

Final Project: Customer Retention & Acquisition Analysis

This repository contains data files used in the Customer Retention & Acquisition Analysis project. Due to GitHub's file size limit (25MB), large datasets are hosted externally via Google Drive. All original, cleaned, and insight-related files are linked below for direct access.

Original Datasets

- All Channels Customers (May 2024)
[Download](#)
 - Organic Dec 2023 – Customer Acquisition
[Download](#)
 - Organic Dec 2023 – Repeated Orders (May 2024)
[Download](#)
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Cleaned Datasets (Post-Cleaning & Preprocessing)

- Cleaned All Channels Customers – df_All_Channels_Customers
[Download](#)
 - Cleaned Customer Acquisition – df_Customer_Acq
[Download](#)
 - Unique Repeated Orders – df_Repeated_Orders_unique
[Download](#)
 - Repeated Orders (Saved Version) –
df_Repeated_Orders_unique_saved
[Download](#)
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Analytical Output & Insight Files

- **Customer Lifetime Value Metrics – CLV-customer_metrics**
[Download](#)
- **First Order Summary Table – first_order_table**
[Download](#)
- **Promotion Effectiveness Analysis – promotion_effectiveness**
[Download](#)
- **RFM Segmentation Table – rfm**
[Download](#)
- **Revenue Forecast Data – total_revenue_forecast**
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