

# 财会行业对人才专业能力的需求 以及目前存在的差距

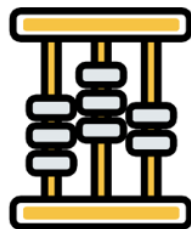
Timmy

# 传统财会行业对人才的专业能力需求

Bookkeeper/Accountant



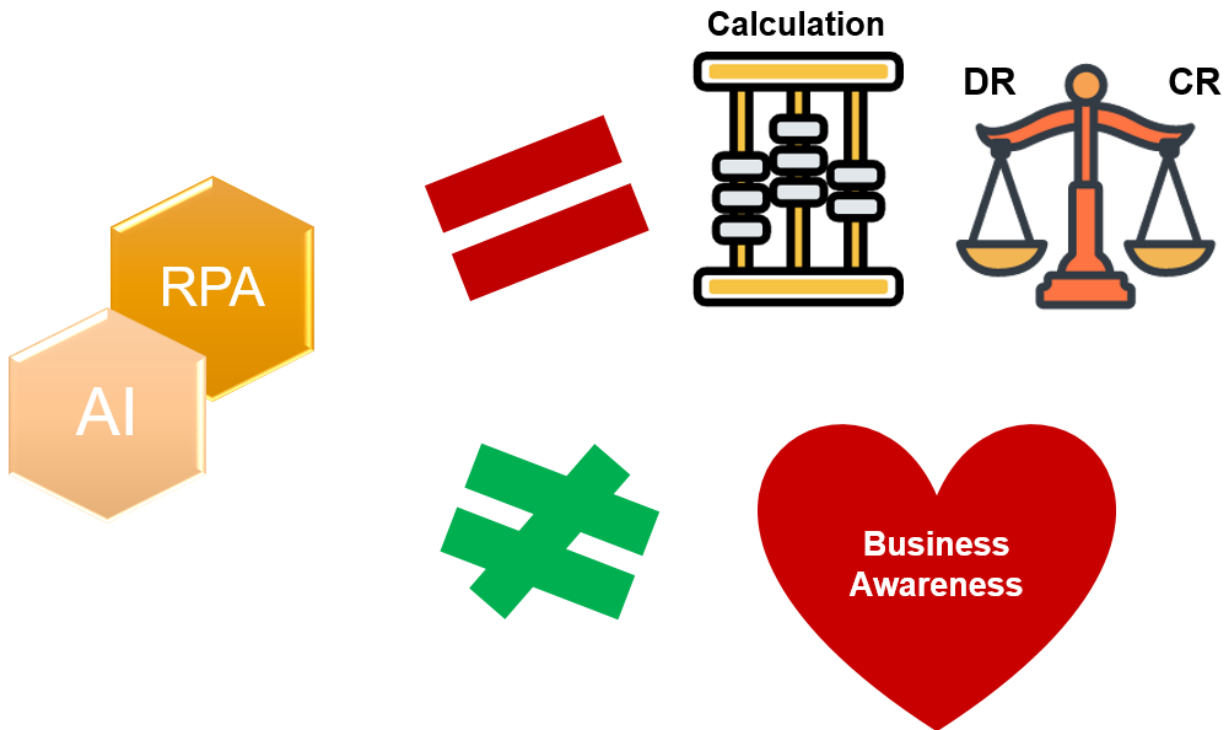
Calculation



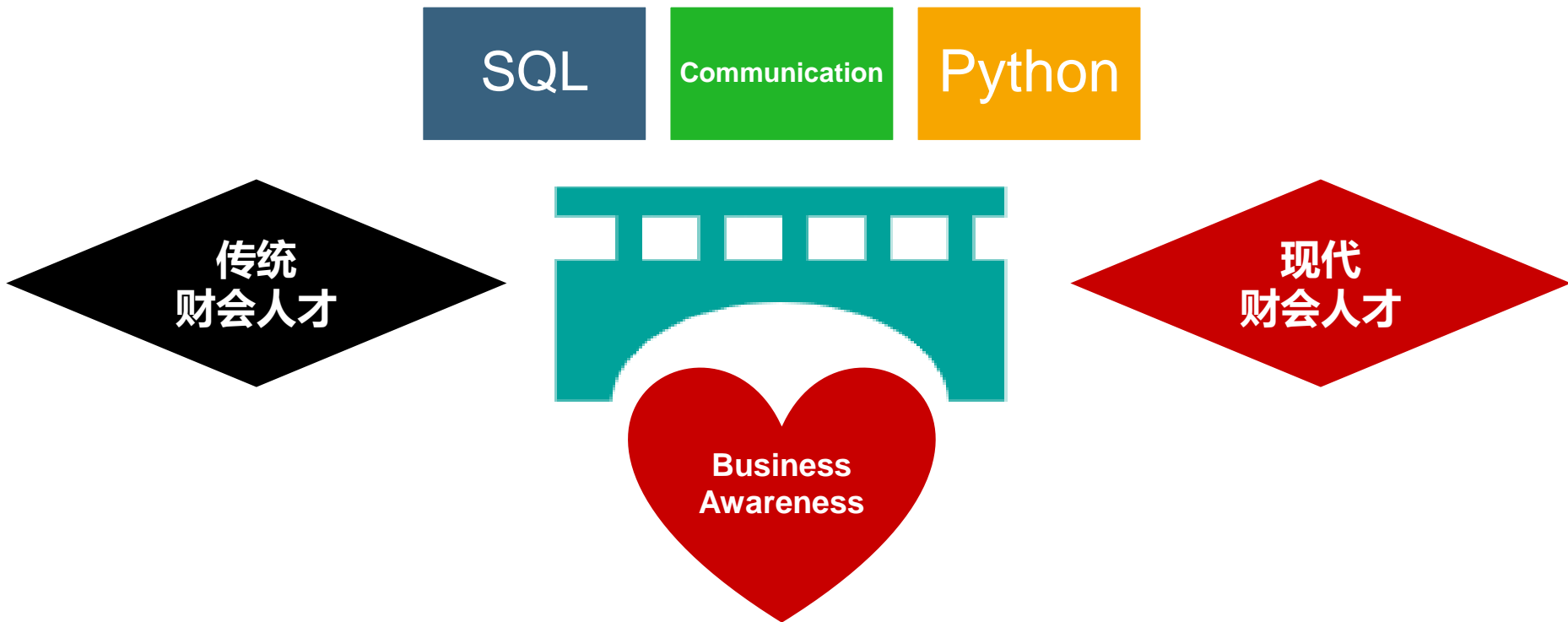
Reporting



# 传统财会行业对人才需求所面临的挑战



# 目前存在的差距



# 实际商业案例分享

## 某中高端连锁酒店

\*内容仅供学习交流

# 企业背景---某中高端连锁酒店

## Before

- 家族创办的连锁酒店品牌，管理系统主要依靠手工记录和简单的电子表格辅助；
- 开业10年共建立5家门店，平均每家门店会员人数为40人；
- 稳定收入主要来源于会员和熟客，企业关注会员的维护，并且对所有会员根据消费金额/消费频率/消费间隔进行分类管理维护。

## Now

- 随着市场需求增大，大量资本进入企业，企业开始进行快速扩张并开始运用先进管理方法；
- 连锁门店快速发展到50家，会员数量达到2000+；
- 快速发展和先进管理方法的应用，提高了人员流动率，因此原有的会员数据信息和大量新增会员信息缺乏管理维护。

