

# HDI PROJECT

*Presented by: Group DADS*



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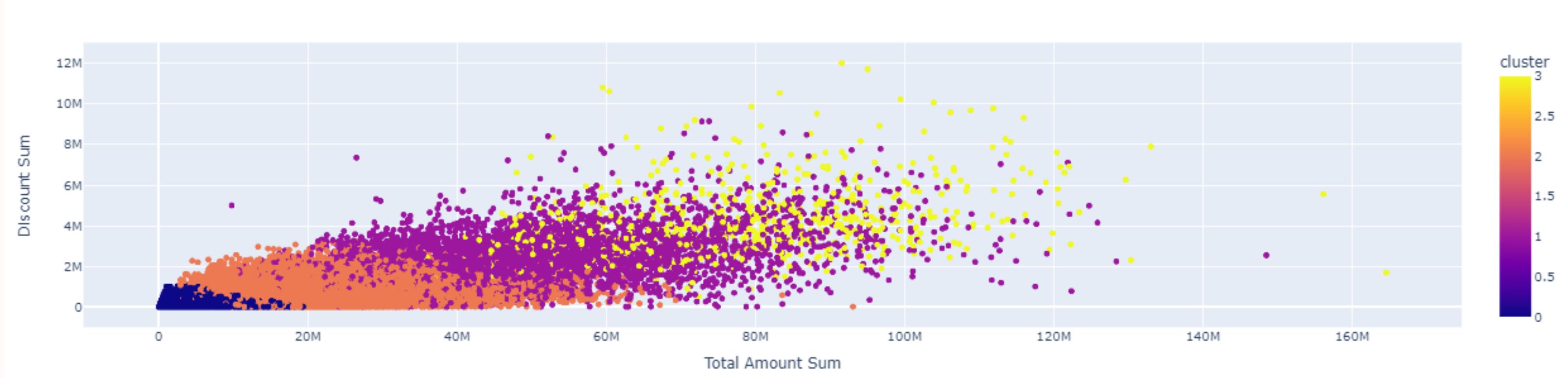
# CLUSTER ANALYSIS

	total_amount_sum	discount_sum	paid_amount_sum	downlinesales	No_downline	joinduration
cluster						
0	2221851.12	50920.80	61486.32	644218.62	0.32	12.67
1	49645302.68	2378343.60	5332557.31	86644745.35	19.53	60.96
2	17993702.96	638235.97	1481448.44	18088714.19	5.29	35.84
3	73600918.22	4012905.54	9358040.05	380747788.93	51.48	99.50

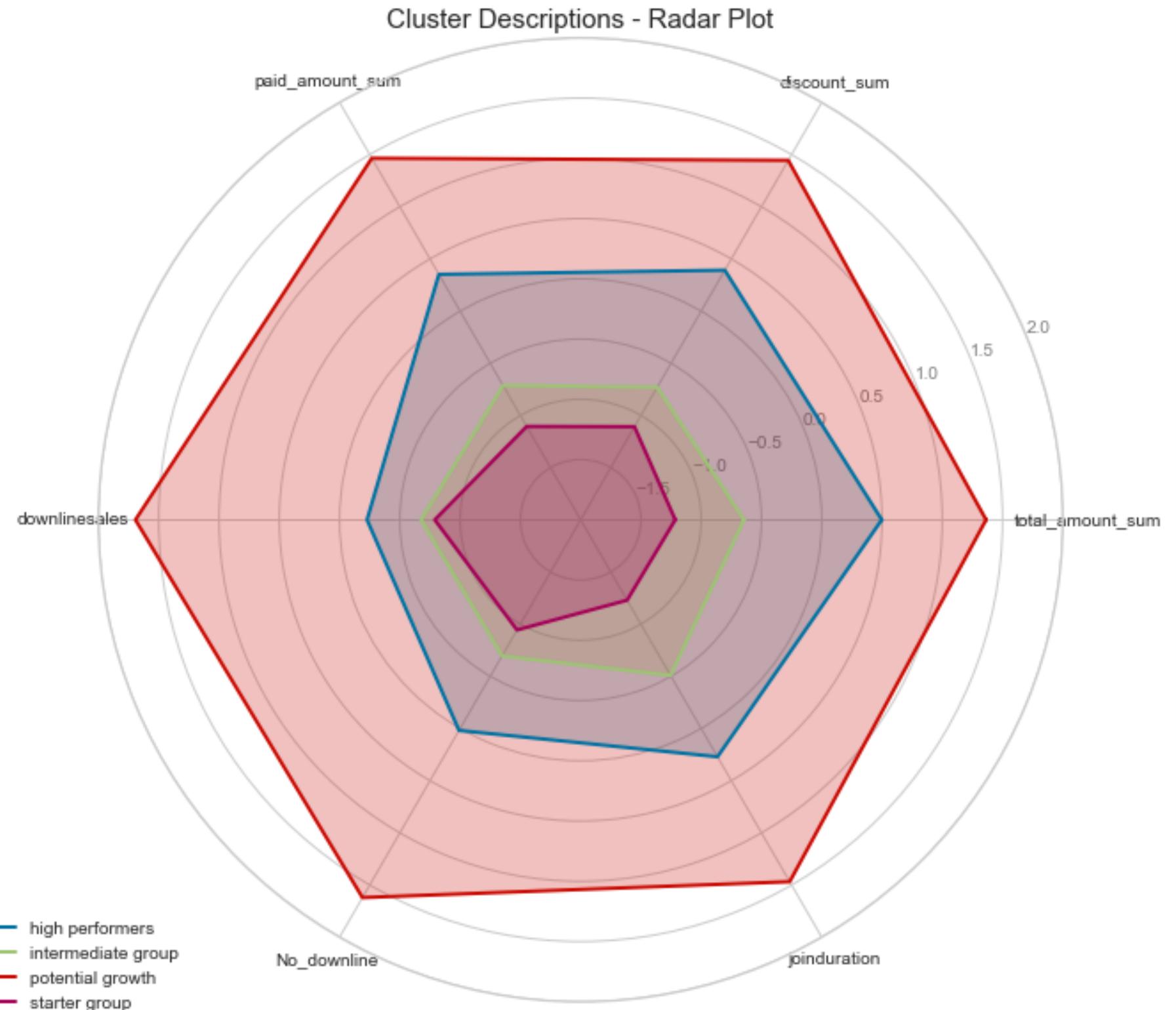
## Cluster

Starter group : 548,288  
High performers : 5,099  
Growing Cluster : 26,643  
Potential growth : 794

