

Subject: Analytics and Big Data

Data Mining Case Study wine shop and delicatessen

An important wine shop and delicatessen wants to improve its products sales. Some products are being sold better than others. In fact, the store is being perceived as a wine shop rather than a delicatessen shop.

The store has an established customers base and wants to focus on knowing them better in order to give a more personalized service.

Store staff consists on: a director (business owner), 4 customer contact (2 in charcuterie, and 2 in cellar and shop), 1 cashier, 1 administrative assistant. The administrative staff has been there from the beginning but store staff usually changes every 2 years with a lot of absenteeism.

The business depends mainly on two wholesale suppliers with a bi-weekly frequency. These vendors have recently presented delays in deliveries of some items such as soft drinks and some customers have been upset due to stockouts.

The store has a billing and collection information system that records transactions made on every purchase. It does not have demographic information about their clients or purchasing preferences and styles.

Communication is done primarily through word of mouth and in-store promotions.

To achieve this, they have hired the consulting services of your strategic marketing company to present them a solution model.

As an expert in strategic marketing, the team has decided that applying the analysis of the current business information, some concrete actions to improve the current business situation should be required.

Exercise:

1. As part of the consultancy, it has conducted a survey to know some data store consumer customers. With the results of this survey in the file "wine shop and delicatessen consumer DDBB" try to:
 - a. Identify behavior patterns of customers in the store.
 - b. Prepare a delivery report to present the customer with the results you achieved.