Context

Understanding customers for product A and product B & opportunities of growth

Customer Segmentation

Product Usage
Customer using **Product A**
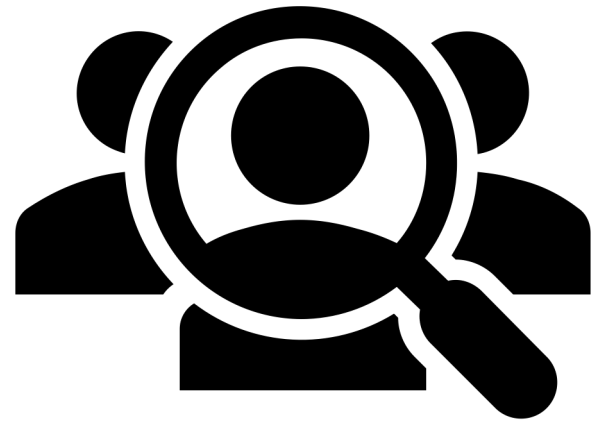Customers using **Product B**

Revenue Growth

Targeting customer with low usage
of **Product A & Product B**

Executive Summary

Customers segmentation is done based on usage pattern; high users have max growth opportunity.
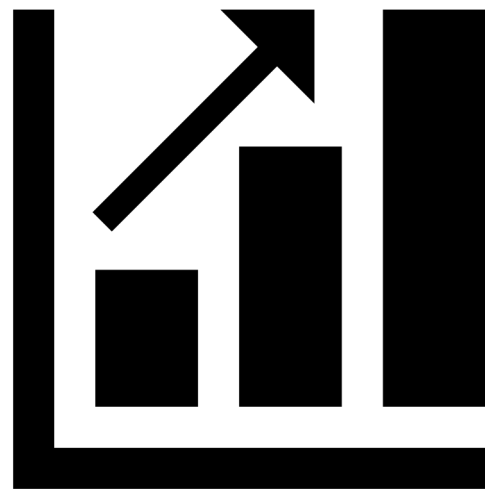
Low Product A usage/**High** Product B Usage

High Product A usage/**Low** Product B usage

Low Product A & B Usage
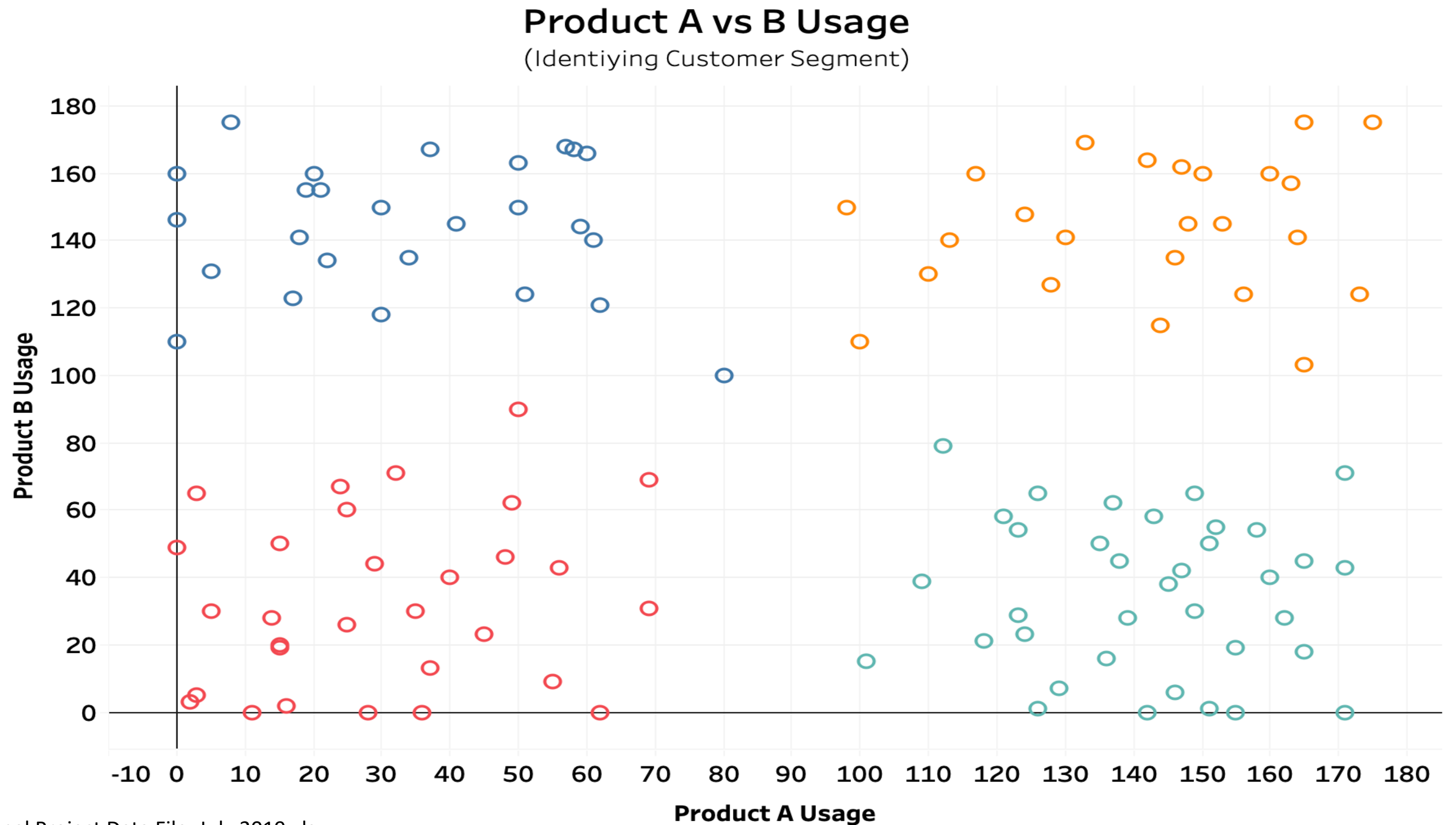
High Product A & B usage