K-means Clustering



# OVERALL



## Group

1. Starter
2. Growing Cluster
3. High performers
4. Potential Growth

## Columns

1. total\_amount\_sum
2. discount\_sum
3. paid\_amount\_sum
4. downlinesales
5. No\_downline
6. joinduration

## Highlight

- Low in every aspects

# KEY PEOPLE



## Starter Group

individuals who are in  
the early stages of their  
MLM journey



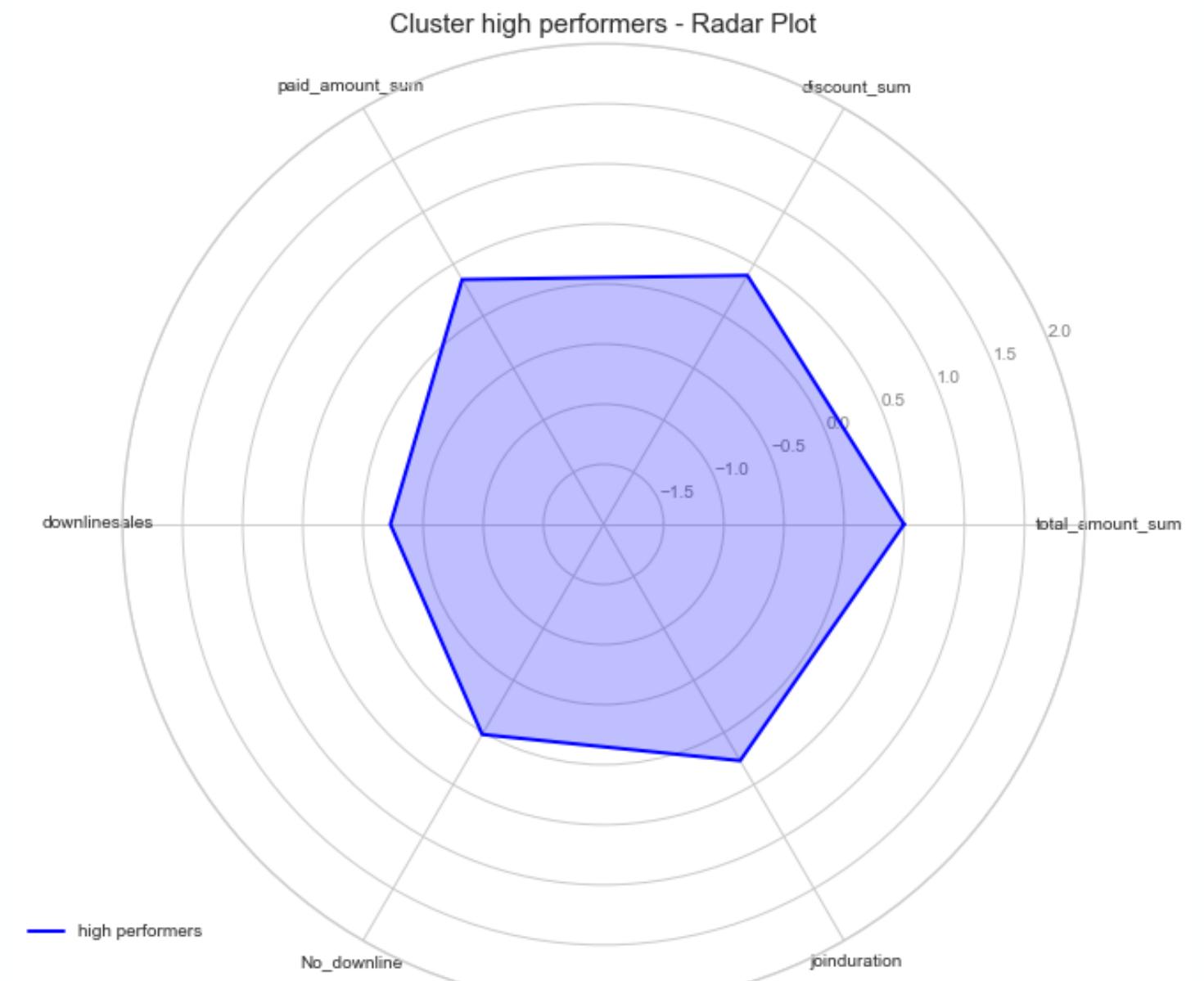
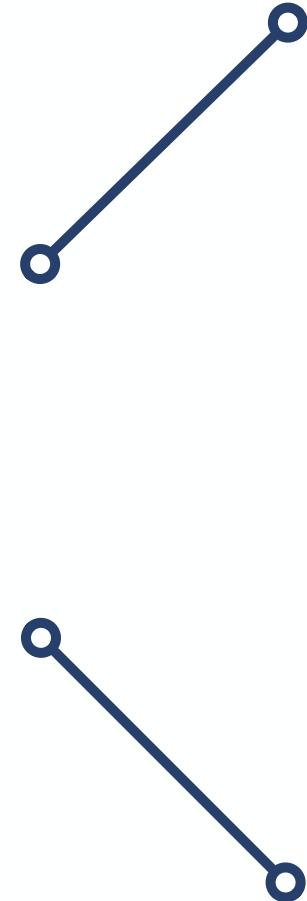
Highlight

