TheAnalyticsTeam

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Data analytics approach

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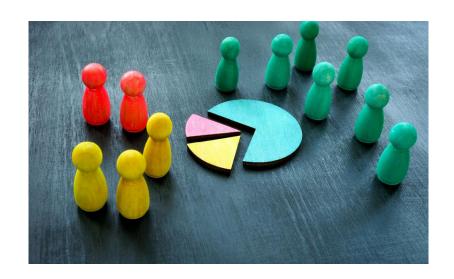
Agenda

1. Introduction
2. Data Exploration
3. Model Development
4. Interpretation

Introduction

Unlocking Business Success: Why Customer Segmentation is Key to Understanding and Meeting the Diverse Needs of Your Customer Base

- Helps to identify profitable customer segments.
- Provides insights for product development.
- Enables personalized customer experiences.
- Improves customer satisfaction.

Data Exploration

Performing various analyses to gain insights into the characteristics and behaviors of your customer base

- Data cleaning.
- Data Integration.
- Feature transformation.
- Data Visualization.
- Relationships identification between different features.
- Feature selection.

Model Development

Using the insights gained from the exploratory data analysis to create a model that can accurately classify customers into different segments

- Choose a suitable algorithm.
- Set the appropriate number of segments.
- Validate the model.

Interpretation

Using the model developed in the previous stage to create a dashboard that provides a clear and concise view of the different customer segments and their characteristics

- Select the appropriate metrics.
- Develop a dashboard.
- Interpret the results.

Appendix

Appendix

Used ressources

- https://www.marketingdonut.co.uk/marketing-essentials/your-target-market/the-art-of-customer-segmentation