



CRM Data Analyst Case

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May 2021



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)





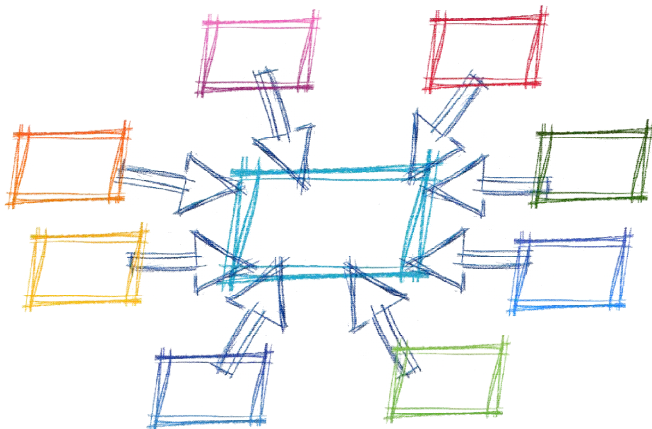
PROJECTIONS

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

Aims at selling NEW Gadget

Randomly selected customers: 2240

Data: Socio demographic & Firmographic

Success rate: 15%



Figures

Cost: 6720 MU

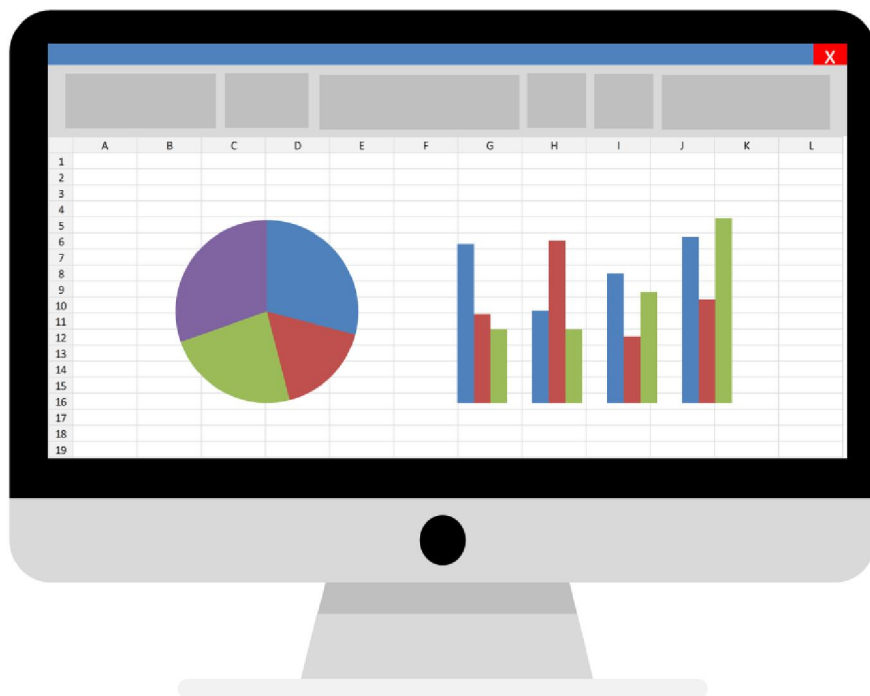
Revenue: 3674 MU

Profit: -3046 MU



CAMPAIGN 6 PILOT

Venda mais com o iFood





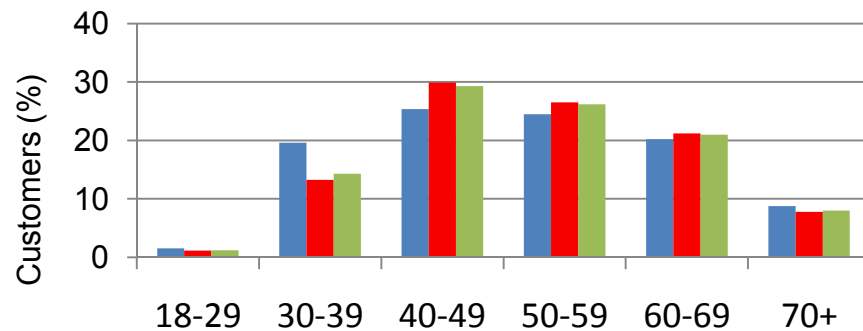
CUSTOMERS



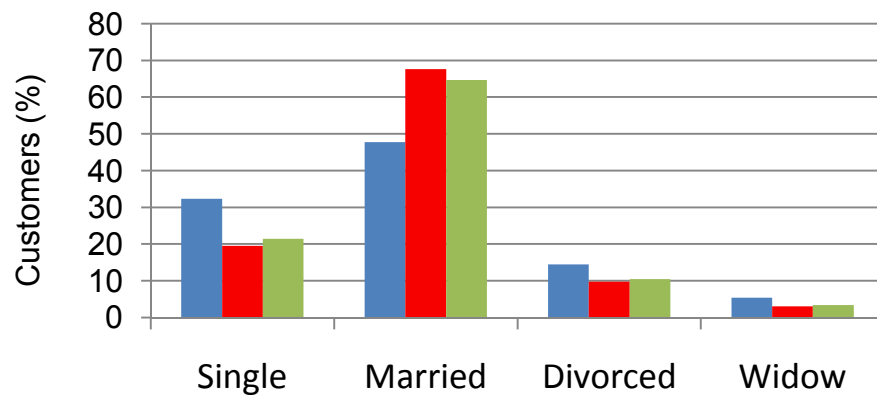


CUSTOMERS

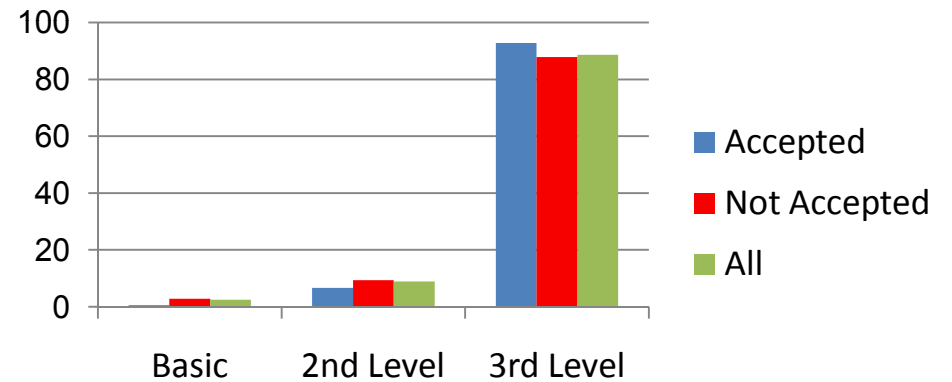
Age | Accepted vs Not Accepted Last Campaign