- High in every aspects

# KEY PEOPLE



**High Performers**  
the top-performing  
individuals in the MLM  
program



## Highlight

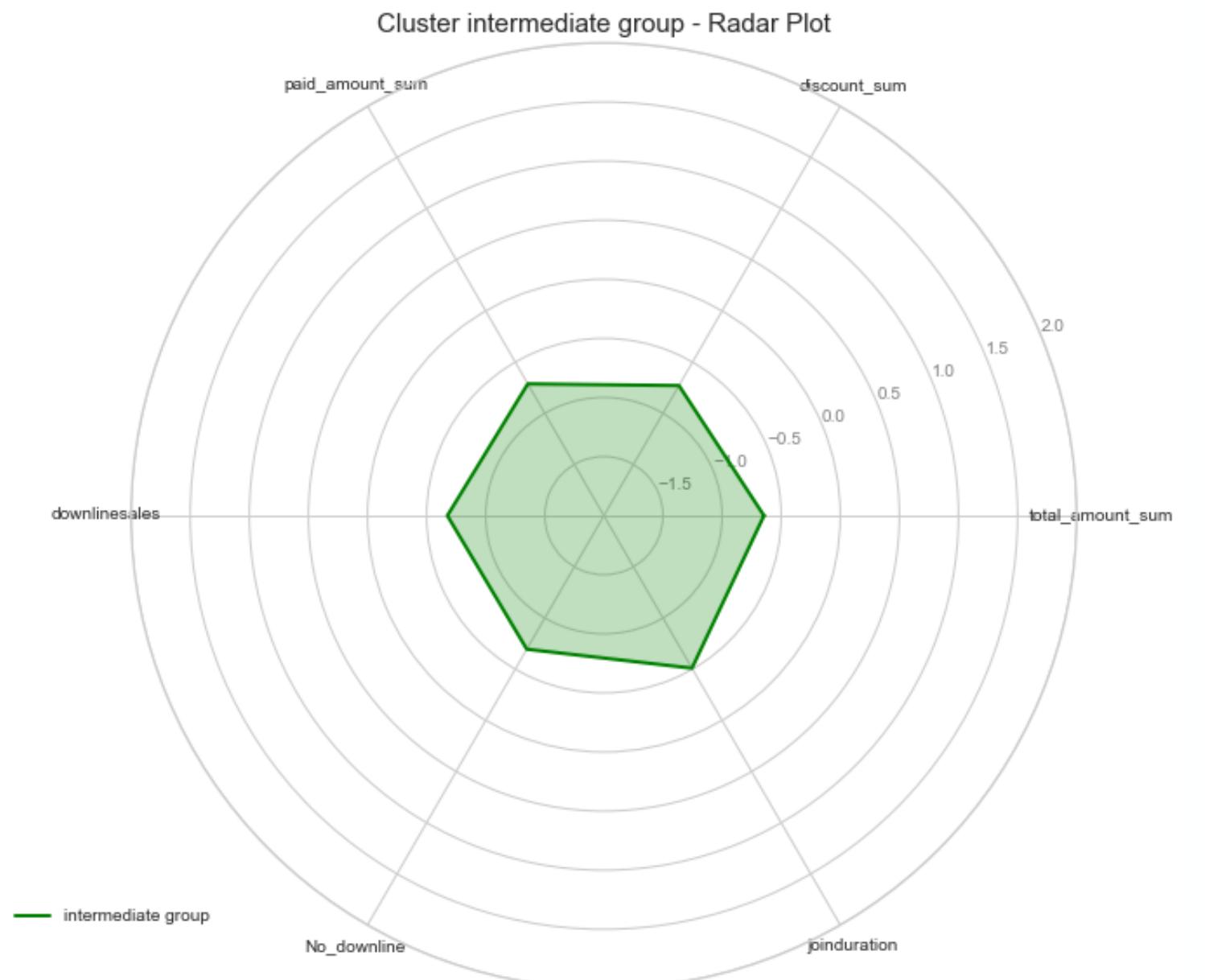
- Moderate in every aspects

# KEY PEOPLE



## Growing Cluster

individuals who fall between the Starter Group and the High Performers.



## Highlight

- Extraordinary in all aspects
- Network oriented

# KEY PEOPLE



# Business Implication

Understanding their preferences and behaviors, and tailoring marketing strategies each cluster.



## Starter group (Low Activity)

- Guideline of the MLM business, products, and compensation plan.
- Send regular updates, success stories, and incentives
- Milestones achievement(increasing transactions or recruiting new members)
- Mentor



## Growing Cluster (Moderate Activity)

- Advanced training programs and workshops
- Recognition systems to celebrate achievements



## High performers (High Activity)

- Advanced leadership training and opportunities.
- Build their own teams and mentor new starters
- performance-based incentives



## Potential growth (Highest Activity)

- Exclusive Benefits: special events, personalized coaching, or premium product offerings.
- Thought Leadership Showcase
- Expansion Strategies: new markets through advanced marketing strategies and international opportunities.
- Recognition and Incentives: To acknowledge the elite cluster's outstanding achievements and high incentive

# Feature Importance

'total\_amount\_sum'



The feature 'total\_amount\_sum' reflects the overall spending behavior of customers, while 'discount\_sum' and 'paid\_amount\_sum' provide insights into the level of discounts applied and the actual revenue generated from transactions, respectively. These financial indicators help understand the customers' purchasing patterns and the financial impact on the business.

'discount\_sum'



'paid\_amount\_sum'

