

Customer Analytics

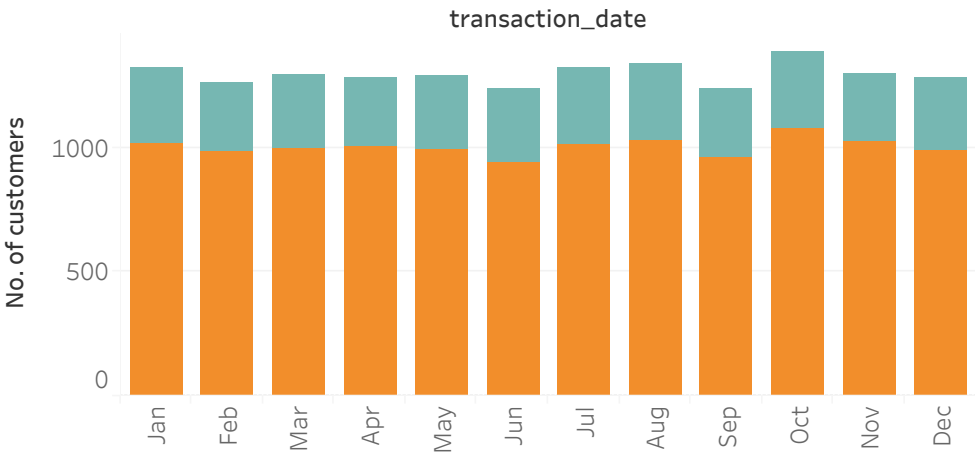
Transaction Trends

RFM model for high value current customers

High value customer features

Transaction Trends

Active high value customers



high_value

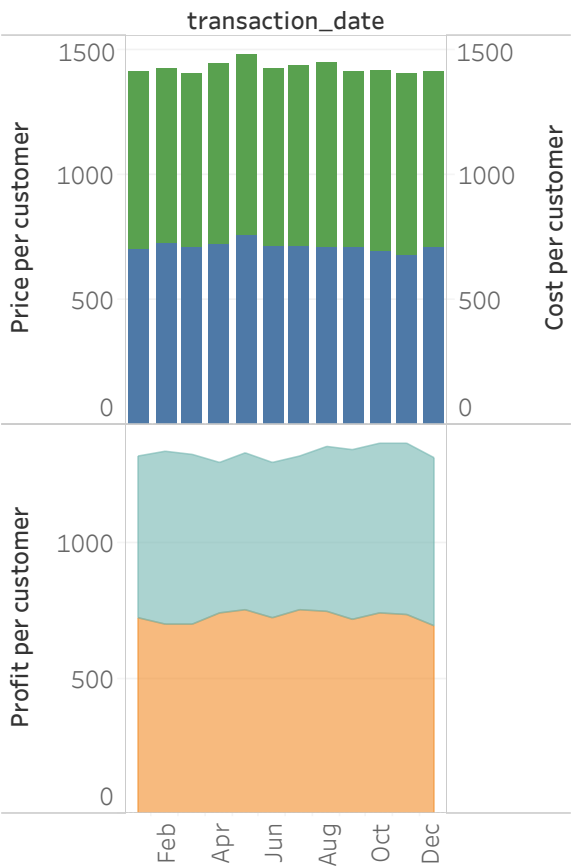
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Measure Names