\*内容仅供学习交流

# 会员关系管理(CRM)系统信息

## ■ 原有会员信息 (约200位)

Membership ID	Country	City	Age	Gender	QTY	Frequency	Monetary	Recency	GST	Sum of Gross Bill Amount	Segment	
0	MIDMY0049	Malaysia	Kuala Lumpur	48	Female	69	9	3332.0484	176.250000	0.06	3531.971304	VIP
1	MIDSG0475	Singapore	Bedok	45	Female	4	2	15.0092	784.000000	0.07	16.059844	At risk
2	MIDSG0115	Singapore	Bedok	22	Male	7	2	152.0244	838.000000	0.07	162.666108	At risk
3	MIDMY0400	Malaysia	Kuala Lumpur	43	Female	24	6	594.4224	140.200000	0.06	630.087744	VIP
4	MIDID0324	Indonesia	Jakarta	28	Female	55	7	2537.2180	155.833333	0.10	2790.939800	VIP
...	...	...	...	...	...	...	...	...	...	...	...	...
108	MIDSG0323	Singapore	Bedok	59	Female	14	2	606.4140	1131.000000	0.07	648.862980	At risk
109	MIDMY0035	Malaysia	Kuala Lumpur	45	Female	105	11	5402.7498	138.600000	0.06	5726.914788	VIP
110	MIDMY0253	Malaysia	Kuala Lumpur	72	Female	14	2	1082.4678	1113.000000	0.06	1147.415868	At risk
112	MIDSG0299	Singapore	Bedok	54	Male	15	3	446.8934	249.000000	0.07	478.175938	New
113	MIDID0187	Indonesia	Jakarta	41	Male	4	1	47.3856	0.000000	0.10	52.124160	New

## ■ 新增会员信息 (约2000+位)

Membership ID	Country	City	Age	Gender	QTY	Frequency	Monetary	Recency	GST	Sum of Gross Bill Amount	
0	MIDID0001	Indonesia	Jakarta	36	Male	82	13	3381.8126	121.000000	0.1	3719.99386
1	MIDID0002	Indonesia	Jakarta	54	Male	51	9	2062.8474	176.125000	0.1	2269.13214
2	MIDID0003	Indonesia	Jakarta	16	Female	41	6	1861.0770	245.800000	0.1	2047.18470
3	MIDID0004	Indonesia	Jakarta	20	Female	74	8	3938.8050	200.000000	0.1	4332.68550
4	MIDID0005	Indonesia	Jakarta	49	Male	46	10	2307.9344	150.888889	0.1	2538.72784
...	...	...	...	...	...	...	...	...	...	...	...
95	MIDID0107	Indonesia	Jakarta	46	Female	13	4	181.3158	341.000000	0.1	199.44738
96	MIDID0108	Indonesia	Jakarta	55	Female	40	6	2275.7016	222.400000	0.1	2503.27176
97	MIDID0109	Indonesia	Jakarta	50	Female	39	8	1721.7858	190.714286	0.1	1893.96438
98	MIDID0110	Indonesia	Jakarta	38	Female	19	4	1241.8439	354.666667	0.1	1366.02829
99	MIDID0111	Indonesia	Jakarta	15	Female	20	3	900.7715	519.500000	0.1	990.84865



## 如何对会员关系管理(CRM)系统信息预估判断会员种类



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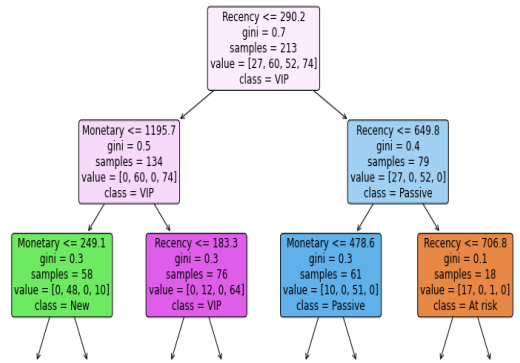
# 如何对会员关系管理(CRM)系统信息预估判断会员种类

```
[6]: # Construct input (pandas DataFrame) & target output (pandas Series)
X = df[['Recency', 'Monetary']]
y = df.Segment

[7]: # Fit the model
model = tree.DecisionTreeClassifier().fit(X, y)

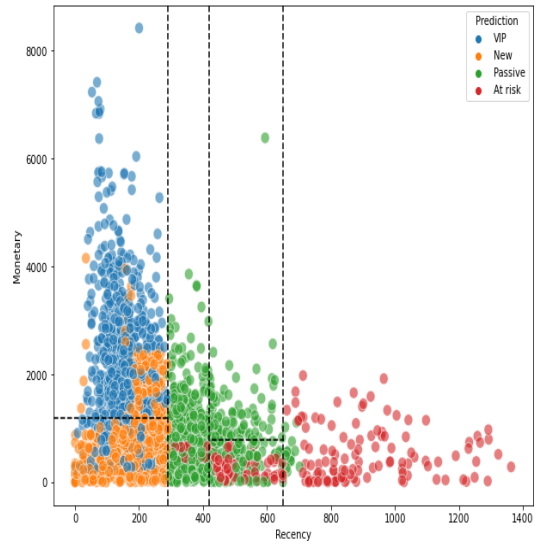
plt.figure(figsize=(13, 8))

tree.plot_tree(
    model,
    feature_names=X.columns,
    class_names=['At risk', 'New', 'Passive', 'VIP'],
    filled=True,
    rounded=True,
    fontsize=12,
    precision=1,
    max_depth=2,
);
```

