



Audience Segmentation

Presentation

What gets measured gets managed- Peter Drucker





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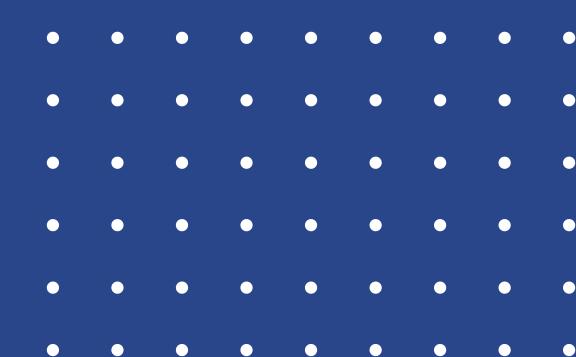
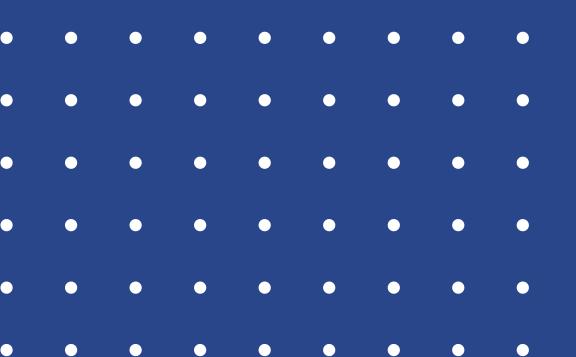
Data Analyst

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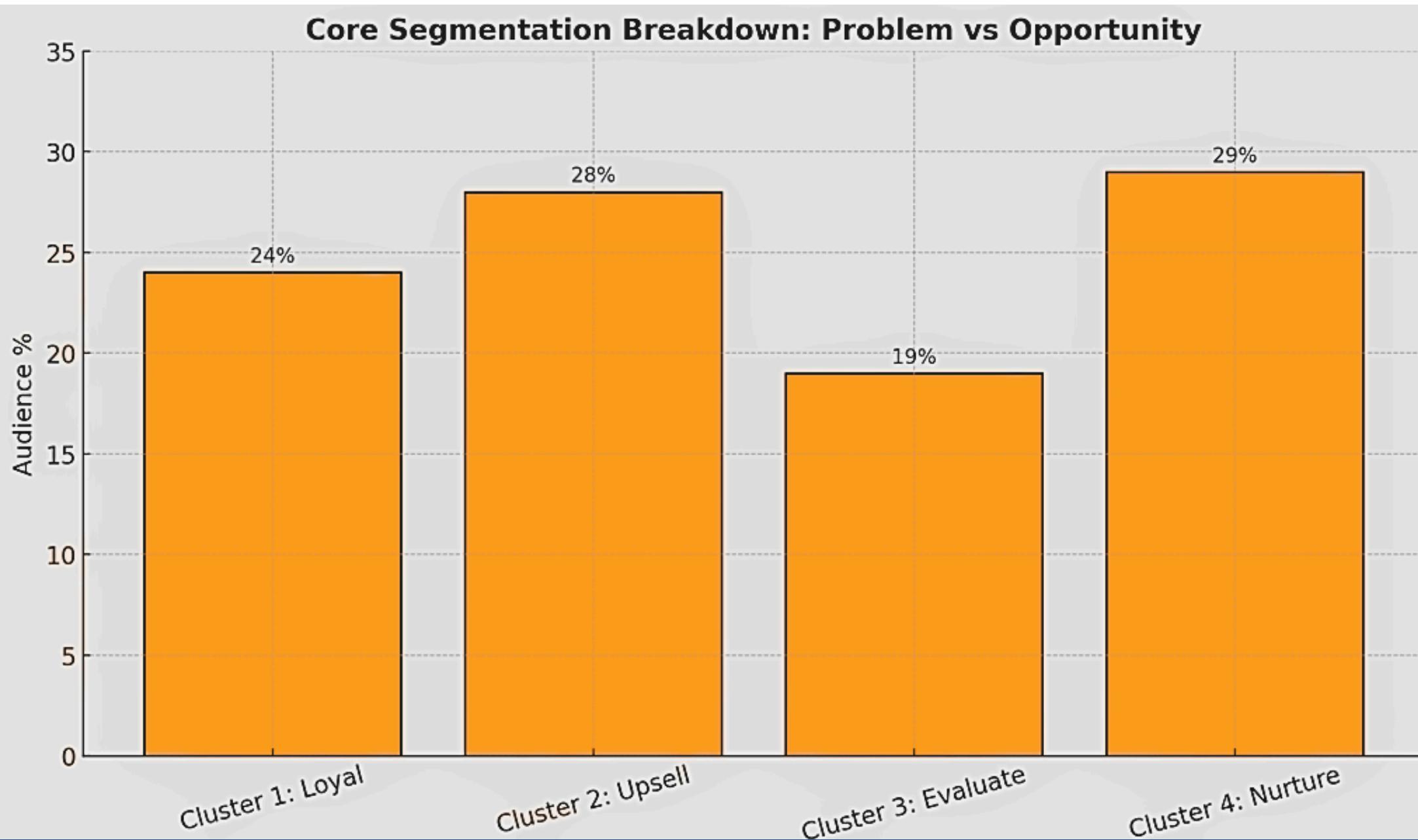
"Numbers have an important story to tell. They rely on you to give them a clear and convincing voice."
— Stephen Few

