



Group 10

Group Members

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2. ณพฤกษ์ พิมพ์สาร
3. อมร ตยาดี
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5. ฐนิตา ใจปวง
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Key Customer Behaviors



Key Behaviors (Measure)

Repeat purchase (Loyal Customer)

RFM Analysis

- Basket size

Dimensions

Product

- Category
- Department

Customer

- Customer Lifestage
- Customer Price Sensitivity
- Member/Non Member

Store

- Location (Region)
- Format

Time

- Week/Day/Hour

Basket

- Size
- Type
- Dominant Mission
- Price Sensitivity

Period of Purchase (Dimension)

- Shopping Time (Day/Week/Hour)
- Seasonal
- Trend Analysis

Location Analysis

Price Sensitivity(Promotion/Discount)

Problem - Reason - Action



Problem

- 1) Low Sale volume in some products
- 2) Low sales volumes on store location
- 3) Poor product quantity management for each shops(ของขาด ของเหลือ)

Reason

- 1.1) Low repeat purchase rate or in those products
- 1.2) Not interesting product/ high on-shelf aging.
- 1.3) Customer decrease in number of customer
- 1.4) Customer decrease in purchase
- 2) Duplicate sales area/ target customer area.
- 3) Customer demand is different in each shops

Action

- 1.1) Identified those product by product (explore by product/ class/dep/group)
- 1.2) Explore opportunities to sales these concerned products (promotion)
- 2.1) Find out the low sales stores / cut the branches off
- 3) Look on customer demand for each products and store for efficient ordering