

USER SEGMENTATION BASED ON BUYING PATTERNS

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Our business coworkers need to understand how our users are grouped so they can offer the better product given their needs.

Data we had available



USERS

Besides their unique ID, we had date of birth, gender, country, state and city.



TRANSACTIONS

We had type of transaction, amount, date and transaction category, among some other data.

Now to the good
part, the results!

Mainly found two distinct groups on the data.

THE SAVERS

- They save 76% of their income *
- Most frequent transactions on Food and Drink, Transfer and Travel categories

THE SPENDERS

- They spent 14 times what they received as income *
- Most frequent transactions on Food and Drink and Travel.

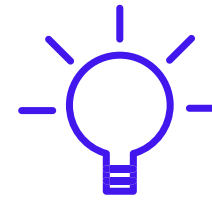
* considering the period of time available

**That's what was possible
to find on the given time.**

**But we can
get more if
we...**



EXPAND THE DATA AVAILABLE



**UNDERSTAND HOW THE
SEGMENTS WILL BE USED**



**HAVE MORE TIME TO DO THE
MACHINE LEARNING MAGIC**

Thank you for this
opportunity, hopefully I'll
hear from you soon.

Giovanni Santin