

HOMEWORK 06

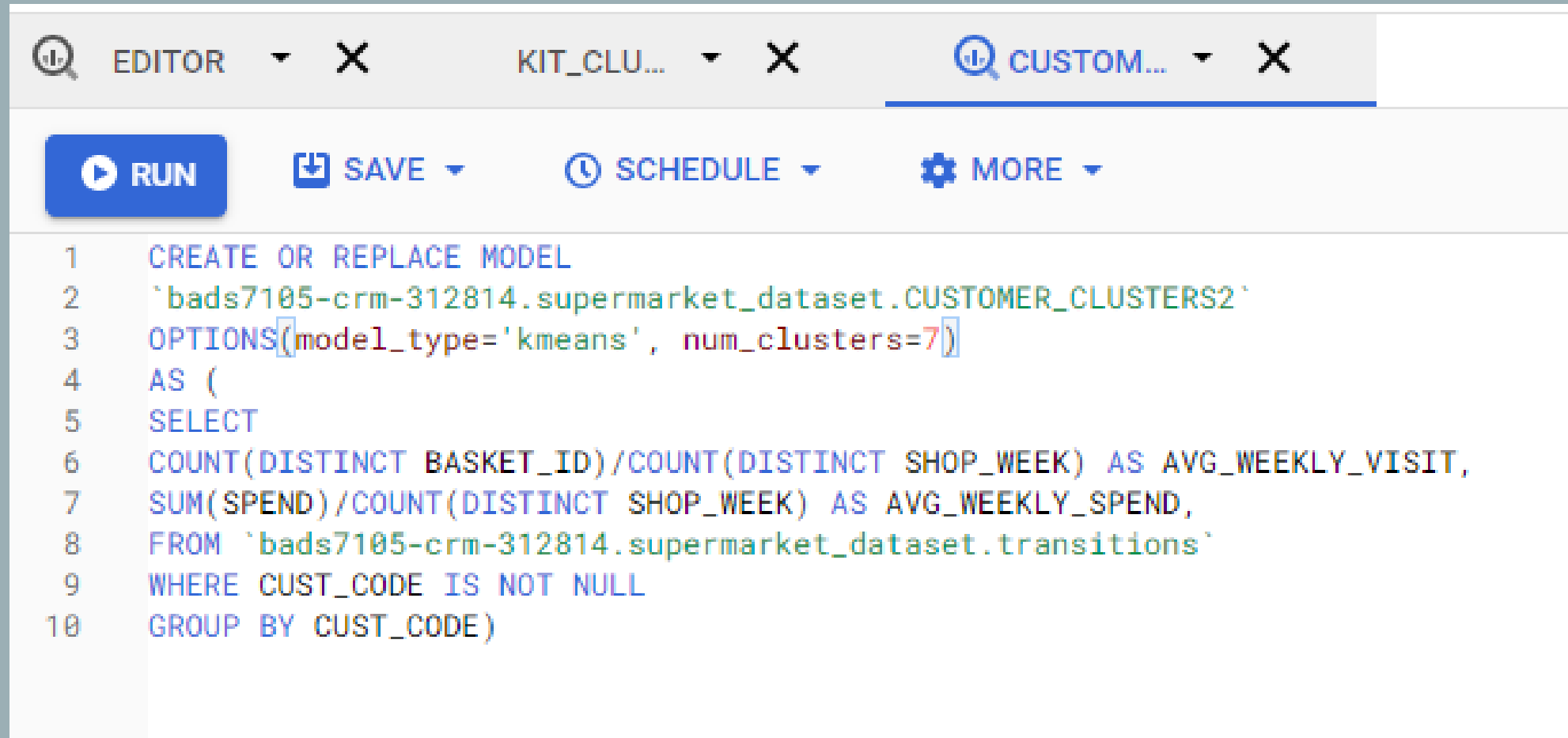
CUSTOMER SEGMENTATION

BADS7105 – CRM Analytics and Intelligence

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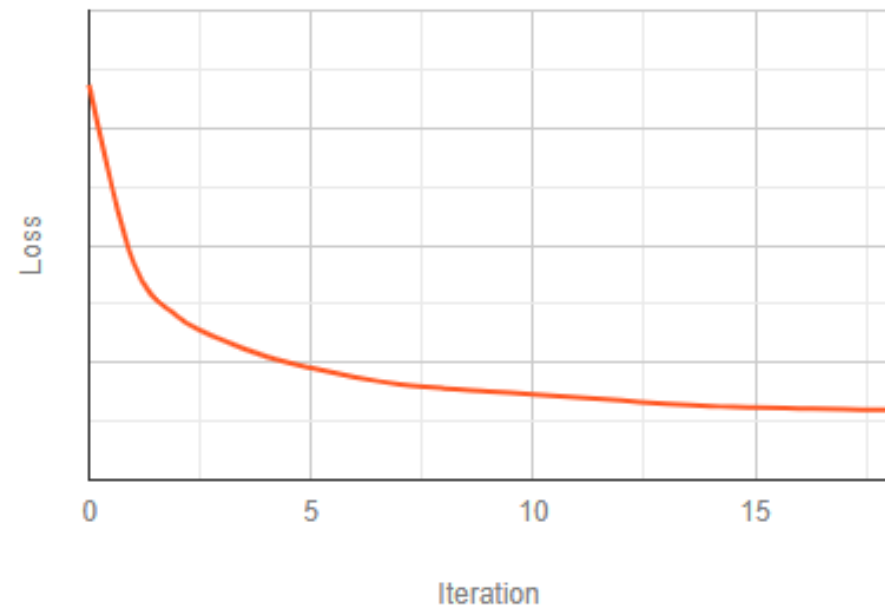
Create model



The screenshot shows a web-based SQL editor interface. At the top, there are three tabs: 'EDITOR', 'KIT_CLU...', and 'CUSTOM...'. The 'CUSTOM...' tab is active. Below the tabs is a toolbar with four buttons: 'RUN' (blue with a play icon), 'SAVE' (blue with a floppy disk icon), 'SCHEDULE' (blue with a clock icon), and 'MORE' (blue with a gear icon). The main area contains a SQL query with line numbers 1 through 10 on the left. The query is a DDL statement to create or replace a model named 'CUSTOMER_CLUSTERS2' using k-means clustering with 7 clusters. The query selects data from a table named 'transitions' in a dataset, grouping by 'CUST_CODE' and calculating average weekly visit and spend.

```
1 CREATE OR REPLACE MODEL
2 `bads7105-crm-312814.supermarket_dataset.CUSTOMER_CLUSTERS2`
3 OPTIONS(model_type='kmeans', num_clusters=7)
4 AS (
5 SELECT
6 COUNT(DISTINCT BASKET_ID)/COUNT(DISTINCT SHOP_WEEK) AS AVG_WEEKLY_VISIT,
7 SUM(SPEND)/COUNT(DISTINCT SHOP_WEEK) AS AVG_WEEKLY_SPEND,
8 FROM `bads7105-crm-312814.supermarket_dataset.transitions`
9 WHERE CUST_CODE IS NOT NULL
10 GROUP BY CUST_CODE)
```


Loss



Duration (seconds)

