

Aim of project:

To Build an ML Application that Predicts Target Customers for a Company.

This project is meant to build an application for a company that is capable of predicting if a person is a customer of a company or not just from the person's data.

Business Understanding of Who target customers are and why it's important to know them.

Explore available data about customers in a company.

The customers are the most important people in a business. Without the customers a business can not stand, therefore you should try and make sure your customers get satisfied by all means. One of the most effective ways of making customers satisfied is by getting data about them and also their feedback on purchased products and use it to predict what they want and this data can also be used to create more effective marketing strategies.

This data can be about many things, such as a customer's demographics, personal information or behavior, and it helps companies better connect and engage with their clients.

The aim of this project is to build an ML application that will help filter out people that are not customers from the ones that are customers to a company.

There are four types of customer data which are:

1. Basic data:

Basic data refers to the data you can use to create a database of customer profiles. This can include:

- Basic demographic information:
This may include customer's name, gender, location and contact information.

- Financial information:

This is another aspect of basic data which includes information such as their occupation, what industry they work in, their income and even their annual revenue.

Depending on how you plan to use the data, basic data can include more specific aspects of a customer's life, including children, pets and annual spending. You can use customer relationship programs to streamline the collection and organization of this information.

Some other examples of basic data about customers may include their:

- Email address
- Driver's license number
- Passport number
- Date of birth
- Phone number
- IP address
- Race and ethnicity

2. Interaction data:

Interaction data includes the variety of methods customers use when they engage with a business. This can include information about your products, like usage, purchasing habits and popularity. You can also get interaction data from marketing campaigns by tracking how users engage with your ads, social media accounts and website.

Support engagement can also give you worthy interaction data by showing you the most common subjects your customers use your support platforms for. You can use various customer engagement data platforms to quantify and sort this data easily. Other forms of customer interaction data are:

- Website visits
- User flow
- Native video views
- Email open rate, forwards and bounce rate
- Post likes, shares or replies
- Click-through rate
- Cost per click
- Conversions

3. Behavioral data:

Behavior data can be similar to interaction data, but it covers the direct engagement with a brand. This can include information about how users use your services, including free trial sign-ups, user account logins and account deactivations. You can even gain behavioral data through email newsletter interaction, such as how many users subscribe and unsubscribe.

Another form of behavior data comes from how users interact with any shop feature your website includes. These can be aspects such as the most popular products, abandoned shopping carts and how many customers create an account to finish the shopping process. Website analytic tools can give you an easy method of quantifying behavioral data, so you can use it to improve the customer experience. Behavioral data about your customers also can include:

- Subscription details
- Average order value
- Previous purchases
- Devices
- Feature usage and duration
- User attention
- Heat maps for mouse movement data

4. Attitudinal data:

Attitudinal data gives you information on a customer's direct opinion of a company. This can help you gain insight into how well a product or service in the business is performing, including the public opinion of the brand. You can gather this data using direct methods like customer interviews, focus groups and online surveys. Another method of gaining this data can come from offering the option for online reviews on your website.

There are methods you can use to organize and quantify a customer's opinion clearly to simplify the method of data collection, including the Net Promoter Score (NPS), which is a metric many businesses use to help measure customer experience and brand loyalty. NPS measures how likely a customer is to recommend the brand or product to someone else, which businesses also can use to predict growth. Some other examples of attitudinal data about customers include:

- Customer satisfaction or sentiments

- Preferences
- Purchase criteria
- Product desirability
- Motivations and challenges