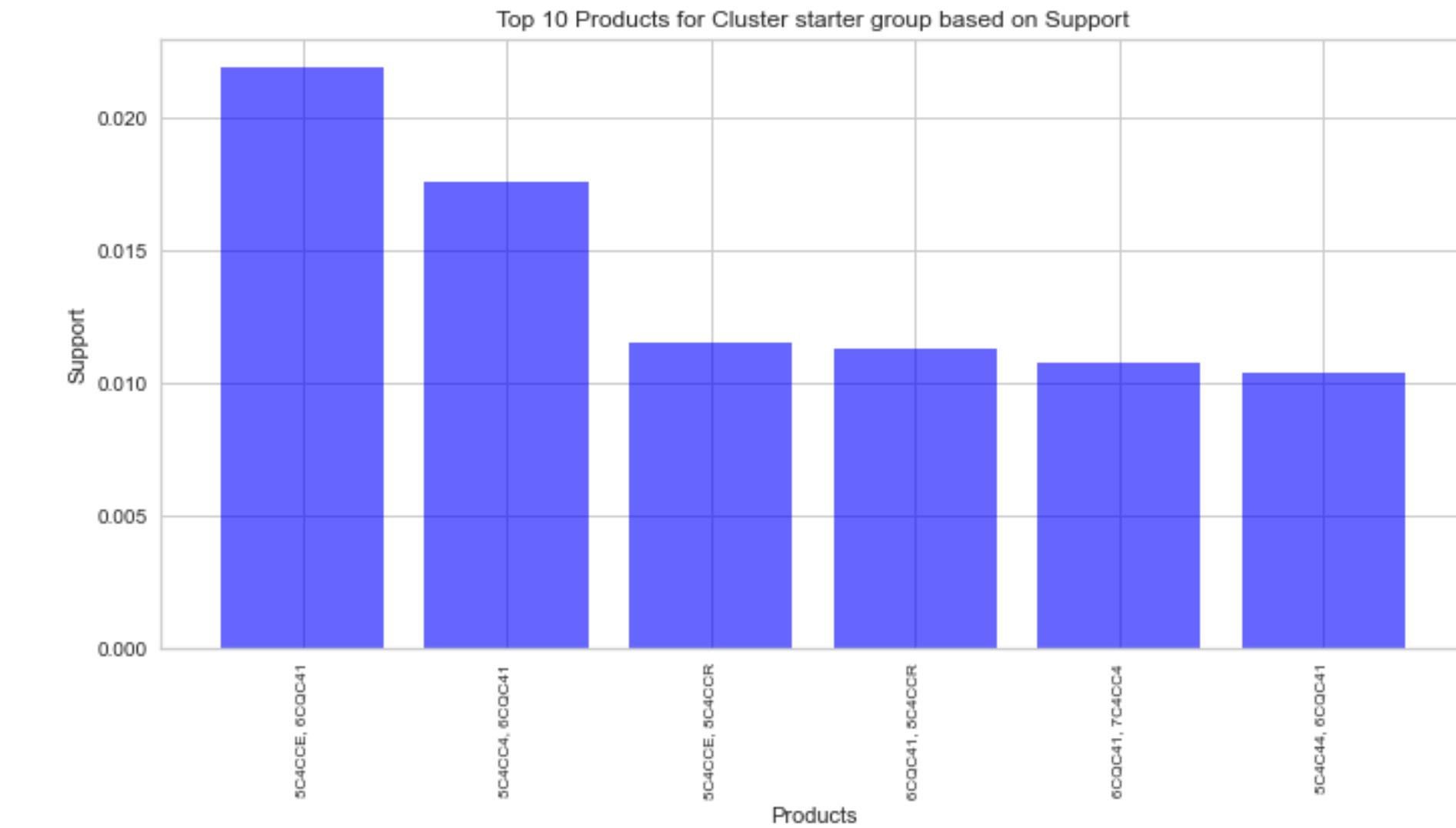
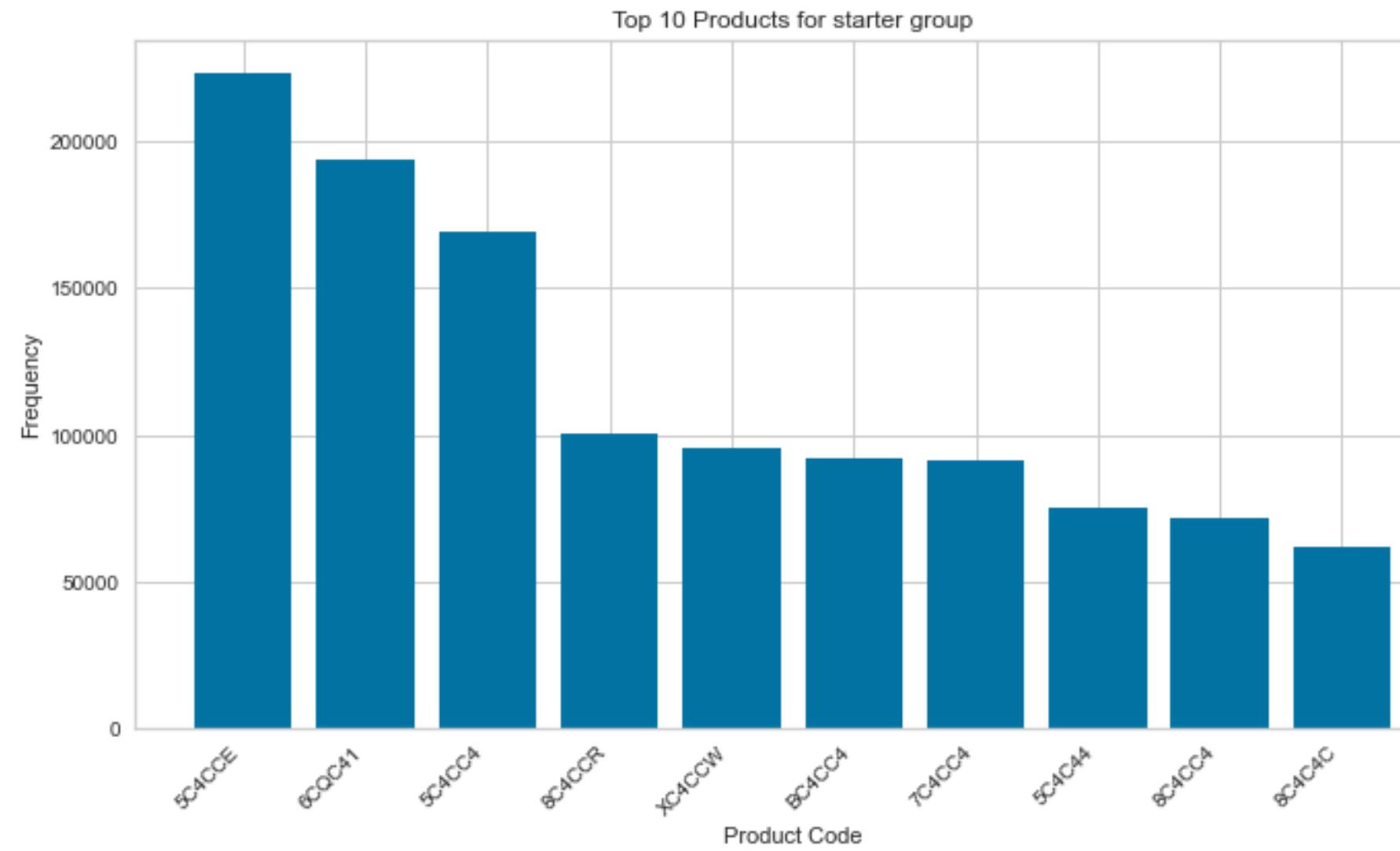


The inclusion of 'downlinesales' as a feature is particularly relevant in the MLM business context, as it represents the sales generated from the downline network. This feature sheds light on the effectiveness of the MLM structure and the contribution of downline sales to the overall business performance.