Growth opportunity for **Product A –** Low Usage customers

Growth opportunity for **Product B –** Low usage customers

High Growth opportunity for **Product A & B –** Low usage customers
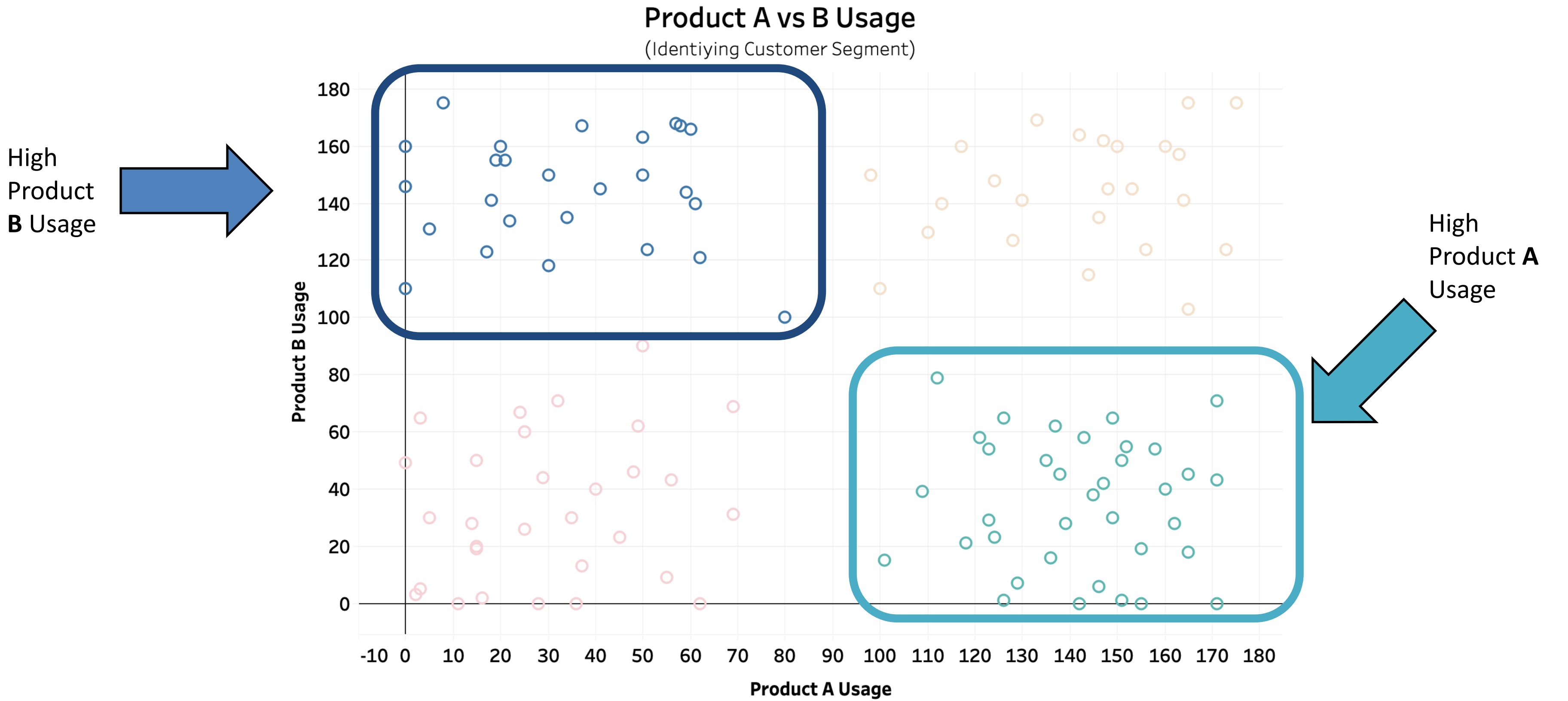
Customer Segmentation

