

Homework 1

Due: 2/20/16 By Noon
Submit via Turnitin

Business Problem:

The day is **January 23, 2018**. Joe's Shopping World is the source for your everyday household needs: from toiletries, to office supplies, to home entertainment systems. Over the last 2 years, transactional data has been captured for the first time (total of 180,720 unique transactions). In this dataset, which is at the "customer" level, the following data elements have been recorded: customer ID, transaction date, total amount paid (\$), and total coupon amount used (\$). **Your VP just sent you the following email:**

TO: WORKGROUP
FROM: Chief Marketing Officer, Erin Smith
SUBJECT: Customer Health

Need to better understand the health of our customers for marketing summit:
looking to propose customer segments for targeted campaign generation and to
have a mapping for incremental response testing.

Please have analysis done by next Saturday. -Erin

Instructions:

For this assignment, you now work for Joe's Shopping World (in the corporate office). Based on the business problem and all data provided, you must construct a **business report** and **email response** following the specific guidelines in the course syllabus. You will be graded based on **accuracy**, **presentation**, and your **recommendations/implications**. Remember, homework assignments are an **INDIVIDUAL** effort (see Bentley's Honor Code).

Please note:

- For this homework, you must use **Enterprise Guide** and conduct an **RFM analysis**
- The data for this assignment can be found on blackboard: **"Joe's Shopping World (SAS)"**
- **Maximum page length: 5 pages total, including cover paper with email response**

To verify the technical accuracy of your work, please include:

1. Snippet of final SAS process flow in analysis section (zoomed in)
2. Descriptive statistics of R, F, and M scores (separately) to confirm ranks done correctly
3. Snapshot of final table with RFM scores showing (limit to 10 rows max)