'downlinesales'



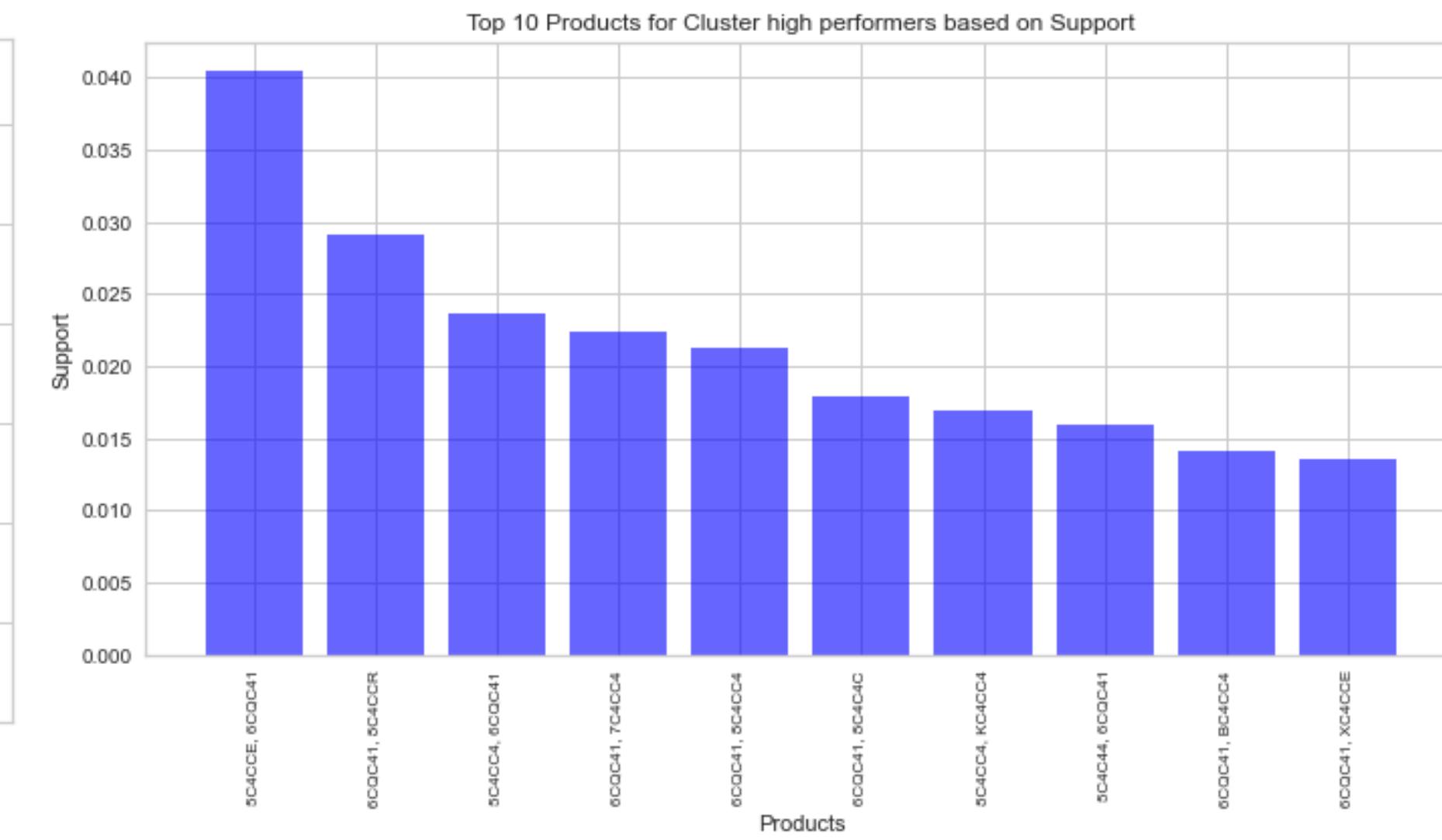
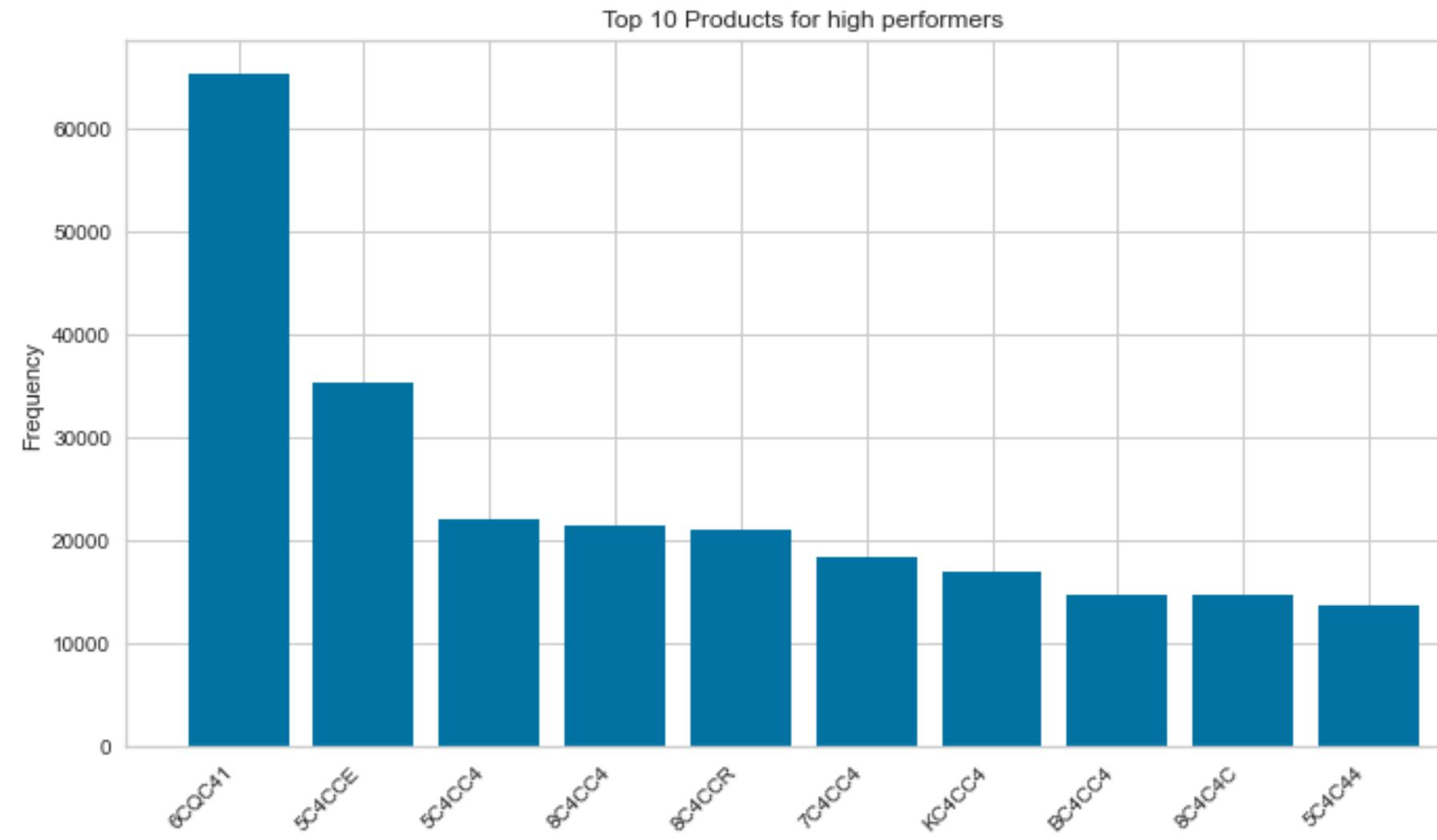
# PRODUCT RECOMMENDATION



