Customer Analytics

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Which of the existing marketing segments is the most effective?

- Most of the Champions and Big Spenders are from Segment 1 and 2

- Segment 2 have highest number of these customers. Hence, they should be targeted first

Customer Segments	Customer Segment Details	Number of Customers
Champions	Best customers who bought most recently, most often, and are heavy spenders. Reward these customers. They can become early adopters for new products and will help promote your brand.	60
BigSpenders	Number of customers who spend a lot of money	254
Loyalists	Number of customers who order alot and spend more	182
Potential Loyalists	Number of customers with average order frequency and who spend a good amount.	84

Testing a campaign on Facebook ads. How should they decide if it's a success?

- Check the RFM score. Increasing session count and total charges can be considered an evaluation metric to measure the positive impact

- If the campaign is to bring new customers, then the number of new accounts should increase

Anomalies in the Dataset

- Multiple customers are linked with same Billing Account #

- Two customers have cancelled account status but no cancellation date

- Product Functional knowledge required to confirm these anomalies

V2 Release Impact

- On day of release: Nothing

- After 1 week: Nothing

- After 1 Month: 5 new customer joined

- Within next 3 months: 7 new customer joined

- Observation: V2 Release did not have a compelling effect on customers
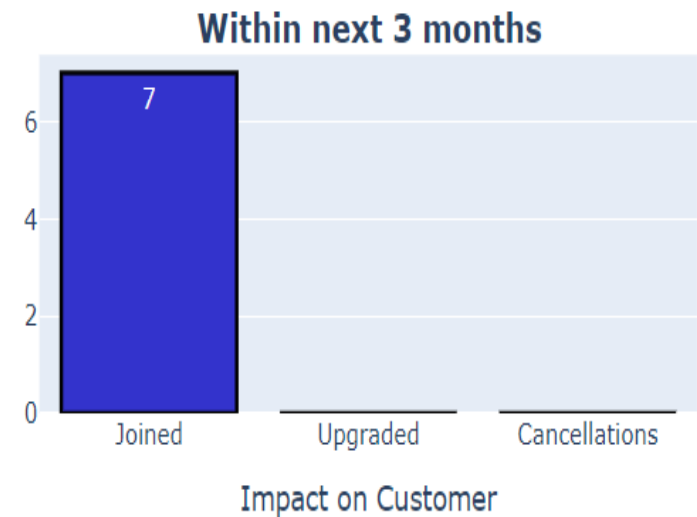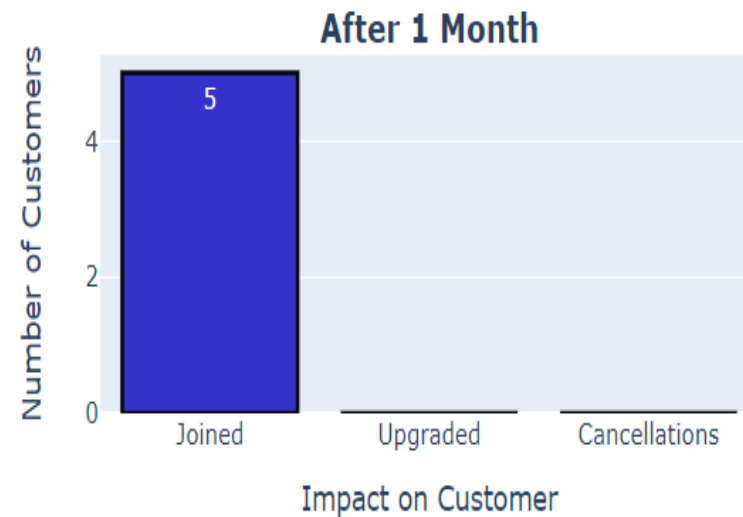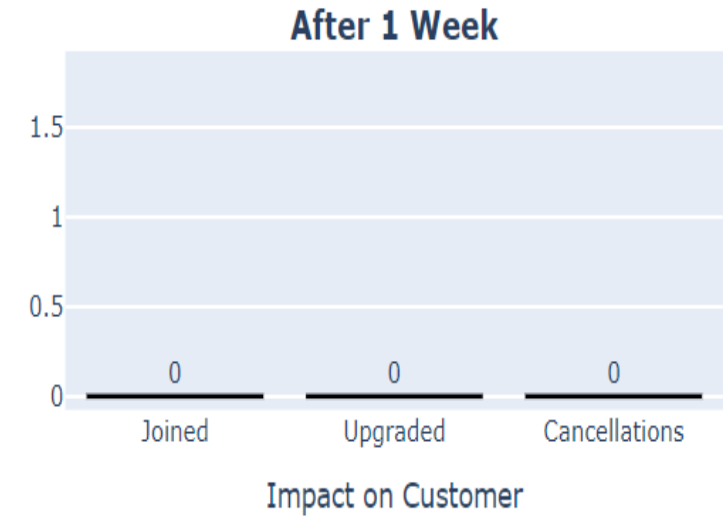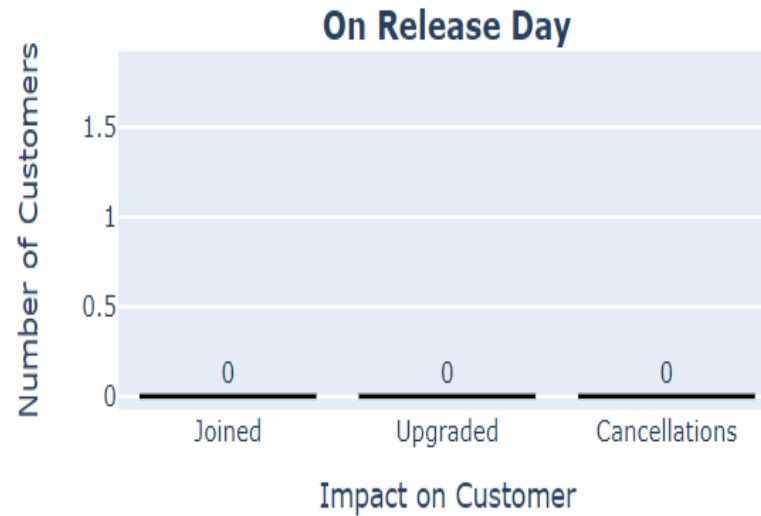
V3 Release/Product Pricing Changed Impact