Customers are segmented into 4 parts based on there usage of product A & B

Product A vs B Usage
(Identiying Customer Segment)

Source: Data Viz - Final Project Data File, July 2019.xlsx
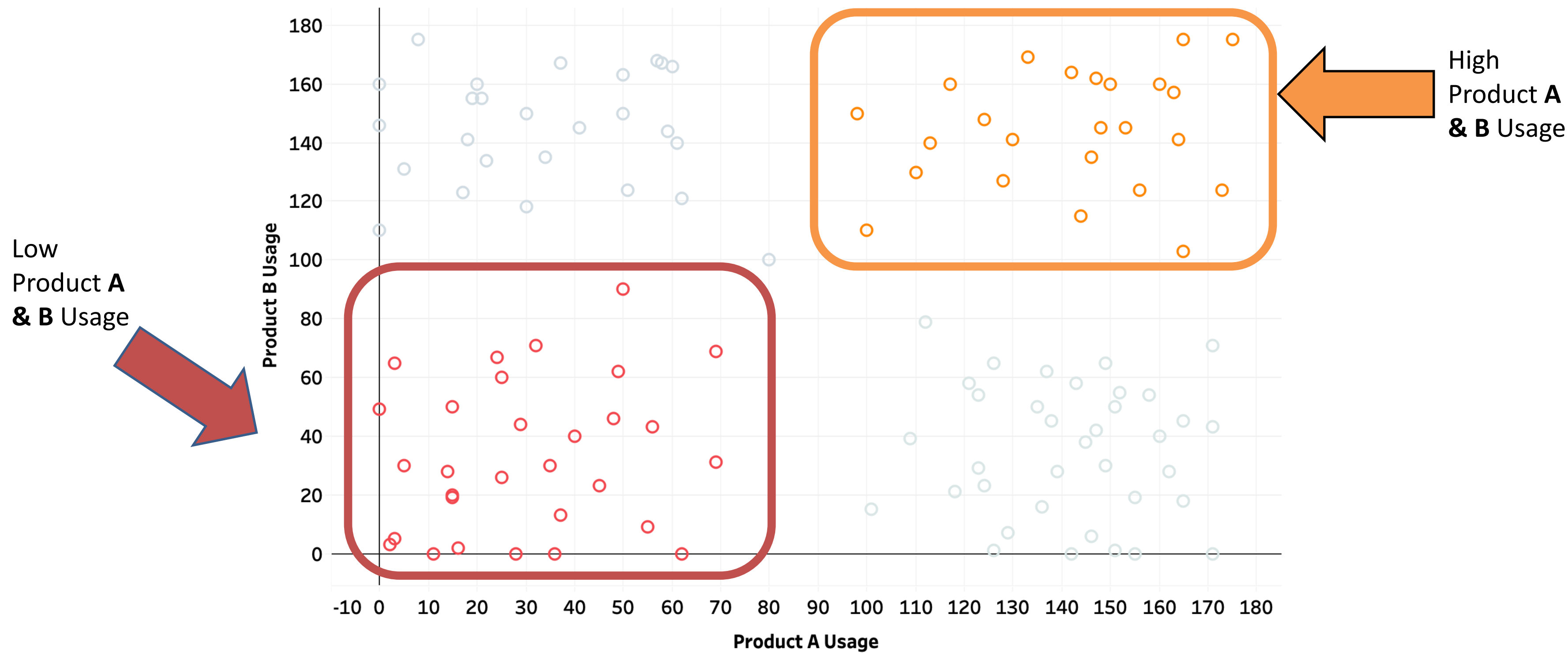
4