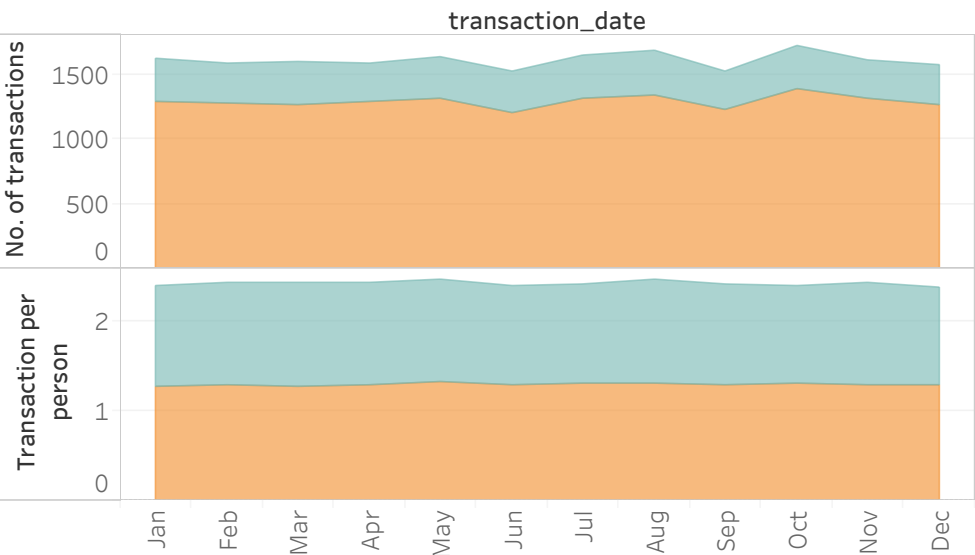
Cost per customer
Price per customer

Transaction trends are steady in general in all aspects including No. of transactions, price/cost/profit per transaction.

Profit trend



Transaction trend



Customer Analytics

RFM model for high value current customers

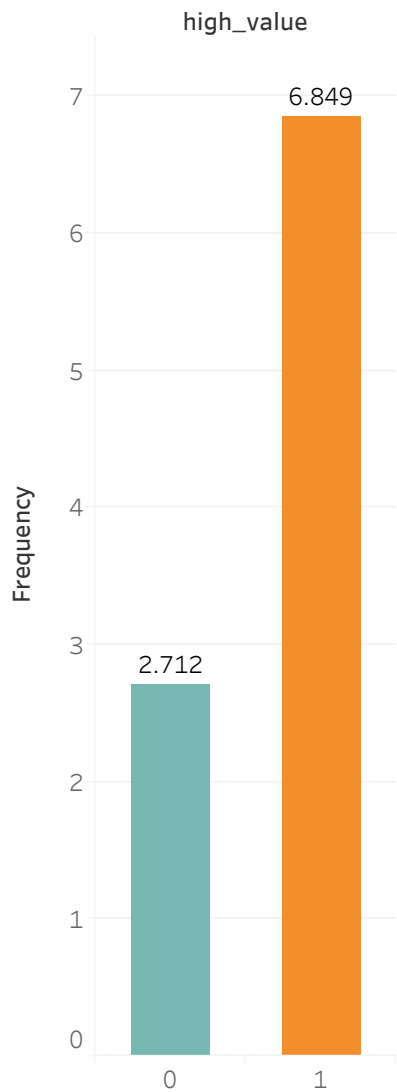
high_value
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Main patterns for high value customers:

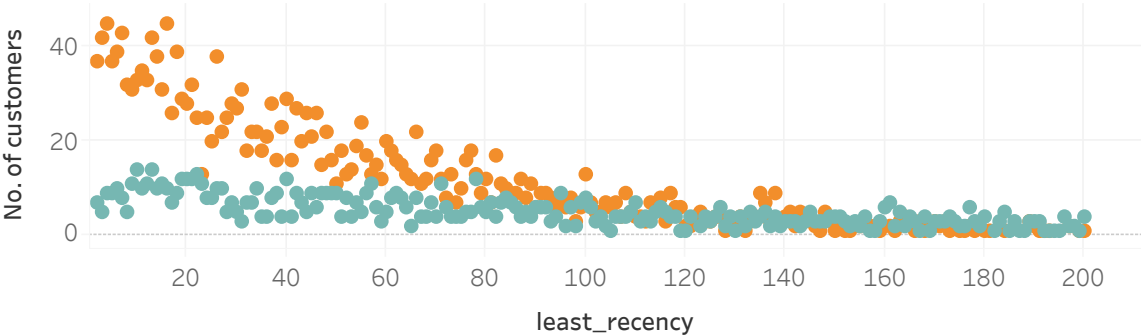
- 1. Higher total prices of orders
- 2. Recent transactions
- 3. More (approved) transactions made

*Classification based on the model in task 2.

