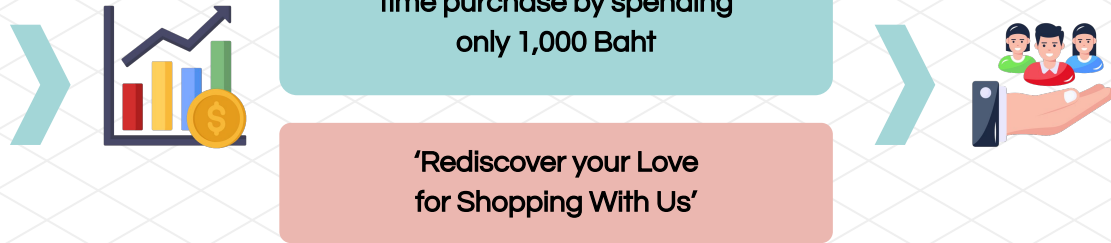
Member to Loyalty Member: Customer retention

- **Campaign details:** Rediscover / Re-engage customer who are about to churn
- **Campaign solution:** Send discount for next time purchase

Insight analysis



Nearly churn



Member to Loyalty Member: Customer retention

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- **Campaign solution:** Send discount for next time purchase

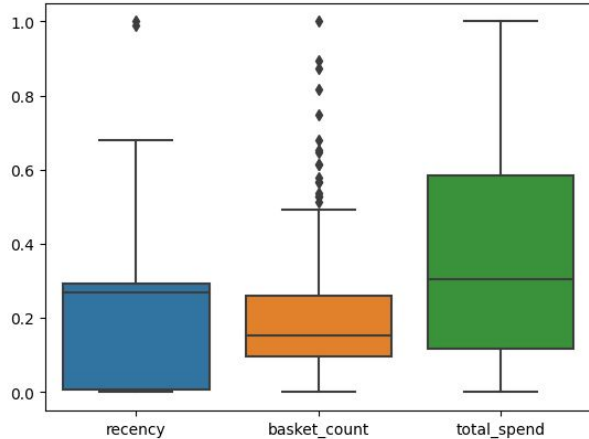
Insight analysis

	antecedents	consequents	antecedent support	consequent support	support	confidence	lift	leverage	conviction
0	(CL00043)	(CL00063)	0.123404	0.255319	0.053901	0.436782	1.710728	0.022393	1.322188
1	(CL00063)	(CL00043)	0.255319	0.123404	0.053901	0.211111	1.710728	0.022393	1.111178
2	(CL00063)	(CL00140)	0.255319	0.151773	0.065248	0.255556	1.683801	0.026498	1.139409
3	(CL00140)	(CL00063)	0.151773	0.255319	0.065248	0.429907	1.683801	0.026498	1.306243
4	(CL00073)	(CL00063)	0.137589	0.255319	0.058156	0.422680	1.655498	0.023027	1.289894
5	(CL00063)	(CL00073)	0.255319	0.137589	0.058156	0.227778	1.655498	0.023027	1.116792
6	(CL00063)	(CL00045)	0.255319	0.144681	0.060993	0.238889	1.651144	0.024053	1.123777
7	(CL00045)	(CL00063)	0.144681	0.255319	0.060993	0.421569	1.651144	0.024053	1.287414
8	(CL00070)	(CL00063)	0.174468	0.255319	0.063830	0.365854	1.432927	0.019285	1.174304
9	(CL00063)	(CL00070)	0.255319	0.174468	0.063830	0.250000	1.432927	0.019285	1.100709

Member to Loyalty Member: Customer retention

- **Campaign details:** Provide special offers and experience
- **Campaign solution:** Special discount with priority period

Insight analysis



Hi-So spending



Tolus Black Card

Premium Privileges incl.

1 First Buyer Experience

2. มีสิทธิ์ลุ้นทองคำหนัก 1 บาท เพียงซื้อ
สินค้าถึงยอดที่กำหนด

Reserved Just for You



Member to Loyalty Member: Customer retention

- **Campaign details:** Provide special offers and experience
- **Campaign solution:** Special discount with priority period

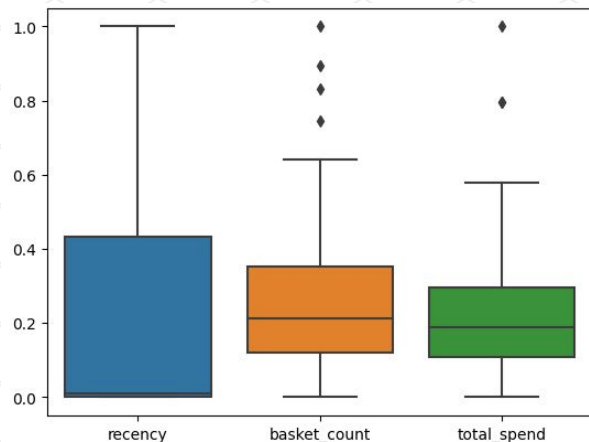
Insight analysis

	antecedents	consequents	antecedent support	consequent support	support	confidence	lift	leverage	conviction
0	(CL00031)	(CL00045)	0.209493	0.157301	0.056556	0.269965	1.716230	0.023602	1.154327
1	(CL00045)	(CL00031)	0.157301	0.209493	0.056556	0.359538	1.716230	0.023602	1.234276
2	(CL00070)	(CL00031)	0.149118	0.209493	0.051100	0.342683	1.635776	0.019861	1.202627
3	(CL00031)	(CL00070)	0.209493	0.149118	0.051100	0.243924	1.635776	0.019861	1.125392
4	(CL00070)	(CL00063)	0.149118	0.297690	0.057829	0.387805	1.302712	0.013438	1.147199
5	(CL00063)	(CL00070)	0.297690	0.149118	0.057829	0.194258	1.302712	0.013438	1.056023
6	(CL00031)	(CL00222)	0.209493	0.196036	0.053101	0.253472	1.292990	0.012033	1.076938
7	(CL00222)	(CL00031)	0.196036	0.209493	0.053101	0.270872	1.292990	0.012033	1.084182
8	(CL00067)	(CL00063)	0.134934	0.297690	0.051464	0.381402	1.281202	0.011295	1.135324
9	(CL00063)	(CL00067)	0.297690	0.134934	0.051464	0.172877	1.281202	0.011295	1.045874