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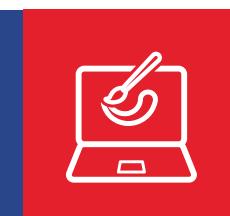
INTRODUCTION

Unlocking Growth Through Behavioral-Driven Segmentation Framework



Problem Statement

Traditional marketing relies on blanket messaging that leads to **wasted budget, poor customer experience, and low conversion rates.** (convert only ~1.5% of unknown personas)



Objective

Leverage clustering, regression, and ML to increase ROI across segments resulting in **personalized, predictive engagement** based on real behaviors—we can unlock smarter campaigns and stronger relationships.



Total Business Value Unlocked Through Our Analysis:
\$8M in revenue potential across product lines through segmentation, targeting, and predictive modeling.





Why Segmentation matters?

The Problem
Wasted budget
on low-value
customers

The Goal
Focus on high-
value segments
to boost ROI

What We Did
Described
customer
behavior
Grouped by
engagement &
revenue
Predicted who
will spend more

Data Used
Revenue, Clicks,
Opens
Persona, Job
Role, Industry
Product Line,
Model
Confidence

Result
Smarter
targeting
Better
messaging
Lower churn
Works across all
products: DGEO,
Labels, Books,
Software





Descriptive Analysis: Persona, Job Function & Management Level

Audience Overview

Personas->

Influencers
(engagement)

