

Decoding the **NÜDGE™** Shopper

WE NÜDGED, YOU BOUGHT

TEAM 9

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the brand

A lifestyle-commerce brand that blends behavioral science with curated retail experiences.



Our Business Challenge

**WHO ARE OUR CUSTOMERS
REALLY?**

&

**WHAT NUDGES WORK FOR DIFFERENT
TYPES OF BUYERS?**



How?

Customer Segmentation

Why Segmentation and Personalization Matter

PERSONALIZATION DRIVES REVENUE

Tailor messaging, promotions, and experiences.

HIGHER CONVERSION RATES

The right nudge at the right time = action.

STRONGER LOYALTY

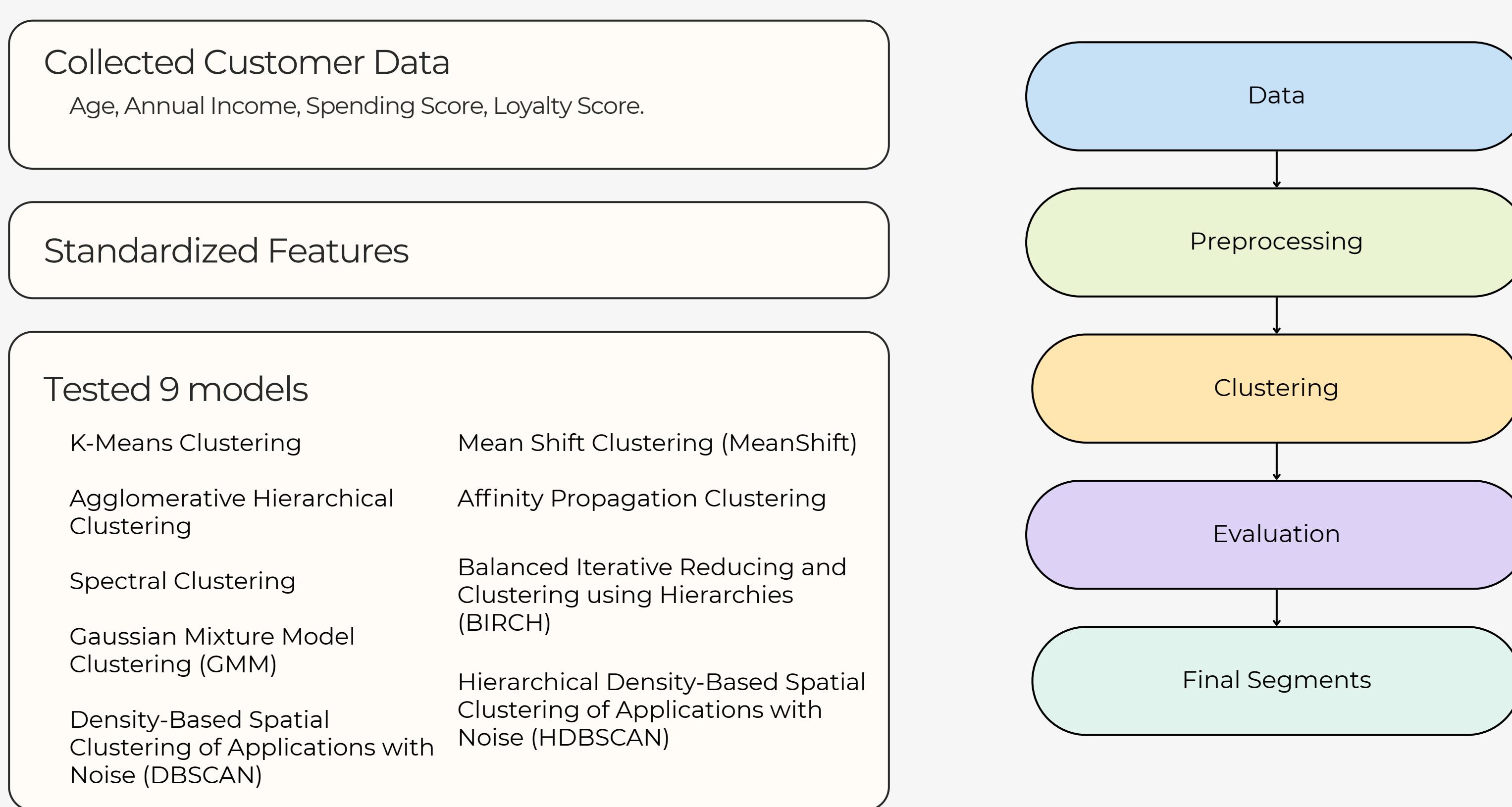
Customers feel understood, not marketed at.