Marital Status | Accepted vs Not Last Campaign



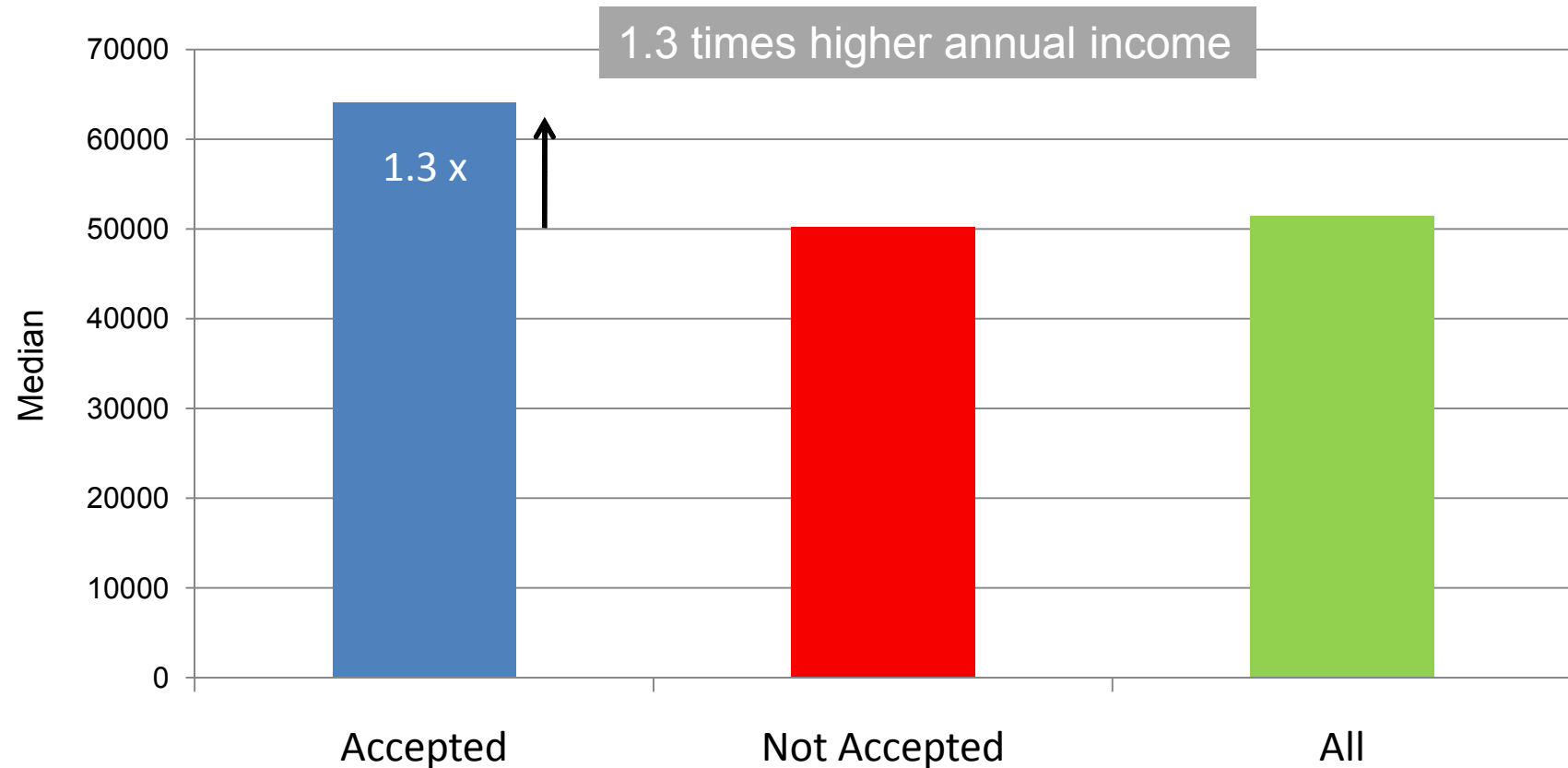
Education | Accepted vs Not Last Campaign





CUSTOMERS

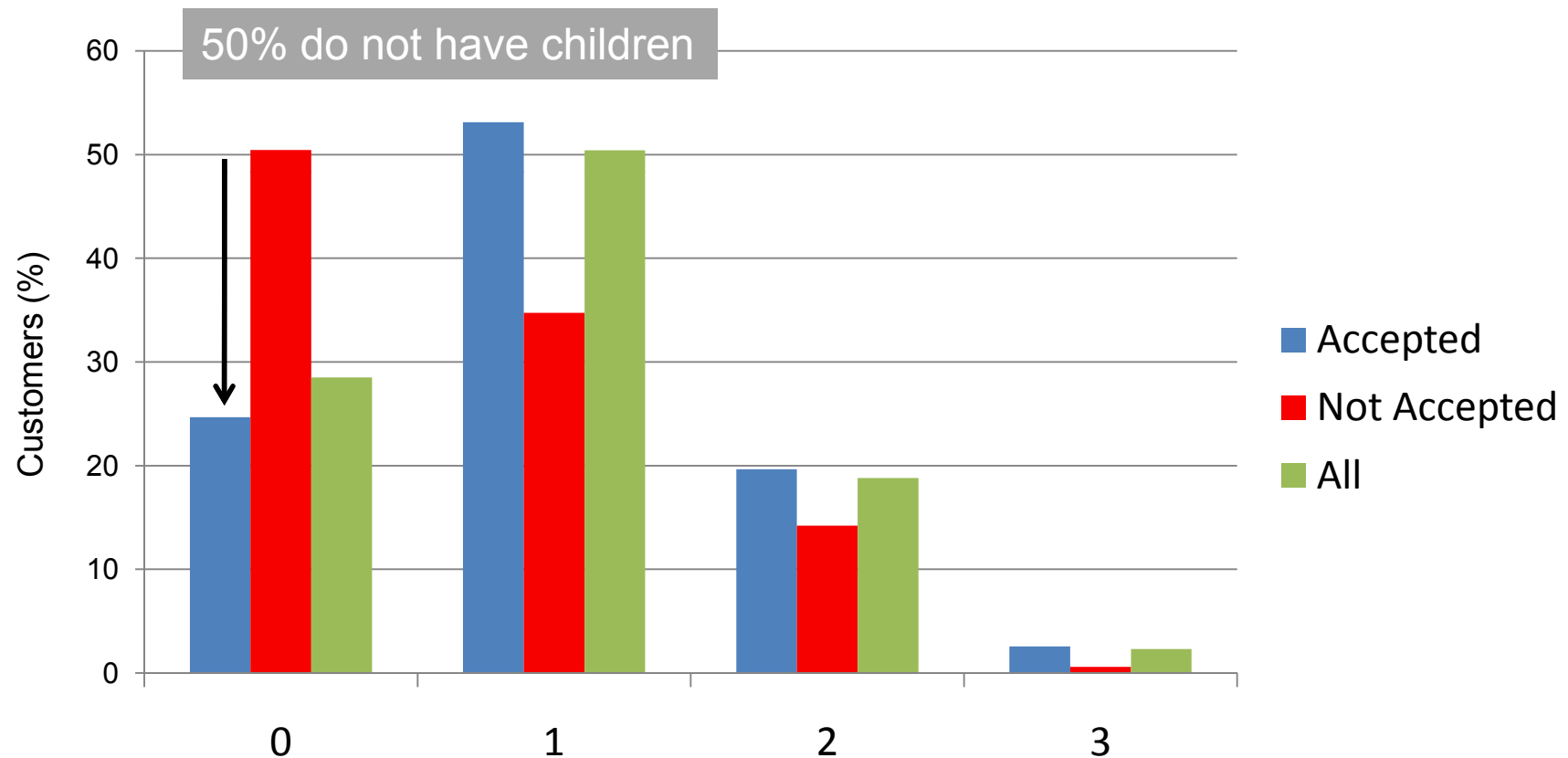
Annual Income | Accepted vs Not Last Campaign





