Bill_Andrews_Projects

As a data analyst, I transform data into insightful knowledge used to drive business choices. My objectives are to work in a data-driven environment, suggest cost-cutting measures, and automate ineffective procedures.

I have experience in data analysis and analytics, and I can target the correct customers while communicating results, trends, and behavior predictions. I have extensive experience developing interactive dashboards for business users to aid critical thinking. For my data science tasks, I use Tableau, Alteryx, Python, SQL, and Python.

Contents of Projects listed above:

Customer Lifetime Value

One of the crucial metrics to monitor as part of a program for improving customer experience is the customer lifetime value (CLV). CLV measures a customer's value to your business over the entire relationship, not simply individual purchases. Customer lifetime value (CLV) is the sum of a customer's value to a company over their relationship. Increasing the ROI of your existing customers is a strategy to spur growth because retaining existing customers is cheaper than attracting new ones.

Today retail businesses are competing for customers more than ever. The reason being is that customers have more choices than ever before. Not only do you have retail stores, but now with a huge online presence where people shop all over the world. Businesses are fighting to serve and capture new customers from their competitors as well as maintaining their current customer base. In both scenarios, businesses need a competitive advantage. That advantage is data, lots of data.

This study investigates the relationship between a United Kingdom retailer and their customers. The investigation analyzes recency, frequency, and monetary value that existing customers provide the business. This analysis produces a Customer Lifetime Value (CLV) for each customer.

We start with a dataset from December 2010 to August 2011. The dataset contains 258,442 orders from 3,057 unique customers in 36 unique countries. Each customer is analyzed in a predictive model to determine the lifetime value. We conclude that the business can use this CLV as a competitive advantage to maintain their existing highest profitable customers.

Today businesses have data on their customers more than ever, but so do their competitors. To maintain a competitive advantage business, need to create personal customer experiences. Also, due to the number of choices that consumers have businesses need to grow and retain their existing customer base. Typically, it is more cost effective to maintain existing customers

than bringing on new customers, but that is not always the case due to discounts, coupons, and target offers.

So, why does business not want to maintain all customers with the same level of effort. That would be the perfect scenario, but they realize that all customers are not the same. In every business, some customers create more value for the business by being a loyal customer and some are just causal consumers.

Identifying these groups of customers and targeting only the most profitable ones will help the business to at least sustain itself in a competitive market. Predictive analytics is a solution to improve sales by grouping members by their propensity to buy products and create a larger number of loyal customers.

This strategy to identify the higher value customers can be done with new and existing customers. Once they have been identified that the marketing department can run campaigns specifically targeting these groups.