COMPETITIVE ADVANTAGE

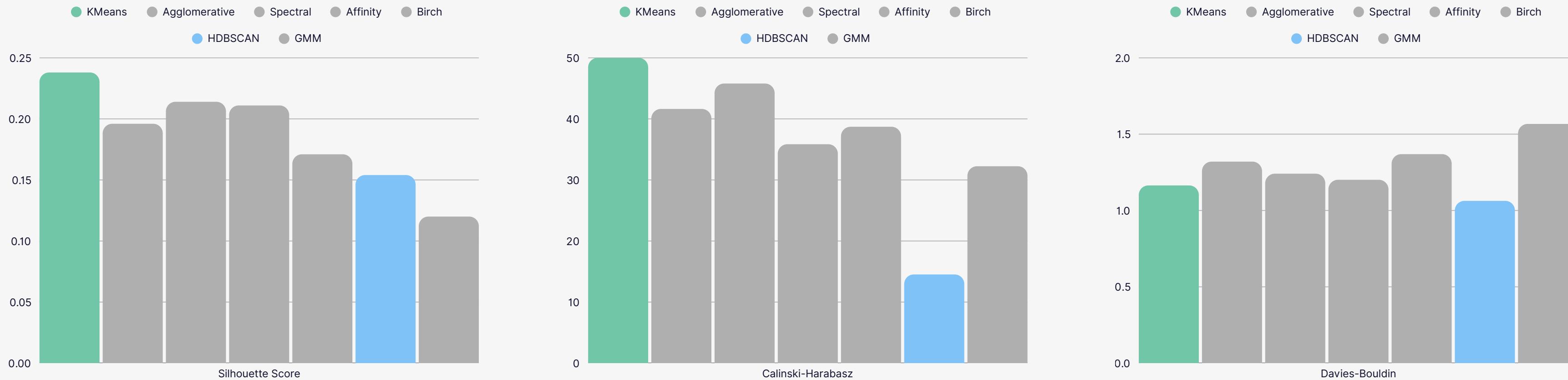
Relevant, timely offers fuel a competitive edge.

“Research shows that personalization most often drives 10–15% revenue lift (with company-specific lift spanning 5–25%, driven by sector and ability to execute).” – McKinsey & Company

Our Approach to Customer Segmentation



How Evaluation Metrics Influenced Our Choice



KMeans achieved the highest Silhouette and Calinski-Harabasz scores with a competitive Davies-Bouldin, making it the best fit for customer segmentation.

Chosen Models + Tradeoffs

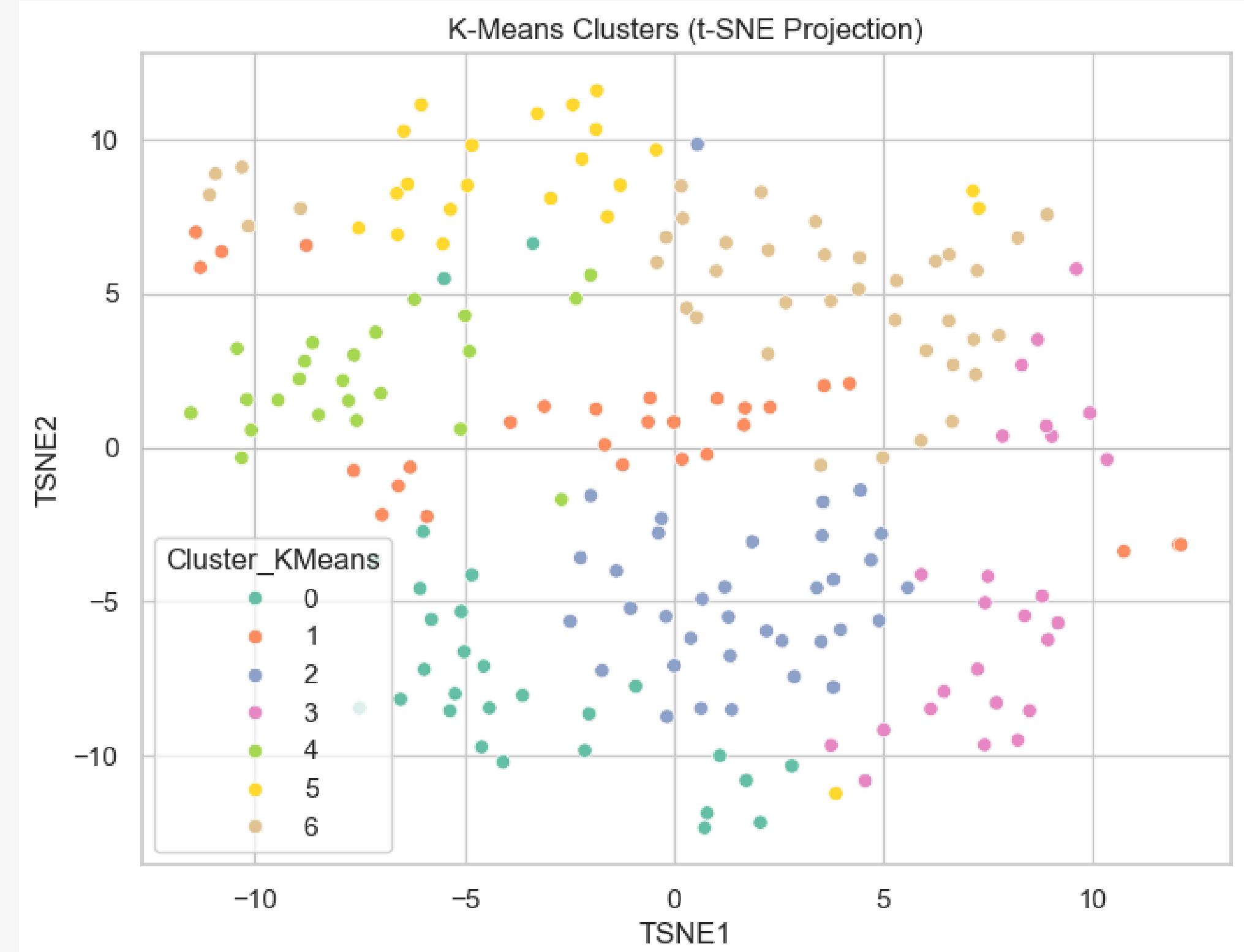
	NOISE HANDLING VS SIMPLICITY	MODEL INTERPRETABILITY	PARAMETER SENSITIVITY
HDBSCAN	Detects and labels outliers	Complex (variable densities)	Auto clusters, tune min size
KMEANS	Assigns all points to clusters	Easy to explain (centroids)	Must manually choose k

