Segmenter des clients d’un site e-commerce

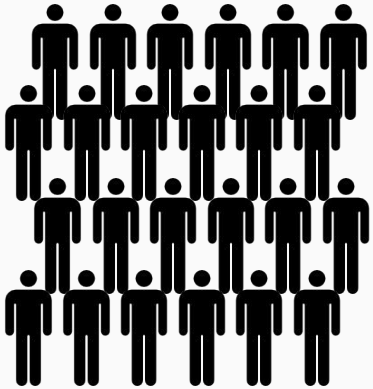
22/10/2021 - Parcours Data Scientist

Sébastien Bourgeois

Sommaire

1. Problématique

Problématique



1. Problématique

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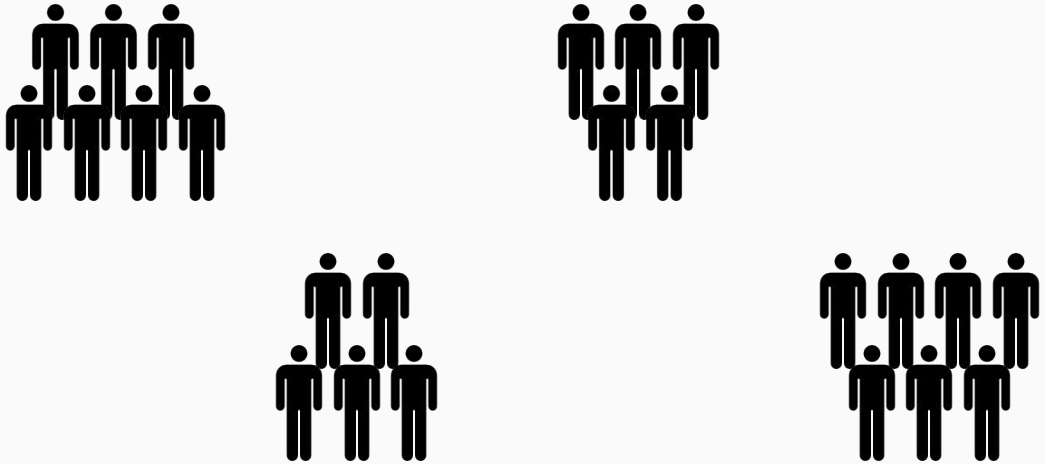

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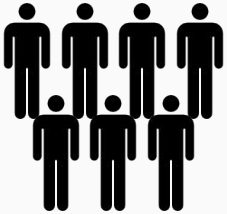
1. Problématique

Problématique



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1. Problématique

Interprétation

Identification de groupes de clients similaires

Problème de clustering

1. Problématique

Pistes de recherche envisagées

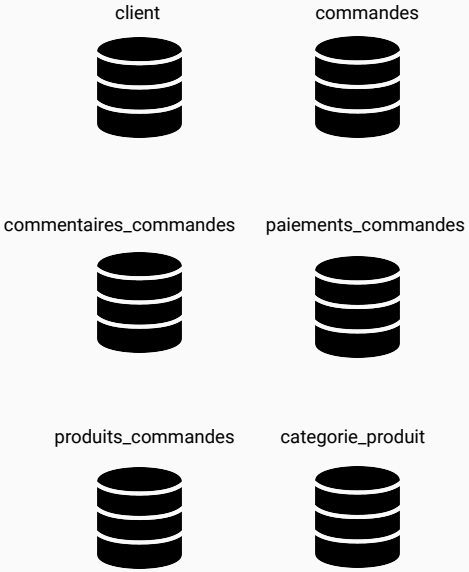
Segmentation RFM

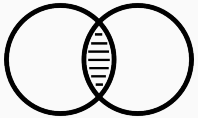
k-means

k-prototypes

2. Nettoyage & exploration

Nettoyage des données





Produits commandés par les clients

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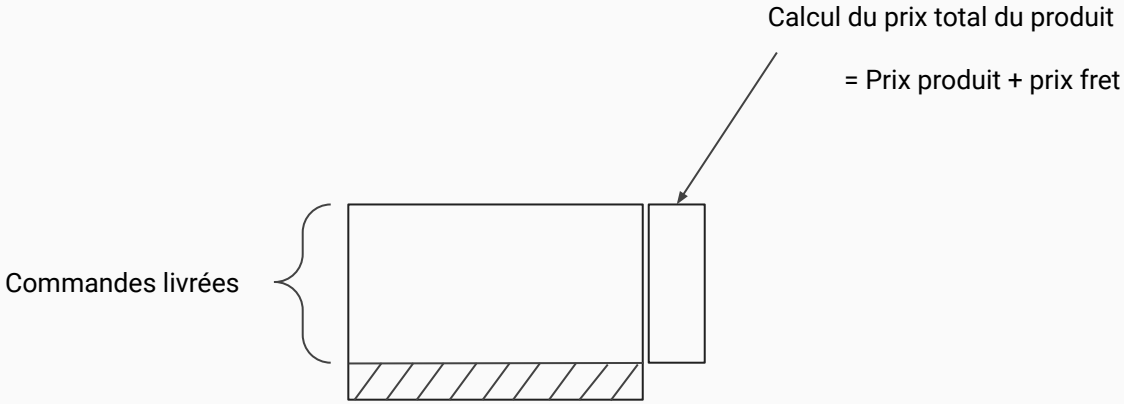
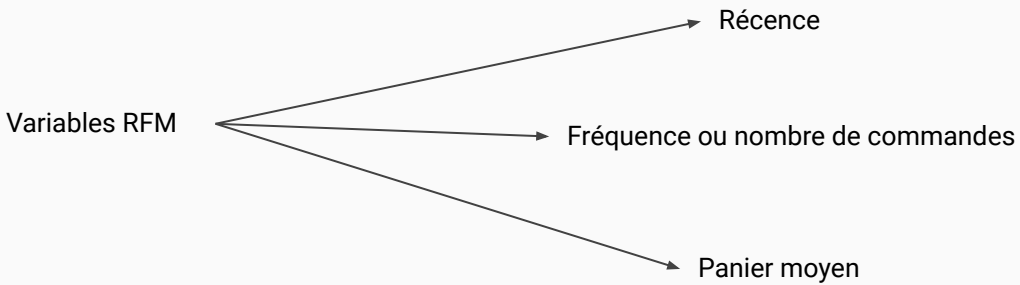


2. Nettoyage & exploration

Features engineering

Création de variables orientées marketing



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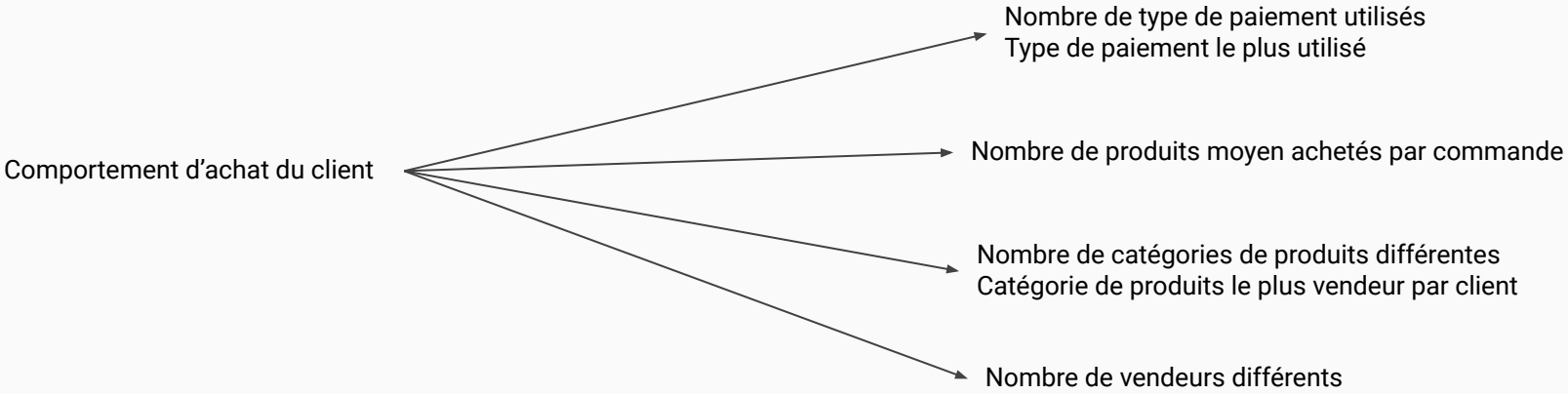

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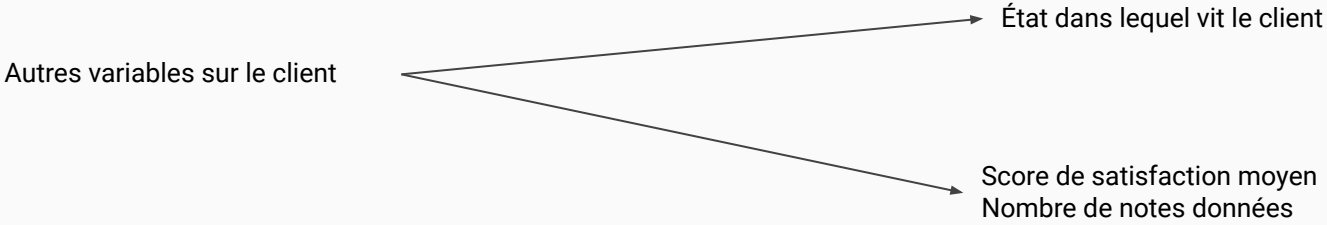