Order Takers
(revenue),
Buyers

Job Functions->

Operations,
Admin,
Purchasing

Roles->

Mostly Non-
Managers &
Managers

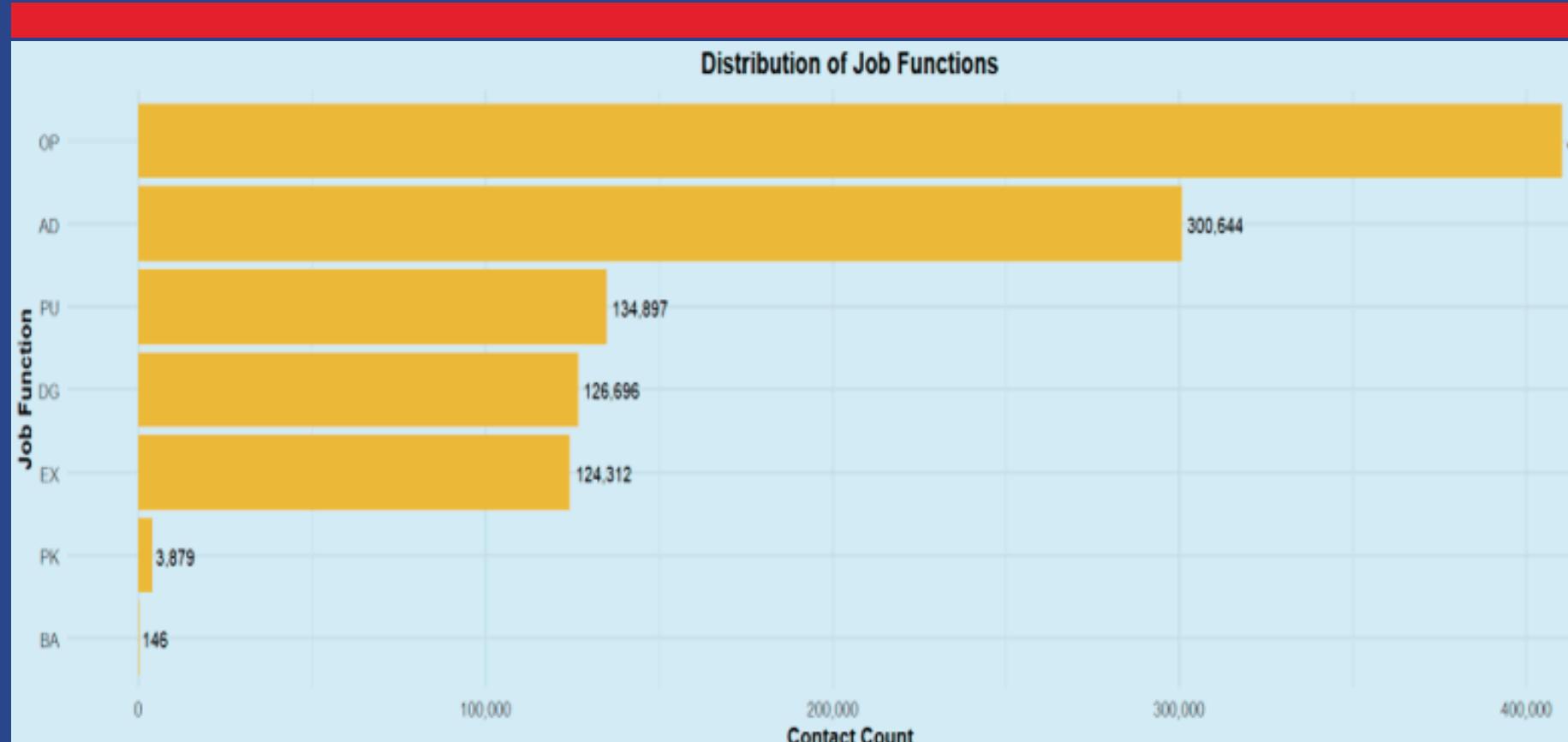
Insight->

Labels → Ops
(Order Takers)

DGEO →
Buyers

Software →
Tech
Influencers

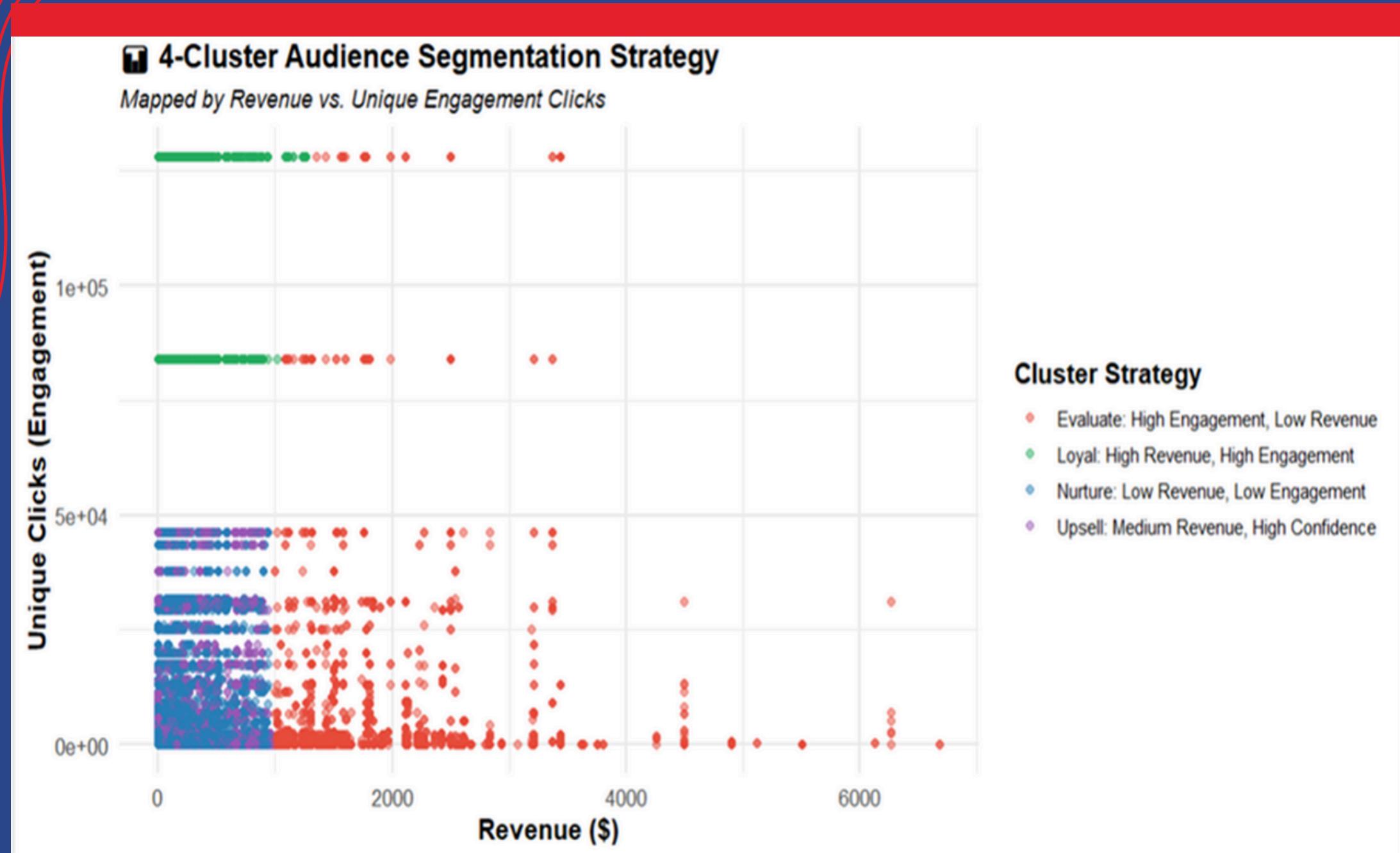
Descriptive Analysis – Persona, Job Function, and Management Level