- Impact can be seen right from the release day

- Within next 3 months: 293 customers joined and 270 upgraded their accounts

- Further Investigation required for slowly increasing number of cancelled upgraded accounts

- Observation: V3 release and Price change had high positive impact on customers
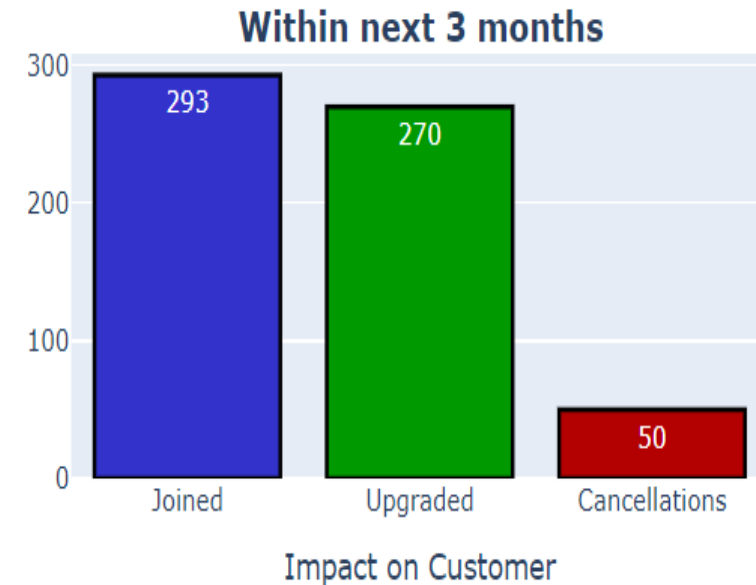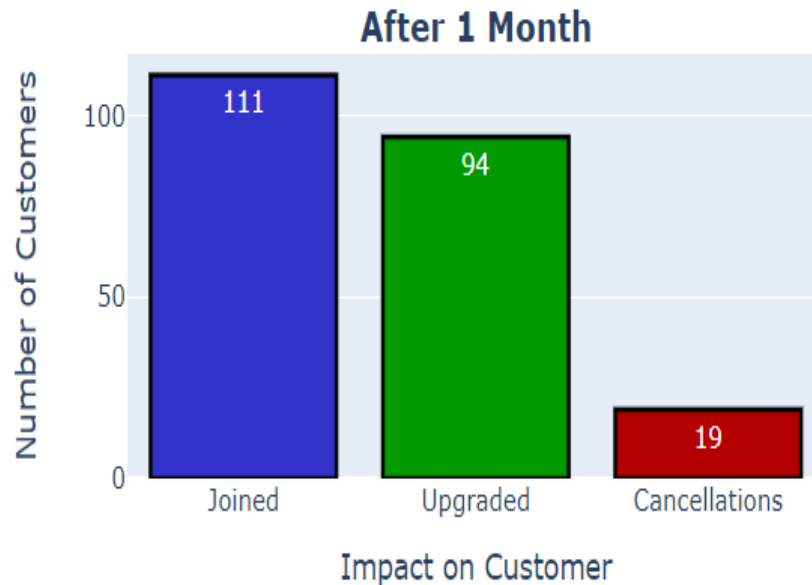