

Data Analytics for an Online Retailer from Continental Europe



BUSINESS CASE

- » The Online retailer mainly sells unique all-occasion gifts
- » Many customers of the company are wholesalers
- » Need for improving demand forecasting
- » Create platform to gain understanding of hidden patterns in purchased & returned goods.

SCOPE

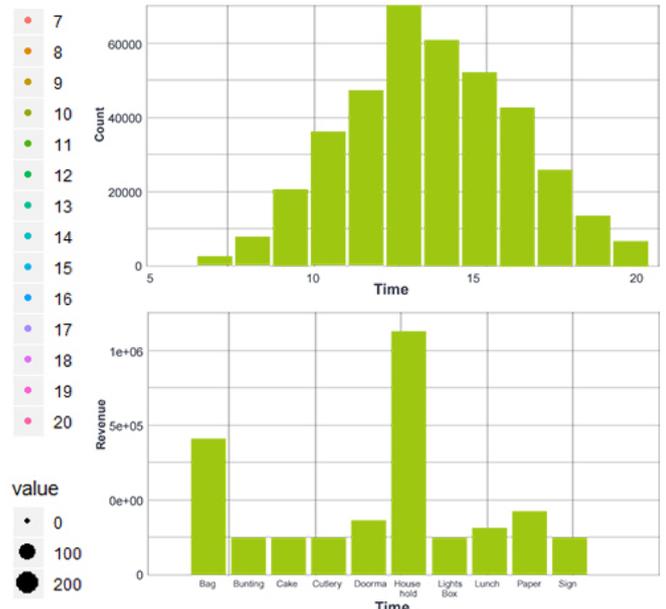
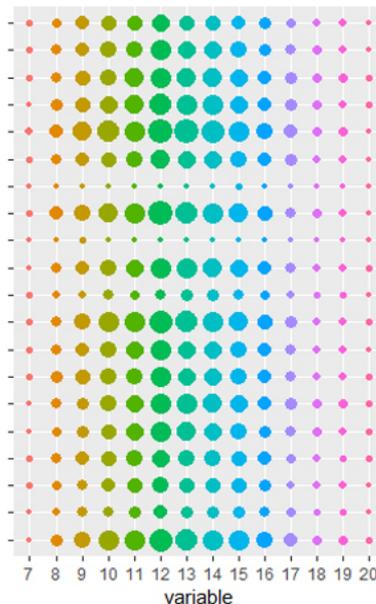
- » Analyse online retailer's multivariate dataset
- » Build & test predictive models for customer segmentation
- » Optimize the analytical model to enhance robustness with reduced variance

BUSINESS BENEFITS

- » Improved demand forecasting capabilities
- » Enhanced ability to manage inventory costs and avoid out-of-stock situations for key products
- » Reduced human interventions in supply chain planning activities.

VIZUALIZATIONS

WOOD BLACK BOARD ANT WHITE FINISH
 VICTORIAN GLASS HANGING T-LIGHT
 SPOTTY BUNTING
 SET OF 3 CAKE TINS PANTRY DESIGN
 REGENCY CAKESTAND 3 TIER
 RABBIT NIGHT LIGHT
 PICNIC BASKET WICKER 60 PIECES
 PARTY BUNTING
 PAPER CRAFT , LITTLE BIRDIE
 PAPER CHAIN KIT 50'S CHRISTMAS
 MEDIUM CERAMIC TOP STORAGE JAR
 LUNCH BAG RED RETROSPOT
 JUMBO BAG PINK POLKADOT
 JAM MAKING SET WITH JARS
 HEART OF WICKER SMALL
 HEART OF WICKER LARGE
 DOORMAT KEEP CALM AND COME IN
 CHILLI LIGHTS
 BLACK RECORD COVER FRAME
 ASSORTED COLOUR BIRD ORNAIAENT



SOLUTION

- » Perform Exploratory Data Analysis for finalizing features to use in the final dataset for modeling
- » Deploy RFM (Recency, Frequency & Monetary) model-based customer segmentation technique to understand the 'The Vital Few' customers
- » Optimize the model