2. Nettoyage & exploration

Exploration

top_category
bed_bath_table
NULL
NULL
telephony
baby
auto
health_beauty
auto

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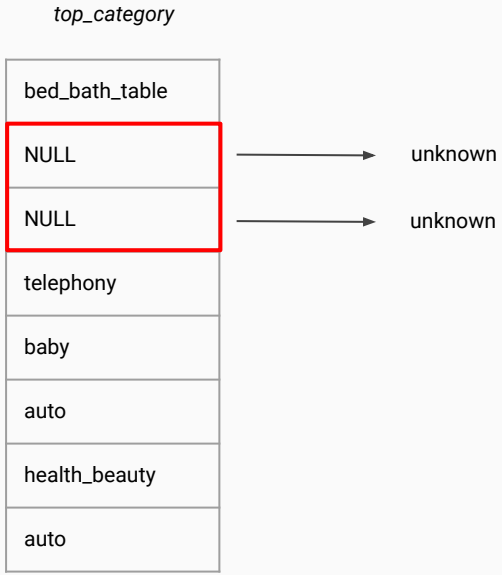

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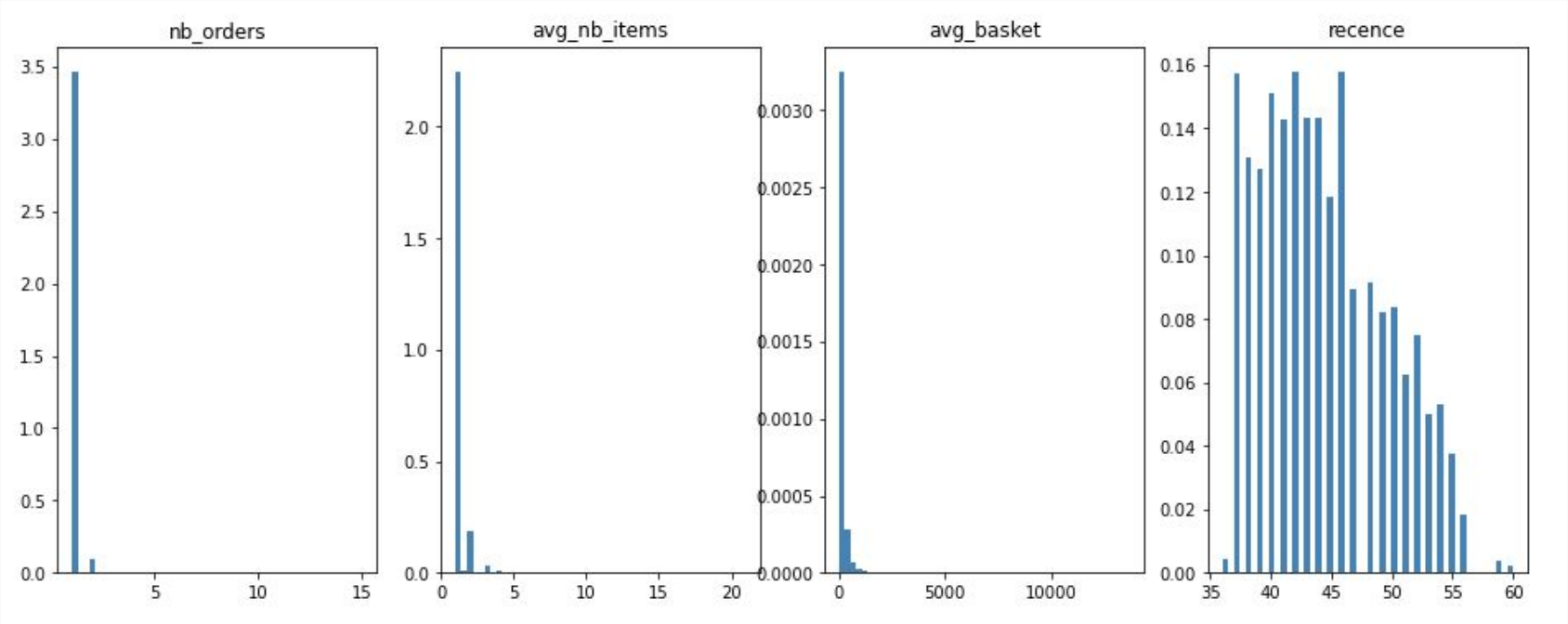

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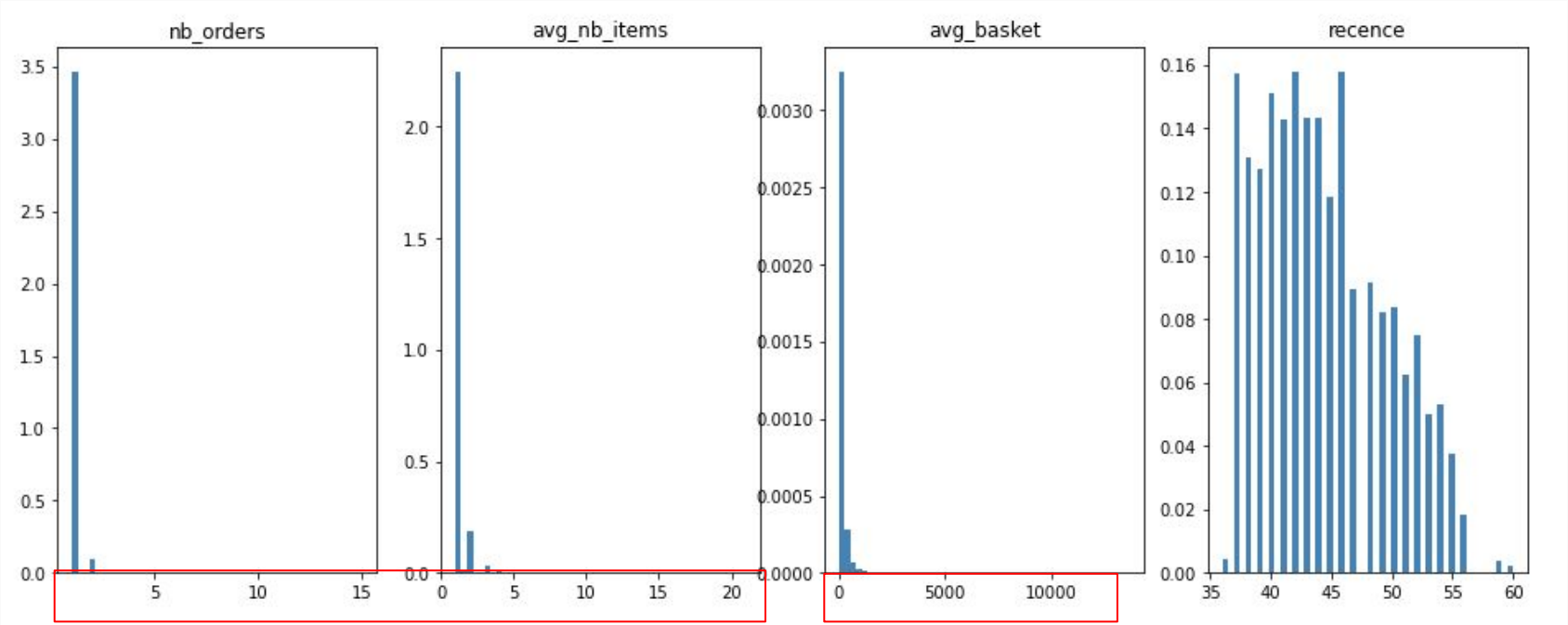

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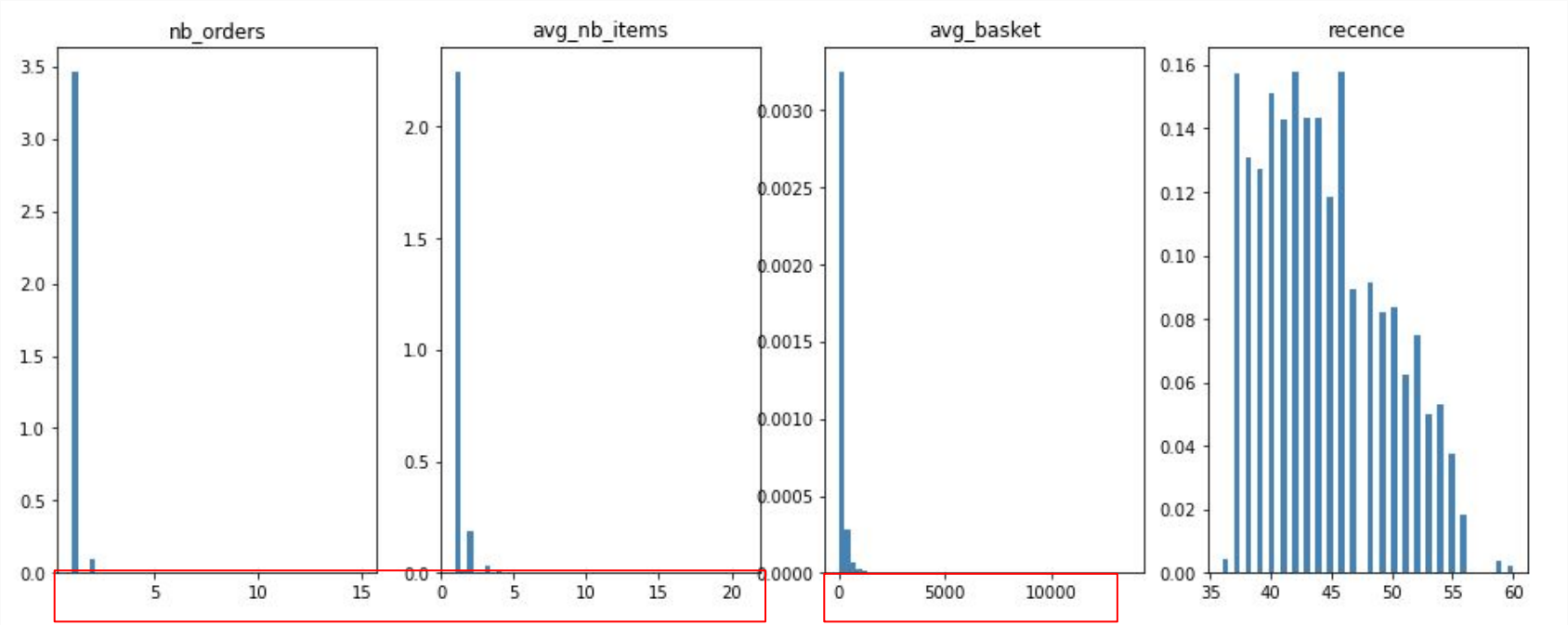