✓ Majority of contacts are in Operations and Admin, followed by Purchasing, Compliance, and Executive roles—indicating campaigns should focus on these high-volume functions for maximum impact.

✓ Most contacts are Non-Managers and Managers, making them ideal for operational-focused campaigns; while VPs, Directors, and C-Level require ROI-driven messaging—this segmentation supports better targeting, lead scoring, and budget allocation.

Segmentation & Cluster Logic - 4 Cluster Strategy



Cluster 1: Loyal (green)

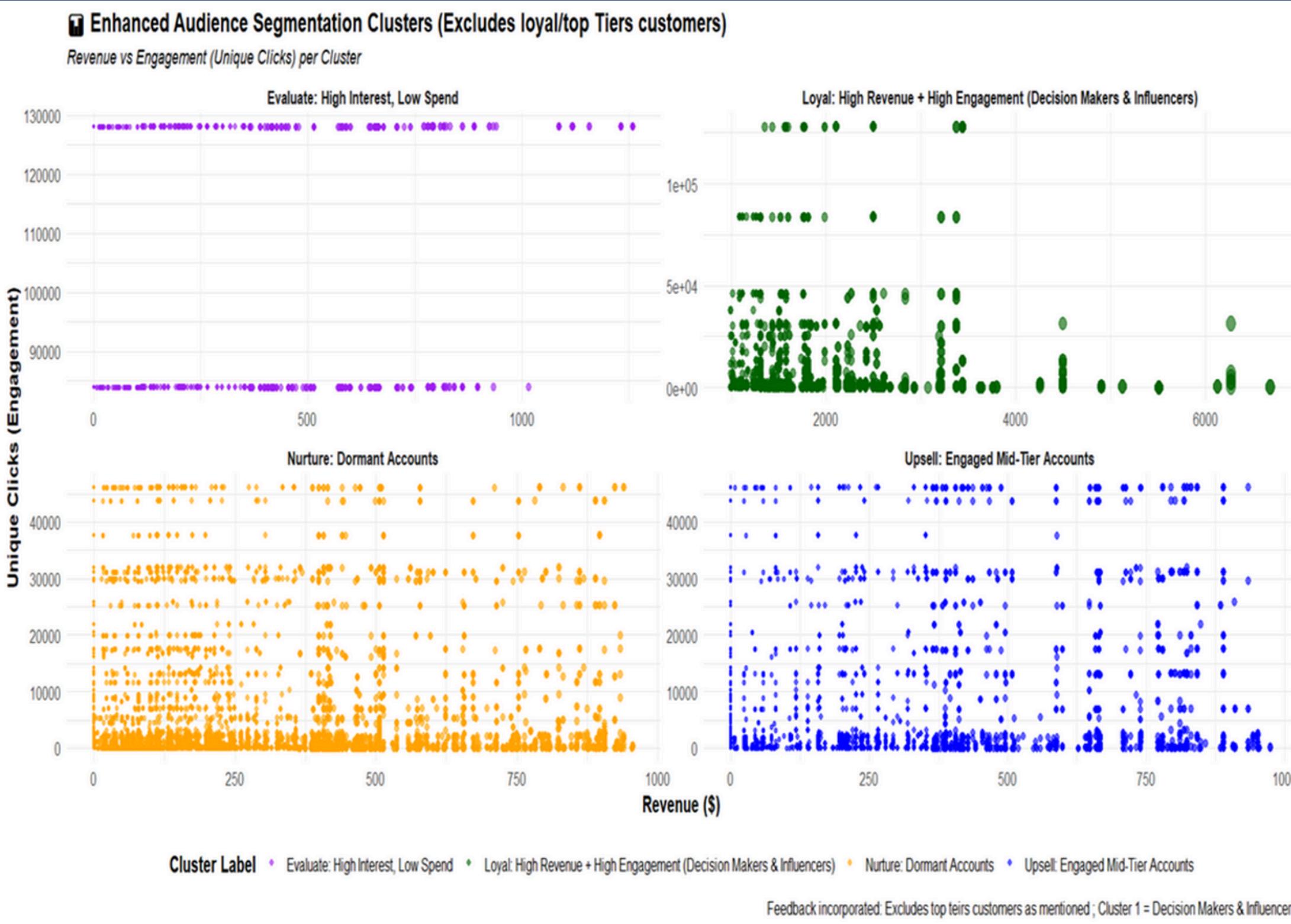
Cluster 2: Upsell (purple)