STARTER

From the graph on the left-hand side, it shows the top 10 best-selling products of the STARTER group. The graph on the right-hand side represents the correlation between products. When a customer chooses to purchase 5C4CCE , there is approximately a 2.5% chance that they will also purchase 6CQC41 together.

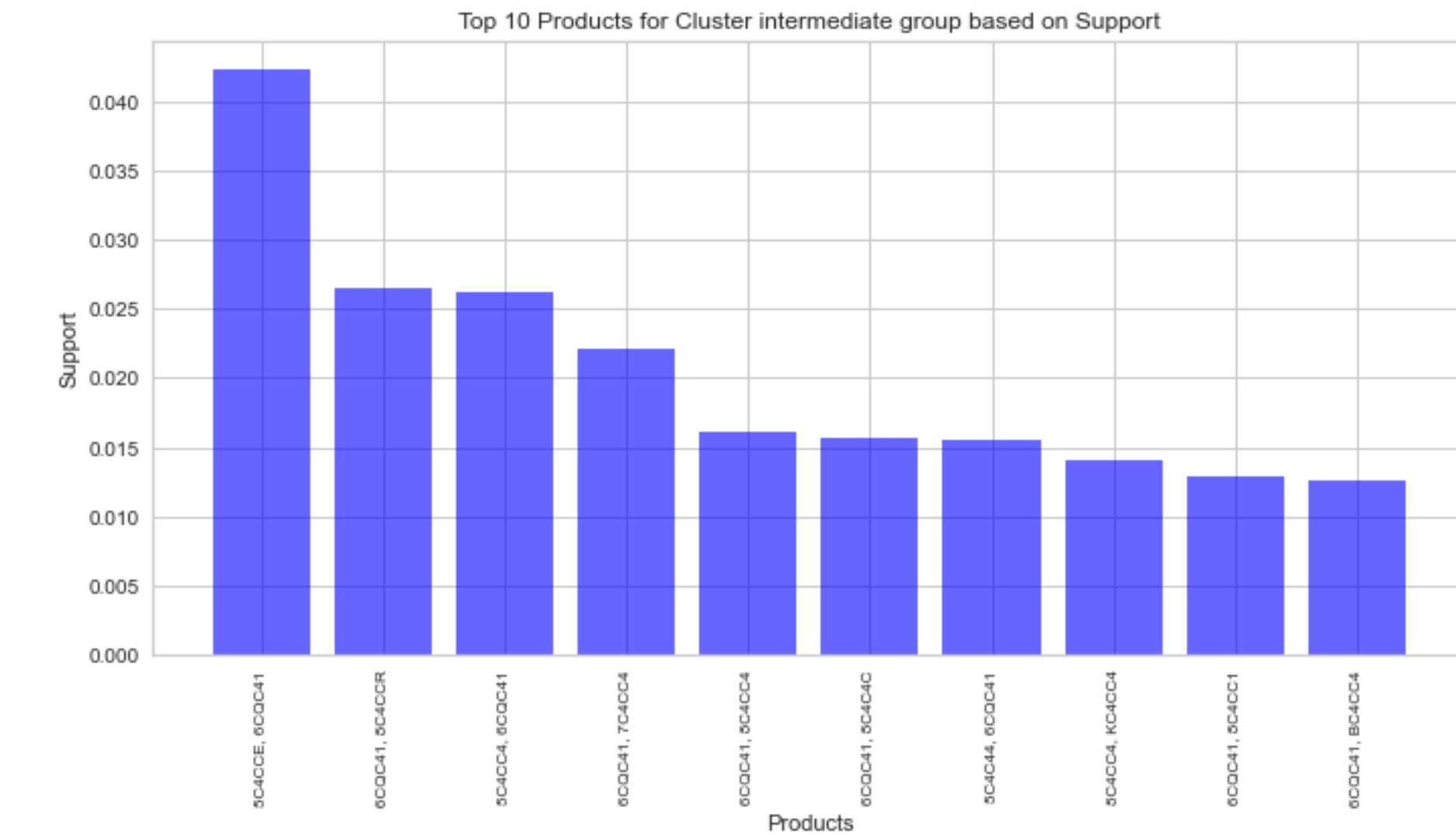
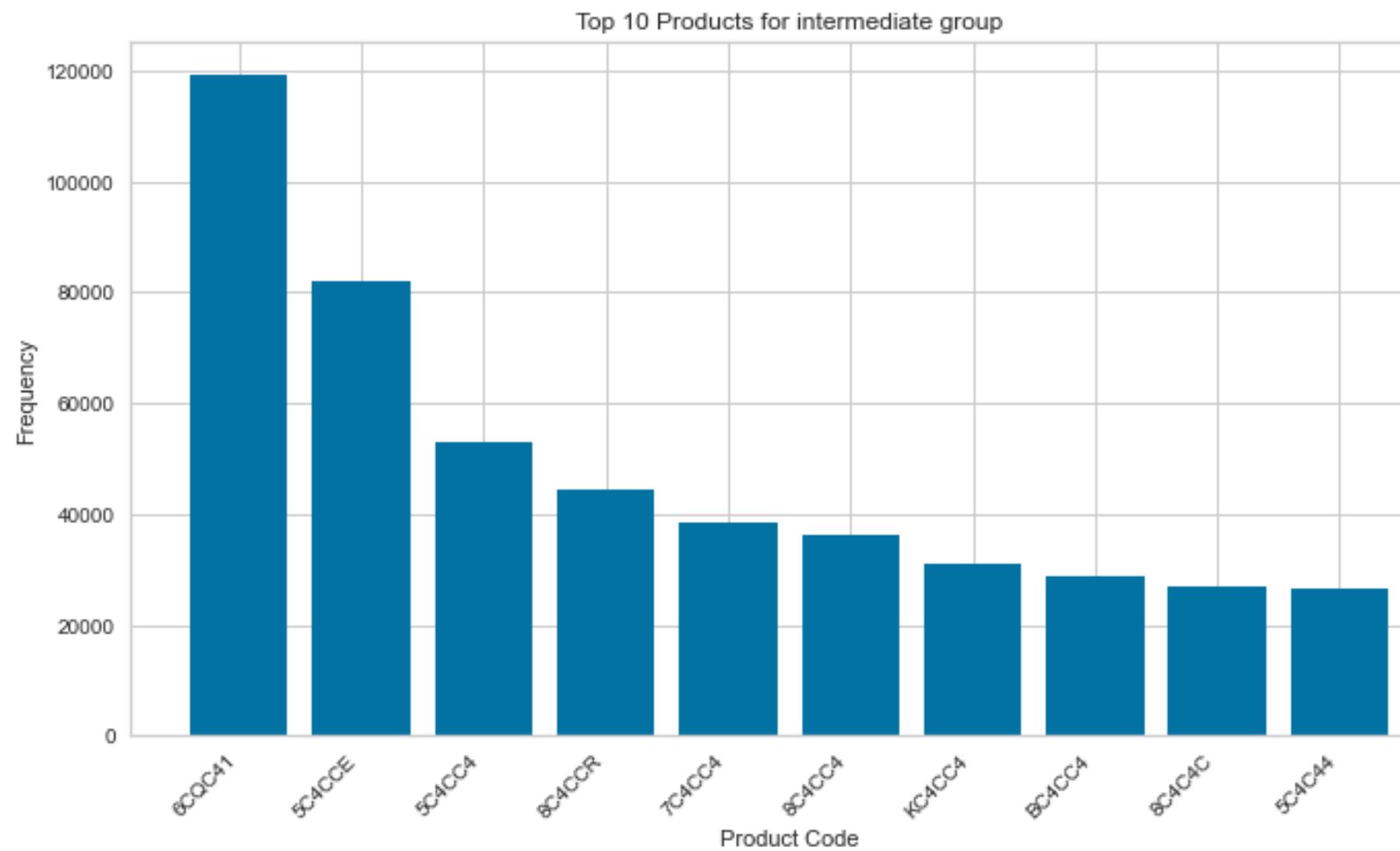
# PRODUCT RECOMMENDATION