=> Standardisation des variables numériques

2. Nettoyage & exploration

Exploration

1 achat

1 produit

1 commentaire

1 vendeur

Bonne satisfaction

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2. Nettoyage & exploration

Exploration

1 achat

1 produit

1 commentaire

1 vendeur

Bonne satisfaction

En moyenne

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2. Nettoyage & exploration

Exploration

1 achat

1 produit

1 commentaire

1 vendeur

Bonne satisfaction

75% des clients

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2. Nettoyage & exploration

Exploration

São Paulo

Rio de Janeiro

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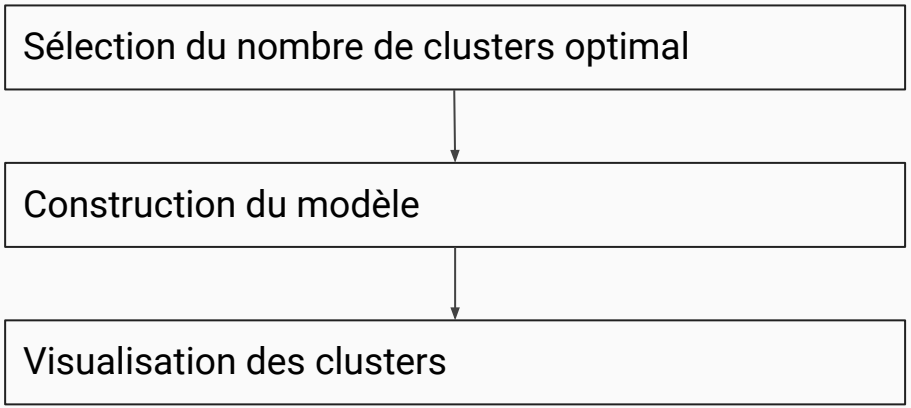
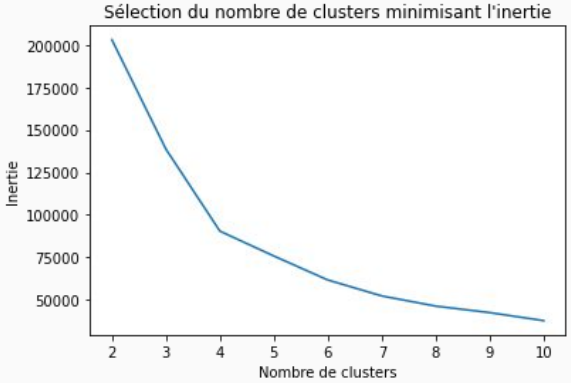
3. Pistes de segmentation des clients

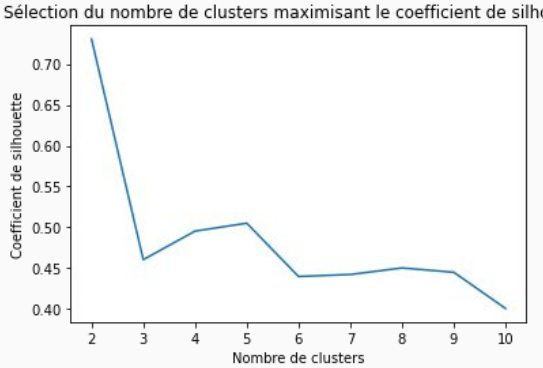
Méthodologie

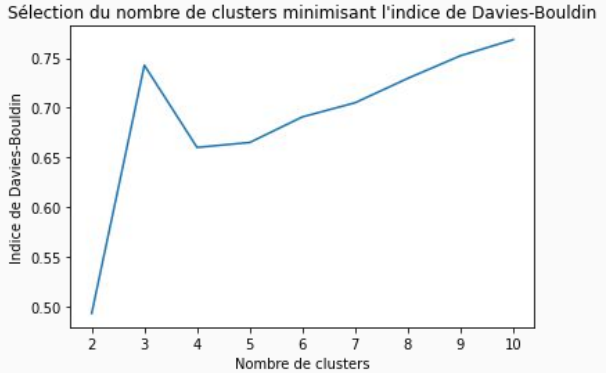


3. Pistes de segmentation des clients

Baseline : segmentation RFM







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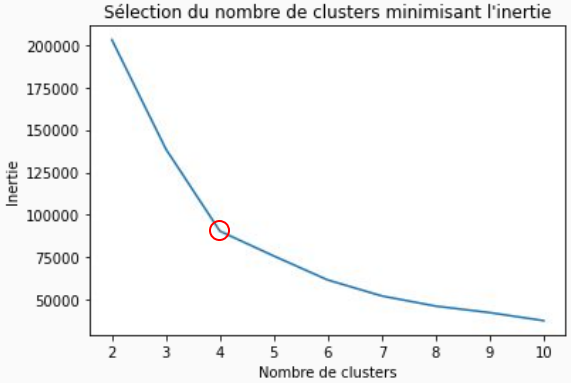

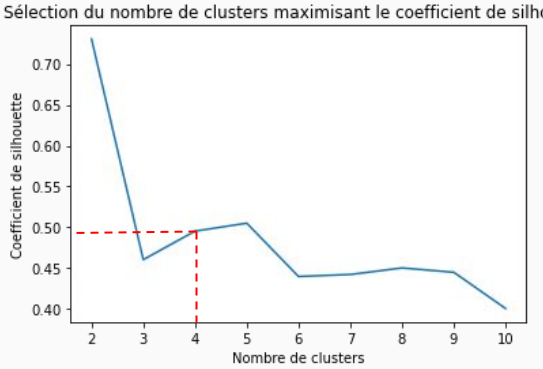

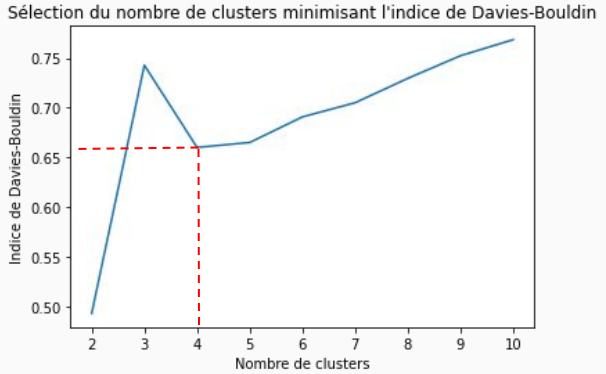

k-means avec 4 clusters avec les variables RFM

3. Pistes de segmentation des clients

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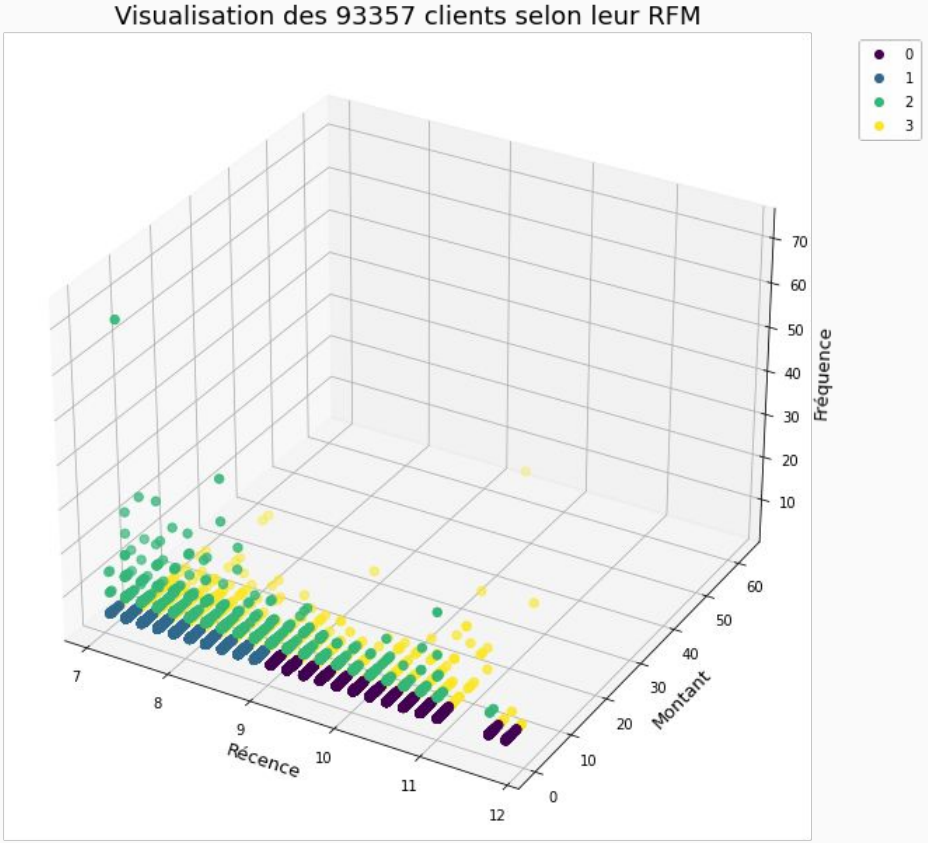
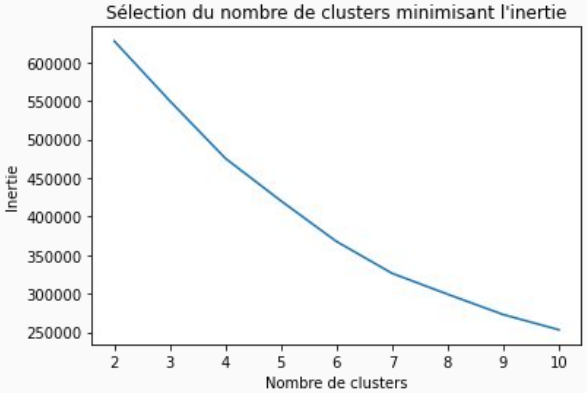
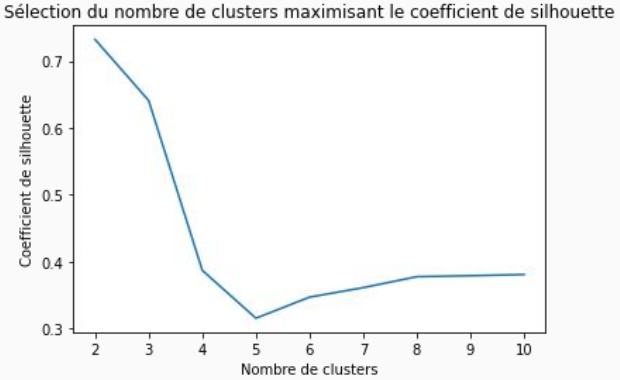
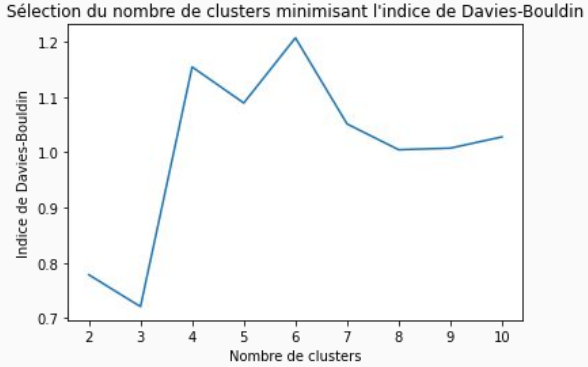


