CRM Data Analyst Case

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TOPICS

- **COMPANY**

- **PROBLEM**

- **CUSTOMERS**

- **TOP CUSTOMERS**

- **PREDICTION MODEL**

COMPANY

🛍 Well-established company operating in the retail food sector

🛍 Serve almost one million consumers a year.

🛍 Customer Database:
Around several hundred thousand registered customers

5 major **categories of Products**:
- Wines
- Rare meat products
- Exotic fruits
- Specially prepared fish
- Sweet products

Gold Products
Regular Products

Sales channels:
- Physical stores
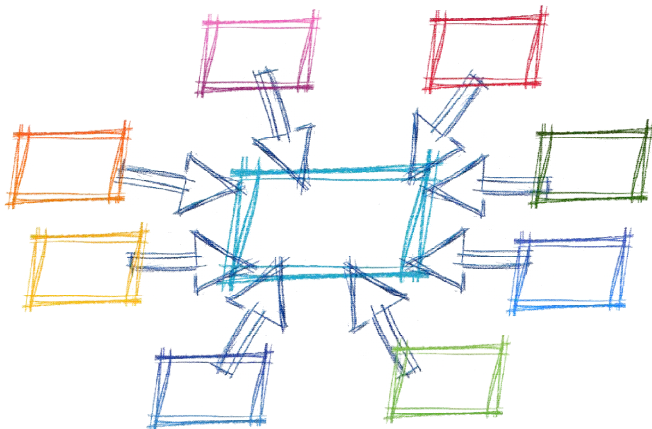- Catalogs
- Online (company's website)

PROJECTIONS

In the last 3 years, the company had:
solid revenues
healthy bottom line

Profit growth perspectives for
the next 3 years are **NOT** promising

Several **strategic initiatives** are being considered to **invert** this situation.

Performance of marketing

Special focus on
Marketing Campaigns.

CAMPAIGN 6 PILOT

Venda mais com o iFood

CUSTOMERS

ifood CUSTOMER SEGMENTATION

RFM Technique
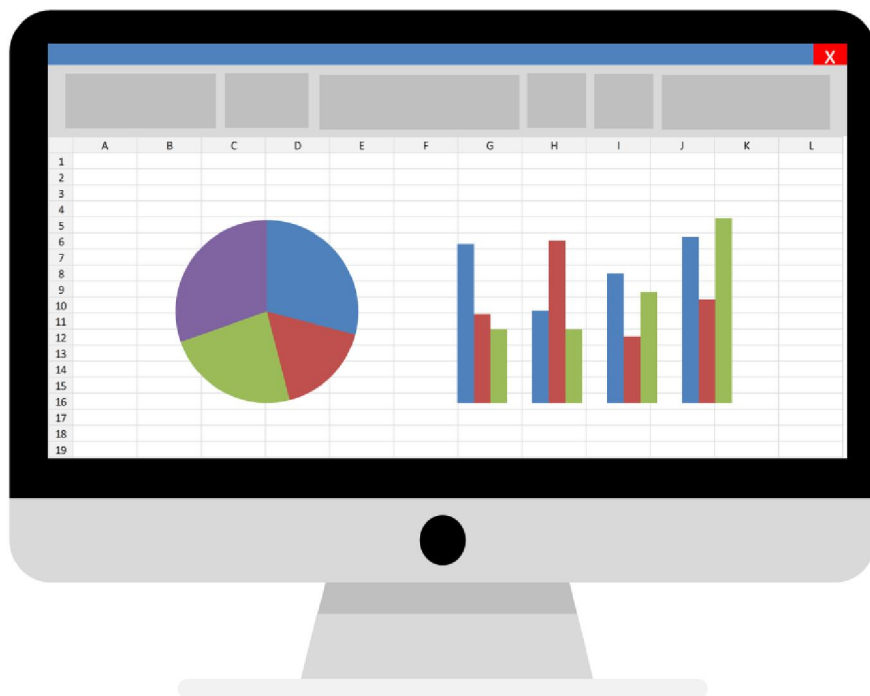
TOP   AT RISK   LOWER   LOST