Cluster 3: Evaluate (red)

Cluster 4: Nurture (blue)

Insight: 4-cluster segmentation based on revenue and engagement reveals 4 key groups—enabling targeted campaigns, smarter lead scoring, and persona-driven ROI optimization.

Segmentation plot showing the 4 clusters based on Revenue vs Engagement



Cluster 1: Loyal (green) – High Revenue + High Engagement

Cluster 2: Upsell (purple) – Medium Revenue + High Engagement

Cluster 3: Evaluate (red) – High Engagement + Low Revenue

Cluster 4: Nurture (blue) – Low Revenue + Low Engagement Business



Insights: Targeting by cluster boosts personalization, ROI, and conversions

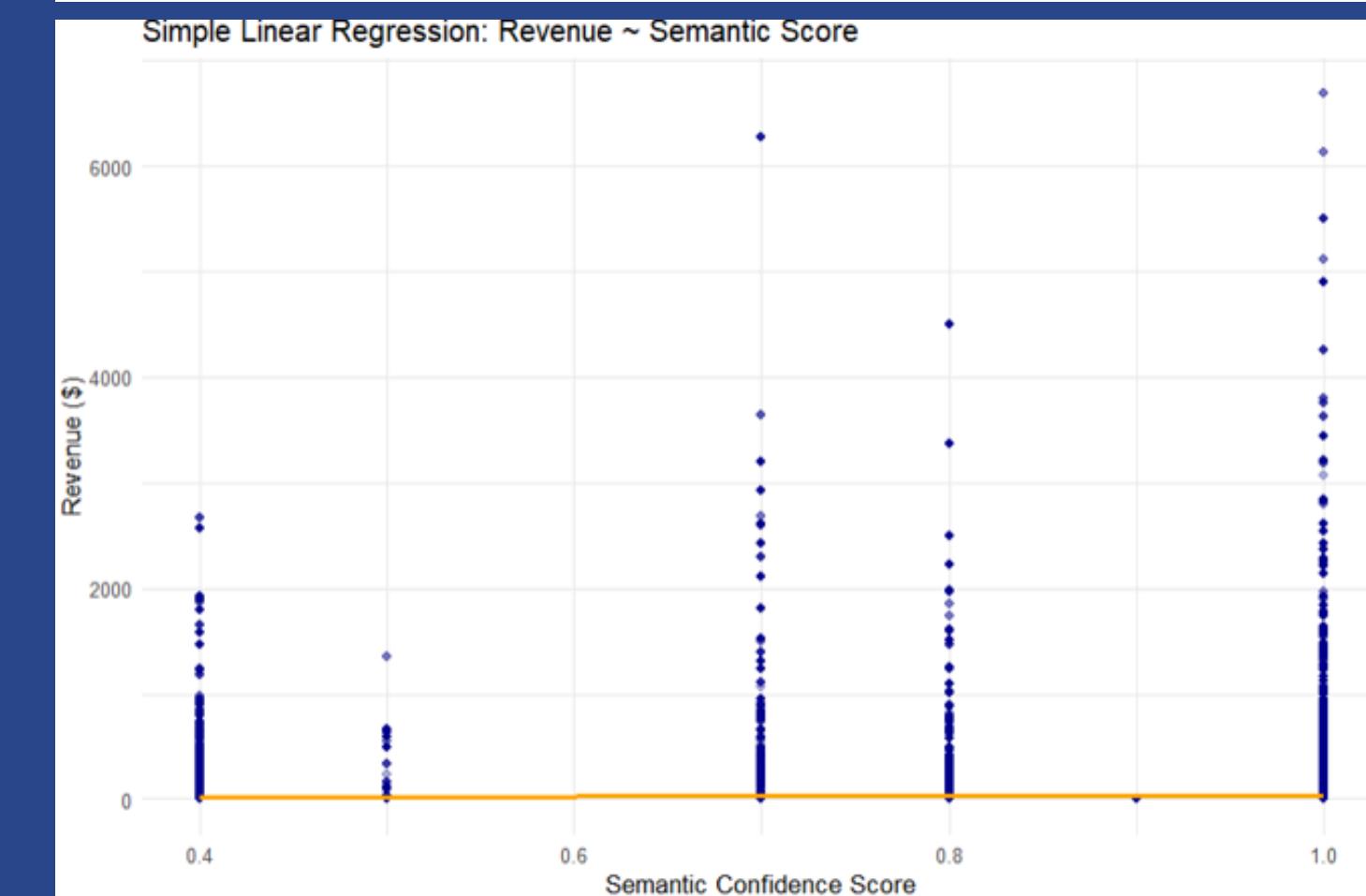
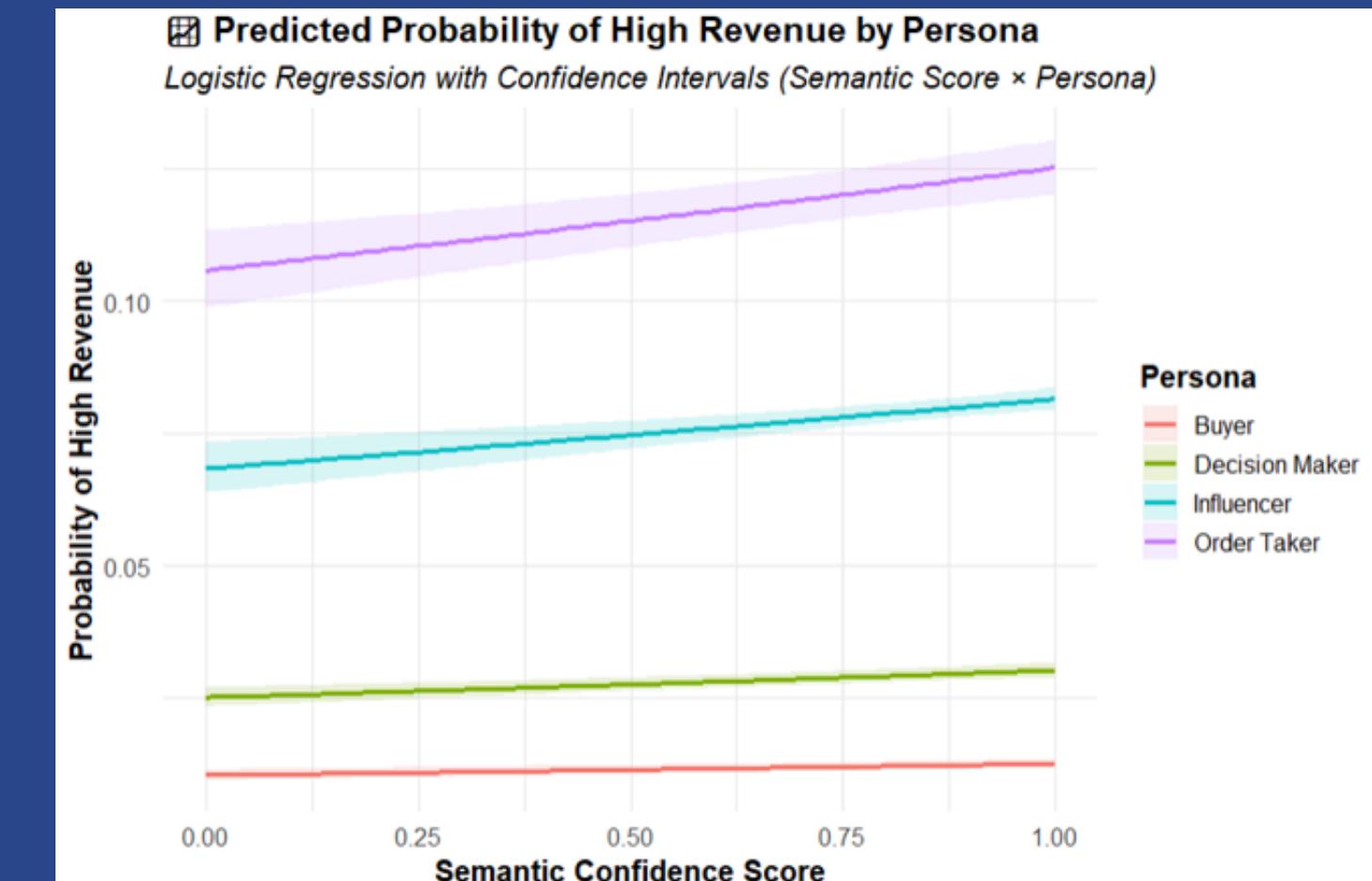
Focus: Prioritize Upsell & Evaluate – high potential, engagement is strong but revenue has not yet peaked.