3. Pistes de segmentation des clients

k-means







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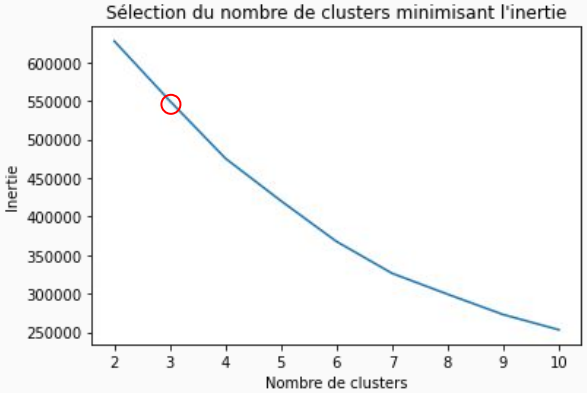
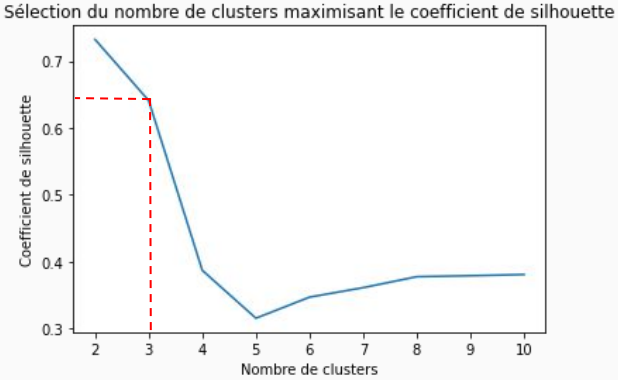
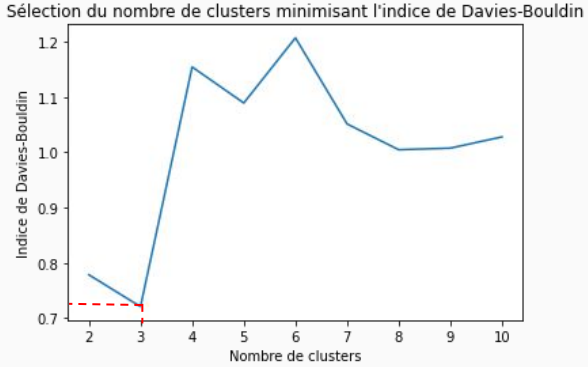