CUSTOMERS

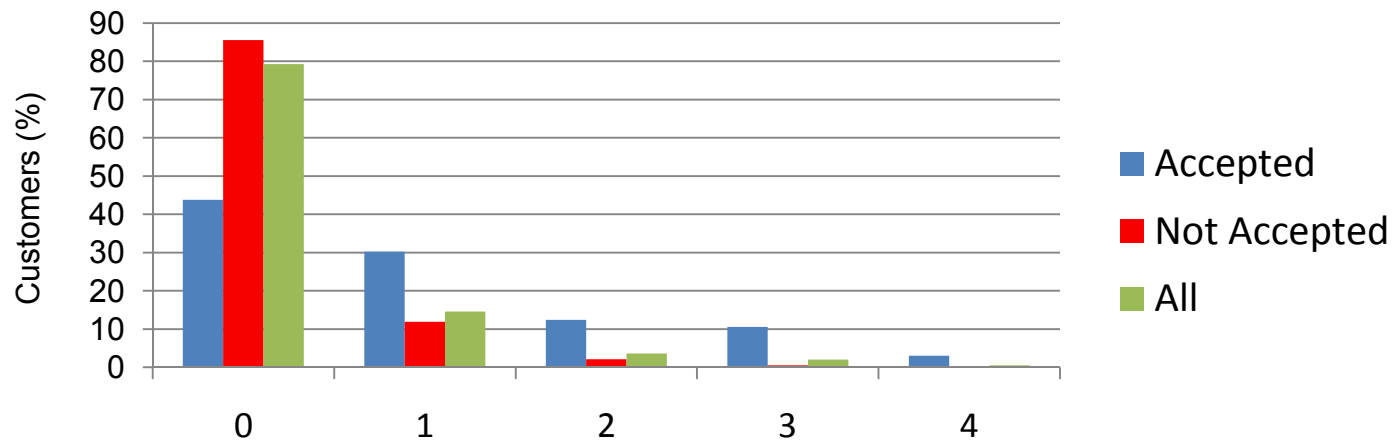
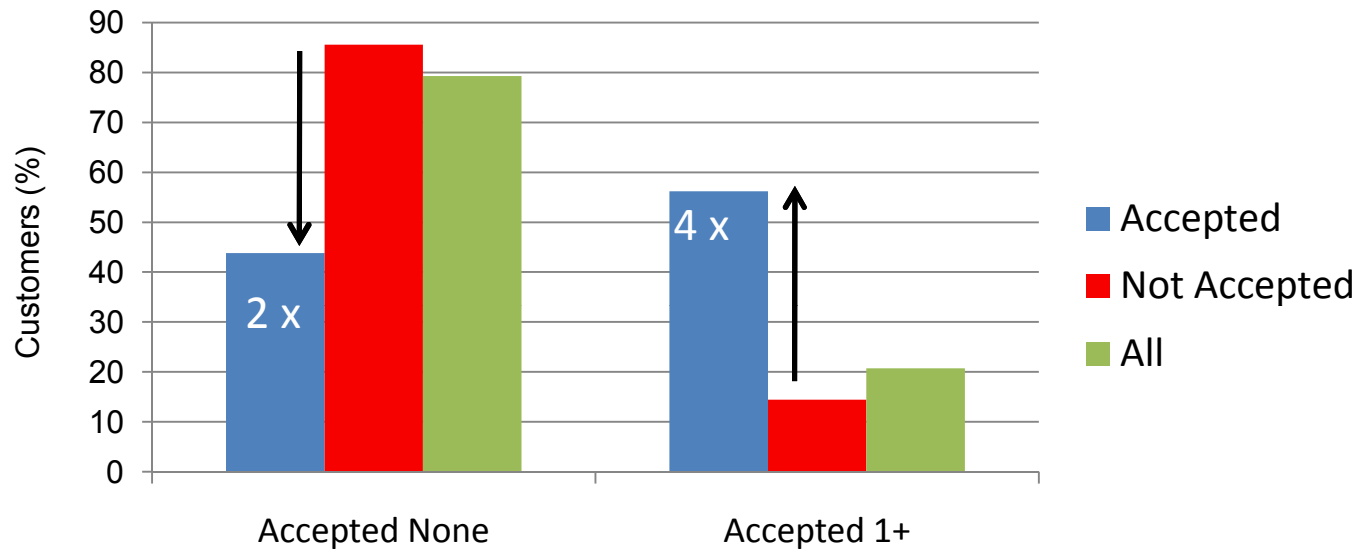
Children | Accepted vs Not Last Campaign