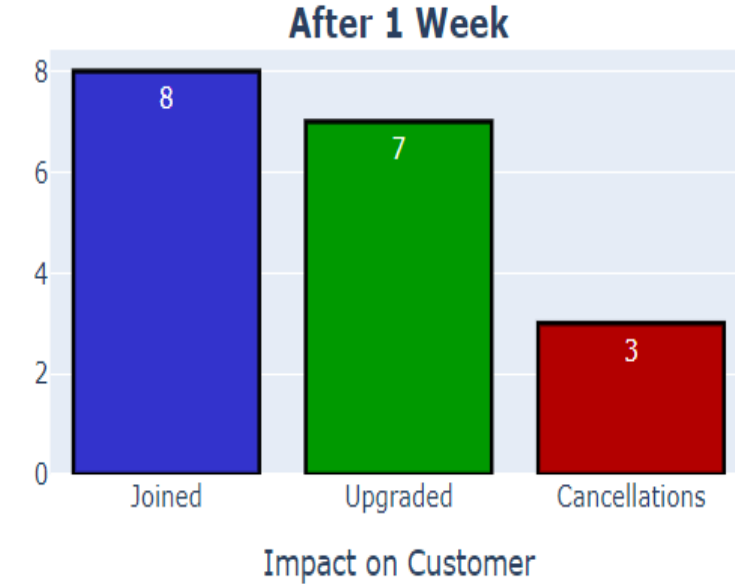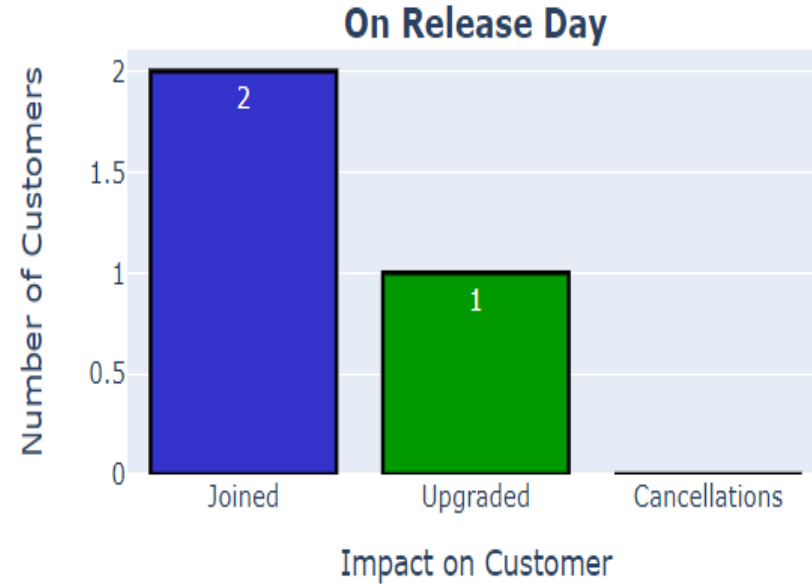
Yearly Analysis

- **2017**: Good rate of new customers, extremely low rate of upgrades. Upgrade happened only in January

- **2018**: Increasing rate of new customers and account upgrades. ATTENTION: Account upgrades have been cancelled continuously by each month

