

CRM Data Analysis Case – README

Overview

This project aims to analyze and predict customer behavior based on CRM data from iFood. The analysis is divided into three main parts: **Data Exploration**, **Customer Segmentation** and **Predictive Modeling**. The goal is to provide actionable insights to the marketing team, allowing them to optimize campaign strategies and maximize profit.

Folder Structure

- **base_files/**: Contains essential reference documents and the original dataset.
 - o **Business presentation.pdf**: Overview of the business context and objectives.
 - o **dictionary.png**: Image providing a description of the dataset features.
 - o **iFood Data Analyst Case.pdf**: Detailed instructions and expectations for the case study.
 - o **lfood_df.csv**: The raw data file containing customer information and transaction history.
- **dataset/**: Contains the CSV file used for analysis.
 - o **lfood_df.csv**: Main dataset for CRM analysis.
- **notebooks/**: Jupyter Notebook containing all the analysis, visualizations, and modelling.
 - o **iFood_CRM_Analysis.ipynb**: Detailed notebook with code, analysis, and explanations.
- **CRM Data Analysis Case – Marketing Strategy.pdf**: Document summarizing the marketing recommendations derived from the analysis.
- **CRM Data Analysis Case – Technical Overview.pdf**: Detailed technical overview of the methodologies and tools used for each analysis step.

How to Use

1. **Data Loading**: Place *lfood_df.csv* in the *dataset* folder.
2. **Notebook Execution**: Open the *iFood_CRM_Analysis.ipynb* notebook in Jupyter and run the cells sequentially to reproduce the analysis.
3. **Reports Review**: Consult the *CRM Data Analysis Case – Marketing Strategy.pdf* for marketing insights and *CRM Data Analysis Case – Technical Overview.pdf* for a deeper understanding of the methodologies used.

Author: Mouad A.

This analysis was conducted as part of a CRM data analysis case study, designed to bridge data science and strategic marketing.