



# Customer Relationship Management Analytics and Intelligence

Thanachart Ritbumroong, Ph.D.

## Topic 5 Customer Insights with Multidimensional Analysis Workshop

# Workshop Timeline



16.30 – 16.45	Workshop Briefing and Group Assignment
16.45 – 17.00	(Group Work) Data Understanding – Key Information
17.00 – 17.10	Data Understanding Q&A
17.10 – 17.30	(Group Work) Problem-Reason-Action
17.30 – 18.00	Problem-Reason-Action Review
18.00 – 18.15	-- Break –
18.15 – 19.15	Dashboard Development
19.15 – 19.30	Submission

# DATA SET DETAILS



Column Name	Description	Type	Sample Values
shop_week	Identifies the week of the basket	Char	Format is YYYYWW where the first 4 characters identify the fiscal year and the other two characters identify the specific week within the year (e.g. 200735). Being the fiscal year, the first week doesn't start in January. (See time.csv file for start/end dates of each week)
shop_date	Date when shopping has been made. Date is specified in the yyyyymmdd format	Char	20060413, 20060412
shop_weekday	Identifies the day of the week	Num	1=Sunday, 2=Monday, ..., 7=Saturday
shop_hour	Hour slot of the shopping	Num	0=00:00 ...23=23:00 -00:59, 1=01:00 -23:59 -01:59,

# DATA SET DETAILS



Column Name	Description	Type	Sample Values
Quantity	Number of items of the same product bought in this basket	Num	Integer number
spend	Spend associated to the items bought	Num	Number with two decimal digits
prod_code	Product Code	Char	PRD0900001, PRD0900003
prod_code_10	Product Hierarchy Level 10 Code	Char	CL00072, CL00144
prod_code_20	Product Hierarchy Level 20 Code	Char	DEP00021, DEP00051
prod_code_30	Product Hierarchy Level 30 Code	Char	G00007, G00015
prod_code_40	Product Hierarchy Level 40 Code	Char	D00002, D00003

# DATA SET DETAILS



Column Name	Description	Type	Sample Values
cust_code	Customer Code	Char	CUST0000001624, CUST0000001912
cust_price_sensitivity	Customer's Price Sensitivity	Char	LA=Less Affluent, MM=Mid Market, UM=Up Market, XX=unclas
cust_lifestage	Customer's Lifestage	Char	YA=Young Adults, OA=Older Adults, YF=Young Families, OF=Older Families, PE=Pensioners, OT=Other, XX=unclassified
basket_id	Basket ID. All items in a basket share the same basket_id value.	Num	994100100000020, 994100100000344
basket_size	Basket size	Char	L=Large, M=Medium, S=Small
basket_price_sensitivity	Basket price sensitivity	Char	LA=Less Affluent, MM=Mid Market, UM=Up Market, XX=unclassified

# DATA SET DETAILS



Column Name	Description	Type	Sample Values
basket_type	Basket type	Char	Small Shop, Top Up, Full Shop, XX
basket_dominant_mission	Shopping dominant mission	Char	Fresh, Grocery, Mixed, Non Food, XX
store_code	Store Code	Char	STORE00001, STORE00002
store_format	Format of the Store	Char	LS, MS, SS, XLS
store_region	Region the store belongs to	Char	E02, W01, E01, N03

# Results of Data Understanding



## Key Customer Behaviors



### Key Behaviors

Click to add text

### Dimensions

Click to add text

# Problem-Reason-Action Workshop



Problem - Reason - Action



## Problem

Click to add text

## Reason

Click to add text

## Action

Click to add text



# Dashboard Development



- Submit your dashboard in JPG file format
- Name your file as

<<student\_id>>\_firstname\_lastname.jpg