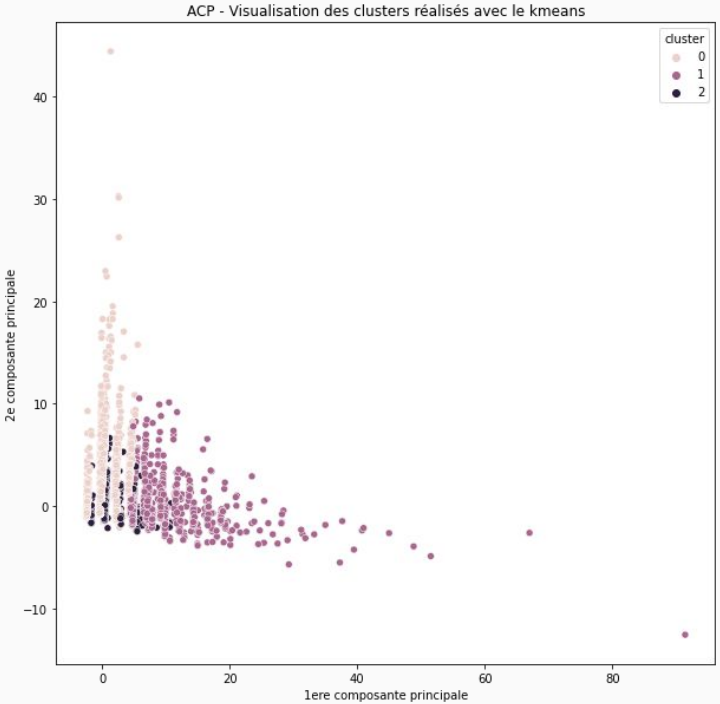


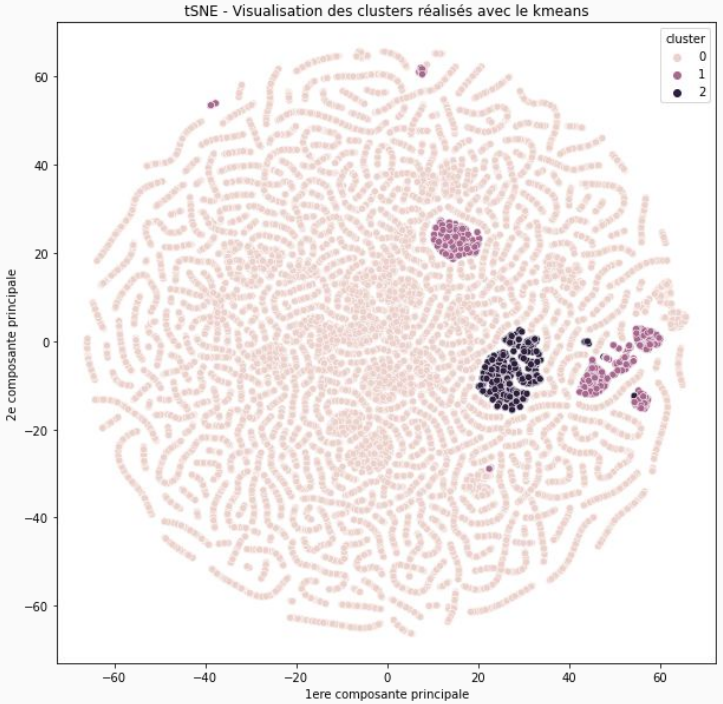


k-means avec 3 clusters sur toutes les variables numériques

3. Pistes de segmentation des clients

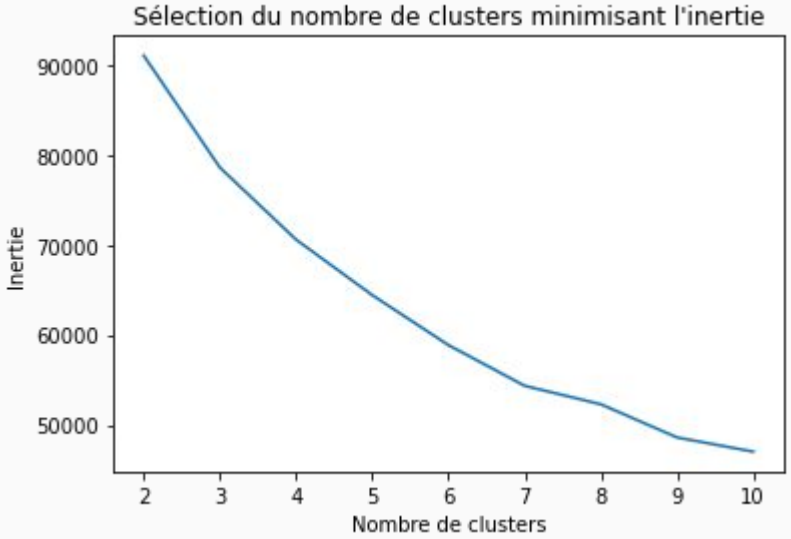
k-means





3. Pistes de segmentation des clients

k-prototypes



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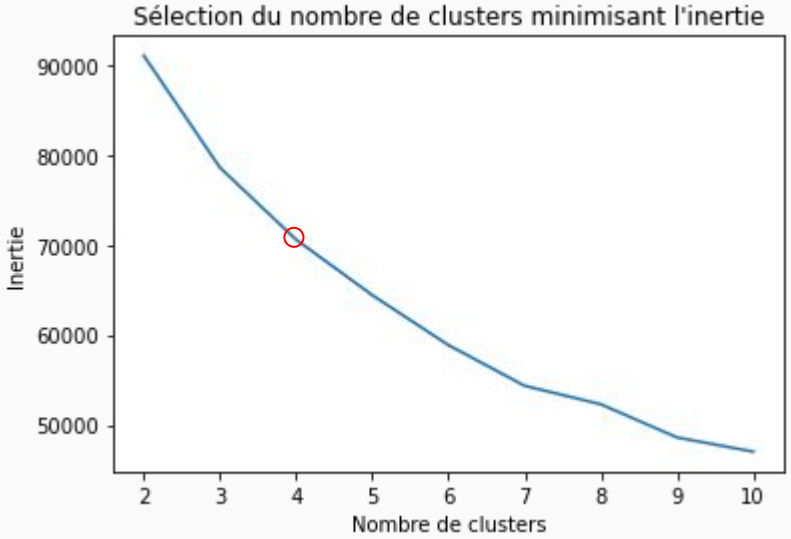
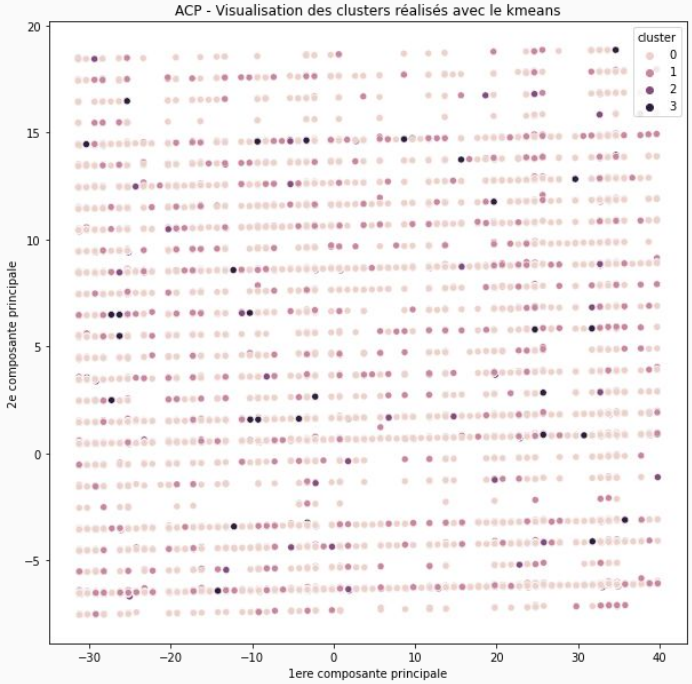
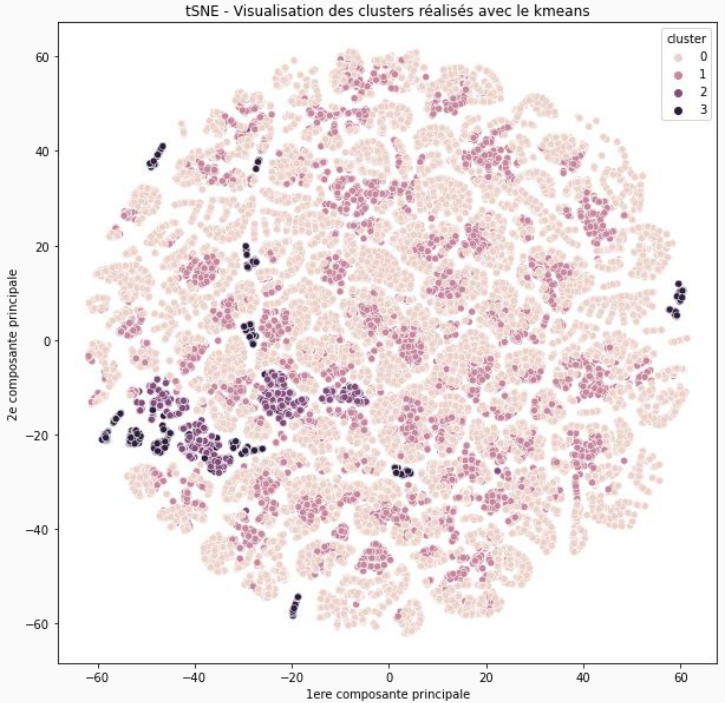


k-prototypes avec 4 clusters sur toutes les variables

3. Pistes de segmentation des clients

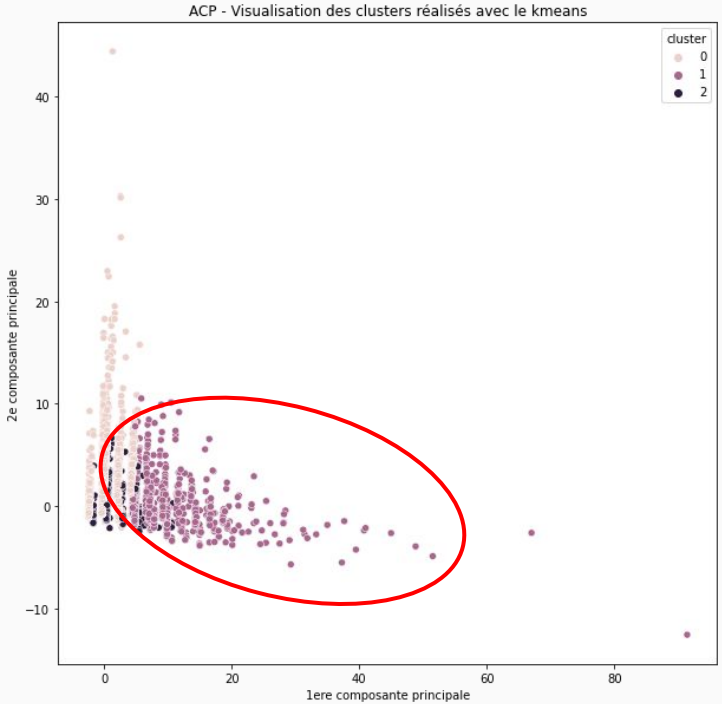
k-prototypes

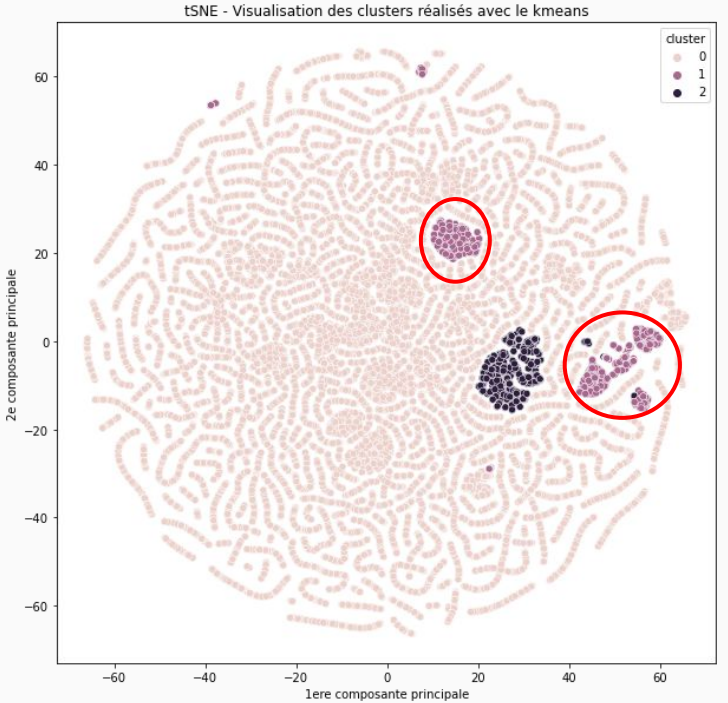




4. Modèle final sélectionné

k-means sur les variables numériques





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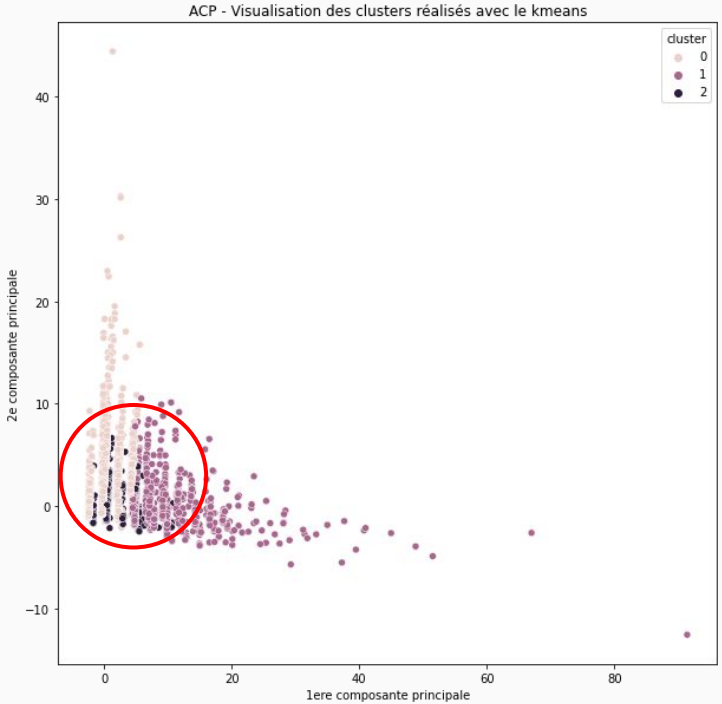

