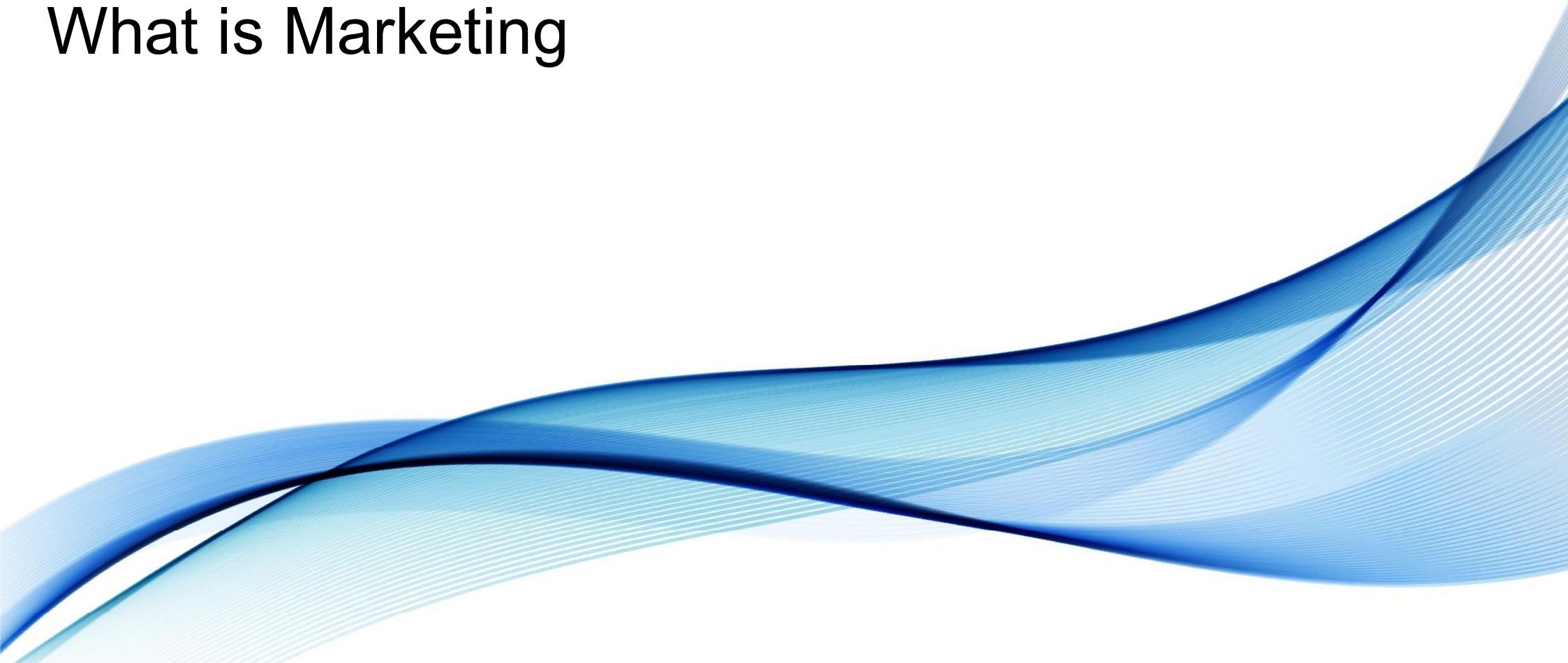


# Marketing and Retail Analytics

Applications and Implementation

# What is Marketing



# RAGHAVSHYAM (SHAAM) RAMAMURTHY

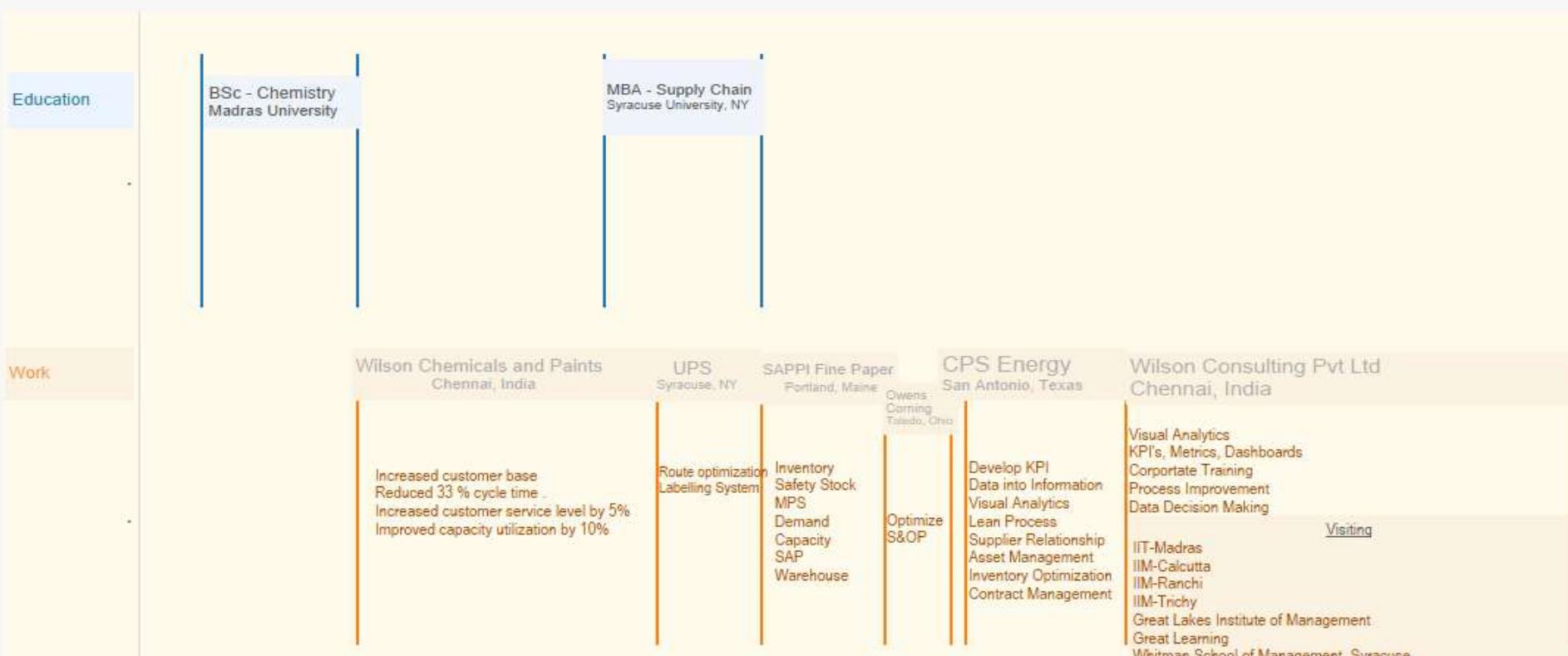
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1994 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018

## Industries

Paper manufacturing  
Chemical Processing  
Energy Utilities  
Aviation  
Telecommunications  
Development

## Domains

Supply Chain Billing Work Management  
Customer Service Field operations Scheduling  
Marketing Call Center Human Capital Sales  
Operations Asset Management Financials

## Tools

Lean tools Database Minitab  
Tableau Office Crystal  
Business Warehouse Winshuttle SAP  
R KNIME Cognos Rapid Miner

# Terminology

SKU  
FMCG/CPG  
Shrinkage  
RFID  
Relationship Retailing  
Private Label  
POS  
Product Life Cycle  
Wallet Share  
Market Basket



# Terminology

Mystery Shopping  
Loss Leader  
Cross-Merchandising  
