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.

**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