MiTH

Predicting the "CustomerValue" in a retail store as High/ Medium/Low

Problem Statement:

To predict the Customer value for a retail store based on different quantitative and qualitative features provided.

The customer value is a profitability metric in terms of a value placed by the company on each customer and can be conceived in two dimensions: the customer`s present Value and potential future Value.

A major retail store wants to evaluate customer lvalue in terms of high/medium/low based on each customer's demographics and purchase information/ sales transactions, to take optimal marketing/promotional decisions and implement appropriate action plans .

You are expected to create an analytical and modelling framework to predict customer value of each customer as High/Medium/Low based on the quantitative and qualitative features provided in the dataset.

Data:

1. Train.csv & Test.csv (CustomerId and Target attribute:"CustomerValue", but Test.csv doesn't have Target attribute as it is to be predicted)

2. Train_Transactions.csv & Test_Transactions.csv

3. Train_Demographics.csv & Test_Demographics.csv

Objective:

You are expected to create an analytical and modeling framework to predict the CustomerValue for each CustomerId as either of three classes ("**High", "Medium" & "Low")** based on the quantitative and qualitative features provided in the data.

Evaluation Metric: Accuracy

Other Instructions:

1. Spend enough time on pre-processing and data understanding. Think of the problem from domain's (Retail business) perspective to build an efficient model.
2. Your final grader score carries much lower weightage than your overall approach which includes data exploration and model validation. Use your time wisely.