The Models We Chose

Chosen for high-quality
compact clusters

- Best Silhouette Score overall.
- Handles variable-density clusters.

K-MEANS

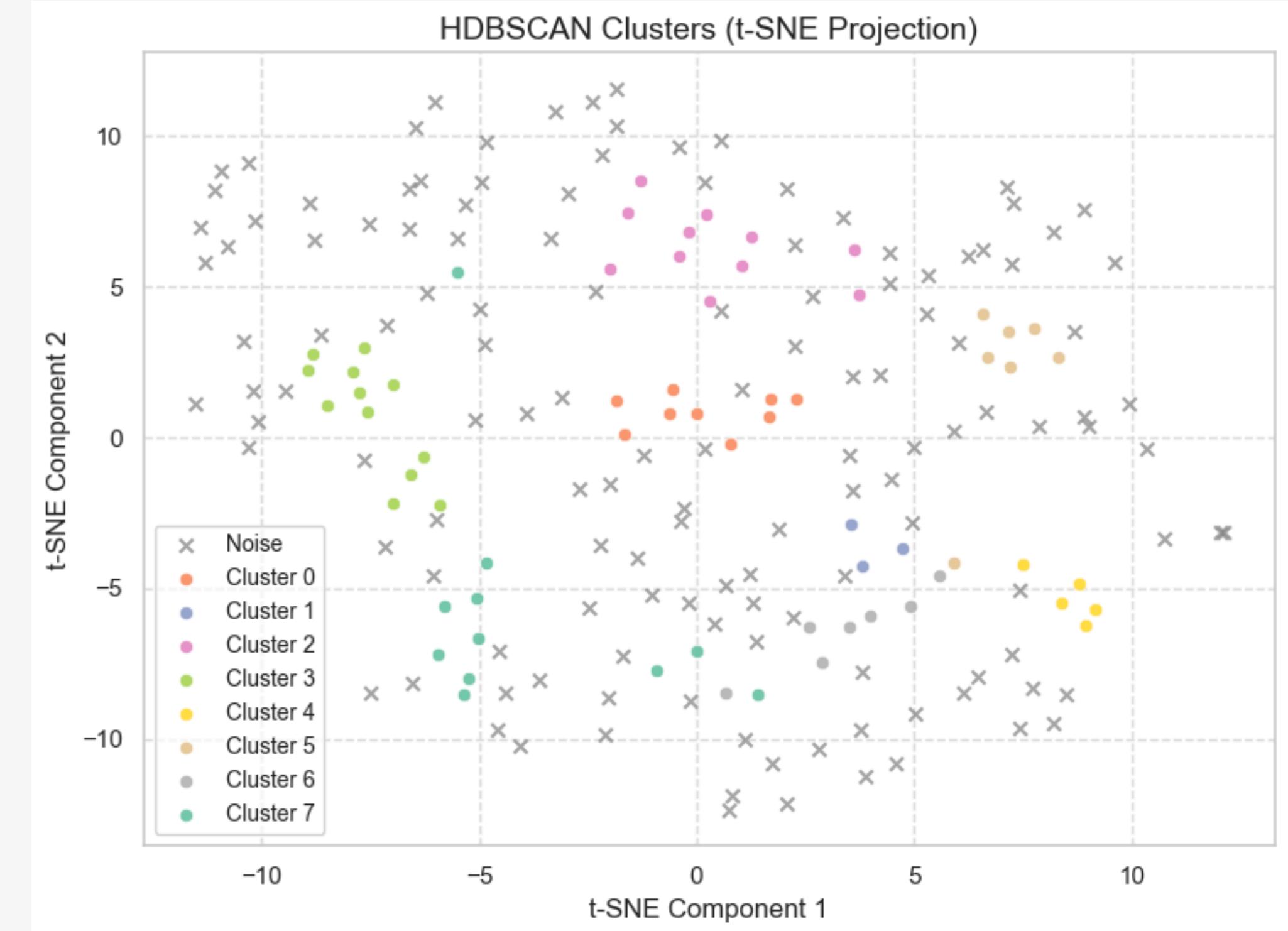


The Models We Chose

Chosen for detecting complex cluster shapes and outliers automatically.