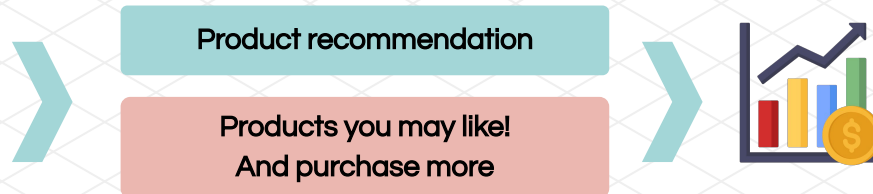
Member to Loyalty Member: Customer retention

- **Campaign details:** Up selling from Max spending
- **Campaign solution:** Product bundling recommendation with promotion

Insight analysis



Small pocket



Member to Loyalty Member: Customer retention

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Insight analysis

	antecedents	consequents	antecedent support	consequent support	support	confidence	lift	leverage	conviction
0	(CL00023)	(CL00031)	0.125842	0.289315	0.071293	0.566529	1.958177	0.034885	1.639524
1	(CL00031)	(CL00023)	0.289315	0.125842	0.071293	0.246420	1.958177	0.034885	1.160008
2	(CL00140)	(CL00070)	0.168479	0.226135	0.069394	0.411885	1.821413	0.031295	1.315840
3	(CL00070)	(CL00140)	0.226135	0.168479	0.069394	0.306870	1.821413	0.031295	1.199661
4	(CL00030)	(CL00031)	0.131020	0.289315	0.066977	0.511199	1.766930	0.029071	1.453936
5	(CL00031)	(CL00030)	0.289315	0.131020	0.066977	0.231504	1.766930	0.029071	1.130753
6	(CL00045)	(CL00043)	0.219057	0.173658	0.065942	0.301024	1.733434	0.027901	1.182219
7	(CL00043)	(CL00045)	0.173658	0.219057	0.065942	0.379722	1.733434	0.027901	1.259020
8	(CL00070)	(CL00030)	0.226135	0.131020	0.050578	0.223664	1.707097	0.020950	1.119335
9	(CL00030)	(CL00070)	0.131020	0.226135	0.050578	0.386034	1.707097	0.020950	1.260437

Solution Summary

Current member: 3,439

Member



Measure by frequency
and product dominance

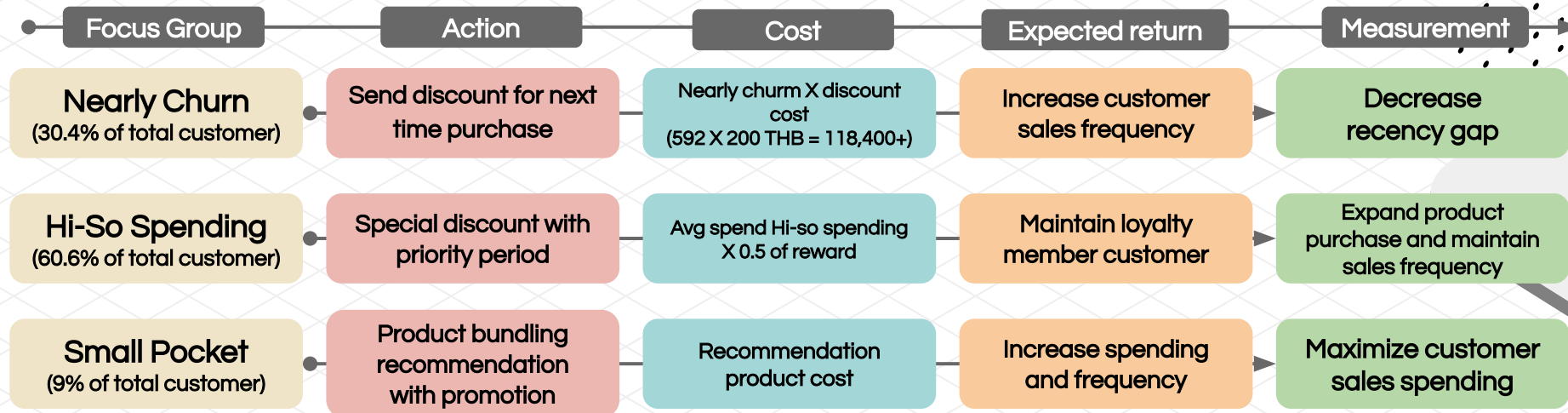
50-60%

30%



Loyalty
Member

Increase customer spending



THANK YOU



Customer single view

	customer_id	avg_spend ▾	min_avg_spend	max_spend	median_sp...	avg_bill_per...	avg_produ...	avg_prod...	avg_quanti...
1.	CUST0000069178	56.76	56.76	56.76	56.76	1	1	1	3
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