

# Customer Segmentation (RFM)

26 April 2024



# Materi Hari Ini

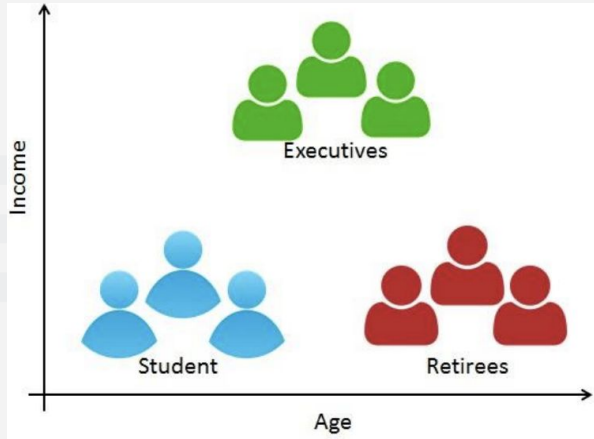


Kita akan mempelajari antara lain:

1. Apa itu Segmentasi Pelanggan?
2. Apa itu RFM?
3. Mengapa kita harus melakukan Segmentasi Pelanggan?
4. Langkah Praktis



# Segmentasi Pelanggan (Customer Segmentation)



- **Segmentasi Pelanggan** adalah proses di mana kita membagi pelanggan kita berdasarkan karakteristik yang umum (demografi, perilaku, dll)
- Tujuan dari segmentasi pelanggan adalah **untuk memasarkan kepada pelanggan tersebut lebih efektif**
- Segmen pelanggan bisa digunakan untuk **membuat persona, personifikasi dari segmen pelanggan, yang bisa digunakan untuk memahami kebutuhan pelanggan lebih baik.**

# Personifikasi



**MARK, 22**

## DEMOGRAPHICS

- Rents a 2 bedroom apartment in uptown Charlotte, NC with old teammates from lacrosse.
- Currently an intern for a large sports management company and a bar tender at a high end cocktail bar on the weekends.
- Recently single and using dating apps. An only child and rescued a puppy 4 months ago.
- Graduated with a 3.8 in Health Sciences from UNCW. Owes \$28,000 in private loans.

## BEHAVIORAL IDENTIFIERS

- Hobbies include eating out, lifting weights, playing club lacrosse, drinking draft beer, tailgating for UNC, and watching live music.
- Prefers chat systems for customer service and support. Values quick responses and 24 hour availability.
- Wants fast shipping. Values a low price. Prefers online marketing, light colors, and simple websites.
- Shops online between 7pm-3am. Buys during pay periods at the end of the month and often uses promo codes.
- Owns an Android and shops on mobile with referrals from social media such as Instagram and Facebook.
- Studied abroad in Chile. Can speak Spanish and some Italian. Travels on a budget and prefers hostels to hotels.
- Personal goals to be out of debt by 2024, to be engaged in 4 years, and to work in a university sports medicine department.
- Very fit and active but has a bad diet due to eating on a budget and drinking often. Seeks out health information daily.



**JUSTIN, 31**

## DEMOGRAPHICS

- Rents a 1 bedroom apartment in uptown Atlanta with his partner. Saving to buy a home next year.
- Works 40 hours a week in a 5 star hotel as a superintendent with a net income of \$120,000.
- Recently engaged to his boyfriend of 5 years with plans to marry in NYC in the winter.
- Graduated from a community college with honors and held office in 3 on-campus clubs.

## BEHAVIORAL IDENTIFIERS

- Hobbies include vegan cooking, yoga, monthly massages, playing the drums, volunteering, drinking cocktails and watching local plays.
- Prefers to call for customer service and support. Values follow up summary emails and easy to read directions.
- Wants free shipping on large orders. Values quality and privacy. Extremely brand loyal. Prefers email marketing.
- Shops online between 9am-3pm and makes multiple returns. Uses Paypal at checkout.
- Owns an iPhone and tablet. Shops on this tablet with referrals from email marketing and promotions.
- Travels in the USA twice a year to visit family in Maine and California. Prefers long road trips and holiday travel.
- Personal goals to become a general manager within 4 years and to purchase a suburban home after his wedding and honeymoon.
- Cooks very healthy and with local products. Has great self care and is very active.



**MAGGIE, 52**

## DEMOGRAPHICS

- Owns a 4 bedroom home in coastal NC and 2 high end cars. Lives in a suburban gated neighborhood.
- Human Resource Director of a small media company for 5 years with a \$88,000 salary.
- Happily married for 12 years with 2 sons and a house hold income of above \$220,000.
- Well educated with an HR degree from a state university. Graduated without debt.