- Easy to explain and deploy.
- Good Silhouette and excellent Calinski-Harabasz scores.
- Identifies noise/outliers (customers who do not fit typical patterns).

HDBSCAN



Data → Insight → Product

WE TRANSLATE MICRO-BEHAVIORS INTO FIVE TAILORED EXPERIENCES THAT MOVE
THE METRICS OUR CUSTOMERS CARE ABOUT

01

BEHAVIORAL DATA — MICRO-EVENTS
CAPTURED DAILY

02

CLUSTER MODELING — K-MEANS +
HDBSCAN SURFACE CORE SEGMENTS



03

PRODUCT TRIGGERS — PICKS · LOOP ·
PULSE · CIRCLES · REWARDS

04

CUSTOMER VALUE — ↑ ENGAGEMENT,
↑ AOV, ↓ CHURN



05

IDENTIFY CLUSTERS, BUILD USER
PERSONAS

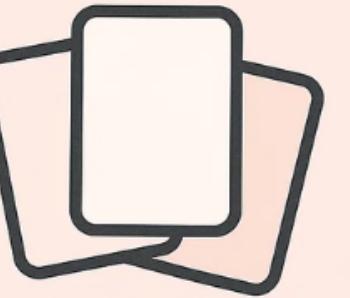
06

“DEPLOY & SCALE”
PRODUCTION PLAYBOOK



Our Product Ecosystem





NÜDGE
PICKS

Your “Discover Weekly” for shopping.

Curated, data-driven shopping suggestions based on behavior patterns

Think of it as "Spotify Discover Weekly" but for clothes, gadgets, and gifts

Driven by cluster insights + trending behaviors

Recommendation CTR
Add-to-Cart Rate
Incremental Revenue/User



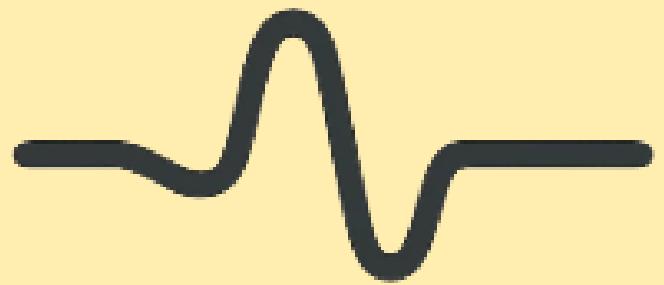
**Monthly drops
you ACTUALLY
care about.**

Opt-in bundles matched to your segment

Early-bird access for FOMO-driven clusters

Digital or physical “loop-in” notifications

**Opt-in Rates
Bundle Conversions
Churn Reduction**



NÜDGE
PULSE

A real-time feed
that moves at
your pace.

Adapts to browsing, emotion tags & social cues

Highlights limited-time offers & “nudges from friends”

Lightweight, no-scroll overwhelm

Feed Dwell Time
Impulse-Purchase Rates
Sell-Through Speed



Shop with people who think like you.

Mini-communities by style, habit or interest

See what's trending inside your behavioral circle

Fuels loyalty, referrals & social proof

Circle Membership Growth
Referral Purchases
Community AverageOrderValue



Behavioral loyalty that feels earned.

Points for consistency, discovery & acting on nudges

Reward rules adapt to each motivational type

Unlocks badges, perks and early access

Points Earned → Redeemed Ratio
Repeat-Purchase Frequency
CustomLifetimeValue Uplift



A Shopping experience that is made for you.