Inventory Turnover  
Churn Rate  
4 Ps  
CLV  
P-Alive  
Segmentation  
RFM



# RFM Metrics



## RECENCY

The freshness of the customer activity, be it purchases or visits

E.g. Time since last order or last engaged with the product



## FREQUENCY

The frequency of the customer transactions or visits

E.g. Total number of transactions or average time between transactions/ engaged visits



## MONETARY

The intention of customer to spend or purchasing power of customer

E.g. Total or average transactions value

# **Customer Profiling (Segmentation)**

## **Only UK Customers**

Descriptive Stats  
Data Exploration



# Perform RFM Analysis



Active



At-Risk



Inactive

		Monetary		
		RECENCY	FREQ	H M L
H	H	H	402	96 1
	M	M	96	258 34
	L	L	3 33	56
M	H	H	282	148
	M	M	136	797 140
	L	L	22	152 282
L	H	H	20	22
	M	M	12	324 123
	L	L	6	129 344





Base



Base



Base

Silver

Gold

Gold

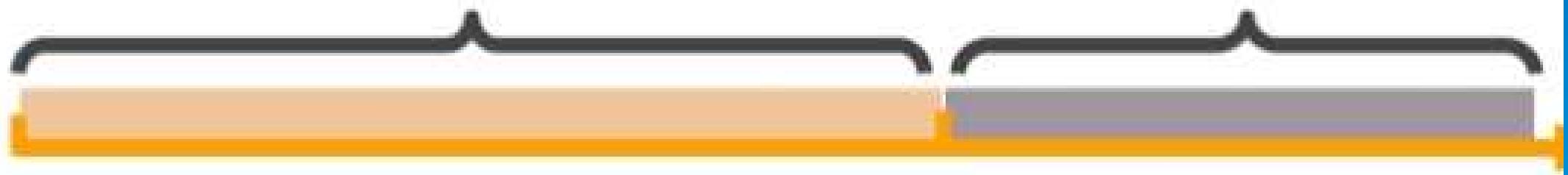
Gold

gl

# Check Effectiveness

DMAIC





gl