**Staged demo plan**

1. **Stage 1**. Full segmentation: we present two different periods (2014 full year and 2016-2017 year-on-year) segmentation based on value analysis (RFM and/or RFMM for each and every customer). This level of feature can be used to generate large customer targets based on value behavior.
2. **Stage 2**. Micro-segmentation and subsampling: starting from (Stage 2) inferred segment we present higher level microsegments that are generated for each main segment (each main segment receives 100 microsegments - from worst to best). This level of feature can be used to fine tune the value-based targeting. Example: high potential customers (microsegments 50-99) from the worst segment, growth customers from average segment (such as microsegments 150-250)
3. **Stage 3**. Multi-variate Micro-segmentation: Based on (Stage 1) and (Stage 2) we apply segmentation and micro-segmentation for varied mixed value-behavior models (Categories purchase segmentation, Top brands purchase segmentation, RFMM-brands-categories segmentation). We instead of plain general segmentation we use category and brand based segmentation to define brand/category value based targeting and micro-targeting.
4. **Stage 4**. Semantic analysis of microsegment behavior (tSNE): virtual behavior map presentation based on (Stage 3) – we present the generative segmentation where each micro-segment is allocated and displayed on a 2d virtual map and microsegments with a high probability of similar behavior are close together. This feature allows the overlapping of value-based micro-segmentation with a inferred behavior map – we can now select targets such as “good customers with high potential that fit in the same behavior pattern and buy a certain brand/category mostly”
5. **Stage 5**. Market basket per microsegment: Based on semantic interpretation of products tables we infer most important products attributes and we present them. Following we analyze each microsegment (generated from Stage 3) buying behavior (based on semantic product attributes) and present microsegment Market Basket. Finally we can infer the actual goods/products “properties” that a certain microsegment prefers – this way we know both what they are buying and what they COULD buy
6. **Stage 6**. Churn: for two years (2014 and 2015) we present a churn prediction (labeling). We use actually identified churned customers and try to predict validate and test our method. We present our prediction quality.
7. **Stage 7**. Churn mitigation proposal: We take a churn prediction result from (Stage 6), we infer the actual microsegments of potentially "going-to-churn" customers and then (based on Stage 5) we find out EXACTLY what they like and what is most likely they would love to receive as PROMOTION.