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# Customer Behaviour Analysis

**Ninos Kako**  
Capstone Project  
Sprint 3

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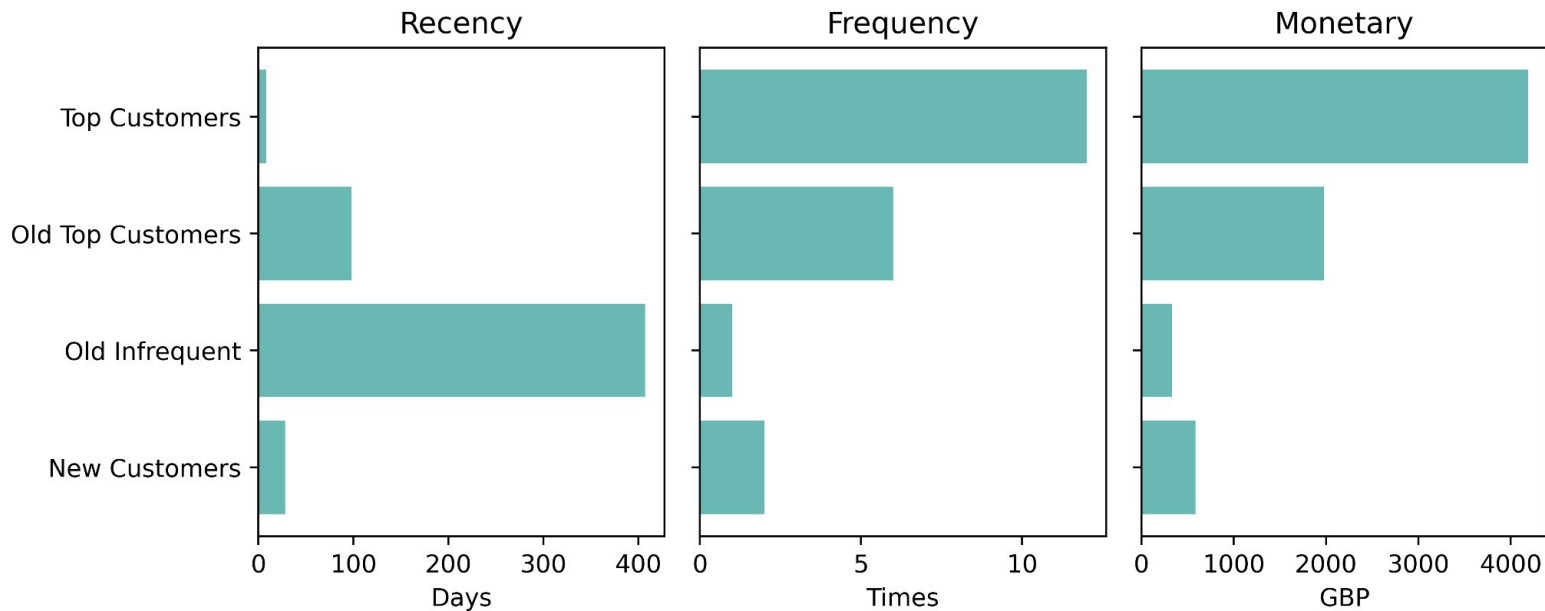
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# Customer Behaviour Analysis

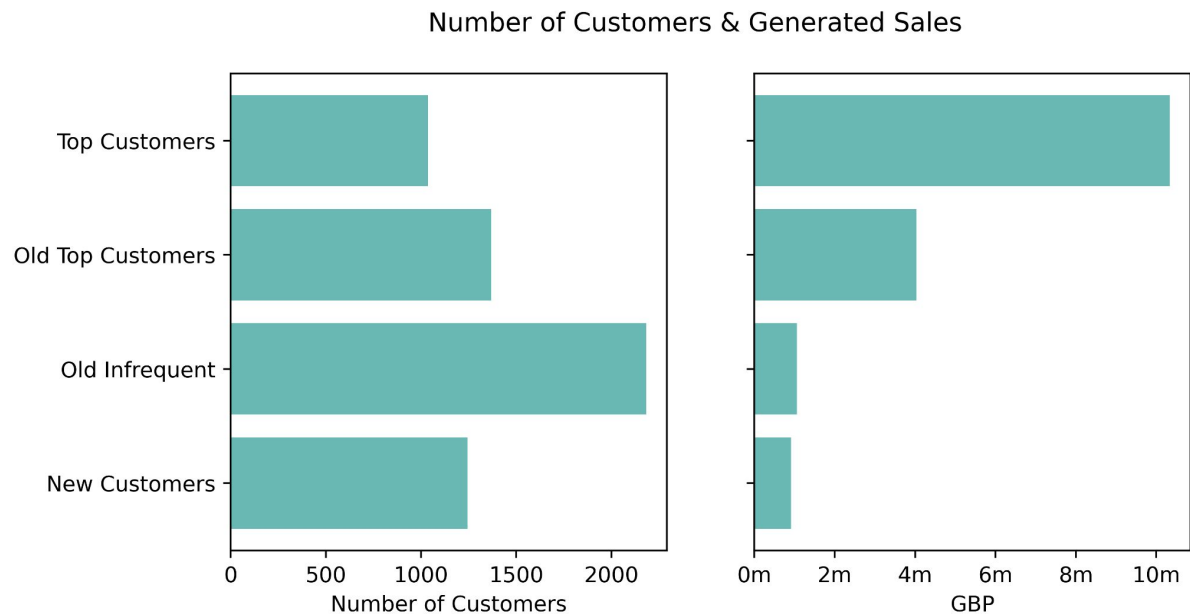
- Sprint 2 recap
- Market Basket Analysis

# Sprint 2 Recap

Group Comparison of RFM Metrics Median



# Sprint 2 Recap



# 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

Customer Group

Top Customers

Old Top Customers

Old Customers

New Customers

## Market Basket Analysis

Frequently Purchased Item(s) with 'GREEN REGENCY TEACUP AND SAUCER':

	consequents	lift	support	confidence
0	'ROSES REGENCY TEACUP AND SAUCER '	25.2195	0.0217	0.8058

# Market Basket Analysis

Then, an item(set) from  
frequent itemsets

Customer Group

Top Customers

Item/Itemset

'RED RETROSPOT CHARLOTTE BAG'

'ALARM CLOCK BAKELIKE RED '

'ALARM CLOCK BAKELIKE GREEN'

'SWEETHEART CERAMIC TRINKET BOX'

'STRAWBERRY CERAMIC TRINKET BOX'

'CHARLOTTE BAG PINK POLKADOT'

'RED RETROSPOT CHARLOTTE BAG'

'STRAWBERRY CHARLOTTE BAG'

## Market Basket Analysis

Frequently Purchased Item(s) with 'RED RETROSPOT CHARLOTTE BAG':

	consequents	lift	support	confidence
9	'CHARLOTTE BAG PINK POLKADOT'	13.2184	0.0255	0.5115
11	'STRAWBERRY CHARLOTTE BAG'	12.4191	0.0206	0.4135
16	'CHARLOTTE BAG SUKI DESIGN'	10.8351	0.0227	0.4552
22	'WOODLAND CHARLOTTE BAG'	10.5573	0.0202	0.4052

**Thank You!**