Customer Behaviour Analysis
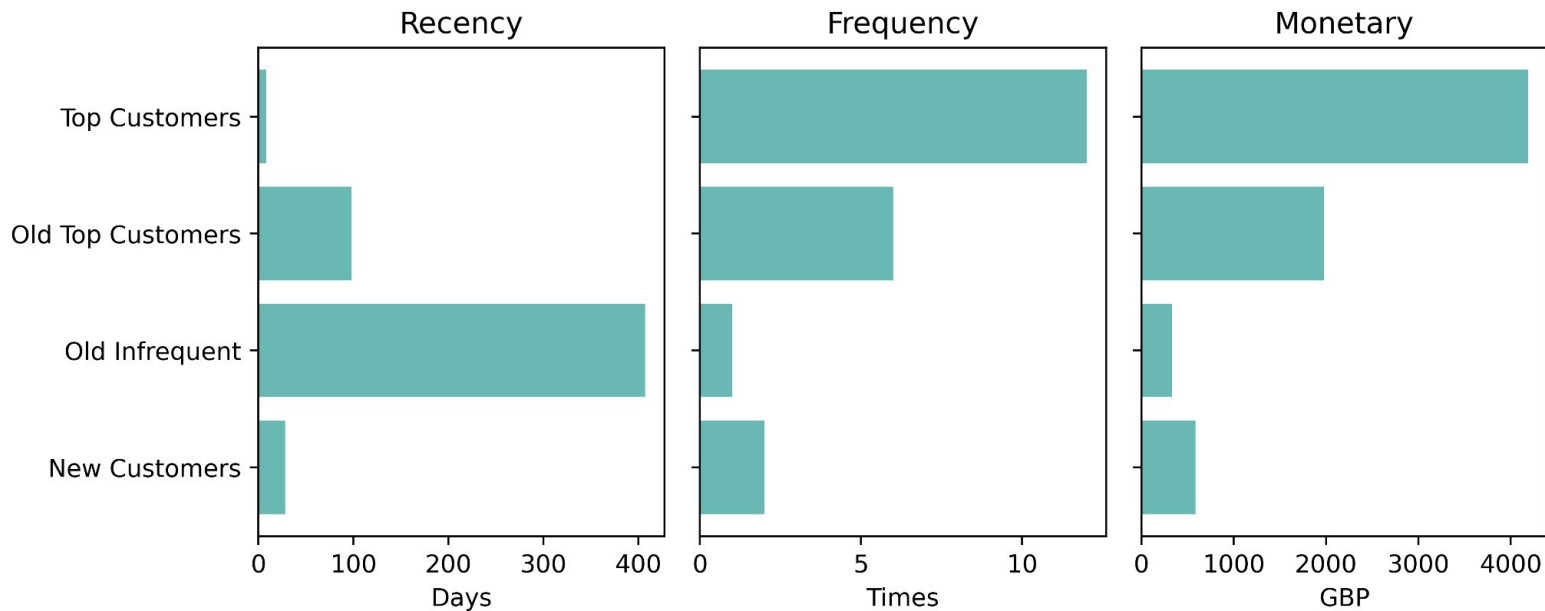
Ninos Kako
Capstone Project
Sprint 3

Customer Behaviour Analysis

- Sprint 2 recap
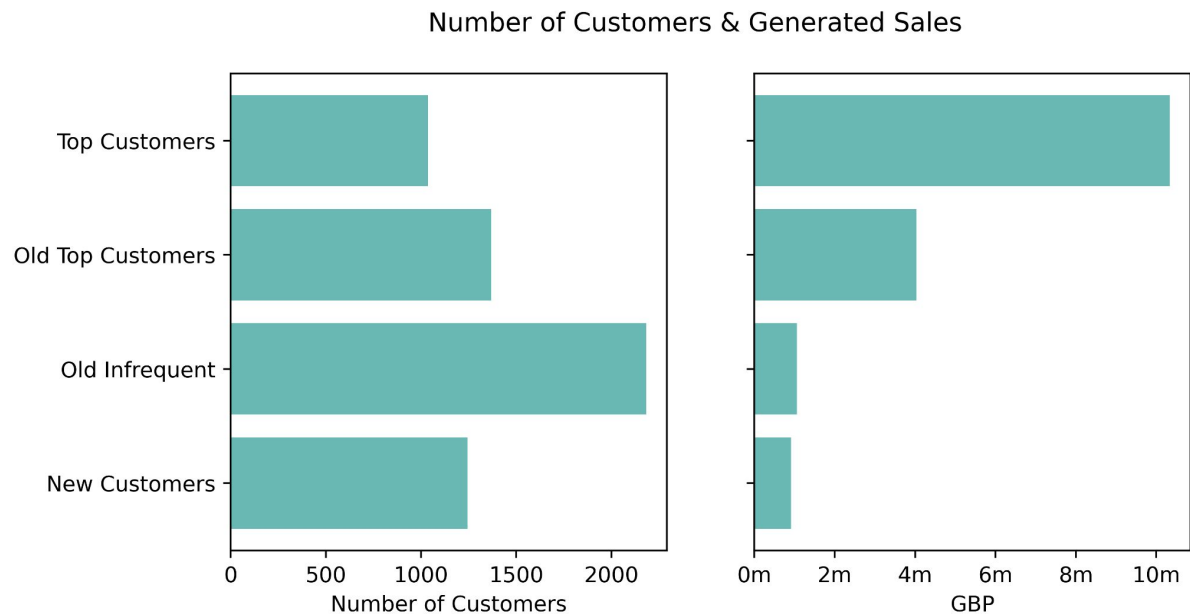
- Market Basket Analysis

Sprint 2 Recap

Group Comparison of RFM Metrics Median

Sprint 2 Recap

Number of Customers & Generated Sales

Market Basket Analysis

- Top Customers
    - Most generated sales
    - Do not lose

- Old Infrequent Customers
    - Largest group
    - Similar to New Customers

- New Customers
    - Transition to Top Customers

Market Basket Analysis

First, Choose customer group

Market Basket Analysis

Then, an item(set) from frequent itemsets

Thank You!