Segmentation & Profiling Project

Merrimack College

Data Exploration

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**Executive Summary**

This reports provides the customer segmentation for customers on telecommunications company which will help the organization in making effective economical customer retention strategies. Based on the data analytics exercise customers have been categorized on four categories Platinum, Gold, Silver and Bronze. These four categories have been primarily driven by the revenue generated by the customers over the tenure of their association with Telecommunications Company. Key value factor is revenue generated over the tenure and average monthly revenue generated. Apart from the value generation factors other attributes related to demographics line age, gender, education, employment length, marital status and household size have been factored in. Financial features like household income, debt to income ratio, total debt has been factored in as well. Distribution categories is as shown below

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