Customer Segmentation

Customers usage pattern: Low Product A usage/High Product B Usage & High Product A usage/Low Product B usage
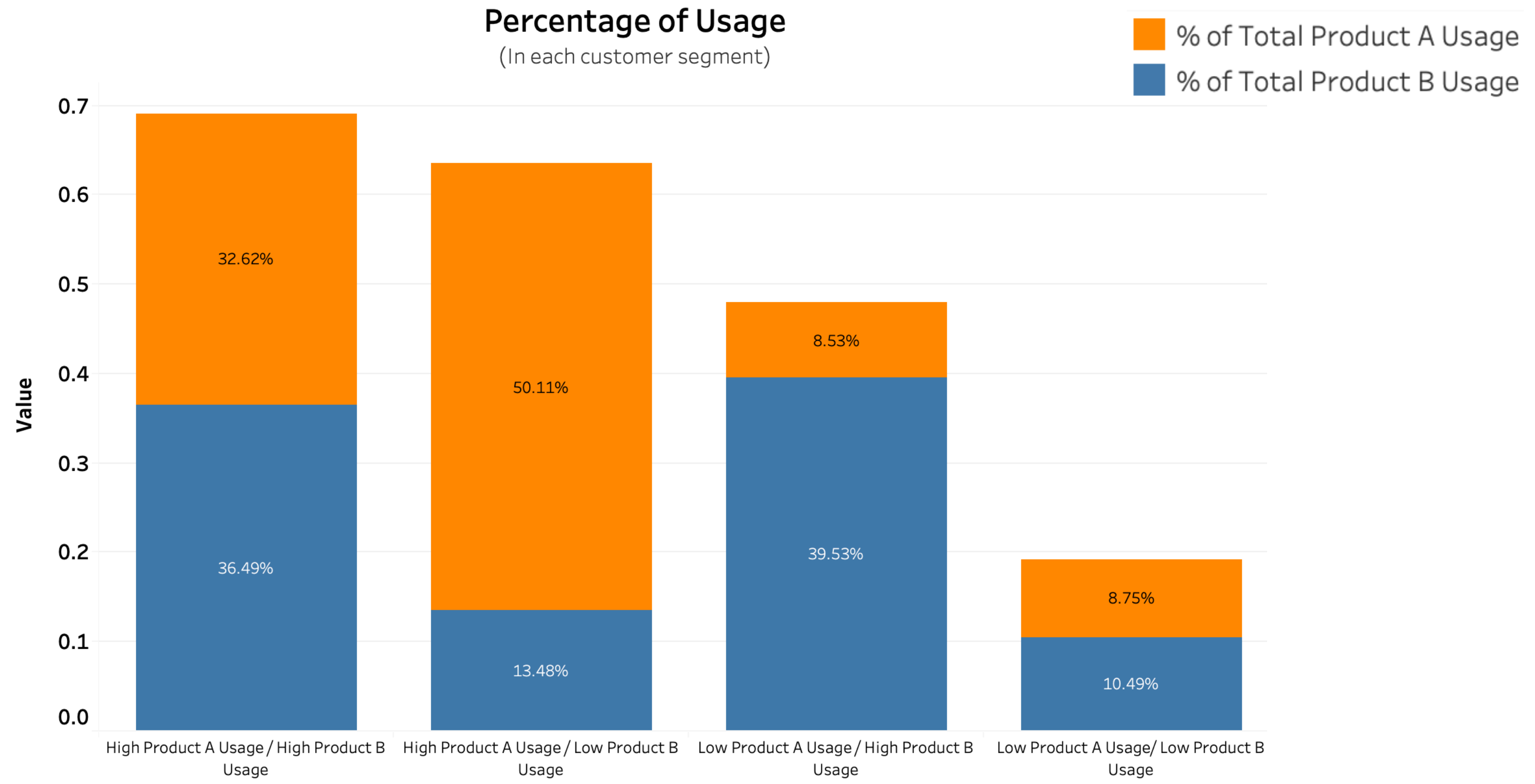
Customer Segmentation