CUSTOMERS

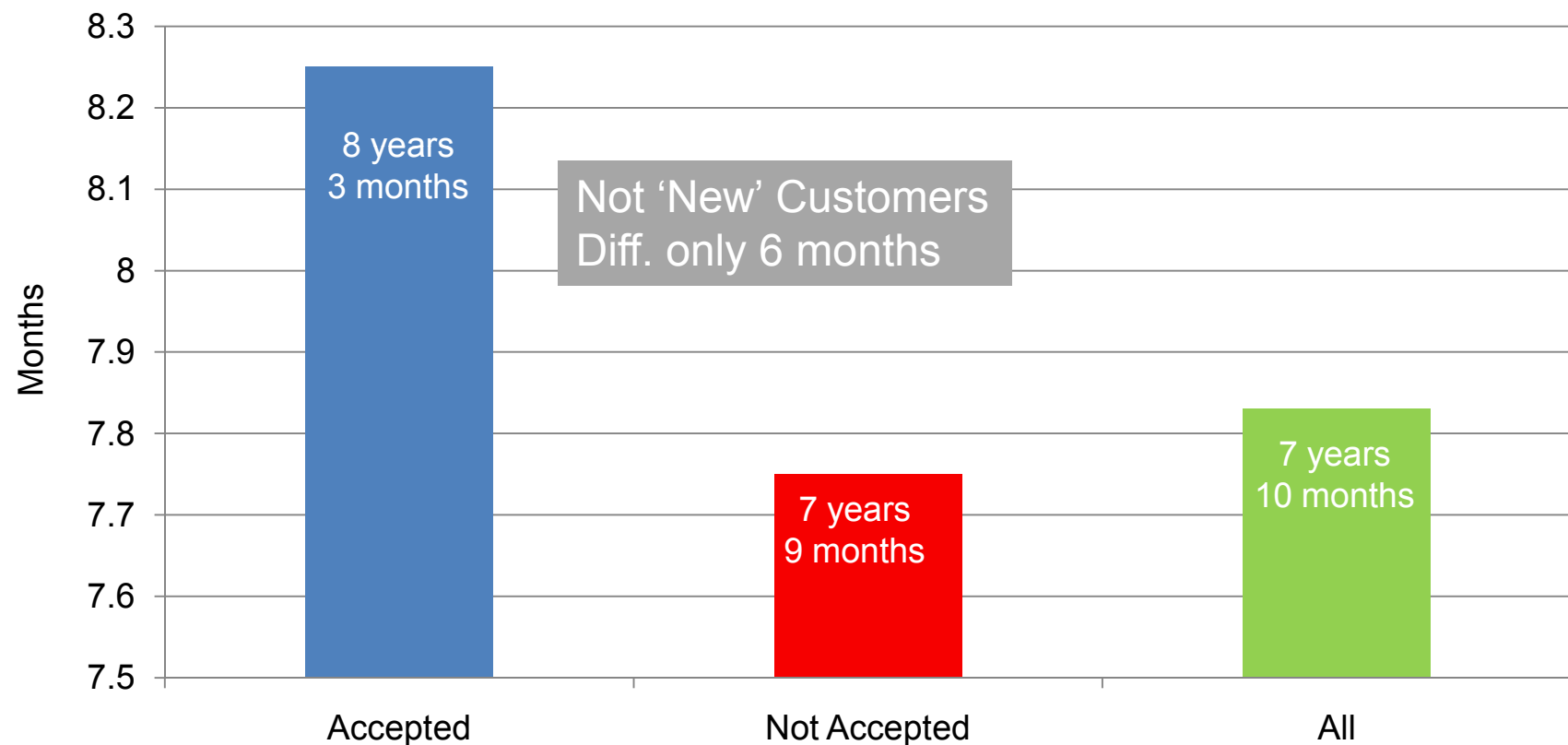
Previous Campaigns | Accepted vs Not Last Campaign





CUSTOMERS

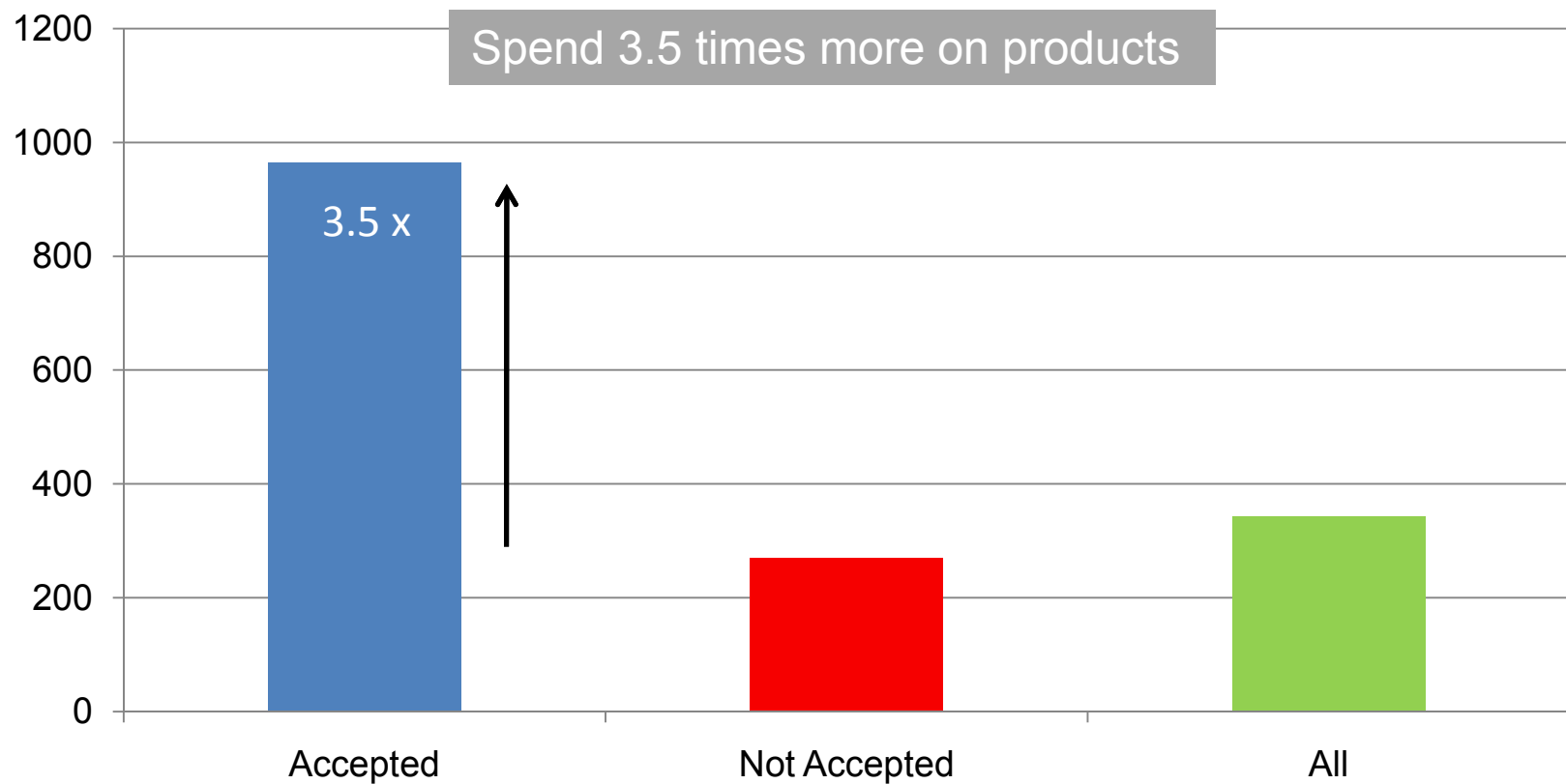
Enrolled | Accepted vs Not Last Campaign