ACCEPTED LAST CAMPAIGN
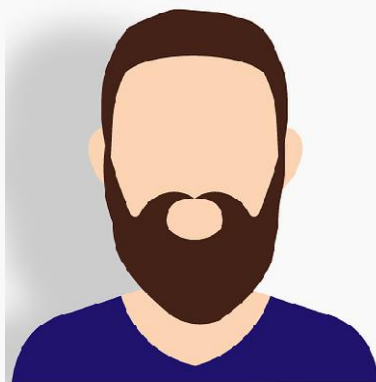
TOP

BUY
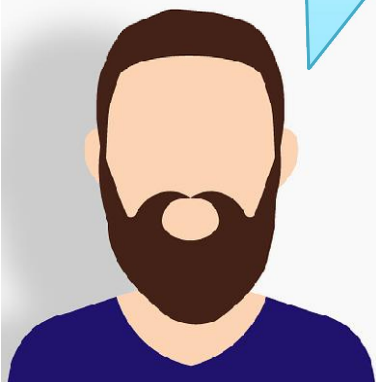
PROJECTIONS

	N(%)	Gadgets Sold(%)
All Customers	2208 (100%)	331(15%)
Top Customers	541 (24.5%)	147(44.4%)

	N	Gadgets Sold(%)	Cost	Revenue	Profit
All Customers	2208	331	6624	3641	-2983
Top Customers	2208	980	6624	10780	4156

Globally profit

↑ **2.9**

PREDICTIVE MODEL

Logistic Regression Model

Accept the offer

Not accept the offer

Predicts the probability of a customer to
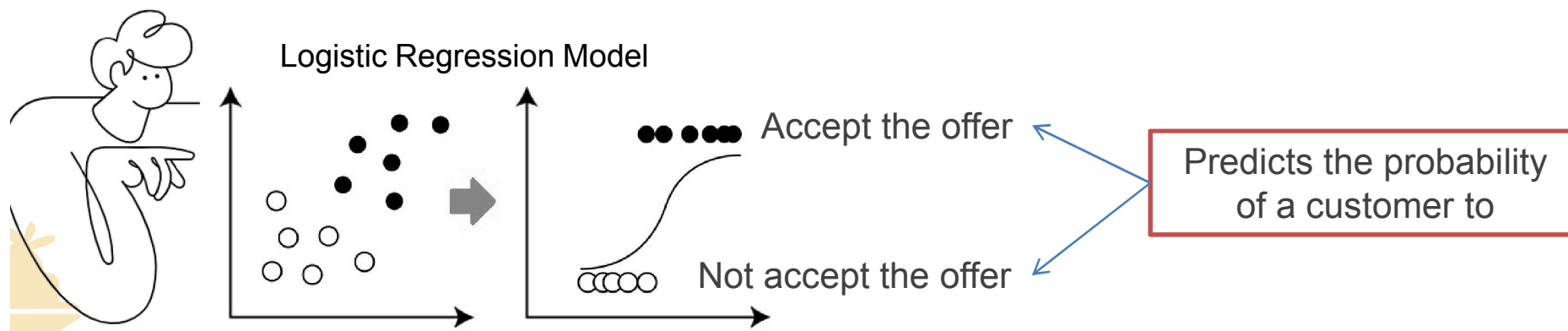
Prediction based on 10 features
Income | Num Children
Total Campaigns | Campaign 1 | Campaign 3 | Campaign 4
Recency
Deals Purchases | Store Purchases
Web Visits

Correctly predicts:
80% who would buy the gadget
81% who wouldn't buy the gadget

Logistic Regression: All Customers

True label	Predicted label 0	Predicted label 1
0	0.81	0.19
1	0.2	0.8

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PREDICTIVE MODEL

Goal Nº. Gadget to be sold	Customers needed	Cost	Revenue	Profit
100.000	667.000	2.001.000	1.100.000	-901.000
100.000	285.000	855.000	1.100.000	245.000