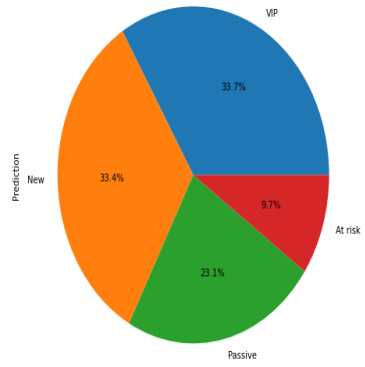


```
[11]: plt.figure(figsize=(10,8))
graph = sns.scatterplot(x="Recency", y="Monetary", hue="Prediction", s=100, alpha=0.6, data=df_predict);
graph.axvline(290, color='black', linestyle='--')
graph.axvline(420, color='black', linestyle='--')
graph.axvline(650, color='black', linestyle='--')
graph.axhline(y=1196, xmin=0, xmax=.24, color='black', linestyle='--')
graph.axhline(y=800, xmin=.33, xmax=.48, color='black', linestyle='--')
```

[11]: <matplotlib.lines.Line2D at 0x19e7e841670>



```
[12]: df_predict.Prediction.value_counts().sort_values(ascending=False).plot(kind='pie', figsize=(10,8), autopct='%1.1f%%')
[12]: <AxesSubplot:ylabel='Prediction'>
```



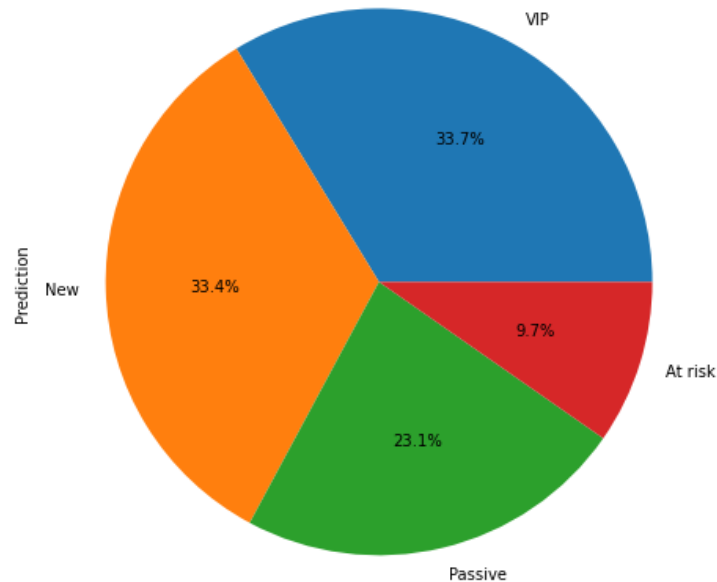
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# 市场推广活动设计 (根据会员类型预估)

- VIP (33.7%)
  - 消费较高，消费频次较密，注重服务质量，来源比较稳定

- New + Passive (56.5%)
  - New消费较低，Passive消费较低并且消费频次较疏

- At risk (9.7%)
  - 消费非常低并且消费频次非常疏



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谢谢!