- **2019**: Received high attention from customers. Account upgrade cancellation rate have been reduced
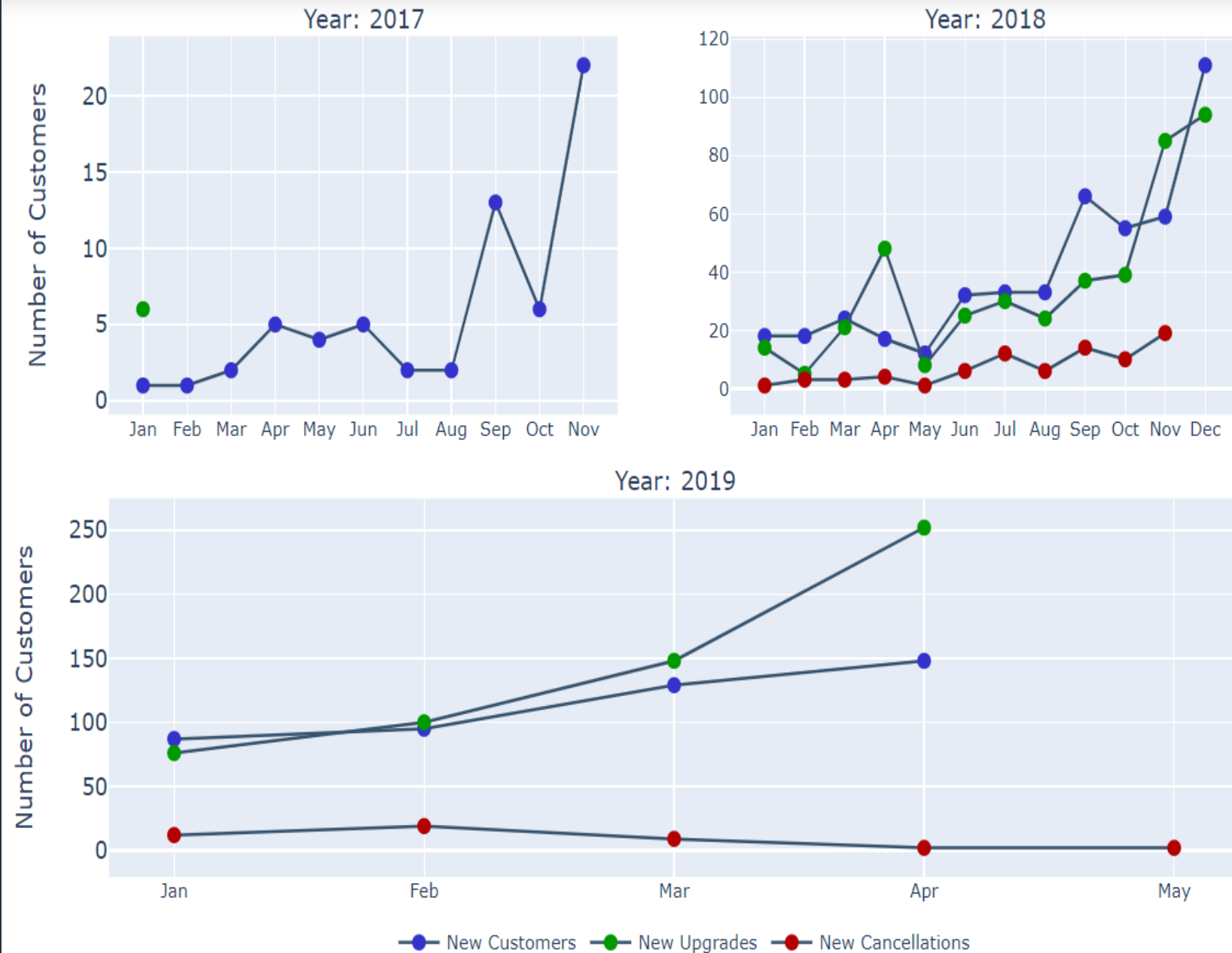
Busiest day of week

- Customer are active mostly on Friday and Weekend. Sunday can be targeted to launch a product to make the most noise