VALUES
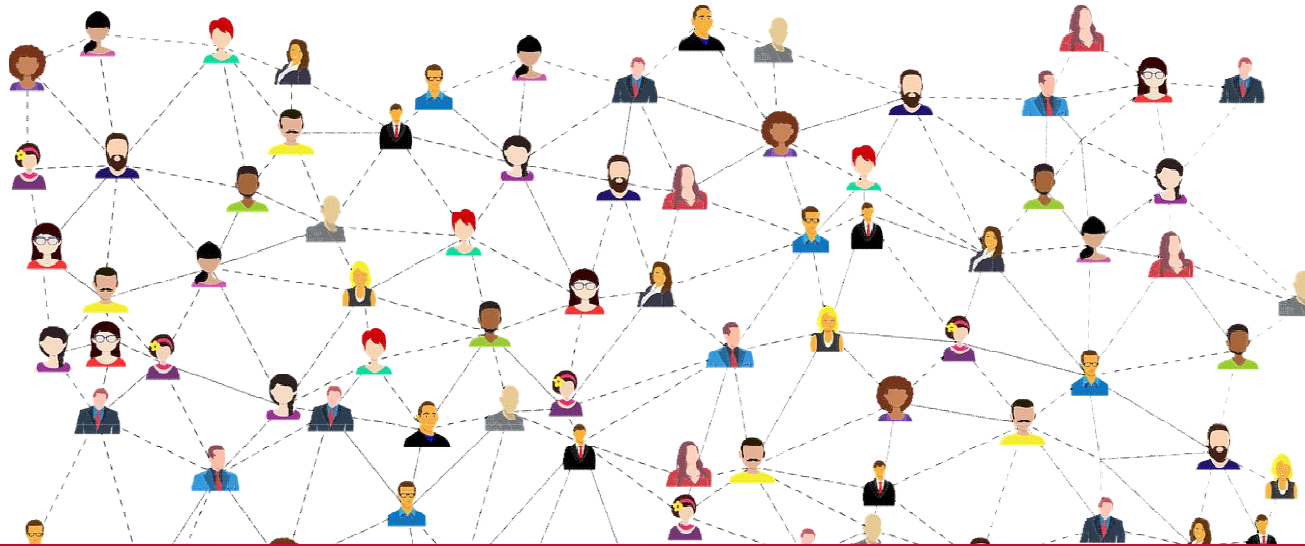
I'M A LOVER

INNOVATION

MERITOCRACY

ALL TOGETHER

LEAN

OPERATIONAL EXCELLENCE

VERSATILITY
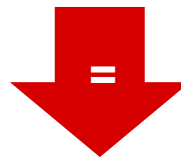
ENTREPREUNERSHIP

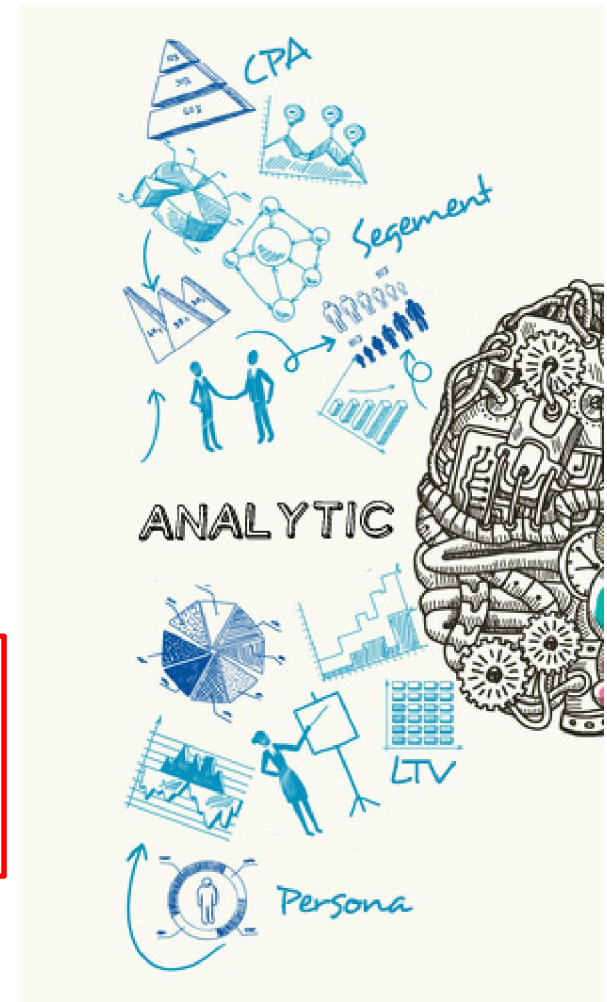**R**ESULTS

TEAM WORK

Working **TOGETHER** to:

Data driven decisions
+
Target campaigns

=

Spend budget wisely and efficiently

Increase campaign's profit

QUESTIONS?

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