Customers usage pattern: Low Product A & B Usage & High Product A & B usage

Product A vs B Usage
(Identiying Customer Segment)

High Product **A** & **B** Usage
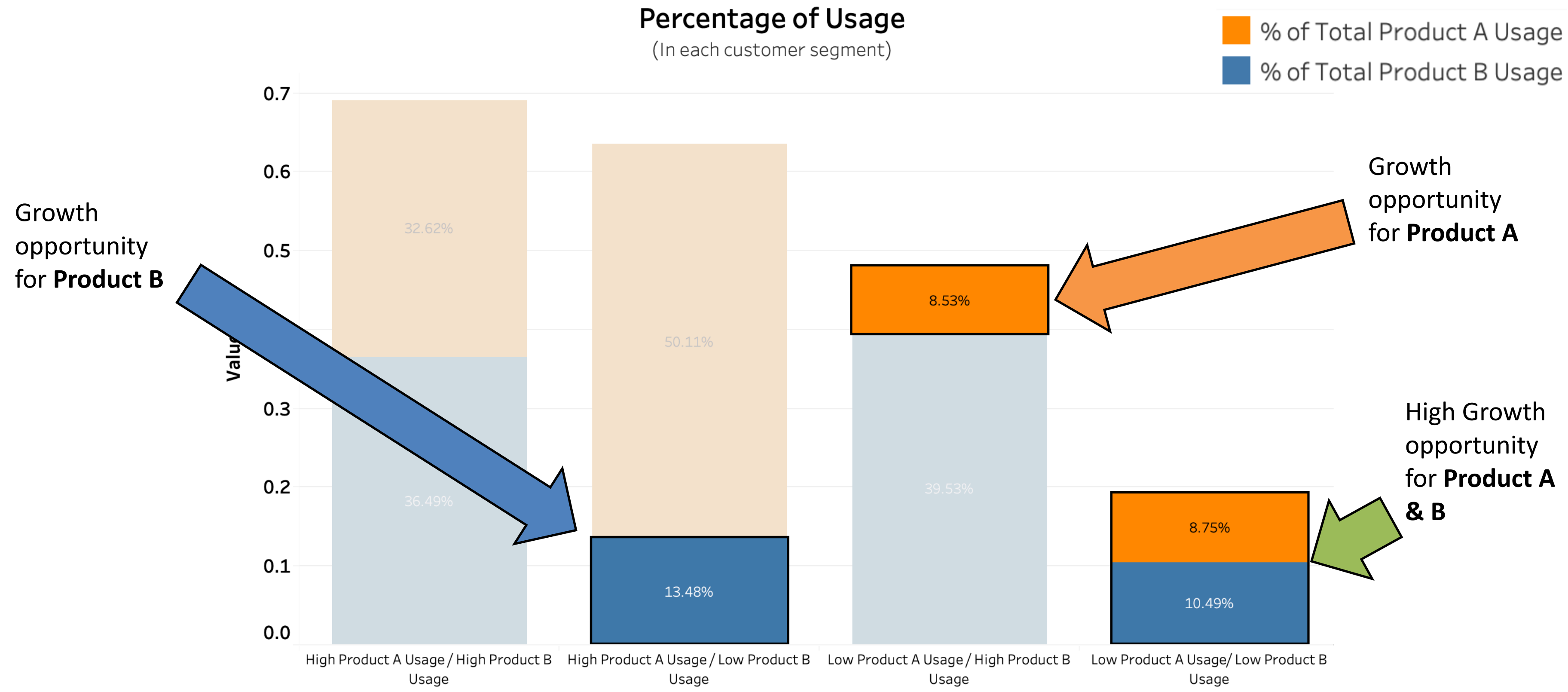
Low Product **A** & **B** Usage

6

Growth Opportunity

Identified 3 customer segments with growth opportunities

Growth Opportunity

Highest growth opportunity is with l;ow product A usage and low product B usage group