CUSTOMERS

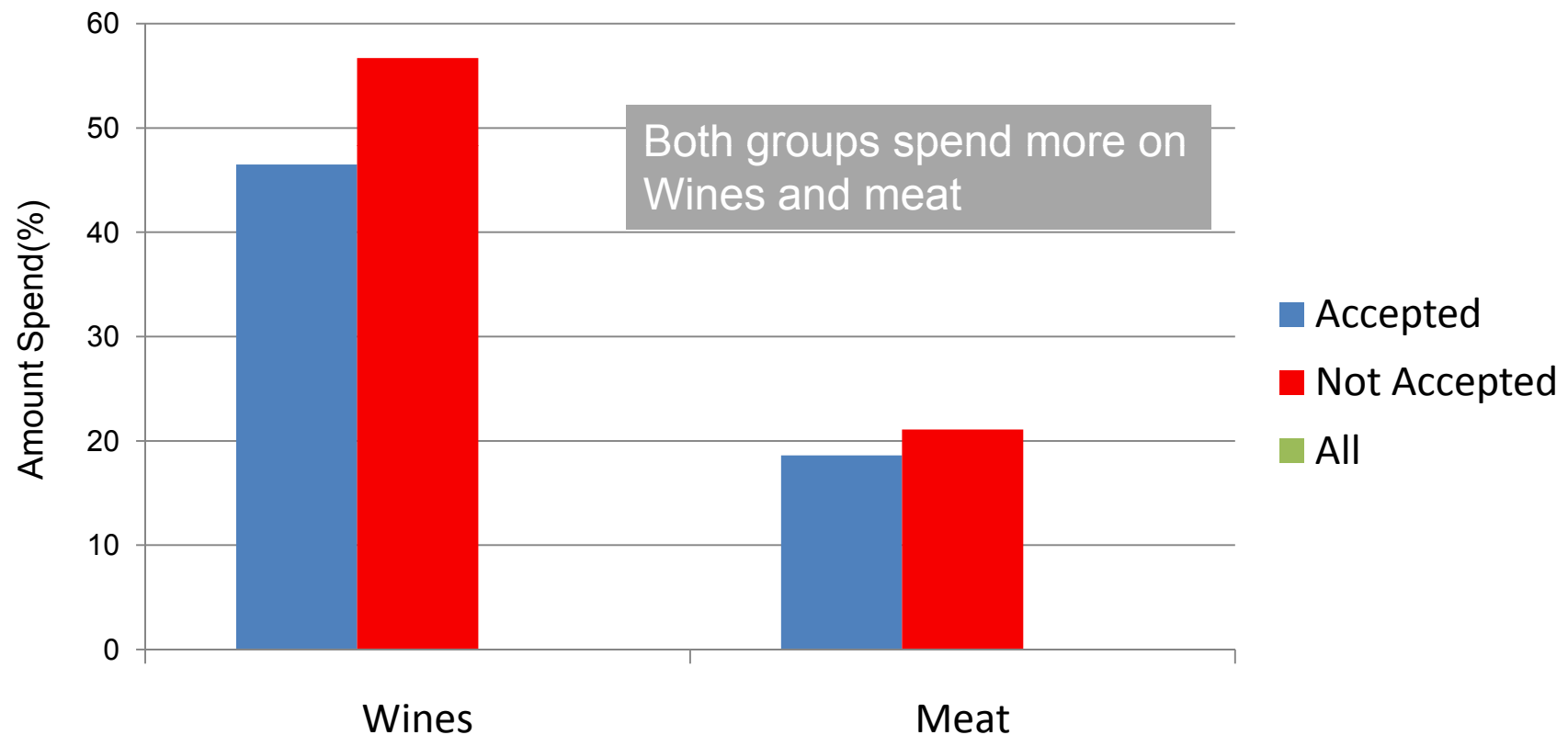
Monetary | Accepted vs Not Last Campaign





CUSTOMERS

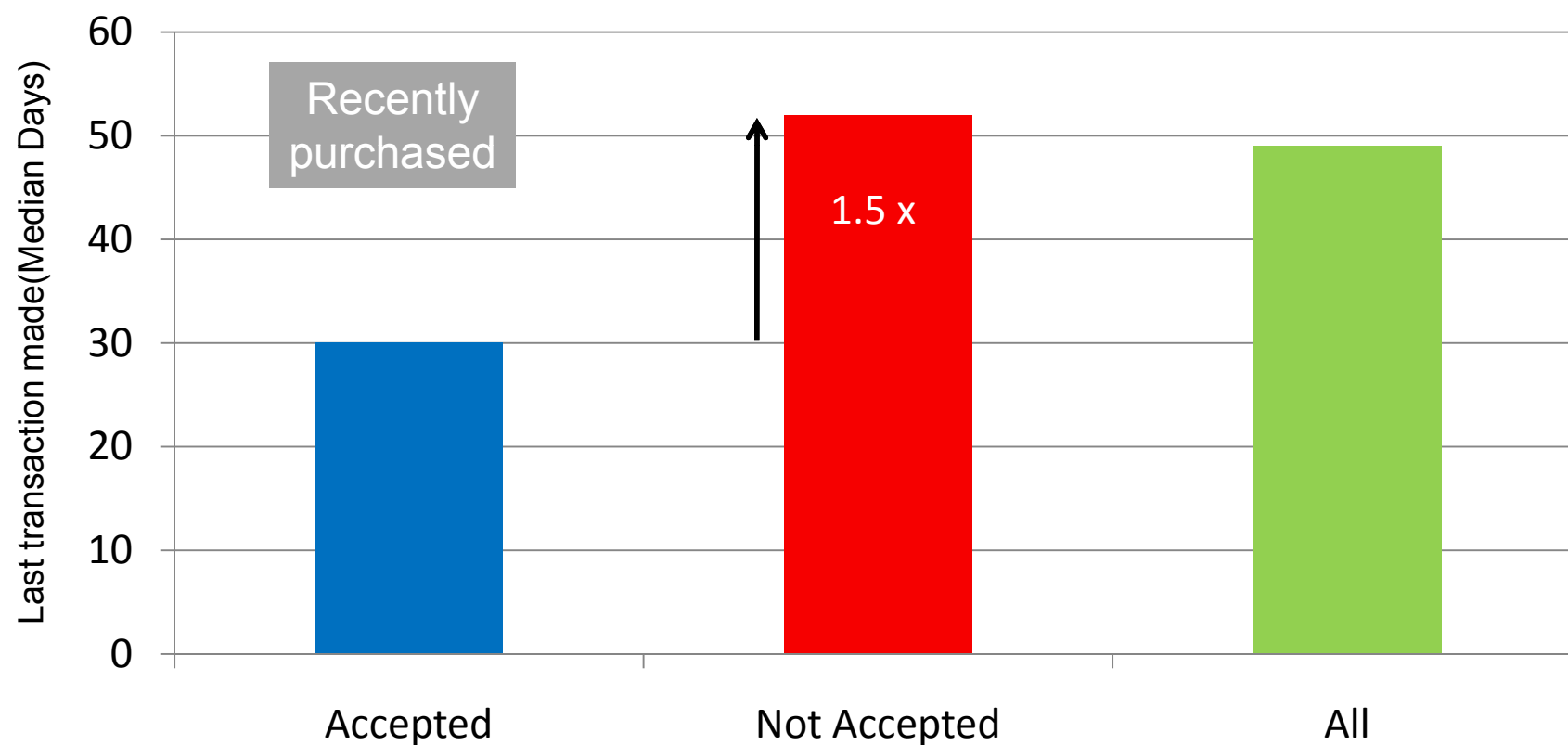
Products | Accepted vs Not Last Campaign





