

KEY PARTNERS



- Retail Data Providers (Kaggle)
- Business Stakeholders
- Marketing & CRM Teams
- Data Analytics Community

KEY ACTIVITIES



- Retail Data Cleaning & Preprocessing
- RFM (Recency, Frequency, Monetary) Analysis
- Customer Segmentation
- Dashboard Design & Visualization
- Insight Generation

KEY RESOURCES



- Retail Transaction Dataset
- Python (Pandas, NumPy)
- Jupyter Notebook
- Microsoft Excel
- Data Visualization Tools

VALUE PROPOSITIONS



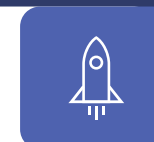
- Clear understanding of customer behavior
- Data-driven customer segmentation
- Identification of high-value customers
- Actionable insights for retention and revenue growth

CUSTOMER RELATIONSHIP



- Insight-driven decision support
- Performance monitoring through dashboards
- Strategic recommendations for customer retention

CHANNELS



- Excel Interactive Dashboard
- Analytical Reports
- Business Presentations

CUSTOMER SEGMENTS



- Retail Business Owners
- Marketing & CRM Teams
- Retail Analysts
- Decision Makers

COST STRUCTURE



- Data Collection & Processing Effort
- Development Time
- Tool Usage & Resources
- Analysis and Reporting Costs

REVENUE STREAM



- Improved Customer Retention
- Targeted Marketing Strategies
- Increased Sales from Loyal Customers
- Better Revenue Optimization