IGNITE ANALYTICS

Ignite your Insights

"Empowering Business Growth Through Data-Driven Insights"

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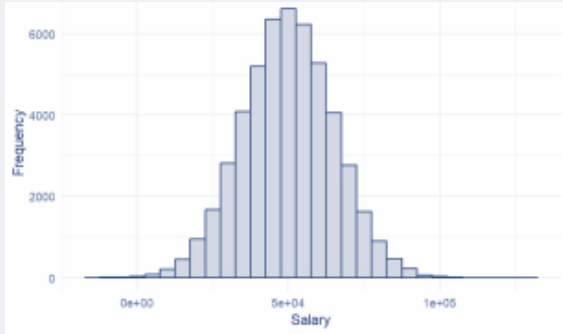
INTRODUCTION

IGNITE ANALYTICS is a dynamic startup consultancy passionate about empowering businesses through data-driven Insights. As a startup, we constantly explore cutting-edge techniques to get the best out of your customer's data. We prioritize open communication and working together to find the perfect solution to your needs. We offer competitive rates while delivering top-tier data analysis expertise. Our enthusiastic and dedicated team is committed to your success. We are sure that our expertise in the analytics field will empower ACME innovations to get a clear understanding of your customers and the insights we provide will significantly contribute to business growth.
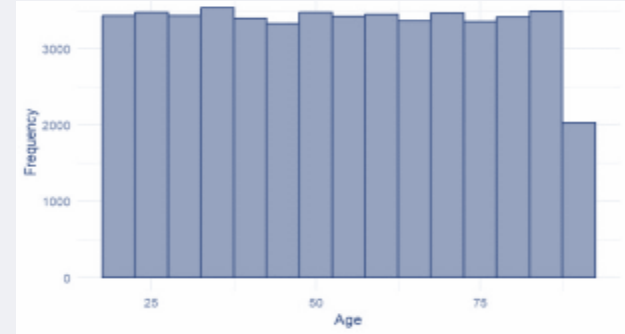
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DATA EXPLORATION & CLEANING:

- Find out **anomalies** and missing data.

- Examine and clean the data.

- Standardize the data.

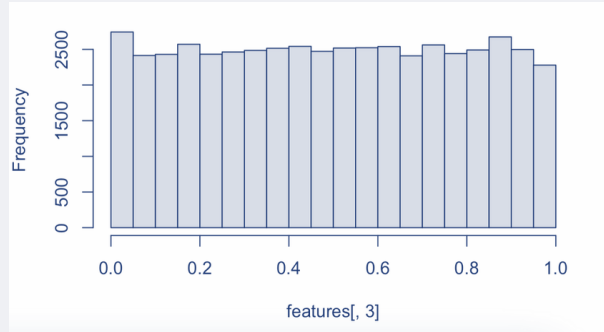- Extract product information from purchase history

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VISUALIZATIONS

Salary frequency distribution

Age frequency distribution

Spending time frequency distribution
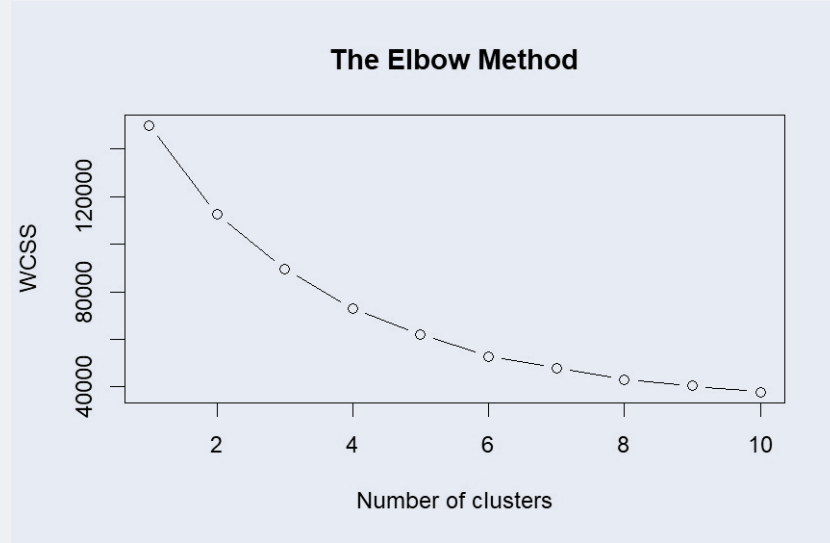
METHODOLOGY

MODEL SELECTION :

- To identify the trends in frequently purchased sets of orders we use Association Rule Mining.

- Segmenting customers data by using customer's purchase behavior and demographic characteristics using K-means clustering.

MODEL TRAINING & EVALUATION

We find the optimal number of clusters using the elbow method and silhouette plot.

METRICS

INCREASED SALES.
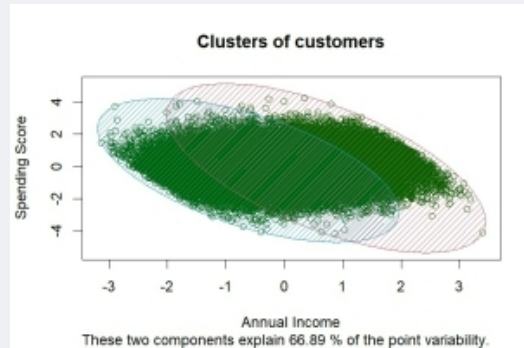
IMPROVED CUSTOMER RETENTION.

HIGHER ENGAGEMENT RATES THROUGH TARGETED CAMPAIGNS.

CUSTOMER SEGMENTATION

- To understand diverse customer groups and tailor the marketing efforts effectively, we perform customer segmentation.

- We applied advance clustering techniques to customers data based on their purchasing behavior and demographics.

- Results generated by this can be used in advertising campaigns and also it could help your organization to setup dedicated customer service for specific categories.

Clusters of customers

RECOMMENDATIONS

- We are closely examining the purchasing habits of our clients, therefore it's critical to develop a targeted marketing campaign that suggests products they are likely to purchase.

- They will see what they desire, which will keep them around for a very long time. Eventually, this will increase your sales.

- Our company's Apriori algorithm will also assist in identifying cross-selling tactics and product bundles

CONCLUSION

- **IGNITE ANALYTICS**, provides ACME Innovations with a thorough method for comprehending and utilizing consumer data to promote long-term growth.

- We ensure that the insights obtained from your consumer data are solid and useful by using our methodology, which includes data exploration, cleaning, model selection, training, and evaluation.

THANK YOU ☺