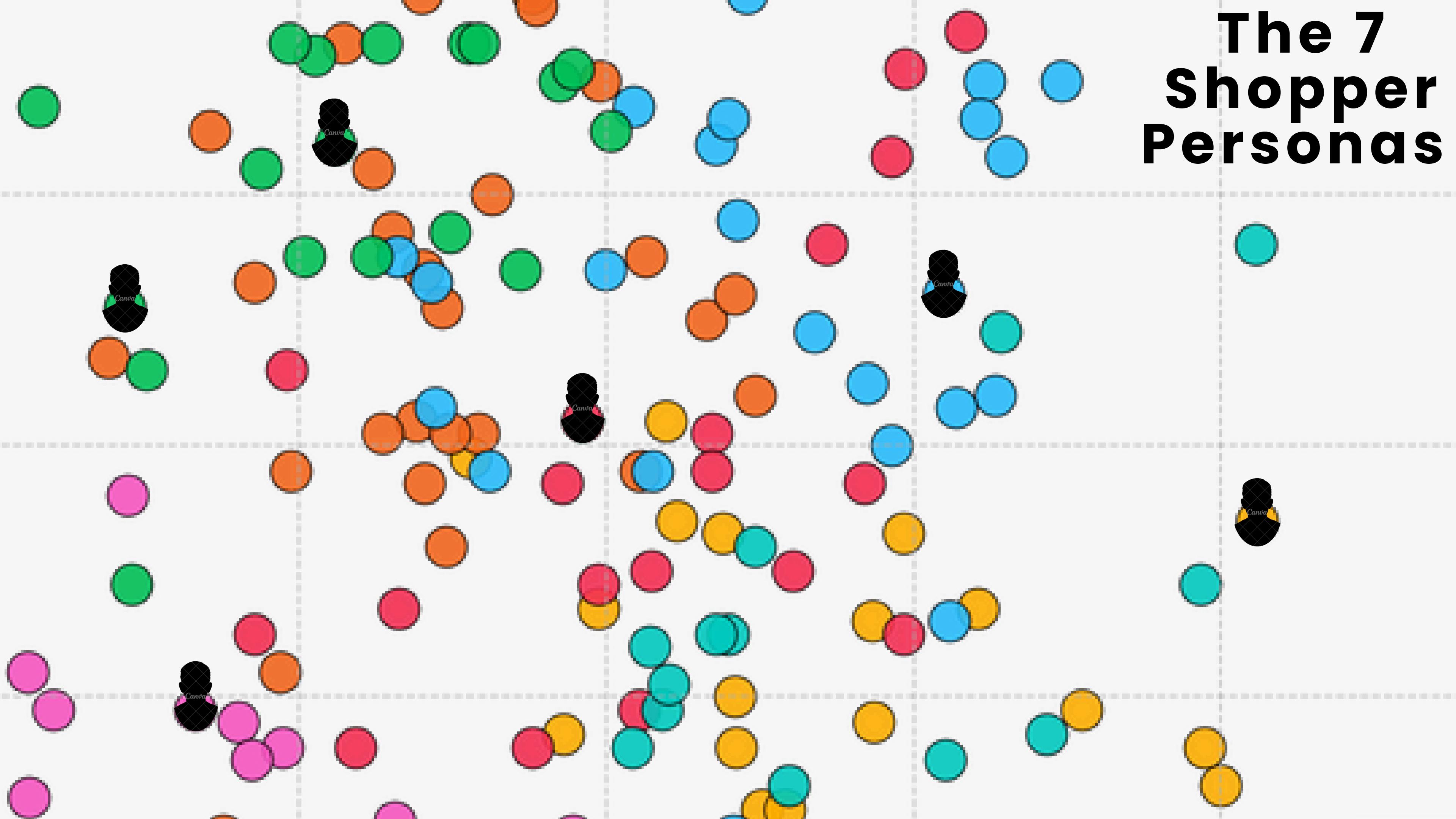
Curated picks that match your taste, every time

Subtle reminders at the moment you care most

Learns from every click, choices keep getting better for you

AOV
Repeat-Purchase Frequency
Retention Rate

The 7 Shopper Personas



The Cautious Earner



"I'll splurge, but only after the research."

PROFILE

Early 30s, earns well (~\$73k), but spends conservatively

BEHAVIOR

Budget-aware, values practicality, reads reviews

LOYALTY

Low — still “shopping around” for the right brand fit

NÜDGE Strategy



NÜDGE
PICKS



NÜDGE
REWARDS



AGE



INCOME



SPENDER SCORE



LOYALTY SCORE

The Rising Star



"I'm building my lifestyle – and my loyalty follows."

PROFILE

Late 20s, climbing income (~\$67k)

BEHAVIOR

Explorative but consistent — a brand builder

LOYALTY

High — they stick with brands that get them

NÜDGE Strategy



NUDGE
PICKS



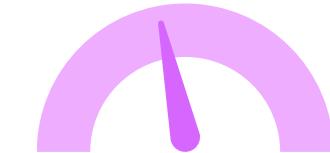
NUDGE
CIRCLES



AGE



INCOME



SPENDER SCORE



LOYALTY SCORE

The Floater



"I'm here... but not really buying in."

