Chocolate_Factory

Description:

We are working with two datasets:

1. **Demographic data** – containing customer attributes.
2. **Purchasing data** – containing purchasing incidence, promotions, prices, and information on five brands.

The plan is as follows:

- Conduct initial statistical and descriptive analysis to better understand the data and inform the segmentation process.
- Clean and prepare the datasets for modeling.
- Perform clustering using demographic features to create customer segments that can be used in prediction models.
- Estimate price elasticity at both a general level and at the brand level to determine:
  - The price point at which customers may stop purchasing.
  - Opportunities to adjust prices based on the characteristics of each segment.

Datasets to Explore

- **Demographics dataset** (customer attributes)
- **Purchasing behavior dataset** (incidence, promotions, prices, brands)

What To Do:

- Analyze demographic data to identify customer segments.

- Apply these segments to the purchasing dataset.

- Study purchasing behavior within each segment.

- Provide recommendations for optimal price points.

- Conduct price sensitivity analysis for each segment.

- Prepare a final report summarizing findings and actionable recommendations

Recommedations To Study

- Clustering
- Descriptive | Statistical Analytics
- Price Sensitivity