

Professional project does not include code due to confidential issues

TASK

By Analyzing the usage characteristics of consumers according to each type of voucher, recommend the right type of voucher for each target group.



WHAT DID I DO

Analyzing consumption characteristics by each customer (gender, age), region

Use transaction information and franchise store information to centrally examine and analyze stores with high transaction rate.

RESULT

Understand Customer usage and voucher segmentation, from that Client can structure a marketing strategy.

PROGRAMMING and SOFTWARE USED

Python, R, Tableau