PROFILE

Mid-40s, lower income (~\$39k), low spend

BEHAVIOR

Drifts through brands, rarely converts

LOYALTY

Weak — high friction to engage

NÜDGE Strategy



NÜDGE
PICKS



NÜDGE
LOOP



AGE



INCOME

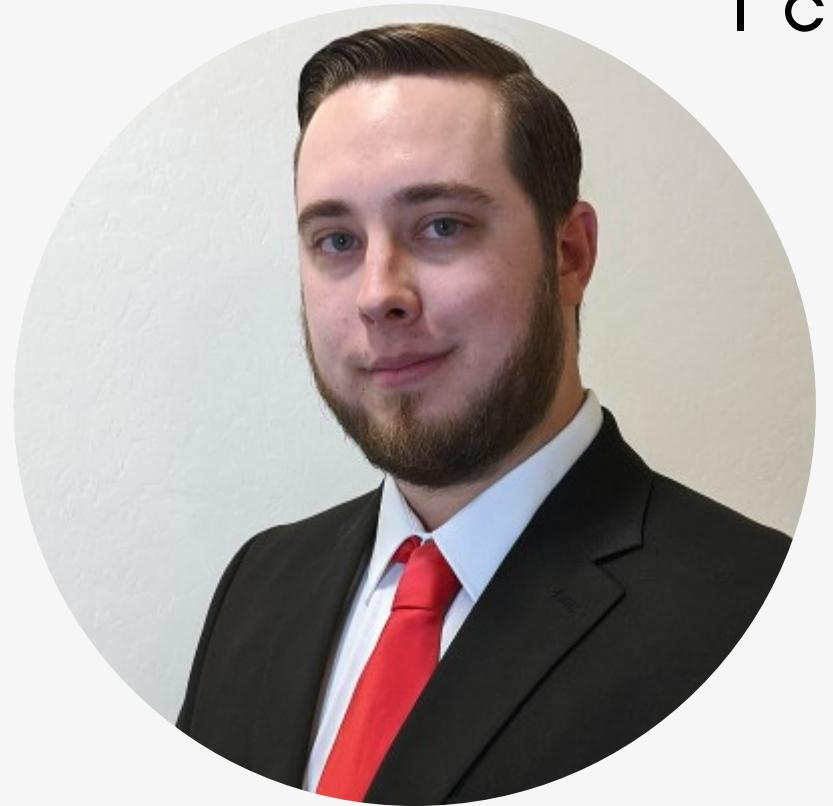


SPENDER SCORE



LOYALTY SCORE

The Wallflower



“I can afford it, but you need to give me a reason.”

NÜDGE Strategy

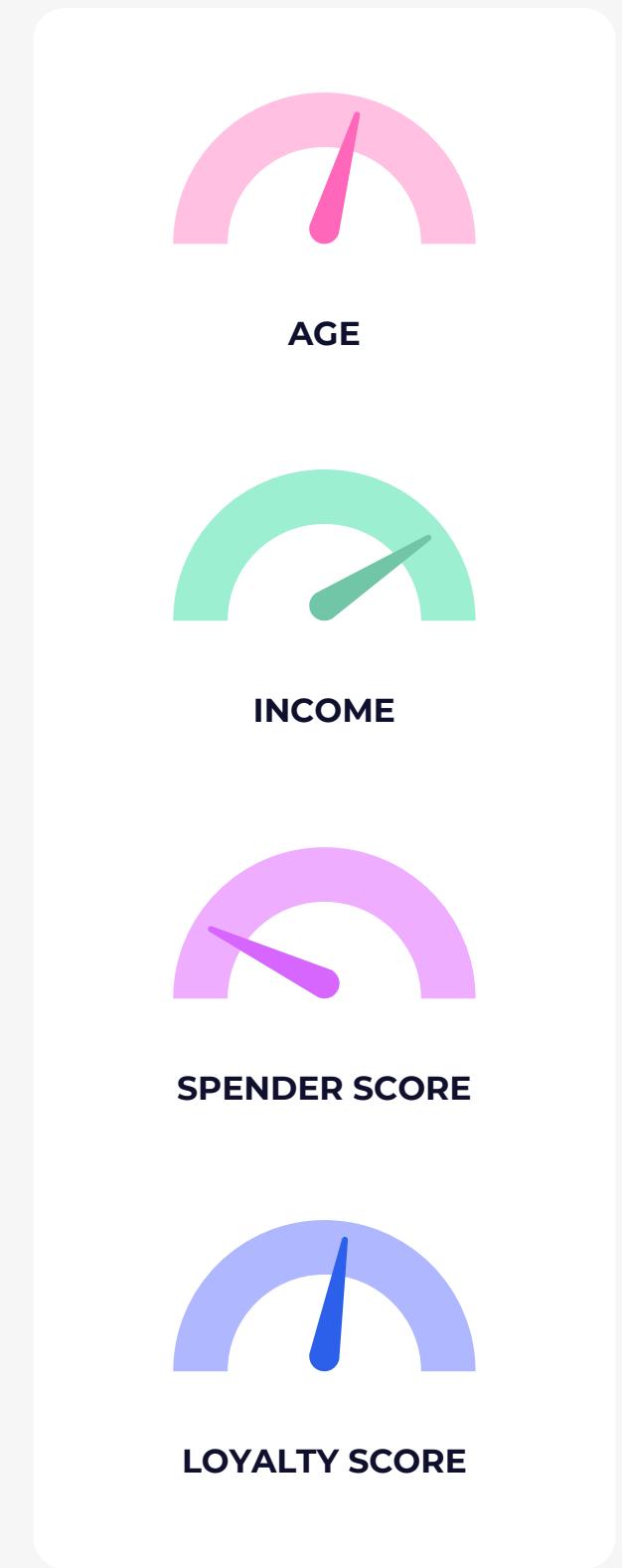
An icon showing two white cards with a small logo on them, enclosed in a light orange rounded rectangle.

NÜDGE
PICKS

An icon showing a gold star on a ribbon, enclosed in a light orange rounded rectangle.

