



Customer Segmentation Strategy

Team Members

1. Syed Abdul Kathir
2. Mohana Hariharan
3. Ajay prasanna
4. Vignesh
5. Mohamed Thoufiq



PROBLEM STATEMENT

In today's highly competitive business landscape, understanding your customers and tailoring your marketing and product strategies to their specific needs and preferences is crucial for success. Customer segmentation is an essential tool for achieving this goal, but many organizations face challenges in effectively segmenting their customer base.

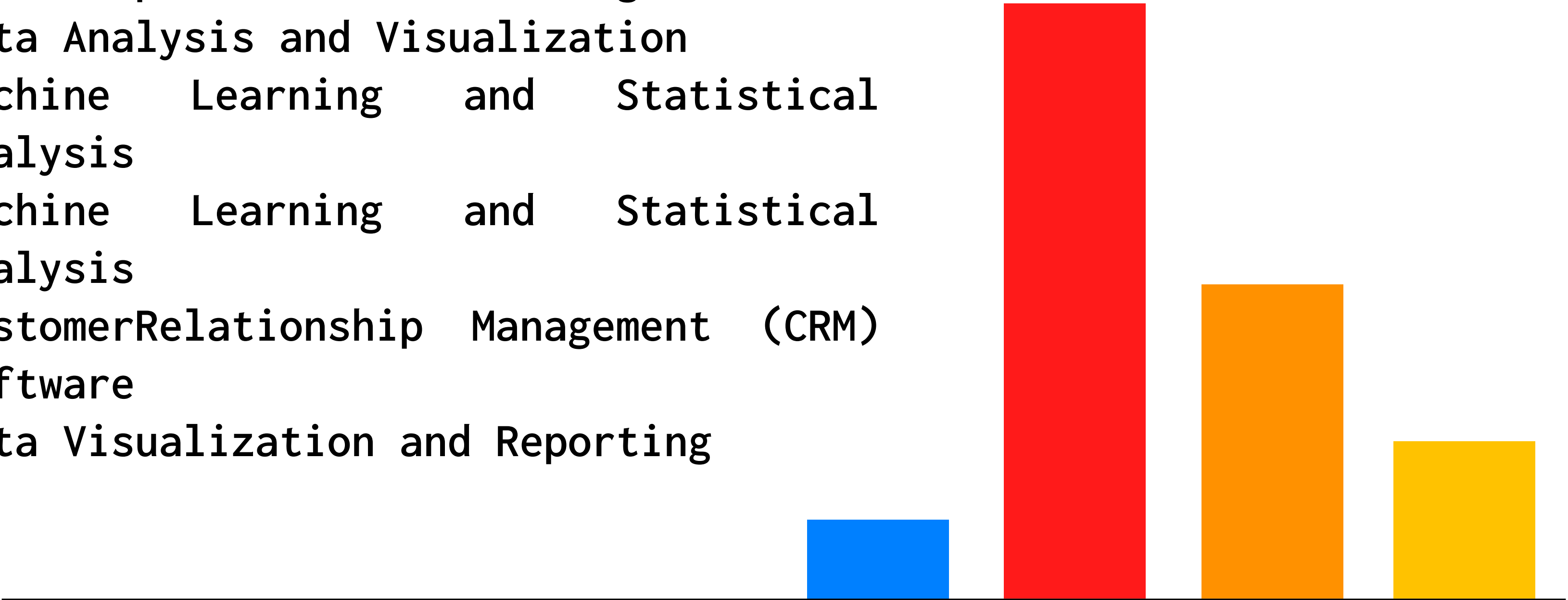


Why Customer Segmentation Matters?

Customer segmentation is the process of dividing your customer base into groups based on shared characteristics. It allows you to create more personalized marketing campaigns and improve customer retention rates.

PROCESS :

- 1. Data Collection and Storage
- 2. Data Preparation and Cleaning
- 3. Data Analysis and Visualization
- 4. Machine Learning and Statistical Analysis
- 5. Machine Learning and Statistical Analysis
- 6. CustomerRelationship Management (CRM) Software
- 7. Data Visualization and Reporting



Department: Marketing

Josh Anderson



TOOLS USED :

1. Excel Sheet
2. SQL
3. Python
4. Power BI
5. Tableau



Conclusion

Incorporating AI-based segmentation into your marketing strategy can help you better understand your customers and create more effective campaigns. By leveraging the power of AI, you can stay ahead of the competition and drive business growth.

Thanks!