We want to see if we can target customer for specific Product based on their transactions, preferences and demographics. We want to target customers who are more inclined, hence propensity score is the output we need. For example – Customer ID# 110002 has propensity of 75% to start using Product. Customer ID wise Probability score.

Column Product Selection is for the interest shown by customer, which says he might transact. This interest enables, and he can transact any time.

Column Product Activation suggests customer actually transacted.

RFM scoring is done for All products combined.

|  |  |
| --- | --- |
| Identifier | Index |
| Product Selection | Target variable 1 |
| Product\_Activation | Target variable 2 |
| R\_rank\_norm | Recency rank normalized |
| F\_rank\_norm | Frequency rank normalized |
| M\_rank\_norm | Monetary rank normalized |
| M2\_rank\_norm | Monetary (other variable) rank normalized |
| RFM\_Score | Combo score 1 |
| RFM2\_Score | Combo score 2 |
| Customer\_segment | Segment based on Score |
| Customer\_segment2 | Segment based on Score |
| ENT\_SEX\_F | Demographic flags |
| ENT\_SEX\_M | Demographic flags |
| ENT\_SEX\_Other | Demographic flags |
| ENT\_MARITAL\_STATUS\_M | Demographic flags |
| ENT\_MARITAL\_STATUS\_Other | Demographic flags |
| ENT\_MARITAL\_STATUS\_U | Demographic flags |
| ENT\_OCCUPATION\_Government | Demographic flags |
| ENT\_OCCUPATION\_Housewife | Demographic flags |
| ENT\_OCCUPATION\_Other | Demographic flags |
| ENT\_OCCUPATION\_PUBLIC SECTOR | Demographic flags |
| ENT\_OCCUPATION\_Private | Demographic flags |
| ENT\_OCCUPATION\_Professional | Demographic flags |
| ENT\_OCCUPATION\_Public | Demographic flags |
| ENT\_OCCUPATION\_Retired | Demographic flags |
| ENT\_OCCUPATION\_Student | Demographic flags |
| age\_range\_18-29 | Demographic flags |
| age\_range\_30-39 | Demographic flags |
| age\_range\_40-49 | Demographic flags |
| age\_range\_50-59 | Demographic flags |
| age\_range\_60-69 | Demographic flags |
| age\_range\_70+ | Demographic flags |