Use Case

Customer Segmentation

Function : #Company Efficiency | **Industry :** #E - commerce

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Goal

- To predict the customer's lifetime value using RFM and k-means clustering.
- To predict the review score for the next order or purchase.
- To provide more accurate and relevant product recommendations to customers.
- To find best valued customers segment.

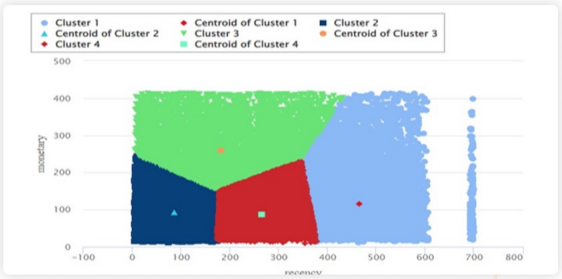
Technique

- Statistical Analysis
- K-means Clustering Algorithm
- Sentiment Analysis
- Visualisation

Impact

- Improved targeted marketing.
- Personalised service, sales and marketing as per the needs of specific groups.
- Informed decision-making and optimise offerings.
- Enhanced customer experience.

Result

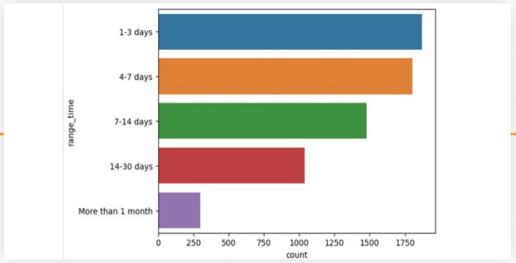


Value Points

Understand the **what, why, when, where** & **how**

Exploratory Analysis

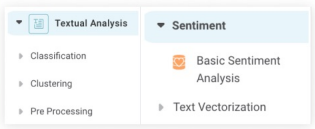
Exploratory Data Analysis On The Preprocessed Data To Derive Meaningful Data Insights

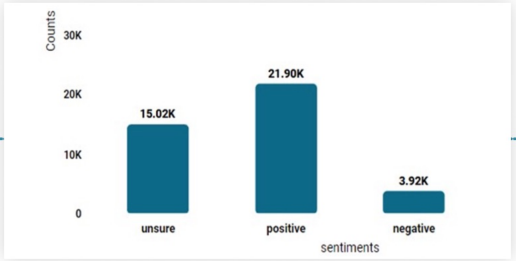


Identify patterns and generate insights to summarise the main characteristics

Exploratory data analysis enables business owners to derive meaningful insights and making better data-driven decisions as opposed to intuitive ones.

Sentiment Analysis

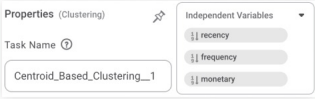


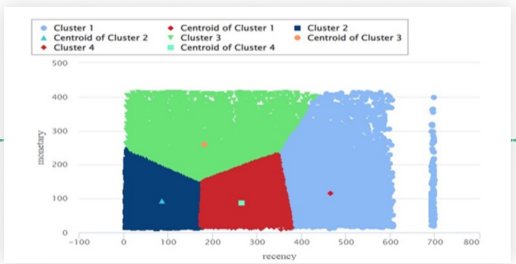


NLP techniques to automate the extraction or classification of sentiment from typically unstructured text.

Sentiment analysis has the potential to significantly impact customer experience, marketing effectiveness, brand reputation, and overall business success.

Clustering using RFM





Predicting CLV using RFM and k-means clustering, to find out best valued customers.

RFM analysis yielding dominant cluster showcasing customers with highly frequent transactions and even the high monetary transactions.

Multi Persona DSML Platform

For all your data needs- Data Engineering, Data Science, Data Visualisation, IoT

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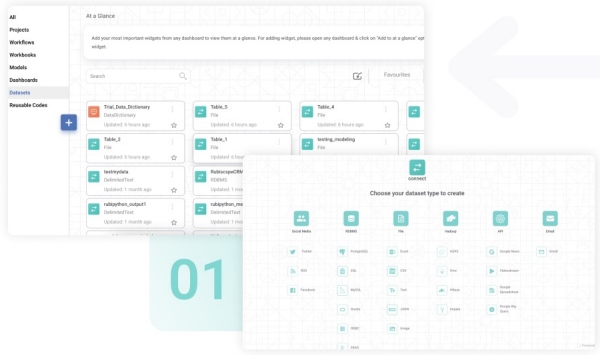
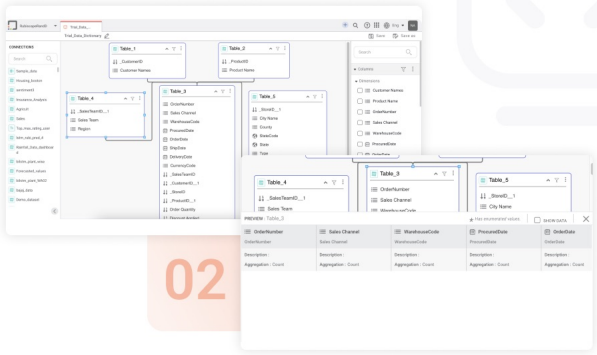
Data Connect



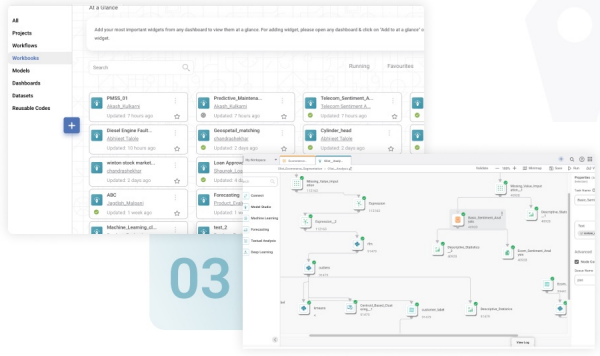
Data Source: Olist_Dataset

Metadata Manger



Comprehensive Data Operations, encompassing Metadata Management

Model Studio



Modeling, encompassing the selection and configuration of models

Visualisation

Viz Ops, Illustrating The Core Trends And Graphical Representations

Agile Data Science

Encapsulating **best practices**, tools and **methods**

Data Ops

Data Architect · Data Manager

ML Ops

ML Experts · Data Scientist

Viz Ops

CXO · Analyst

Tech Ops

Administrator · Cloud architect

Ideate

- What is the **goal**?
- How can you leverage the **data**?
- What do you want to **predict**?

Acquire

- How is data **sampled**?
- Which data is **relevant**?
- Any data **privacy** issue?

Explore

- Plot the **data**
- Are there **anomalies**?
- Are there **patterns**?

Model

- **Build** a model
- **Fit** the model
- **Validate** the model

Present

- What did we **learn**?
- Do the results make **sense**?
- Can we tell a **story**?

Deploy

- Where to **Deploy**?
- What is the **Structure** of Pipeline?
- How to **Optimise** and **Scale**?