CUSTOMER ANALYSIS

Tom Ruge

Beginning of our journey

Your Data:

- Purchase channels
- Customer Data
- Product spending
- Promotion campaigns

What you will get!

Primary Goal:

- Segmentation of customer groups

Ancillary objectives:

- Unique insights into your company

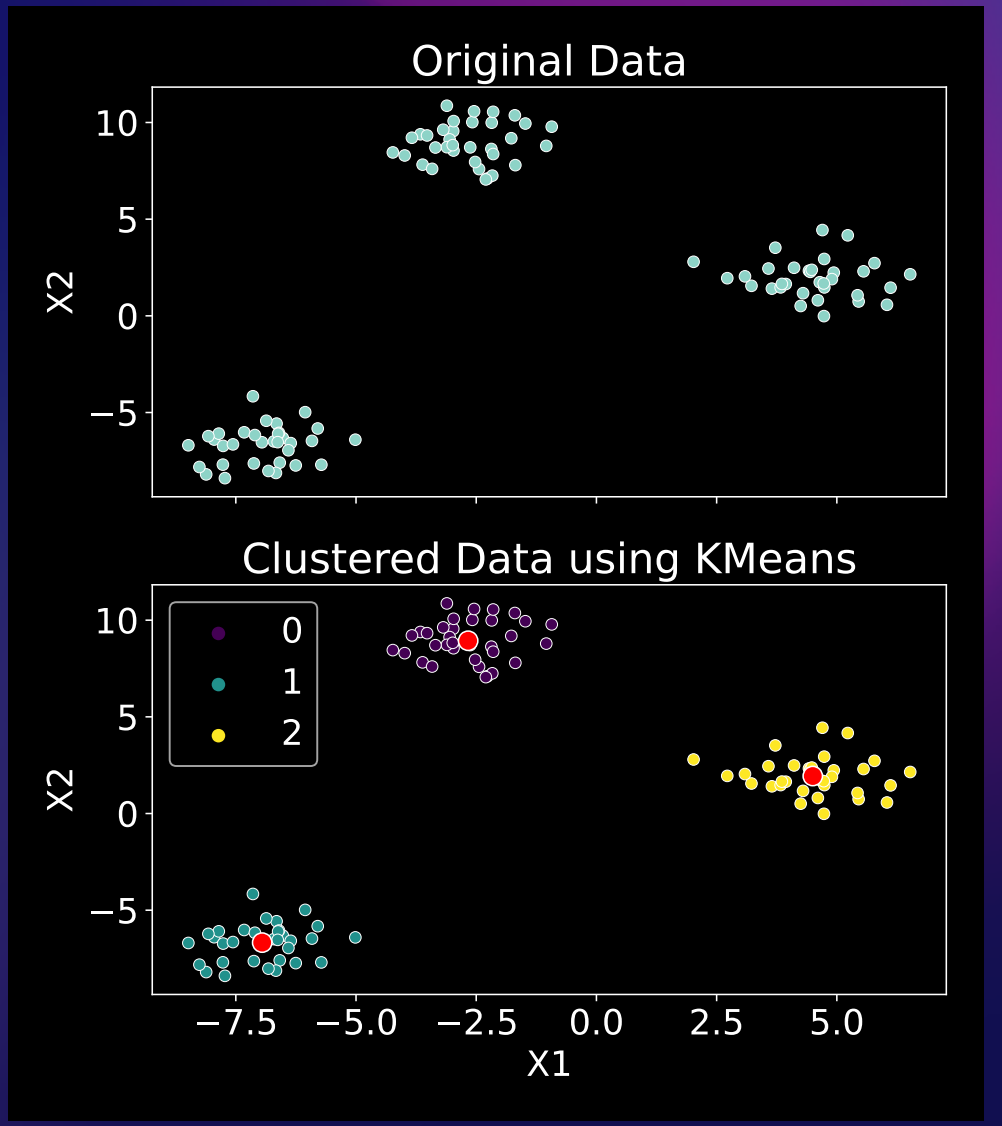
- Better use of companies resources

→ Business more profitable

Method: Clustering

- Clustering finds groups of properties in the data.

→ Identifying groups of customers



Let us make the world a better place to be a customer

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