CUSTOMERS

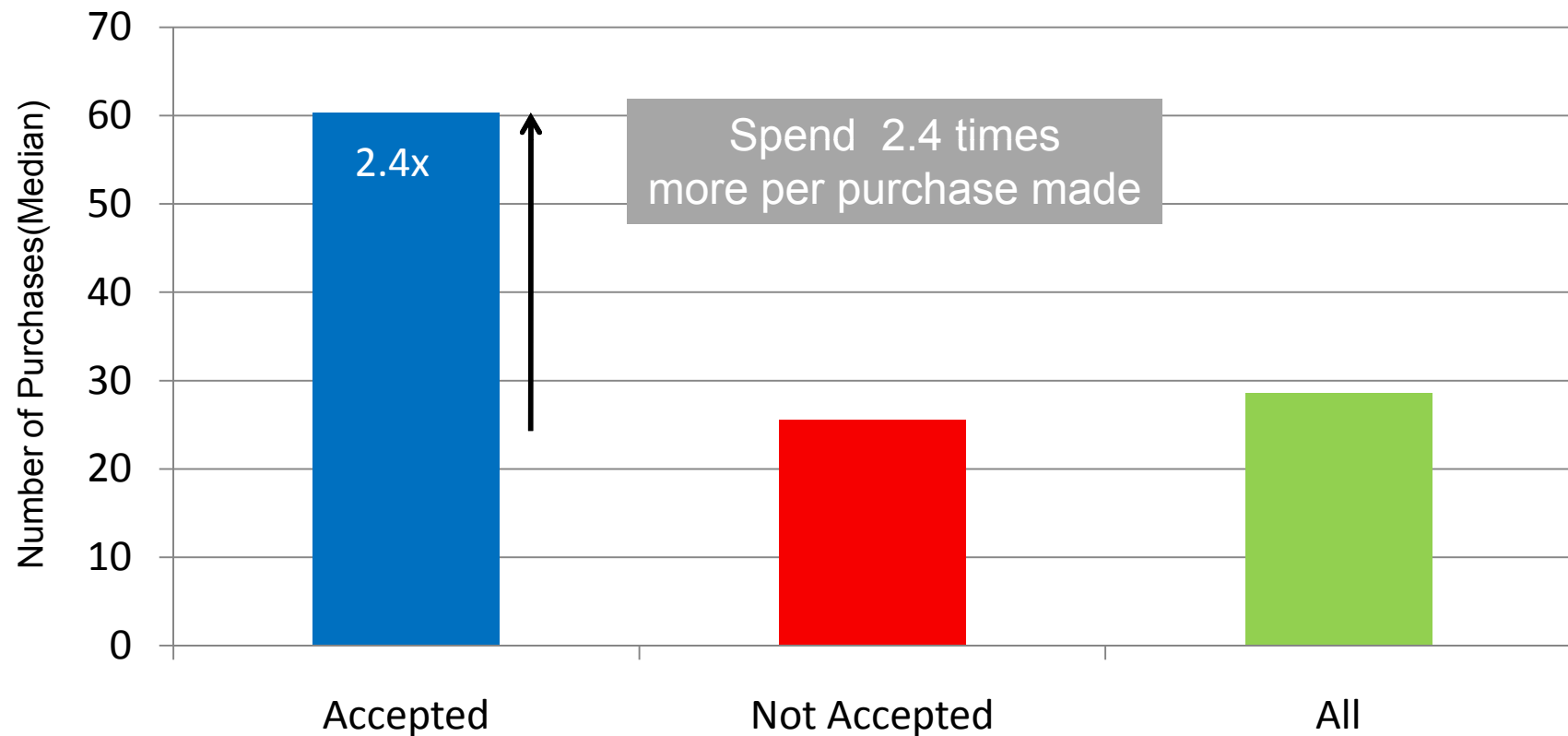
Recency | Accepted vs Not Last Campaign





CUSTOMERS

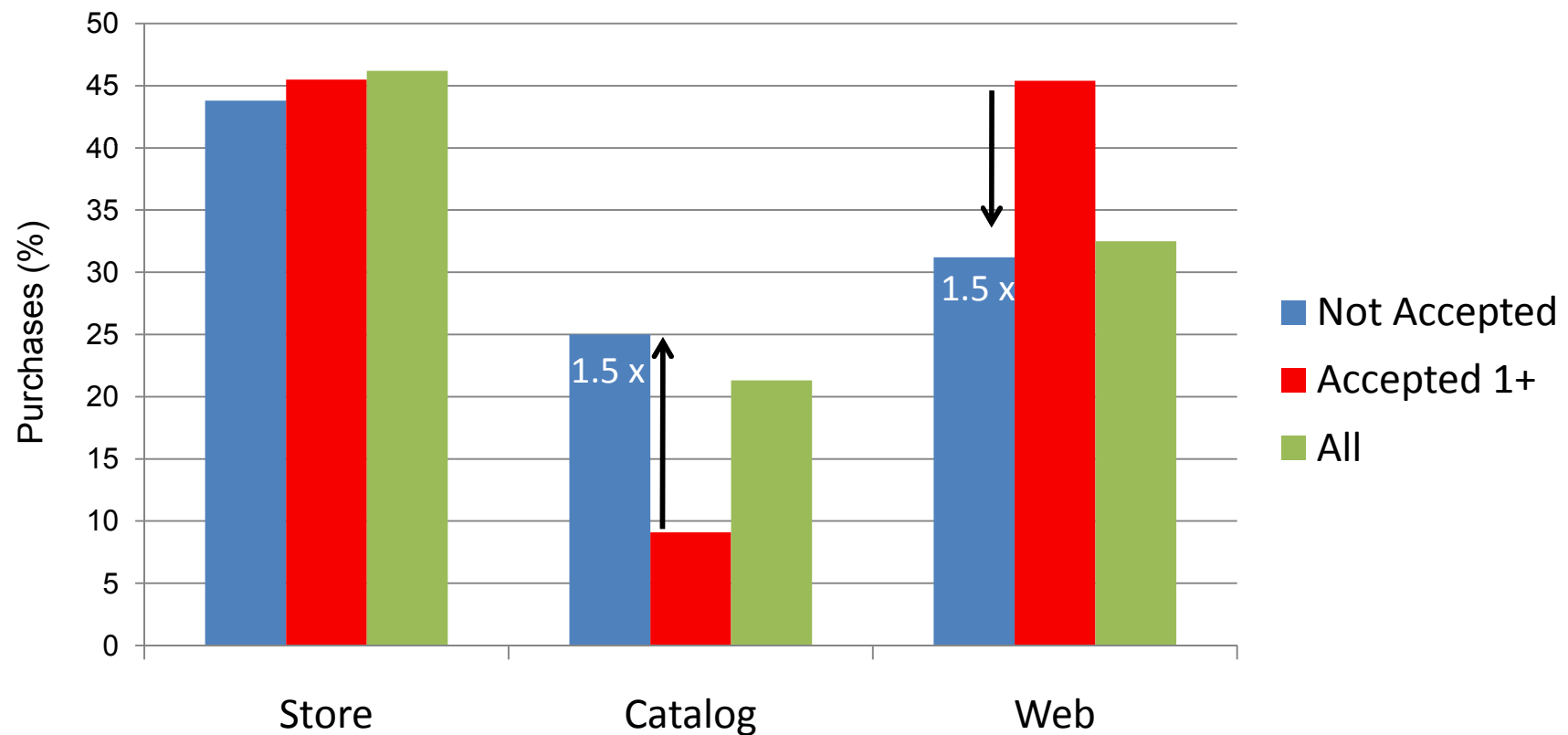
Spend/Purchase | Accepted or Not last Campaign





