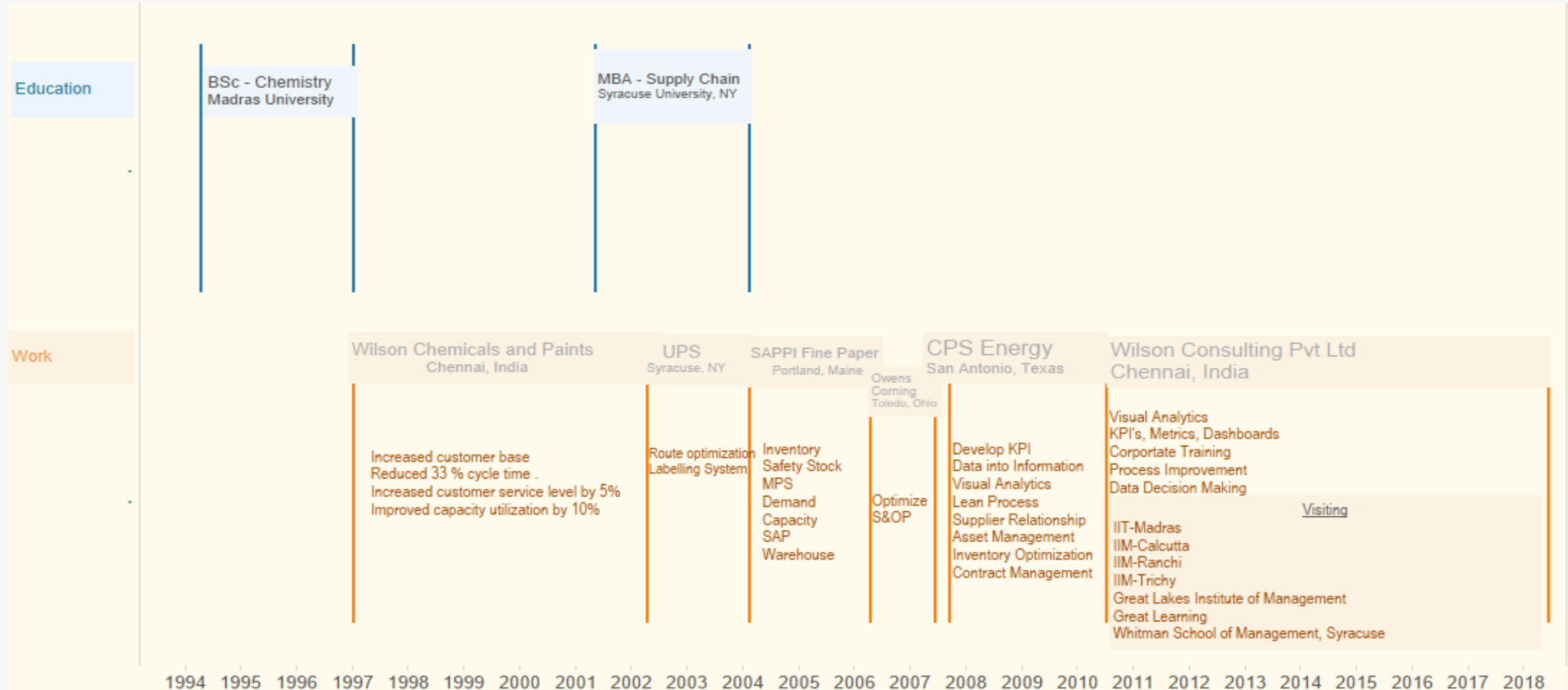


Marketing and Retail Analytics

Applications and Implementation

What is Marketing



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

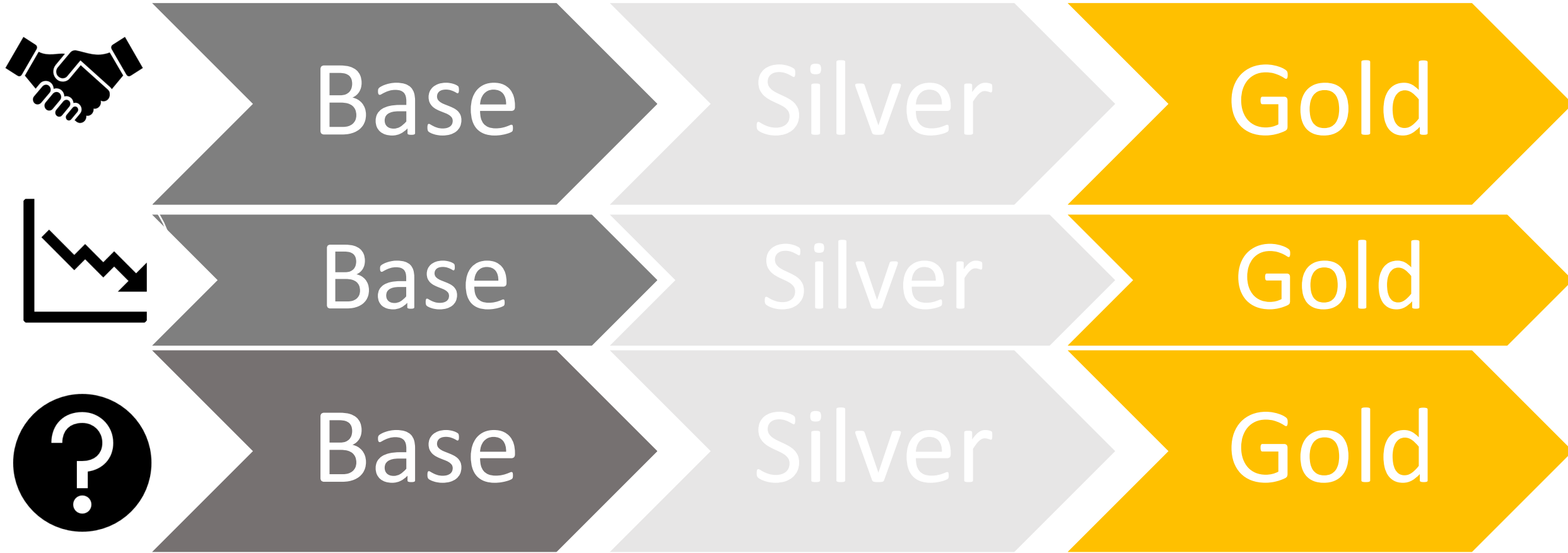


At-Risk



Inactive

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



Check Effectiveness

DMAIC

