1. Our Goal
Find new Prime customer insights that add value to Amazon and the user
- Operations
- Marketing
- Product lines

2. Framework:
Drivers of the Prime Customer lifecycle

3. The Data:
3 customer classifications reflecting tenure
~75 product groups
~9M records consisting of weekly observations for 170k customers

4. Taming the Beast
Feature engineering makes:
- Raw data meaningful
- Relevant to business question
- Manageable
Examples:
- Customer activity
- Product diversity & density
- Spending segments

5. Insights:
Key differentiators between customer segments

A. Data exploration (i.e. find leads)
- Visualize data
- Characterize features
- Differentiate further

B. Validate differentiators
- Correlation tables
- Clustering
- Two-way Tables
- Regressions
- Decision trees

C. Quantify effects and make inferences about how these relate to Prime lifecycle drivers

Prime Customer Segment

Prime Customer Segment differentiated as Product Groups

Product Group 6 has low / negative correlation w/ all major products