CUSTOMERS

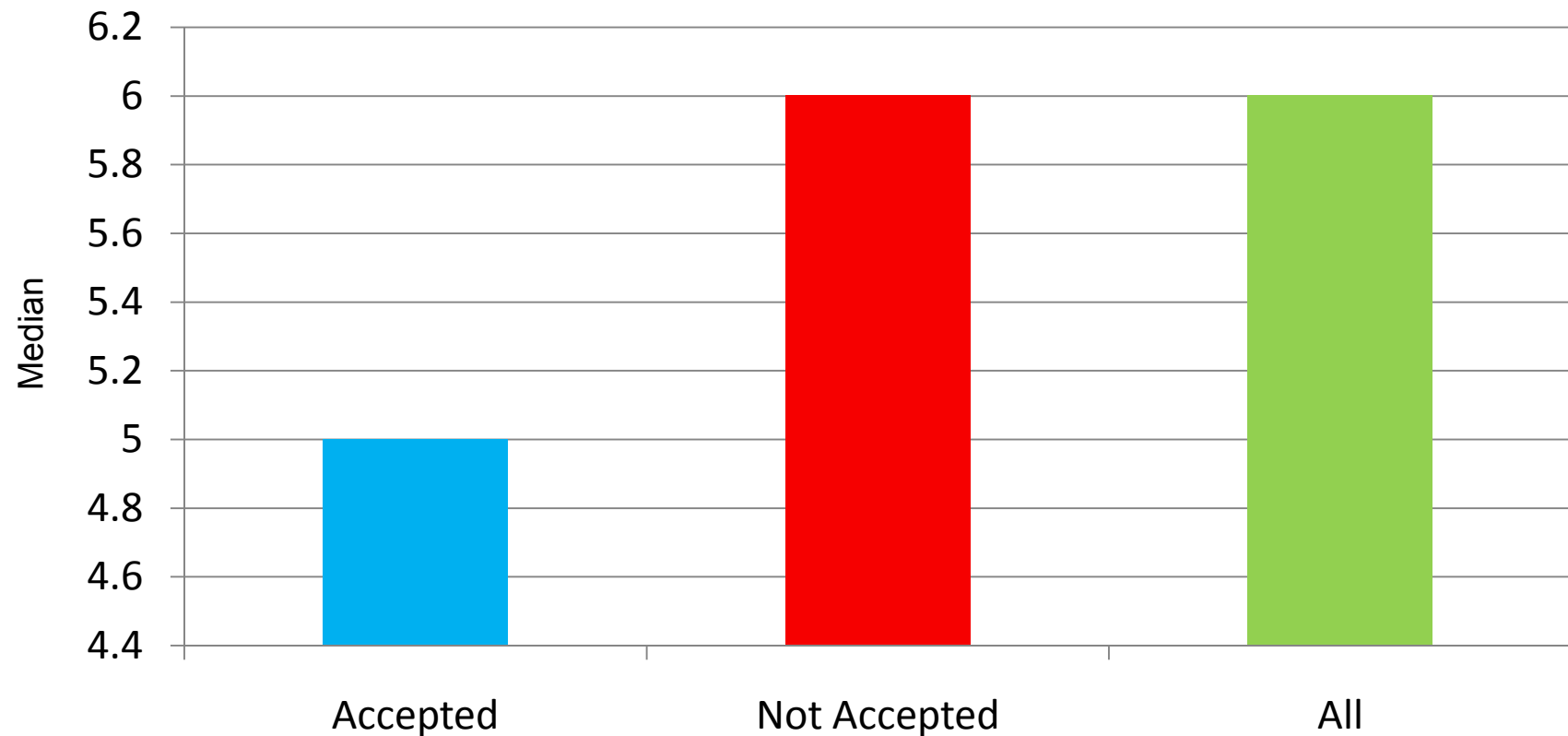
Sales Channels | Accepted or Not last Campaign





CUSTOMERS

Web Visits | Accepted vs Not Last Campaign





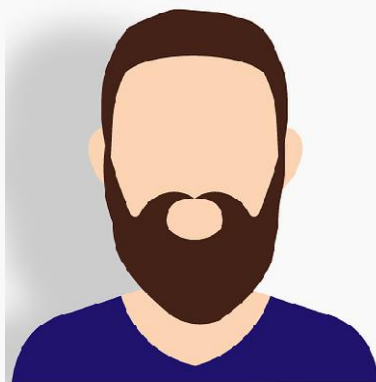
CUSTOMER SEGMENTATION

RFM Technique





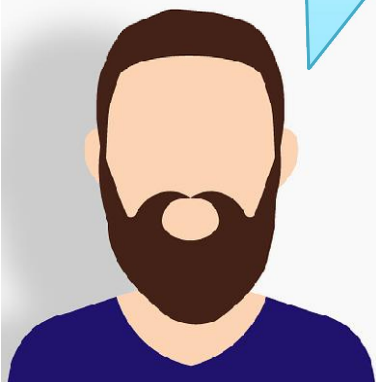
ACCEPTED LAST CAMPAIGN





TOP CUSTOMERS

I love a wine, and meat. If the product is good, I really don't mind to spend more!