Predicting Revenue Potential Using Personas

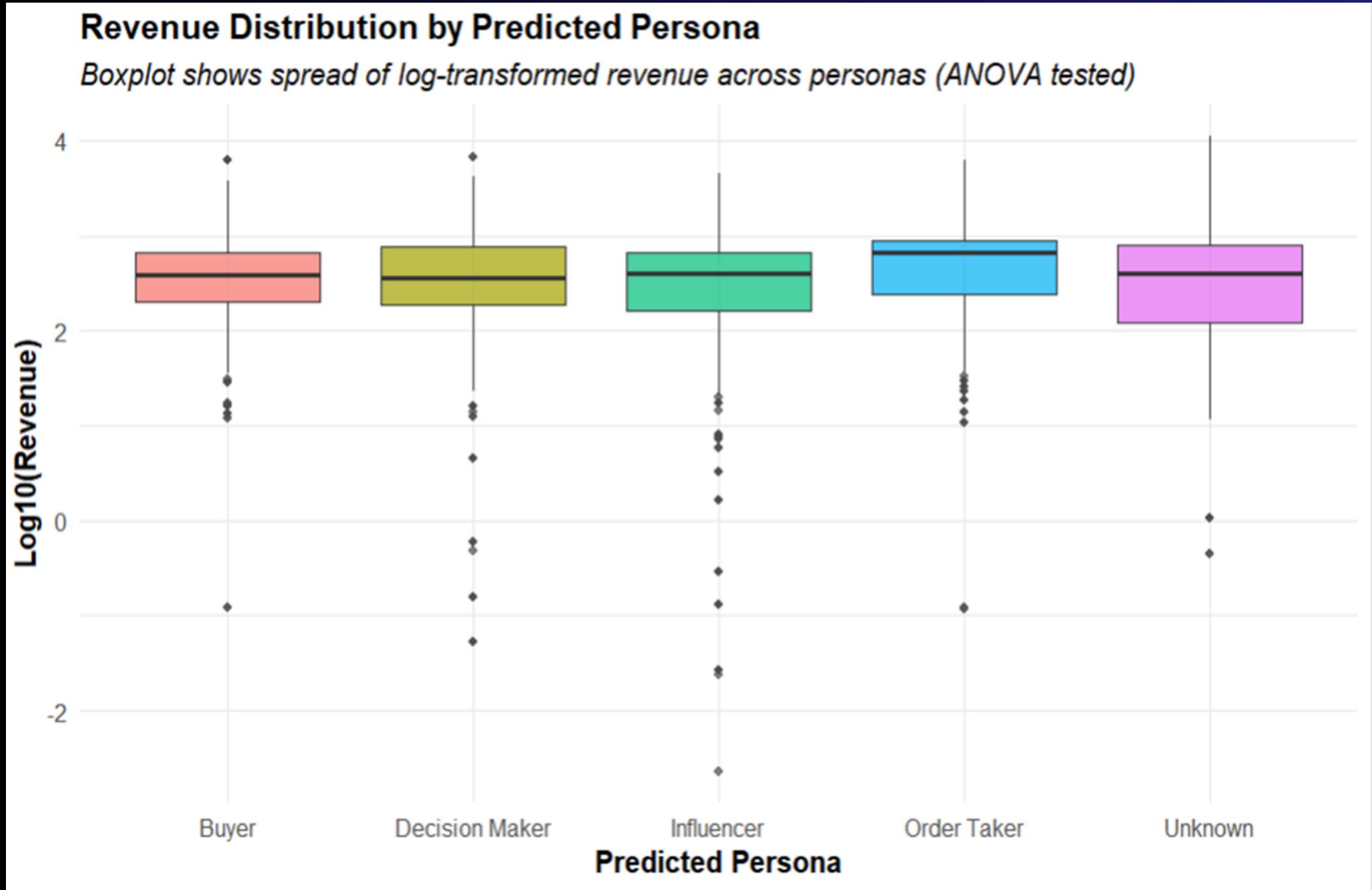
- **Linear Regression:** Order Takers and Influencers = high coefficients
- **Logistic Regression:** High confidence + persona = greater high-revenue probability
- **Random Forest (with SMOTE):** Fixed class imbalance, increased accuracy

