SMART STRATEGY BOARD

Questions we are interested in answering:

1. As per our current reward program targeting young and active clients, **how can we segment our clients to successfully address potential loyal customers?**
2. As our catalogue of products is growing, **how can we make sure that our customers got relevant recommendations?**

In our Customer Panel, we want to:

1. We need to properly target our customers because we need to offer a better user experience where users stay with us for the benefits they obtain after purchasing products.
2. Unlikely our competitors, we want to provide relevant recommendations for our customers based on rated products.

In our Finance Panel, we see that:

1. Rewarding our customers leads to loyalty and/or recommendation from our customers, increasing our customer base.
2. Engaging online users increases revenue as they purchase more products.
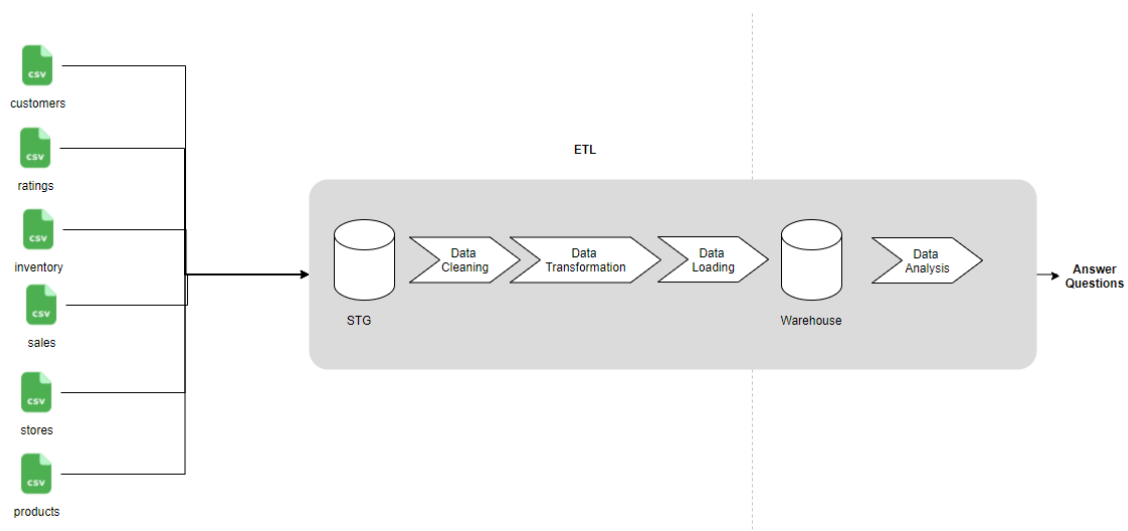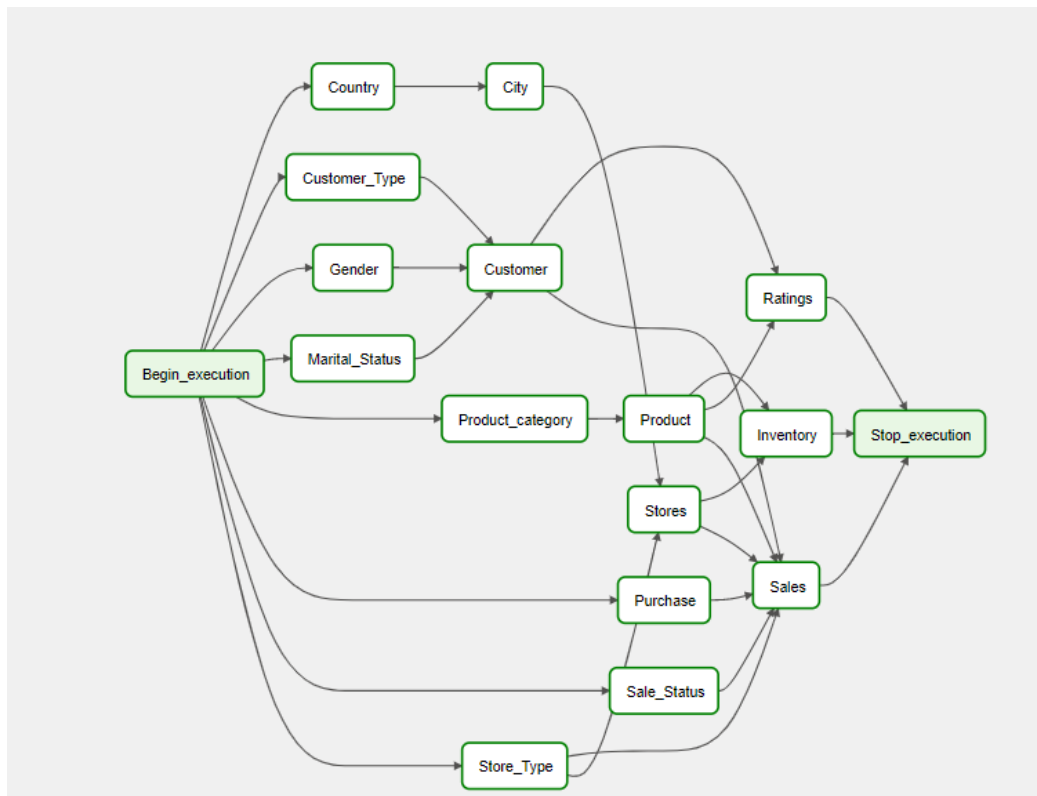
In our Operations Panel, we need to:

1. Share information about the customers, their ratings and all transactions that have occurred in the company to

In our Resources Panel, we see that:

1. Data Scientists and data Engineers are needed to create the data pipeline and respond to the questions from an analytical perspective.
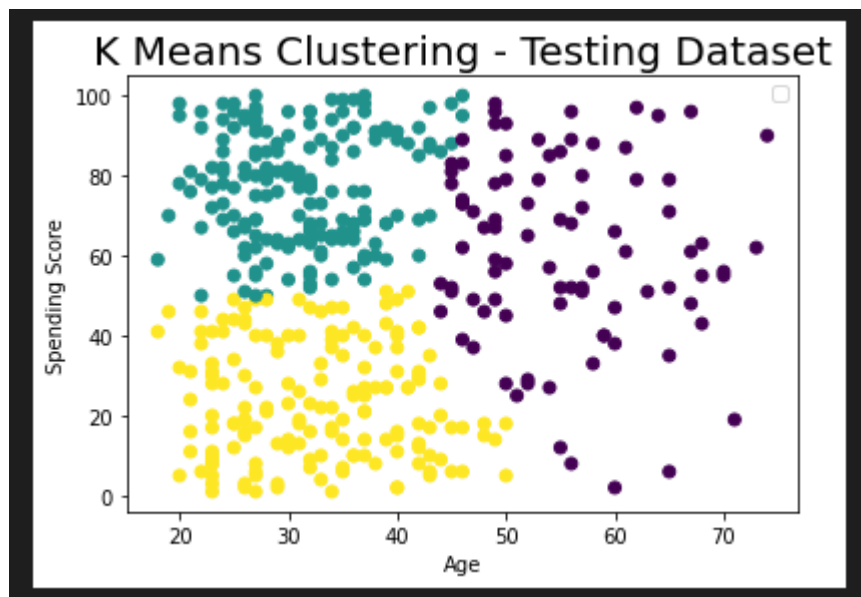
How are we going to do this?

Data Analysis Results

1. Customer Segmentation

2. Product Recommendation

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user: 1          item: 68          r_ui = None    est = 2.97    {'was_impossible': False}
user: 1          item: 67          r_ui = None    est = 3.02    {'was_impossible': False}
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