HIGH PERFORMERS

From the graph on the left-hand side, it shows the top 10 best-selling products of the High performers group. The graph on the right-hand side represents the correlation between products. When a customer chooses to purchase 5C4CCE, there is approximately a 4% chance that they will also purchase 6CQC41 together.

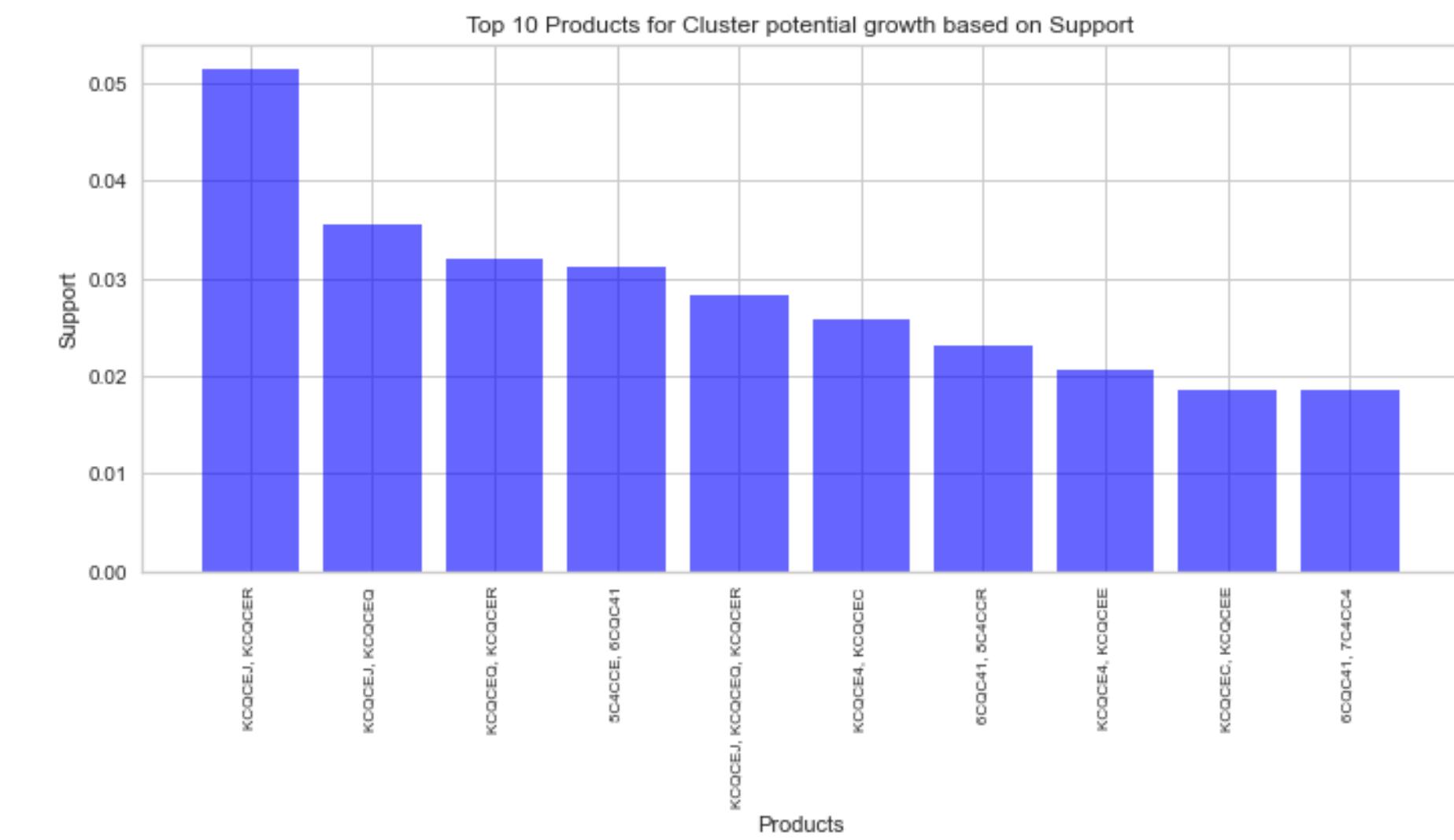
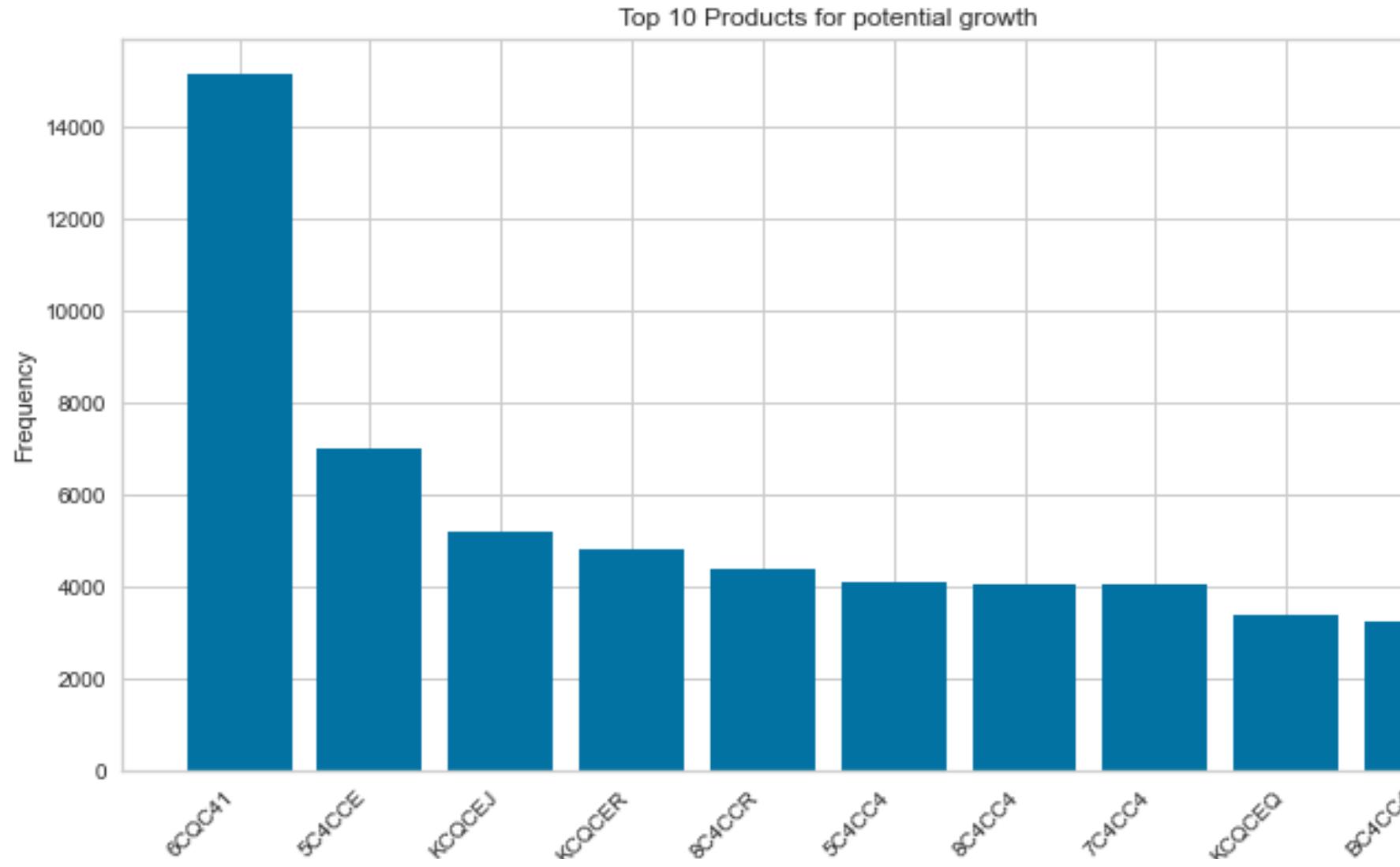
# PRODUCT RECOMMENDATION



From the graph on the left-hand side, it shows the top 10 best-selling products of the Intermediate group. The graph on the right-hand side represents the correlation between products. When a customer chooses to purchase 5C4CCE , there is approximately a 4.2% chance that they will also purchase 6CQC41 together.

GROWING CLUSTER

# PRODUCT RECOMMENDATION



From the graph on the left-hand side, it shows the top 10 best-selling products of the Potential growth group. The graph on the right-hand side represents the correlation between products. When a customer chooses to purchase KCQCEJ , there is approximately a 5% chance that they will also purchase KCQCER together.

## POTENTIAL GROWTH

# THANK YOU

**We look forward to  
working with you**

**MEMBER**



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