- ✓ 53 year old
- ✓ No kids
- ✓ Married
- ✓ Graduated in Business
- ✓ High income
- ✓ Purchases frequently
- ✓ Spend more per purchase
- ✓ Buys wines and meat
- ✓ Prefer to buy in store and by catalog
- ✓ Respond to campaigns





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



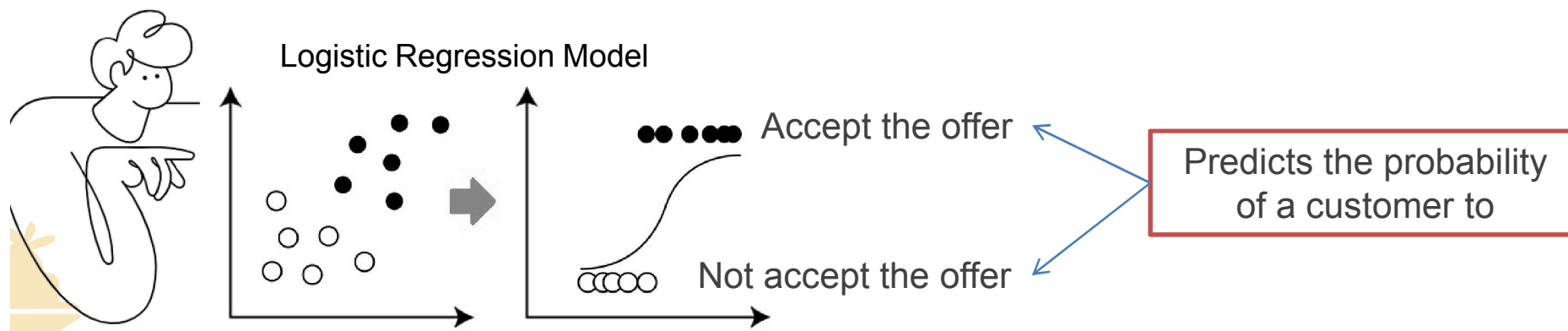
Globally profit

↑ 2.9





PREDICTIVE MODEL



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





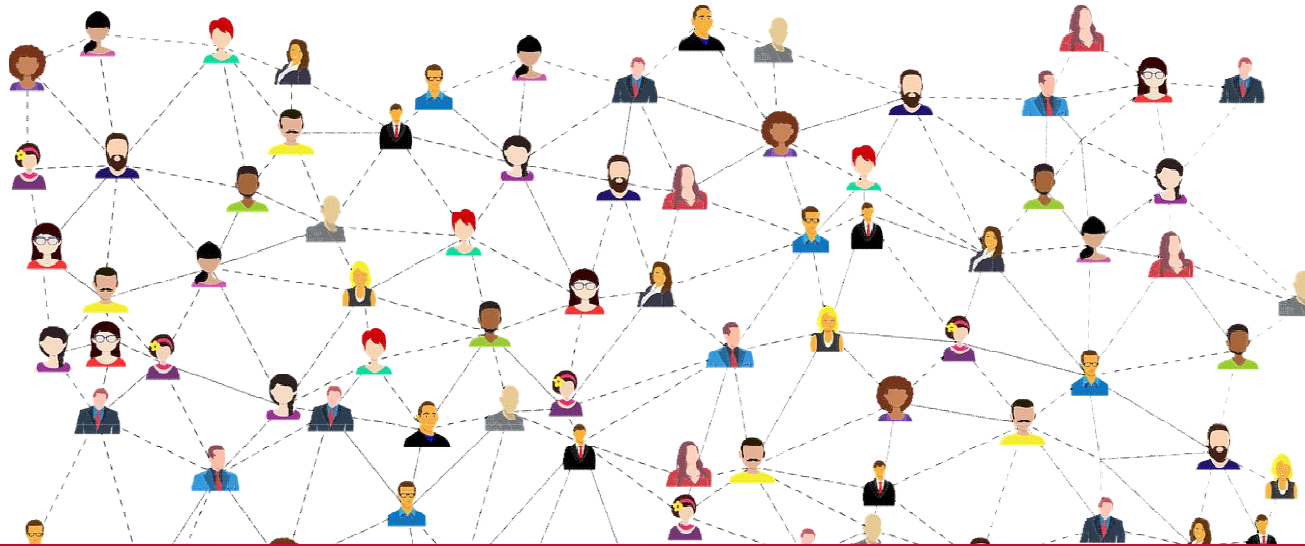
PREDICTIVE MODEL



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

I
M
INNOVATION
MERITOCRACY

A
ALL TOGETHER

L
O
V
E
R
LEAN
OPERATIONAL EXCELLENCE
VERSATILITY
ENTREPREUNERSHIP
RESULTS

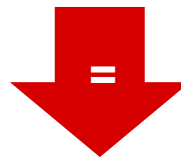


TEAM WORK

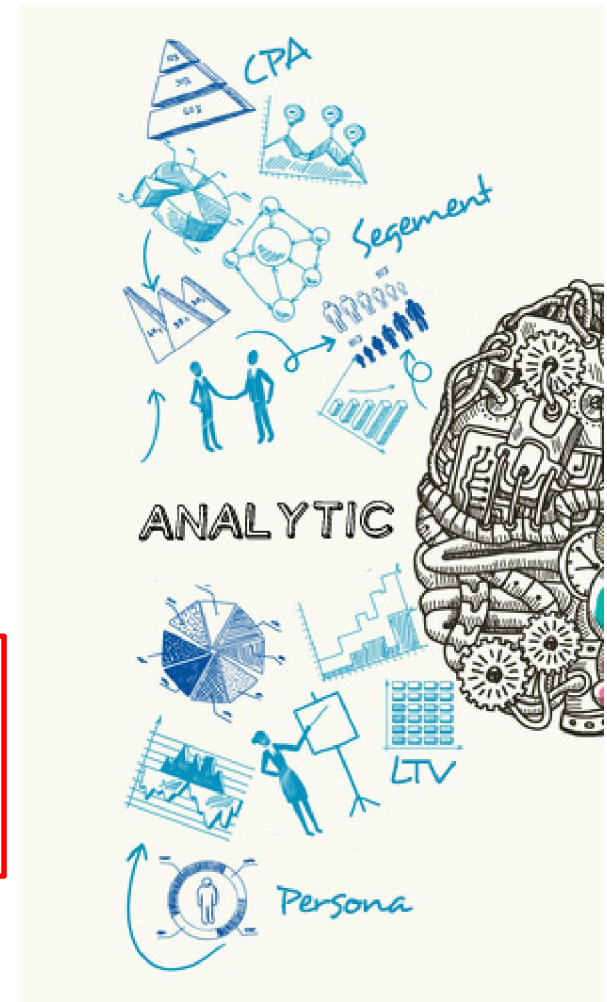


Working **TOGETHER** to:

Data driven decisions
+
Target campaigns



Spend budget wisely and efficiently
Increase campaign's profit





QUESTIONS?



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