Percentage of Usage
(In each customer segment)

Growth
opportunity
for **Product B**

Growth
opportunity
for **Product A**

High Growth
opportunity
for **Product A
& B**

% of Total Product A Usage
% of Total Product B Usage

32.62%

50.11%

8.53%

39.53%

36.49%

13.48%

8.75%

10.49%

High Product A Usage / High Product B Usage

High Product A Usage / Low Product B Usage

Low Product A Usage / High Product B Usage

Low Product A Usage/ Low Product B Usage

Executive Summary

Customers segmentation is done based on usage pattern; high users have max growth opportunity.
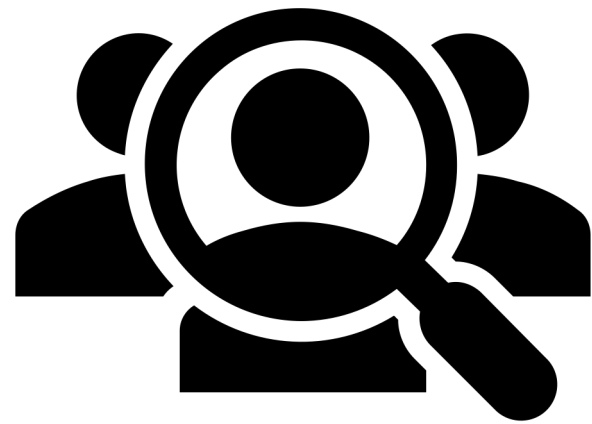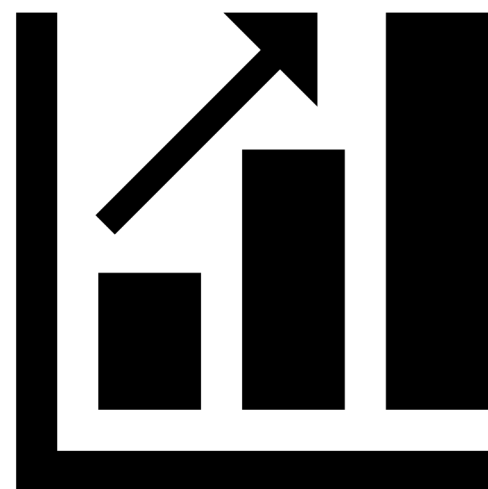
Low Product A usage/**High** Product B Usage

High Product A usage/**Low** Product B usage

Low Product A & B Usage
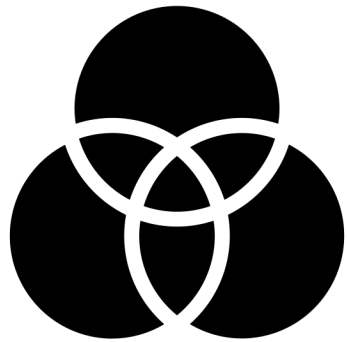
High Product A & B usage

Growth opportunity for **Product A –** Low Usage customers

Growth opportunity for **Product B –** Low usage customers
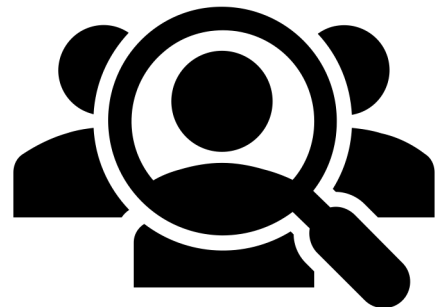
High Growth opportunity for **Product A & B –** Low usage customers

Next to research

Questions to consider for future insights

- The more people using Product A are not considering using Product B and vise versa. Why?
- Difference between characteristics of Product A and Product B
    Data Source: Features for product A and B

- Customer requirement for cloud platform?
- Why People who have subscribed but not using the product?
    Data Source: customer_complain about both products A & B

Appendix

Data Fields: Data is from trailing 12 months

- Customer Number
- Product A Ownership
- Product B Ownership
- Product A Usage
- Product B Usage

- Product A Usage (Bin)
- Product B Usage (Bin)
- Product A Usage and Product B Usage (Group)

Product Usage is measured in the company's proprietary consumption measure. There are no free trials.

Product Usage A

Understanding the frequency of product usage A

Frequency Product A Usage