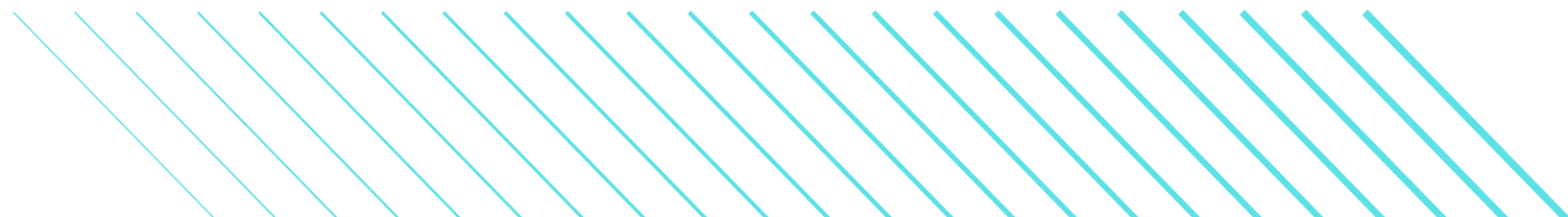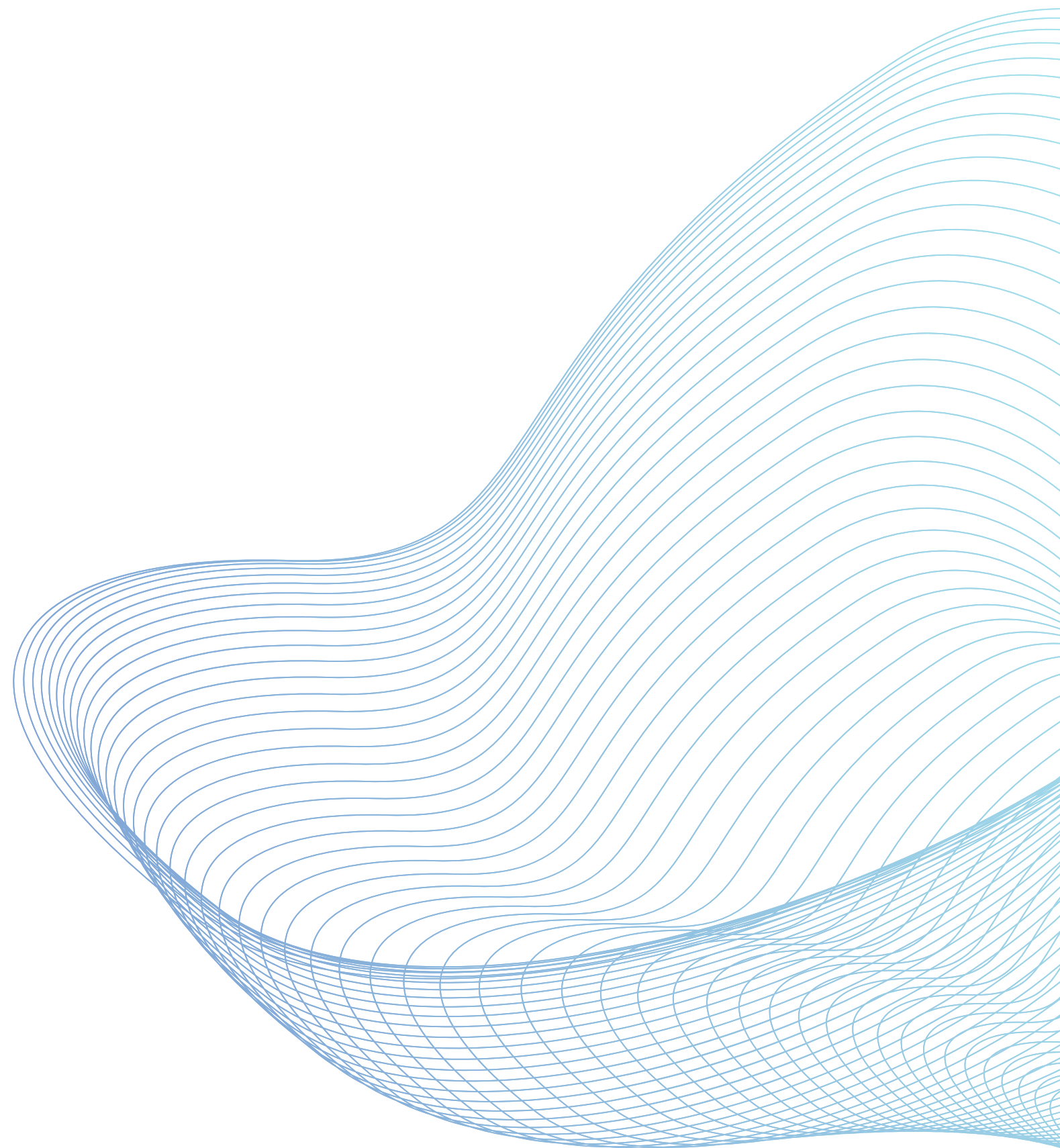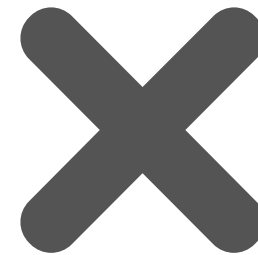# REAL ESTATE

# DATA SOURCE

- Customer Relationship  Management

- Customer Management System

- Campaign Management System

- Visit Review

- Financial Status

- Product Detail

- Customer Questionnaire

  ○ Condo / House

  ○ Size

  ○ Income

  ○ Bugget

  ○ Location

  ○ Sales for

  ○ Status

  ○ Animal / husbandry

  ○ Media

  ○ Promotion

  ○ Live by yourself / rent out

# FEATURES

- **Demographic**

- **Status**

- **Level of Intevest**

- **Communication Channel Preference**

- **Contact Time Preference**

- **Questionnaire**

- **Cross-Sell**

# ACTION

**Segmentation**
Demo, Interest, Status

✕

**Recommendation**
Product, Questionnair, Demo

- Cross - Sell
  - (Demo, Question)

## Analytic

- Interate Project, Campaign