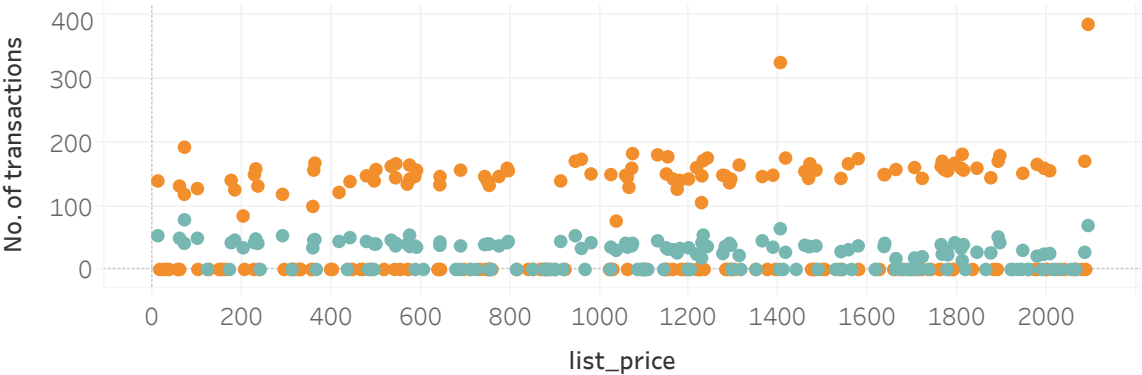
Customer frequency



Customer recency



Customer monetary

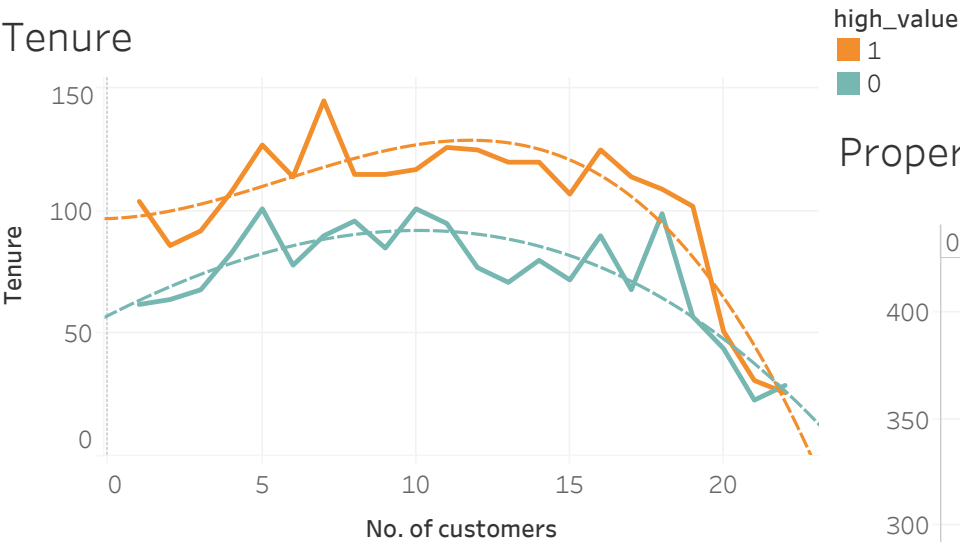


Customer Analytics

RFM model for high value current custome..	High value customer features	New customers
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High value customer features