NÜDGE
REWARDS

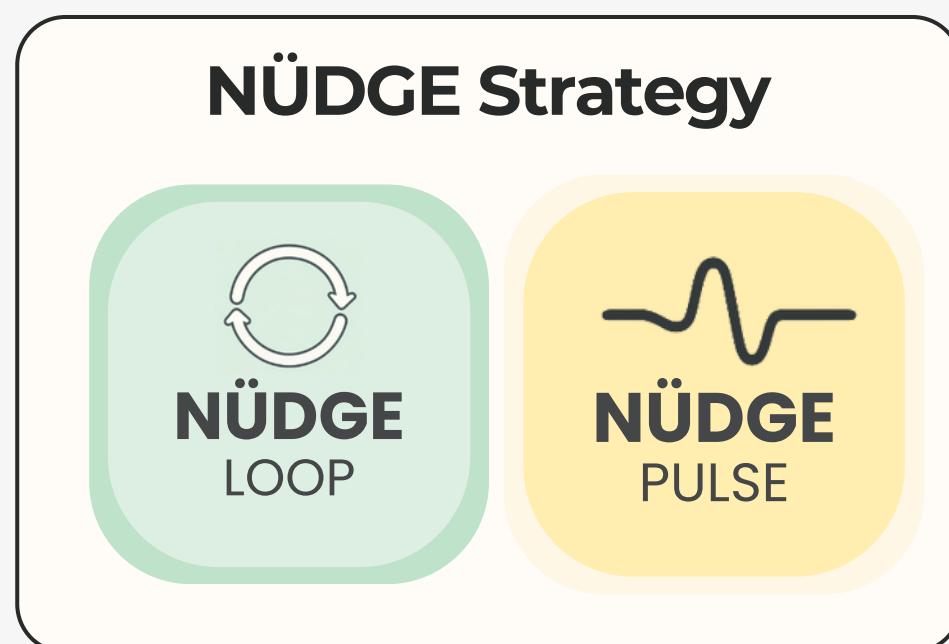
PROFILE	Late 50s, high income (~\$79k), lowest spender
BEHAVIOR	Observant, selective, quality over quantity
LOYALTY	Moderate — persuadable with relevance



The FOMO Fanatic



“Don’t show me what I’m missing – I’ll buy it.”



PROFILE

Early/mid 20s, lower income (~\$40k), high spender

BEHAVIOR

Impulsive, driven by trends, aesthetics, and social cues

LOYALTY

Mid — tied to emotional resonance



AGE



INCOME



SPENDER SCORE



LOYALTY SCORE

The At-Risk VIP

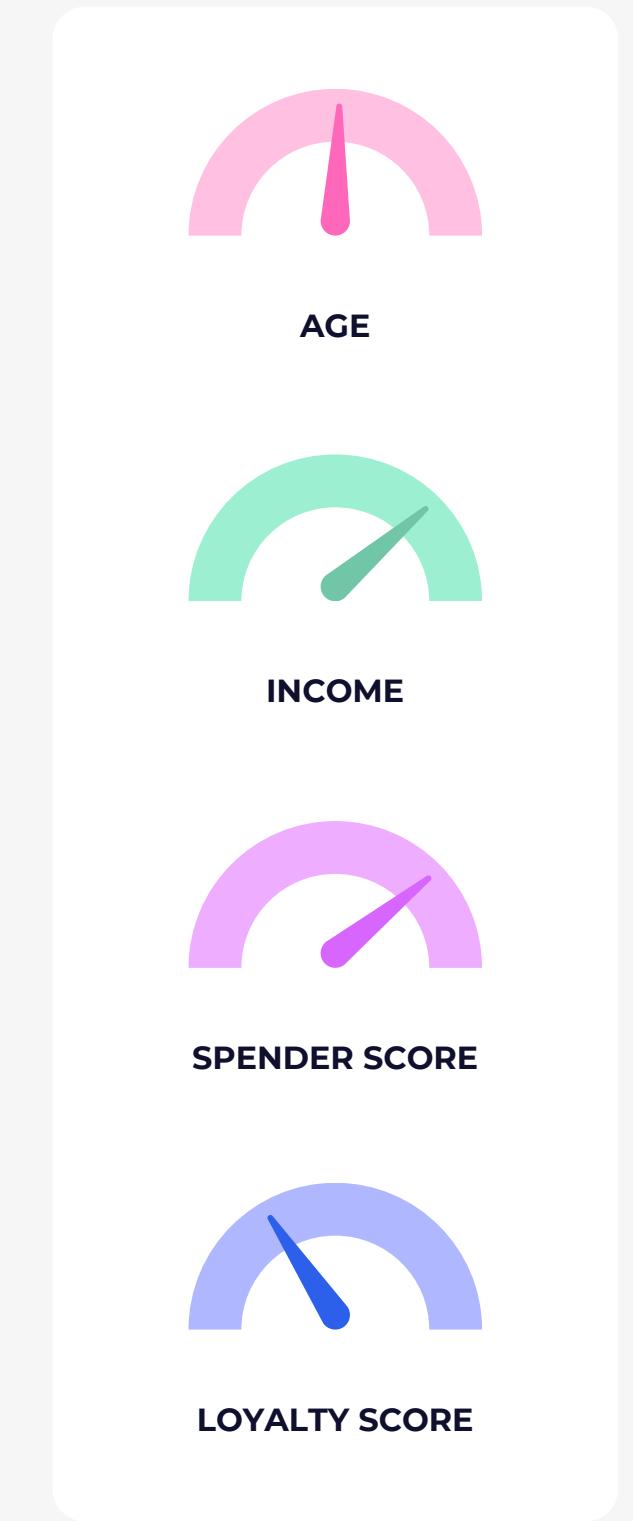


"I'll treat myself, but I won't wait around."