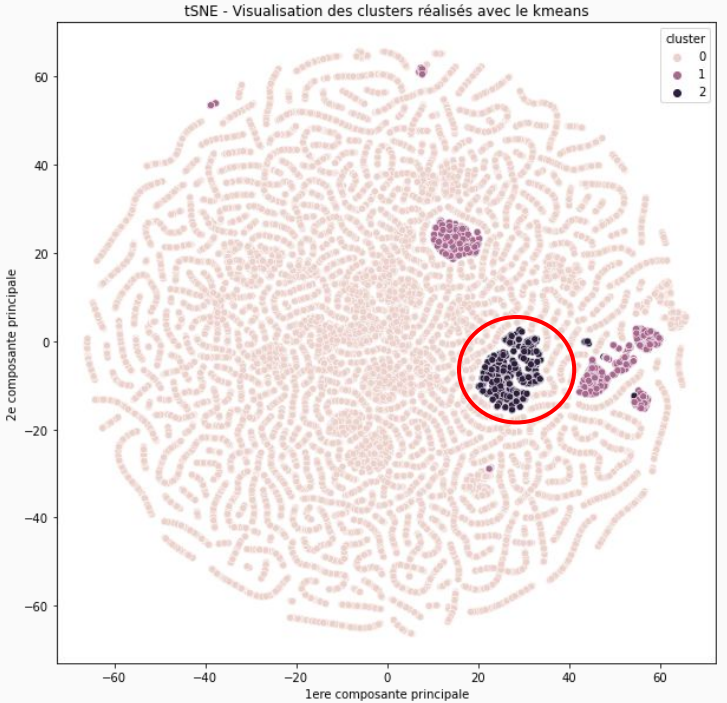

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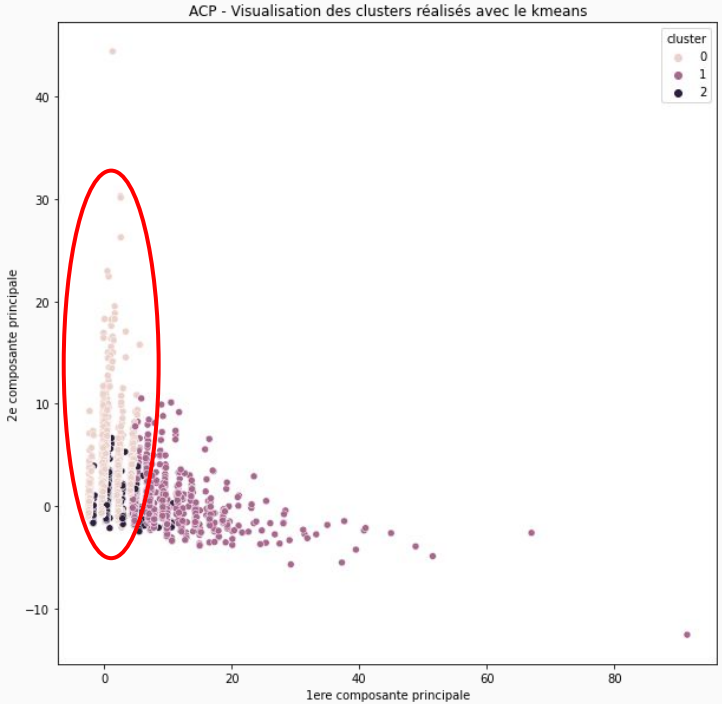

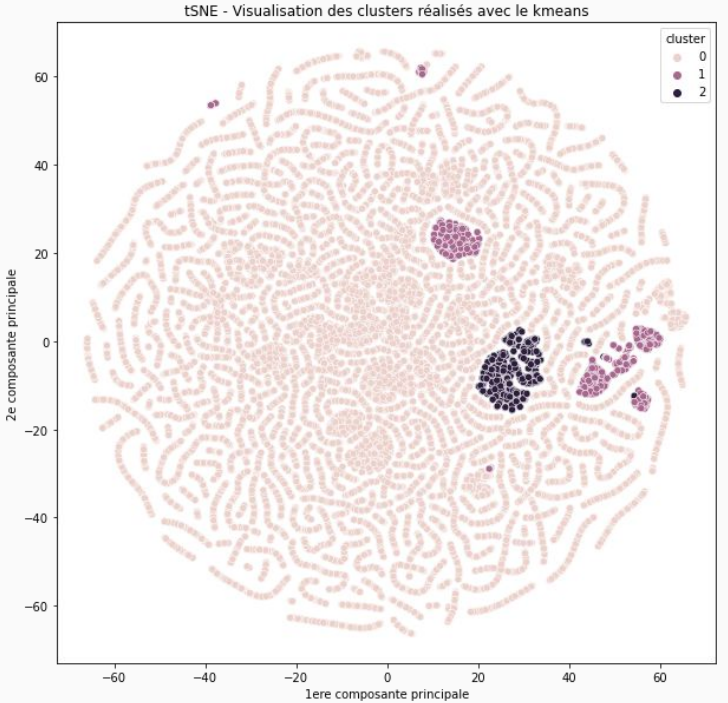

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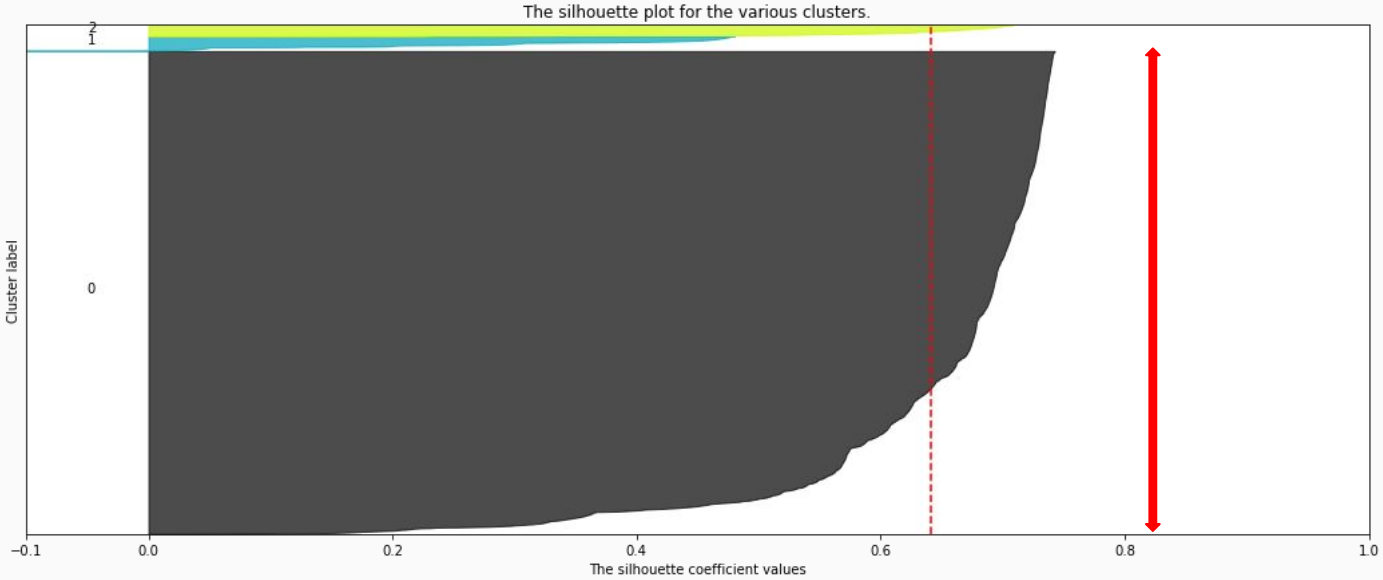

Surreprésentation

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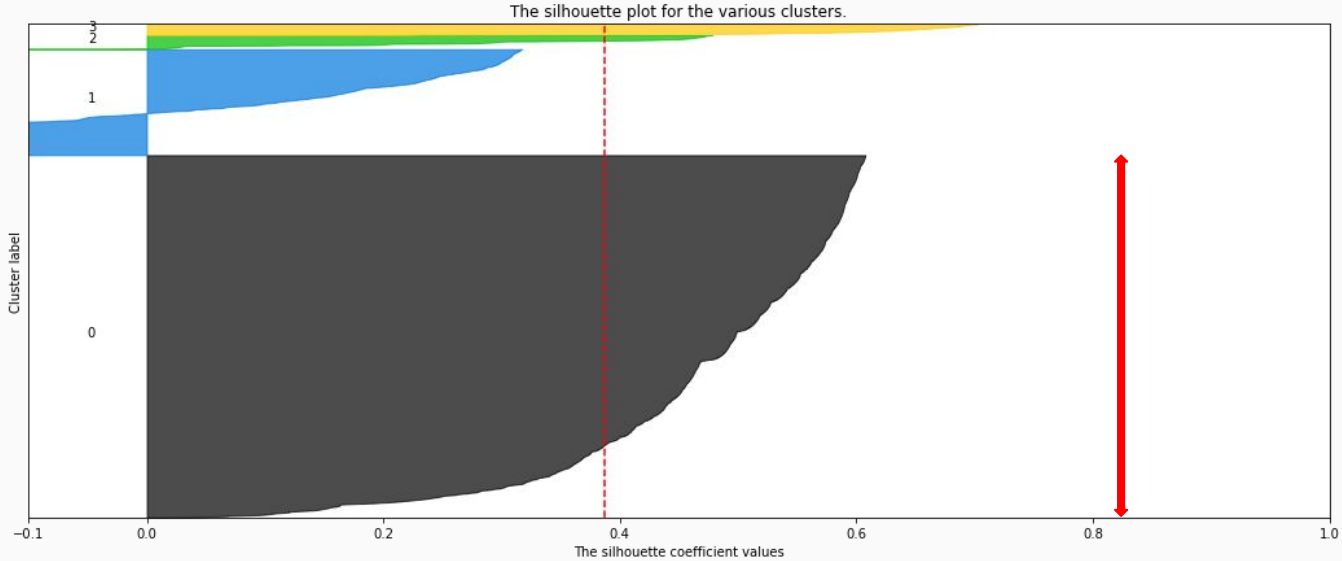

Meilleur équilibrage

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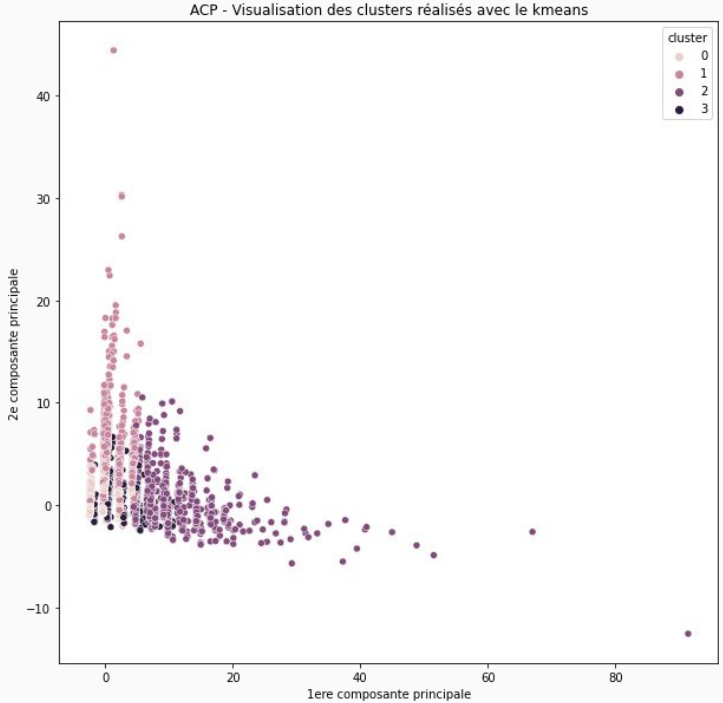

