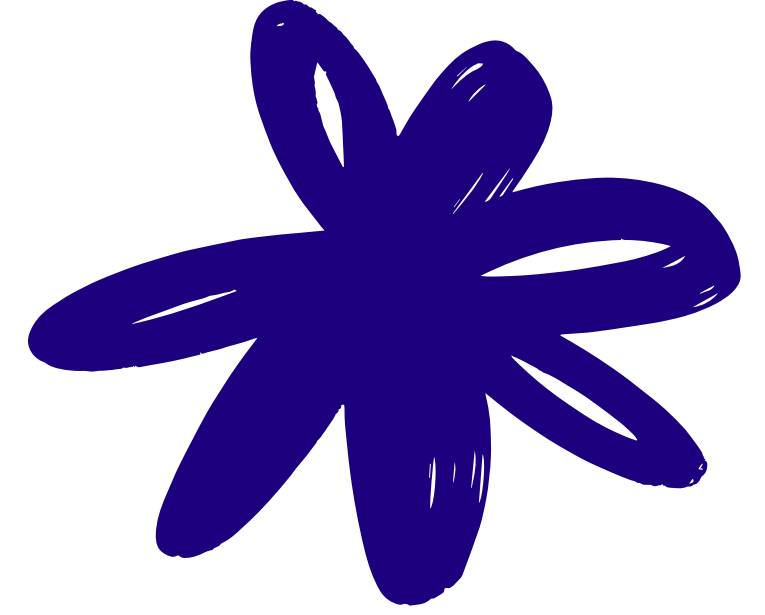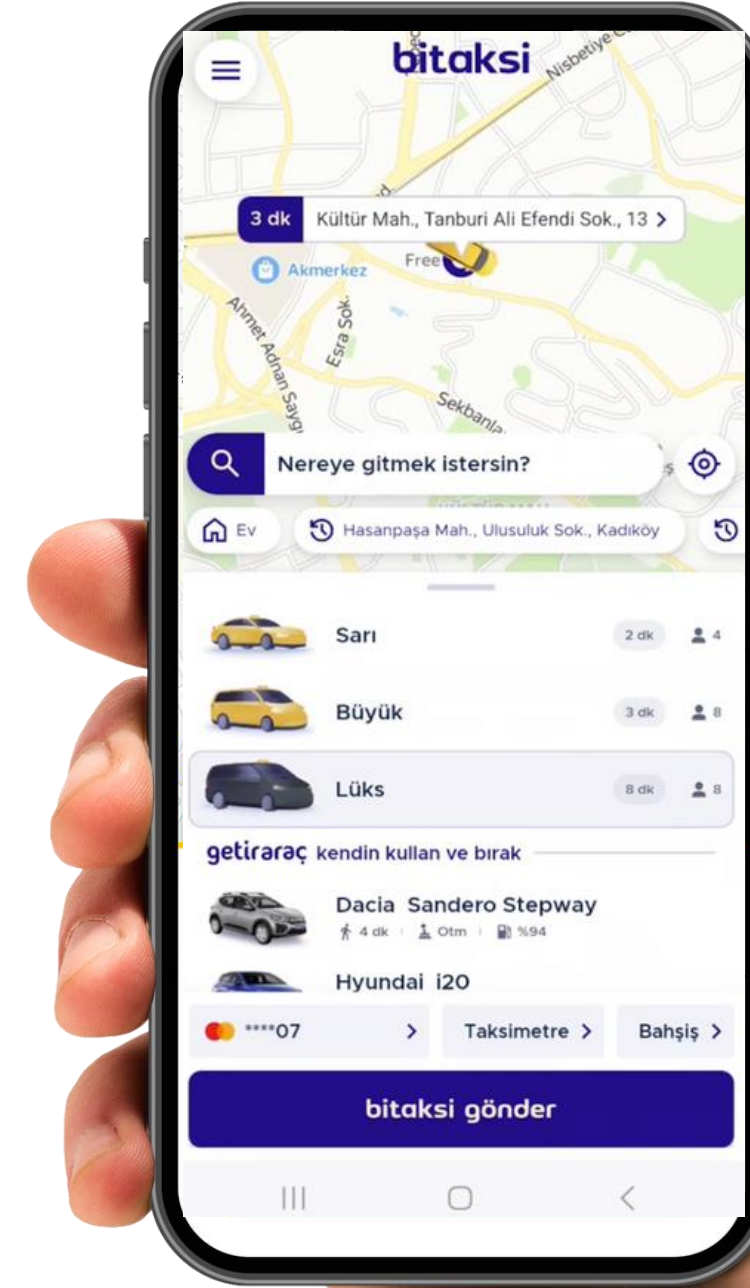# bitaksi

Growth Case

Scenario

bitaksi is looking to better understand its customers by implementing an **RFM (Recency, Frequency, Monetary)** segmentation model. This analysis will help the company design more targeted marketing strategies for different customer segments. A dataset containing 1000 customer records from the past 12 months is provided.

Your task is to analyze this data, interpret the RFM segments, and propose actionable strategies based on your findings.

Dataset Description

The dataset includes the following columns:

1. **Customer ID**: Unique identifier for each customer.
2. **Last Transaction Date**: The date of the customer's most recent bitaksi usage.
3. **Frequency (Usage in Last 12 Months)** : The number of times the customer used bitaksi in the last 12 months.
4. **Total Spending (TL)** : The total amount the customer spent on bitaksi in the last 12 months.

Your Tasks

Step 1: RFM Segmentation

1. **Assign RFM Scores:**
   - Recency (R) : Segment customers into 5 groups based on the number of days since their last ride.
   - Frequency (F) : Segment customers into 5 groups based on their total ride frequency.
   - Monetary (M) : Segment customers into 5 groups based on their total spending. Higher values indicate higher scores

2. **Analyze the Segments:**
   - Identify the most valuable segments.
   - Determine the characteristics of low-value segments.
   - Highlight segments with growth potential.

Step 2: Data-Driven Insights

Answer the following questions:
1. Which segment represents the most valuable customers? Why?
2. Which segment requires immediate action to prevent churn?
3. How does customer behavior differ across the segments in terms of Recency, Frequency, and Monetary metrics?

Step 3: Marketing Strategy

Propose tailored strategies for the following segments:

1. **High-Value Customers:** How will you retain them and increase their loyalty?
2. **Churned or Low-Value Customers:** What initiatives can re-engage these users?
3. **Emerging Customers:** How can you convert them into high-value customers?

Expected Deliverables

1. A detailed RFM analysis, including:
   - RFM thresholds and segmentation breakdown.
   - Distribution of customers across RFM segments.
2. Answers to the provided questions with data-driven insights.
3. Recommendations for marketing strategies tailored to key segments.
4. Quantitative calculations supporting your proposals.