NÜDGE Strategy

A blue circle containing the text "VIP VAULT ACCESS".A pink rounded rectangle containing the text "NÜDGE CUSTOM" and three interlocking gears.

PROFILE	Early 50s, wealthy (~\$75k), high spend
BEHAVIOR	High lifetime value — but not sticky
LOYALTY	Low — easily wooed by competitors



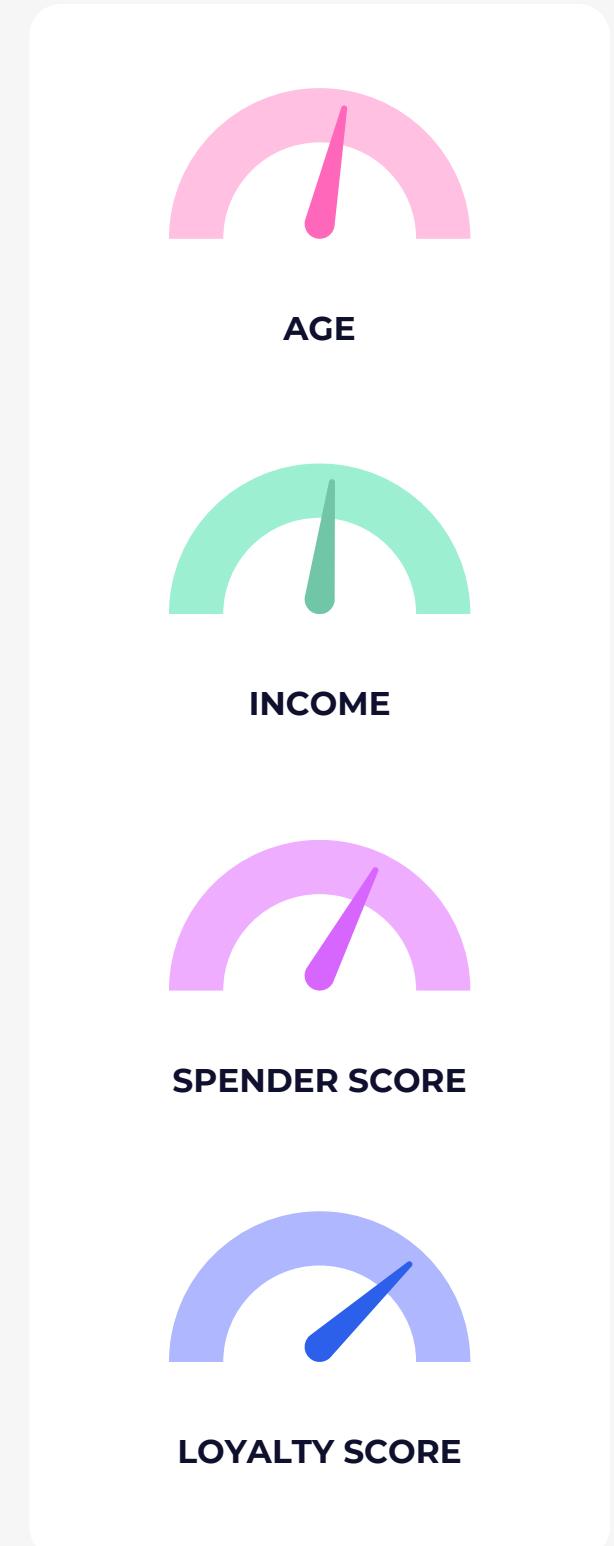
The Advocate



NÜDGE Strategy

“If I love it, I tell everyone.”

PROFILE	Late 50s, mid-tier income (~\$53k), consistent spender
BEHAVIOR	Informed, steady, enthusiastic about brand values
LOYALTY	Very high — your unofficial brand ambassador



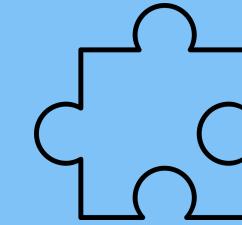
Strategic Takeaways

1 Size ≠ Fit All



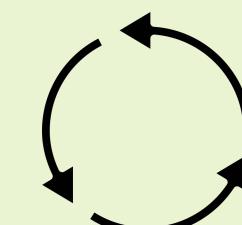
Behavior-based segments outperform demographic guesses

Aligning features to behavior improves retention & ROI



Persona-Based Product Mapping

Data-Driven UX Flow



Let actions—not assumptions—drive the experience

Next Steps

1

Deploy segment-based campaigns

2

Collect engagement feedback

3

Refine clusters over time using live data

Align messaging per persona behavior

Monitor opens, clicks, conversions

Update models quarterly based on engagement

What's Needed for Production?

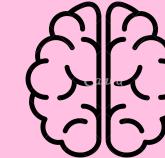
Data Governance

Implement privacy, consent, and audit controls



Model Retraining

Set up pipelines for real-time data retraining



Marketing Integration

Connect segmentation to campaign delivery tools



Infrastructure

Migrate models to scalable cloud platform



QA & Monitoring

Add dashboards for live performance metrics



SMART SELLING STARTS WITH SUBTLE NUDGING.

THANK YOU

POWERED BY BEHAVIOR,
BACKED BY DATA