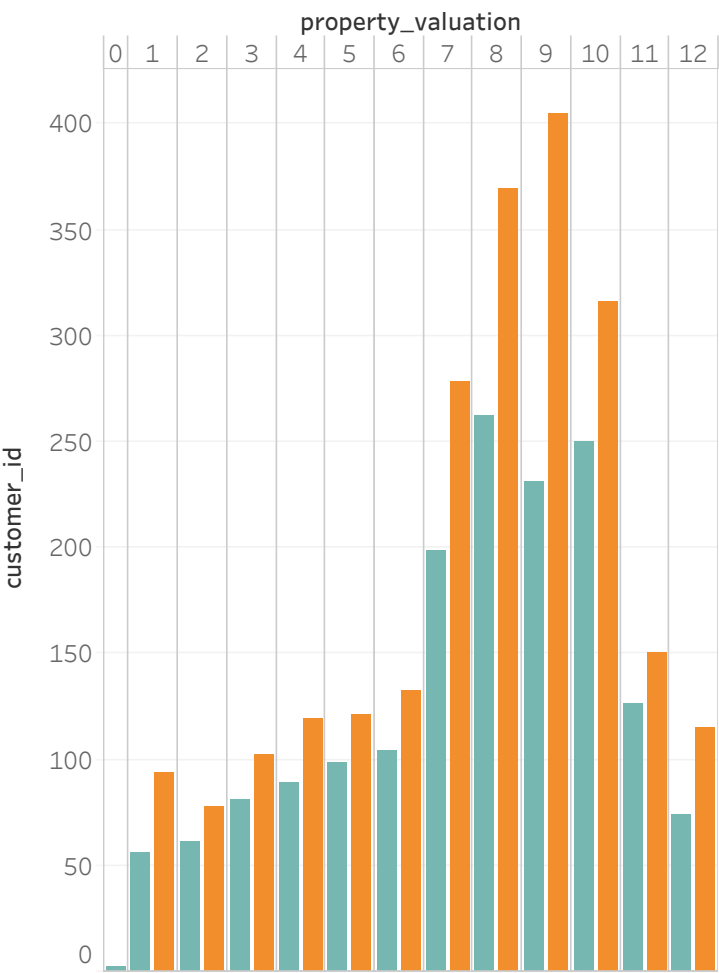
Tenure



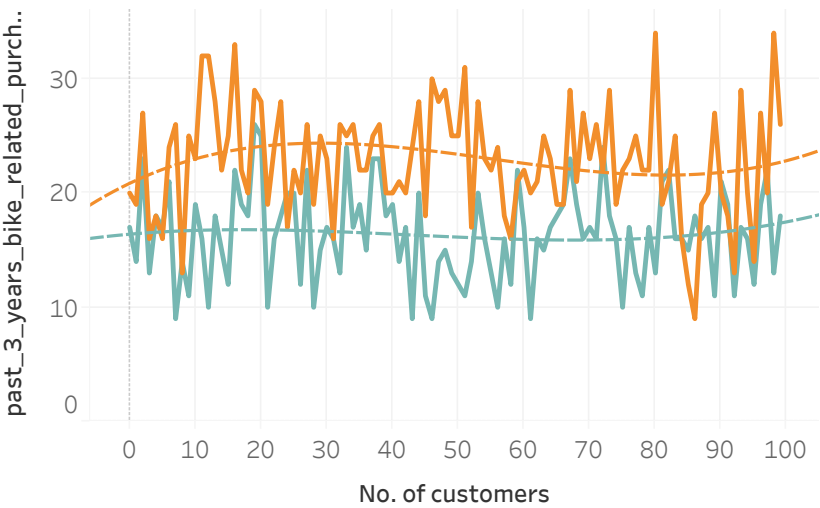
Features:

1. Higher tenure
2. More past purchases
3. Higher property value

Property valuation



Purchase history



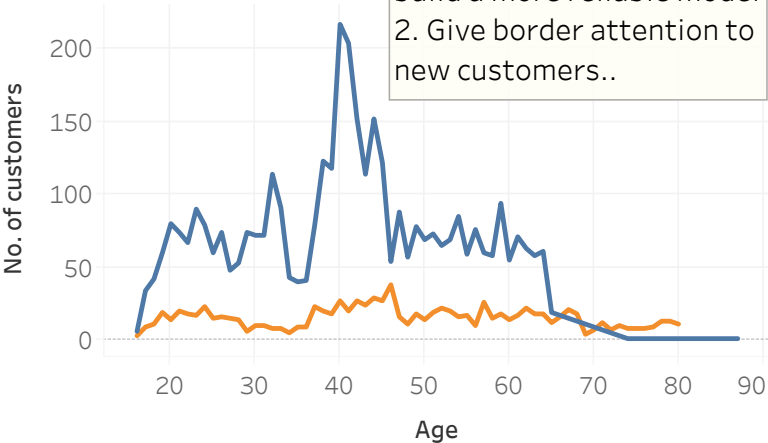
Customer Analytics

RFM model for high value current custome..	High value customer features	New customers
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New customers

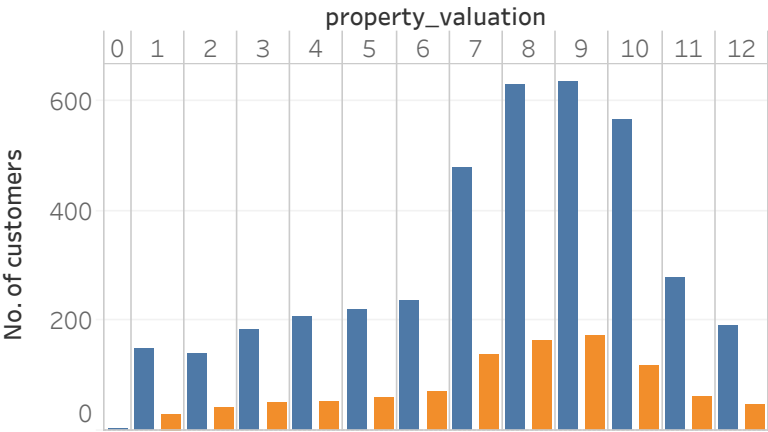
new_customer
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New: Age

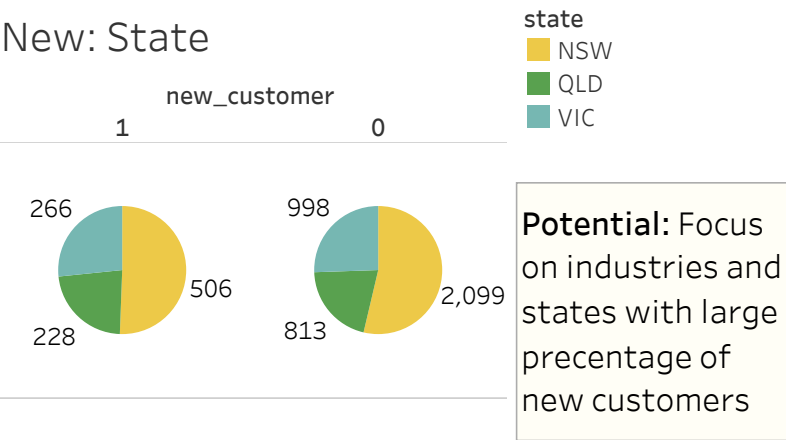


Challenges:
No clear stratification in age, property valuation and tenure
Solution:
1. Collect more data and build a more reliable model
2. Give border attention to new customers..

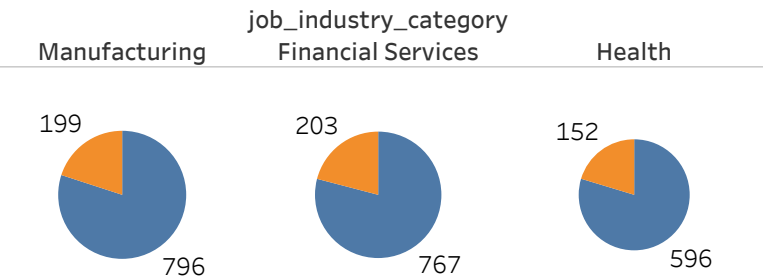
New: Property Valuation



New: State



New: Industry



New: Tenure