- Least accounts are created on Wednesday and Thursday

- Most accounts are upgraded on Saturday and Monday

- Most of the accounts are cancelled on Sunday
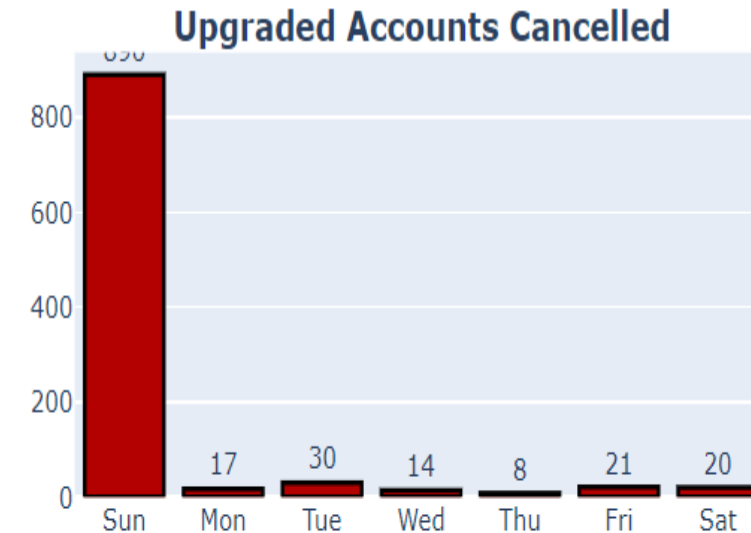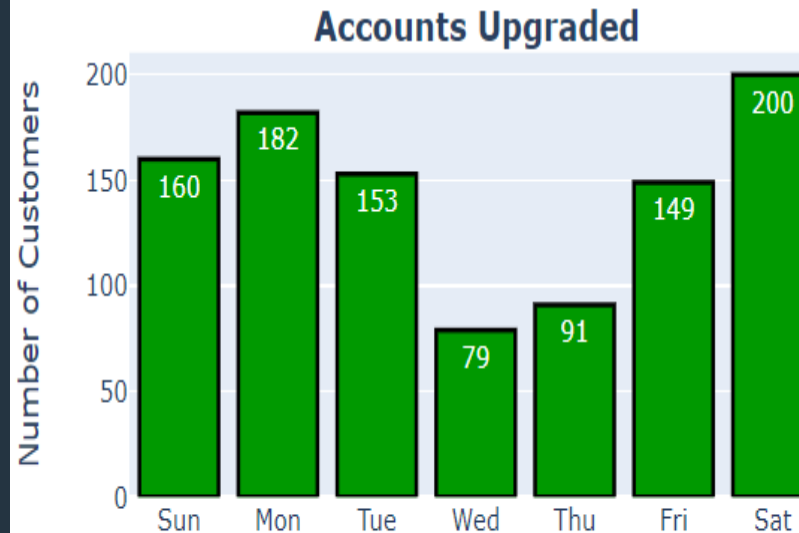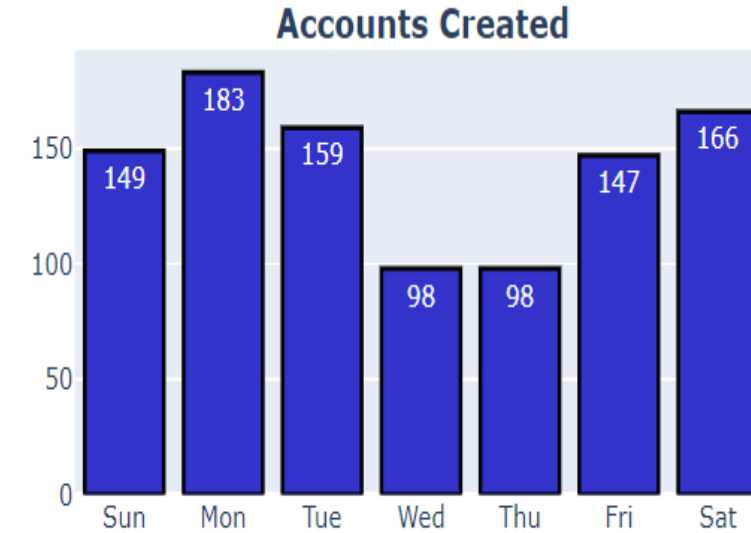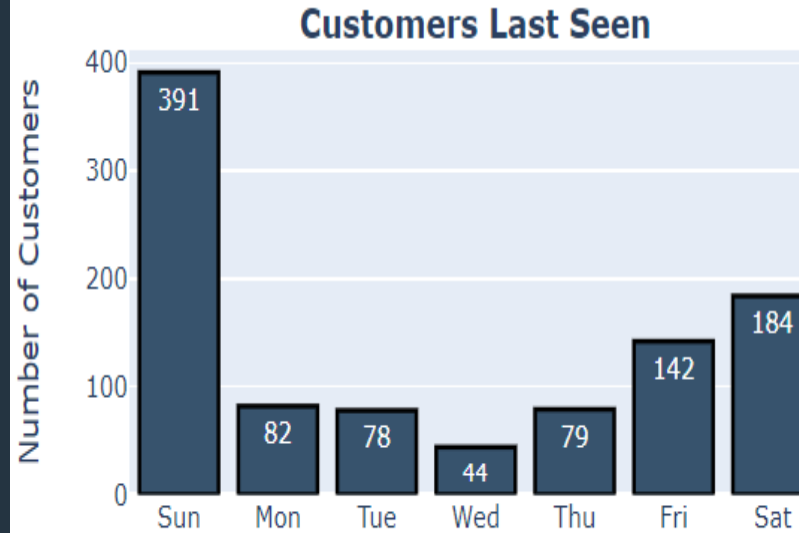
Future Work

- Gather the click details of customers

- Gather customer demographics, geographic, usage details

- Segmentation based on social channels or ads interaction

- Gather customer support interaction details