✓ Behavioral and persona signals outperform job title alone in forecasting revenue likelihood.
Models were trained across segments from DGEO, Labels, and Software to optimize lead scoring and conversion prediction.





Revenue Distribution : Anova



ANOVA + Box Plot shows significant revenue differences across personas—enabling revenue-informed segmentation where high-value Influencers or Order Takers get premium targeting, while lower-performing groups receive nurturing—boosting personalization, ROI, and strategic focus.



Conclusion: Key Takeaways



- DGEQ should use **ABM for Clusters 1 and 2** to maximize high-revenue buyers
- Labels should focus on **Cluster 2 with cross-sell bundles** for mid-tier customers
- Books can benefit from **nurturing campaigns targeting Cluster 3** (evaluate stage)
- Software has mixed opportunities **for retention and reactivation strategies**
- Personal Compliance users in **Cluster 4 require re-engagement campaigns**

This strategic mapping links segmentation directly to product performance, team goals, and personalized customer outreach.



Thank You

Open For Questions

Lets Talk !

APPENDIX



Top 5 Revenue Opportunities (Breakdown from Total \$5M–\$10M Estimate)

Product Line	Cluster Type	# of Contacts	Avg Revenue/Contact (\$)	Calculation	Est. Opportunity
DGEO Packaging	Cluster 2 – Upsell	1,000	\$2,000	$1,000 \times 2,000$	\$2,000,000
Labels	Cluster 3 – Evaluate	750	\$2,000	$750 \times 2,000$	\$1,500,000
Books	Cluster 4 – Nurture	800	\$1,000	$800 \times 1,000$	\$800,000
Software	Cluster 1 – Loyal	600	\$2,000	$600 \times 2,000$	\$1,200,000
Personal Compliance	Cluster 2 – Upsell	650	\$2,000	$650 \times 2,000$	\$1,300,000

Total White Space Value: \$6,800,000

Summary: Total Business Value from Our Analysis

Model/Technique	Outcome Area	Estimated Value	Calculation Summary
K-Means Clustering	Revenue uplift (Upsell + Evaluate)	\$2M – 4M	800–1,600 accounts × \$2,500 each
Logistic Regression	Lead prioritization impact	\$1M – 2M	400–800 accounts × \$2,500
Random Forest + SMOTE	High-revenue account recovery	\$1M – 2M	400–800 conversions × \$2,500
Persona/Function Targeting	Campaign budget optimization	\$1M – 2M	25%–30% of \$3M–4M annual spend
Total Value	Revenue and Cost Optimization	\$5M – 10M	Conservative model-driven gain + cost savings

Total Business Value from Our Analysis

- 1. Dual Value Creation:** Our analysis combines segmentation and modeling to drive both revenue growth and cost savings.
- 2. K-Means Clustering identified upsell and evaluate segments worth \$2M–\$4M in potential uplift.**
- 3. Logistic Regression prioritized high-conversion leads, unlocking \$1M–\$2M in sales efficiency.**
- 4. Random Forest + SMOTE helped recover dormant accounts, projecting \$1M–\$2M in regained revenue.**
- 5. Persona/Function Targeting enabled \$1M–\$2M in campaign budget optimization through precision targeting. Total Model-Driven Value is estimated between \$5M–\$10M, combining uplift, recovery, and cost savings.**
- 6. Mapped to Product Lines, we uncovered \$6.8M in whitespace opportunities across DGEO, Labels, Books, and more.**
- 7. Business Impact:** These insights support smarter Decisions, higher ROI, and a scalable go-to-market strategy.