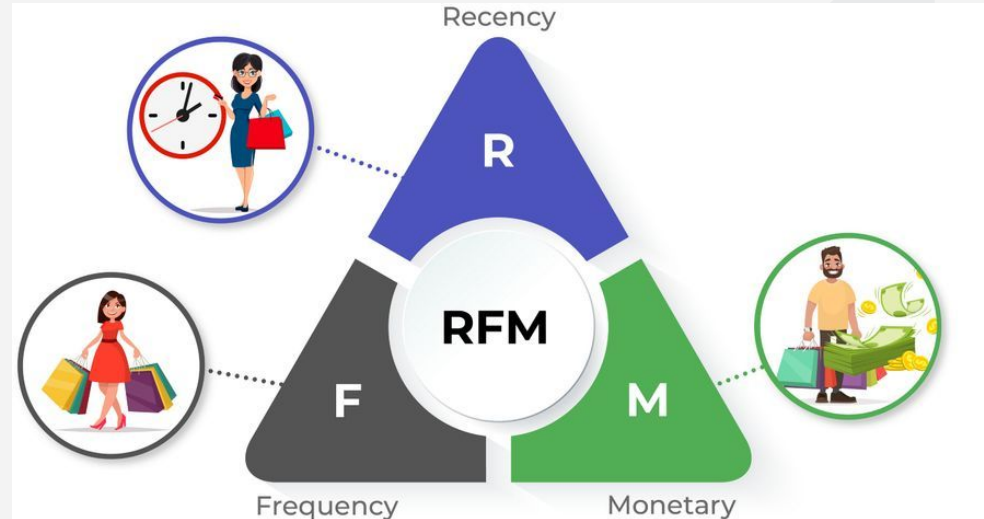
## BEHAVIORAL IDENTIFIERS

- Hobbies include reading, playing tennis, networking at the country club, being involved in youth groups and visiting the beach.
- Strong need for customer service and support. Values face to face communication and rewards systems.
- Wants a simple product. Values quantity and brand image. Prefers print marketing and bold graphics.
- Shops in department stores after 5pm. Buys in bulk on sale items. Referred by a previous client.
- Owns an iPhone but makes purchases online with a desktop Mac computer. Needs a simple check out system.
- Well traveled in Europe. Prefers traveling in off peak times in chain hotels and loves pre-planned travel like cruises.
- Personal goals to retire by age 65, to own a vacation home on the Spanish Riviera and for her sons to attend an ivy league university.
- In very good health but very busy and often stressed. Visits group exercise programs.

# Recency (R), Frequency (F), Monetary (M)

1. **Recency**: Seberapa baru pelanggan melakukan pembelian?
2. **Frequency**: Seberapa sering mereka melakukan pembelian?
3. **Monetary**: Berapa banyak yang mereka habiskan?

Pelanggan yang baru saja melakukan pembelian, **sering melakukan pembelian, dan menghabiskan lebih banyak cenderung akan membeli produk kita lagi.**



# Kenapa Segmentasi RFM Penting?

Tidak hanya penting, tetapi VITAL untuk mengoptimalkan strategi pemasaran kita, memaksimalkan nilai pelanggan, dan meningkatkan pengalaman pelanggan

Dengan ini, kita dapat memastikan komunikasi kita ke pelanggan efektif dan tepat



# Implementasi

- RFM - Data Science Project 5
- Hands-on Coding in Google Colab

```
31 def __init__(self, settings):
32     self.file = None
33     self.fingerprints = set()
34     self.logdupes = True
35     self.debug = debug
36     self.logger = logging.getLogger(__name__)
37     if path:
38         self.file = open(os.path.join(path, "requests.log"),
39                         "a")
40         self.file.seek(0)
41         self.fingerprints.update(s.request for s in self.data)
42
43 @classmethod
44 def from_settings(cls, settings):
45     debug = settings.getbool("SUPPRESS_LOG_DEBUG")
46     return cls(job_dir(settings), debug)
47
48 def request_seen(self, request):
49     fp = self.request_fingerprint(request)
50     if fp in self.fingerprints:
51         return True
52     self.fingerprints.add(fp)
53     if self.file:
54         self.file.write(fp + os.linesep)
55
56 def request_fingerprint(self, request):
57     return request_fingerprint(request)
```





# Thank You