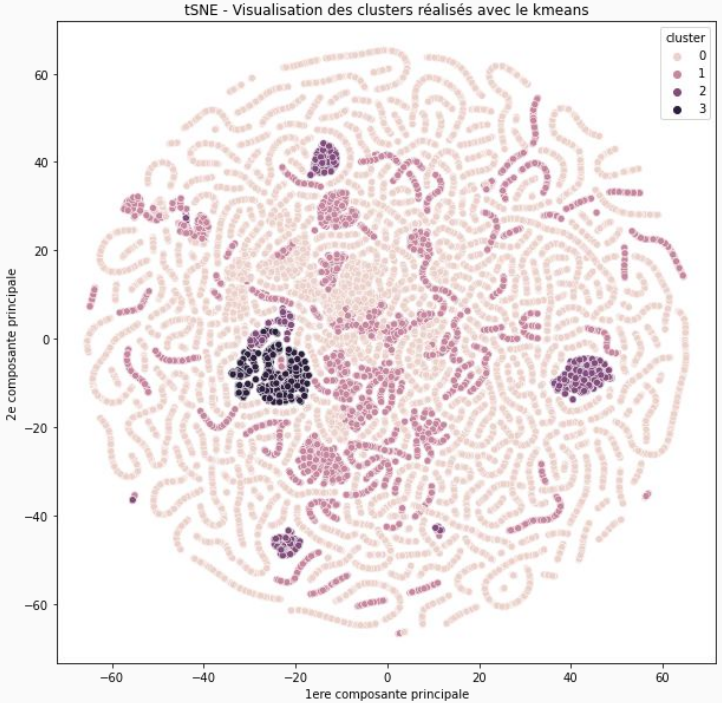

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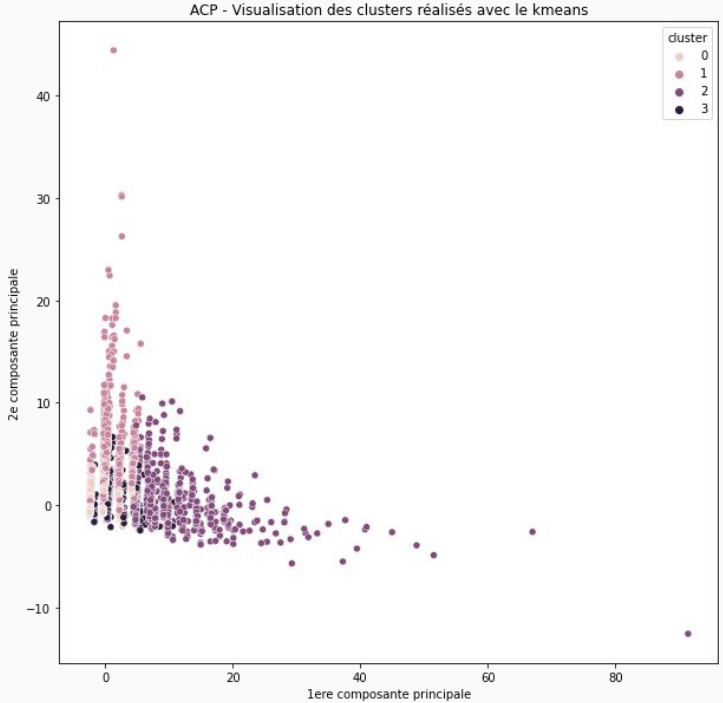

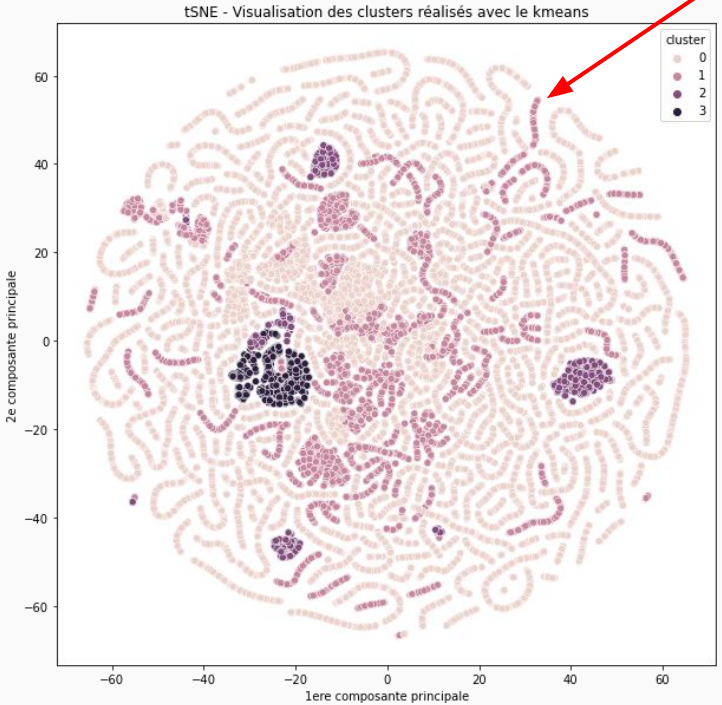

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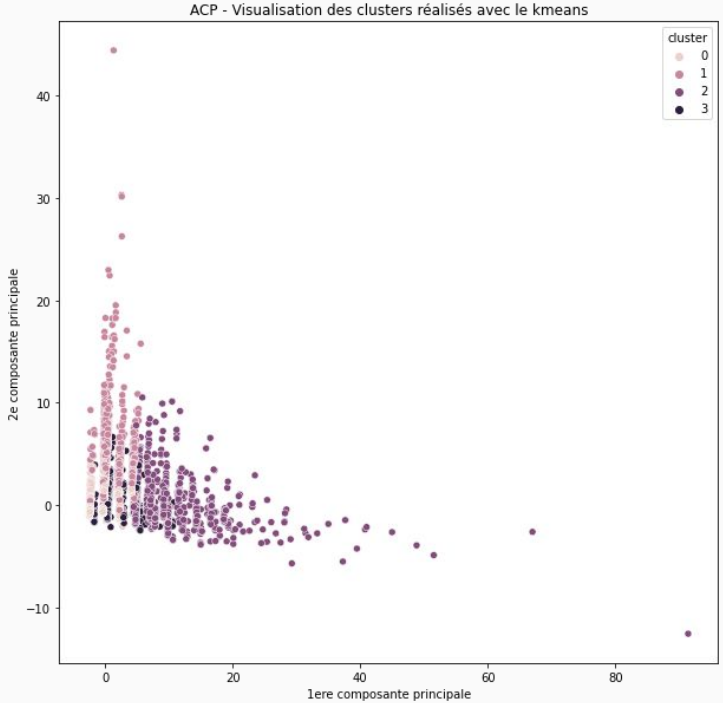

