

Problem Statement

Explore and identify different segments present in the customer transaction data.

Explanation/ Solution

Considering the dataset contains transactions on an e-commerce website between the period Feb 2018 to Feb 2019 from customers across different countries. In this dataset after Cleaning the it and visualization through pie chart, it is concluded that United Kingdom is the country where our customers are more (around 91.4% in fig.1). So our target customer for increasing the purchase of the items would be in every other states excluding United Kingdom (consisting of 8.6% in fig.2). Hence Segmented on basis of Country.

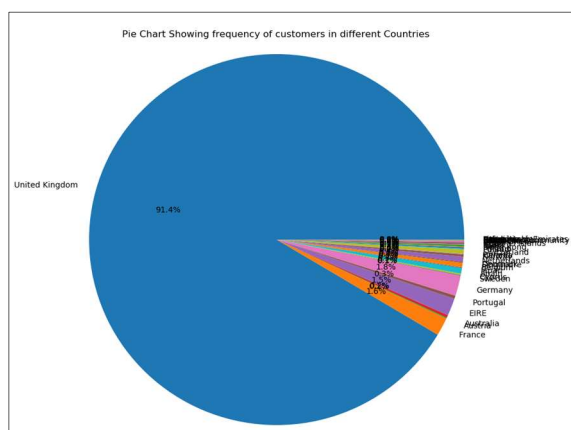


fig.1

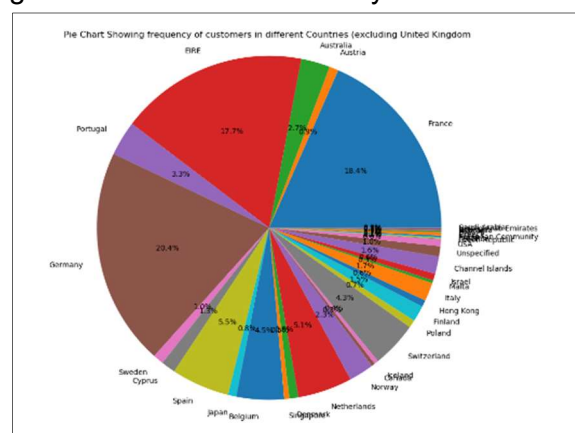


fig.2

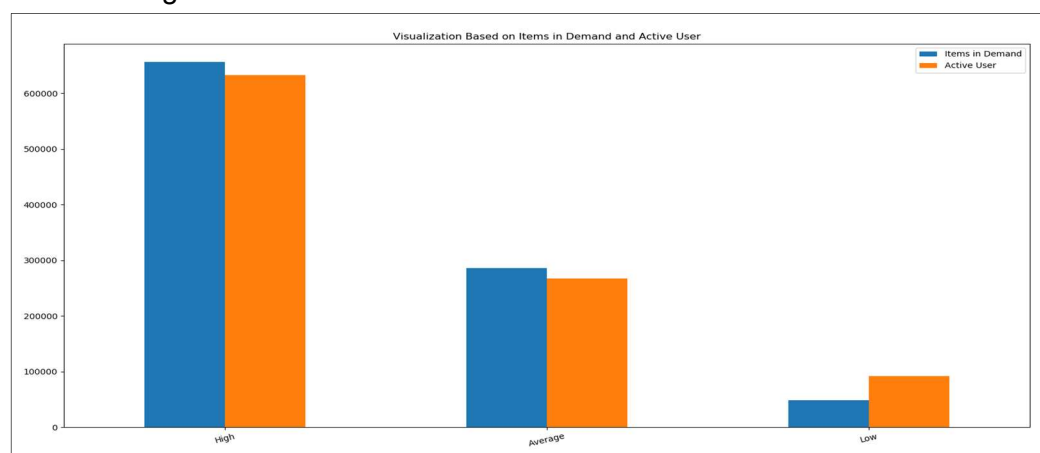
However for good flow, of purchasing the items, by the customer from United Kingdom, will be very valuable and can be treated as good asset.

Visualization of customers of United Kingdom on the basis of :-

Active Customers in UK - Orange

Items in Demand in UK - Blue

Shown in the below figure.



Result:-

The target customer's UserId referenced from fig.2 is listed in document Final_result.csv