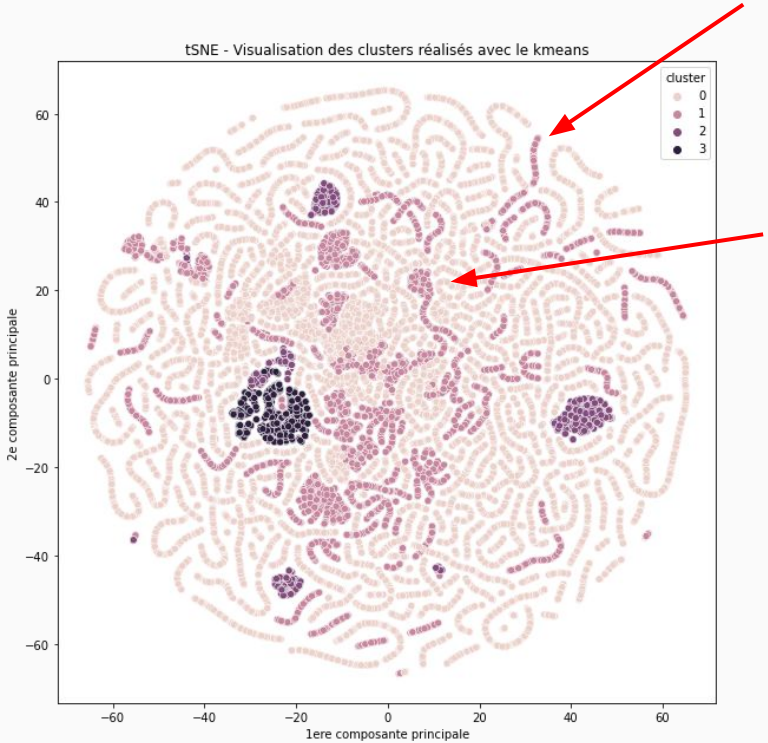

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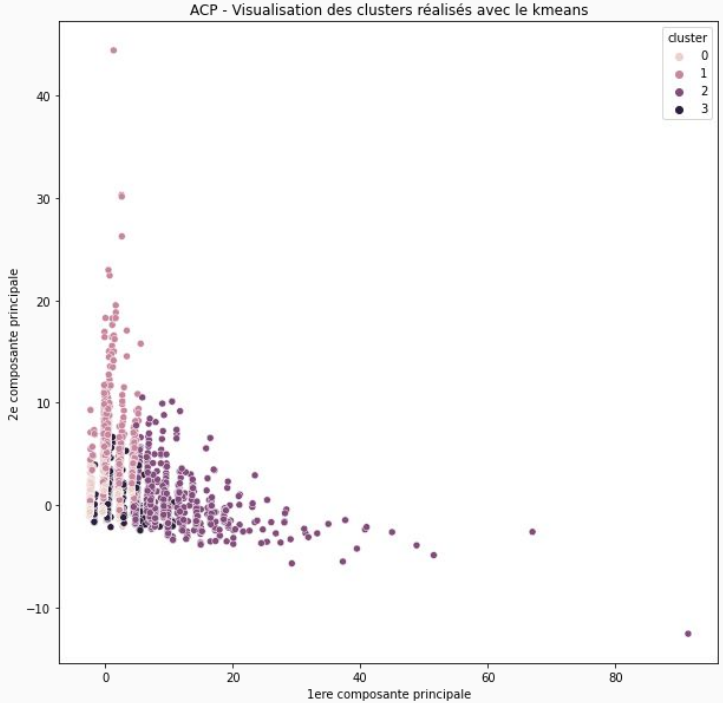
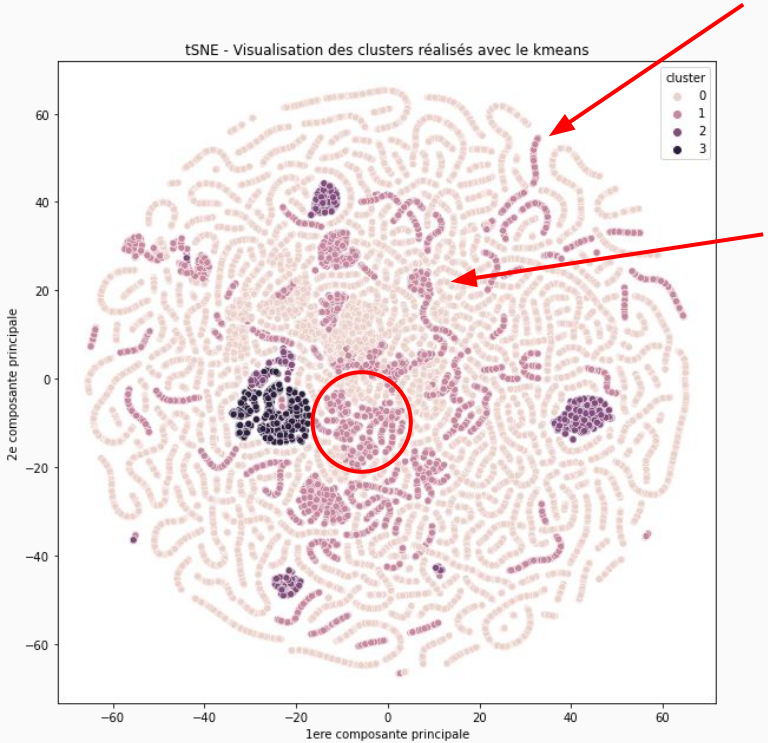
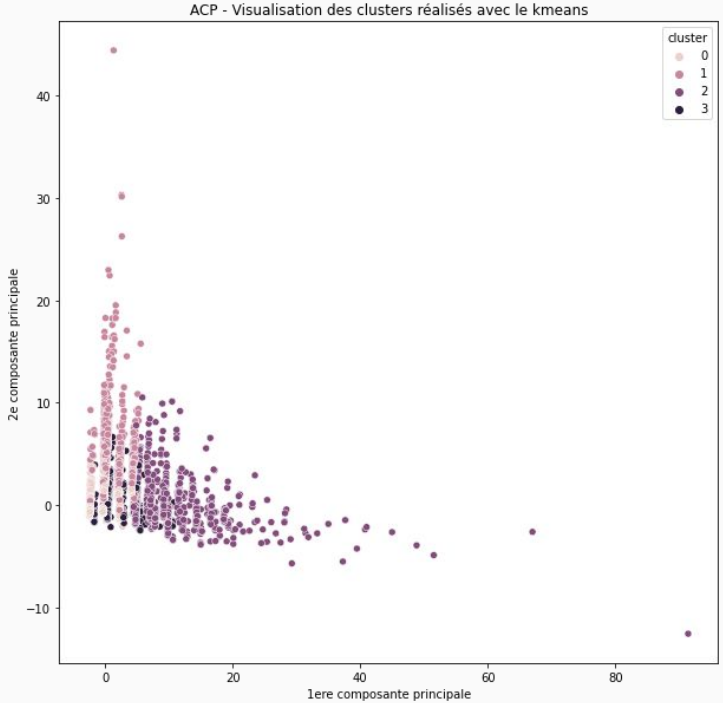
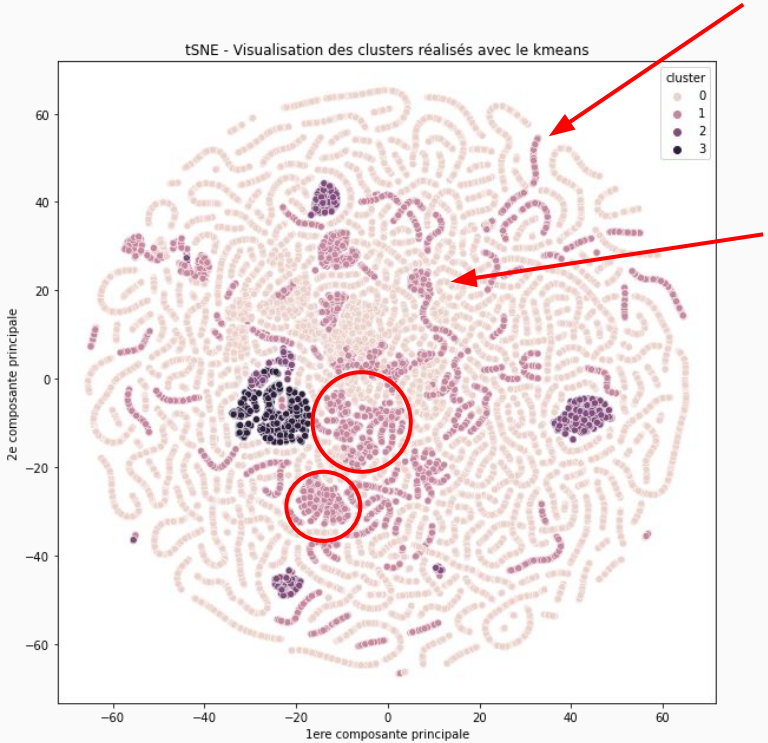




4. Modèle final sélectionné

k-means sur les variables numériques





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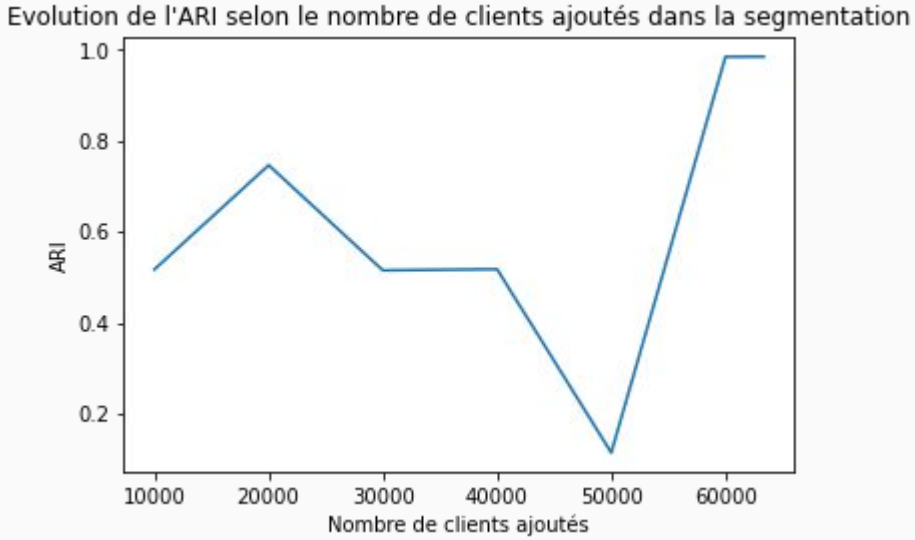
k-means sur les variables numériques



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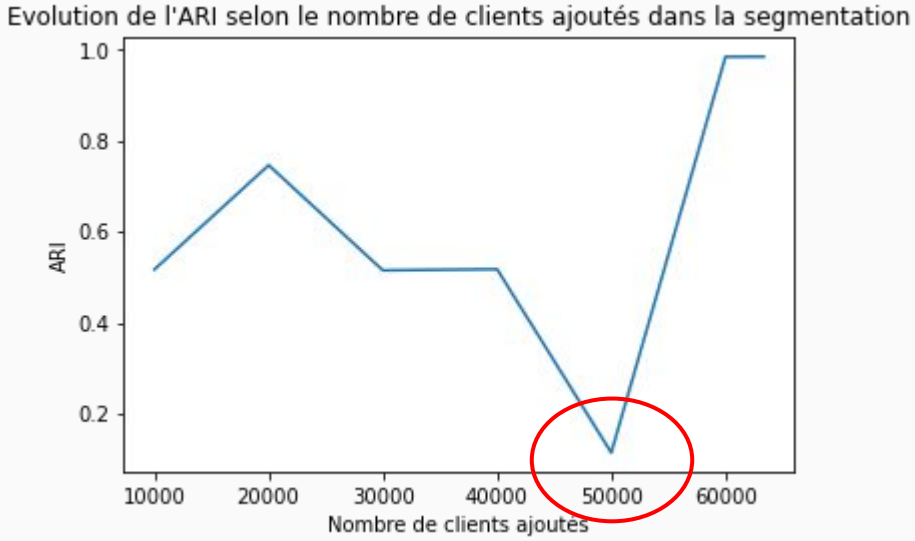

Questions/Réponses

Fin.