**Customer Segmentation Model for a Telecommunications Company**

**Elicitation:**

* **Identify stakeholders:** Marketing managers, customer service teams, product managers, data scientists, and IT staff.
* **Conduct interviews:** Gather insights from stakeholders on key metrics they need for segmentation (customer usage, churn rates, revenue, etc.).
* **Gather data sources:** Identify data sources like CRM databases, billing systems, network usage logs, and customer feedback channels.
* **Document initial requirements:** Create a preliminary list of segmentation objectives (e.g., segment customers based on usage, demographics, or revenue contribution).

**Analysis and Documentation:**

* **Define segmentation criteria:** Specify the data points that will be used for segmentation, such as usage frequency, customer demographics, and billing amounts.
* **Create user stories**: Write user stories like “As a marketing manager, I want to segment high-revenue customers to create personalized offers.”
* **Design data processing flows:** Outline how data will be extracted, cleaned, and prepared for the segmentation model.
* **Identify performance expectations:** Define expectations for how quickly segmentation results will be produced and updated.

**Validation and Verification:**

* **Review segmentation criteria:** Ensure that each customer segment aligns with the business objectives.
* **Validate with stakeholders:** Present early model results or prototypes to stakeholders to verify the relevance of identified customer segments.
* **Verify data accuracy:** Cross-check data sources to ensure the information used for segmentation is accurate and up to date.

**Prioritization and Negotiation:**

* **Rank segmentation goals:** Prioritize segmentation types based on business impact (e.g., focus on high-value customers first).
* **Define MVP segmentation:** Identify the most critical segments that will provide immediate value, such as high churn-risk customers.
* **Negotiate scope:** Discuss with stakeholders the balance between detailed segmentation and available resources for model development.

**Change Management:**

* **Handle new segmentation requirements:** If new customer behaviour or data sources are identified, assess their impact on the model and adjust accordingly.
* **Assess additional segments:** Consider the feasibility of adding new customer segments based on emerging business needs or marketing campaigns.

**Communication and Collaboration:**

* **Collaborate with data analysts:** Work closely with data analysts to understand data trends, customer behaviour insights, and the needs of the business.
* **Engage with developers:** Share the model architecture, data pipelines, and output requirements with the development team responsible for implementation.

**Traceability and Impact Analysis:**

* **Establish traceability:** Link each segmentation requirement to specific data points and algorithms used in the model.
* **Analyse impact of changes:** Assess how any modifications to the data sources or segmentation criteria will impact the final segmentation results and business outcomes.

**Implementation and Testing:**

* **Develop data models:** Build customer profiles and segment definitions based on selected criteria.
* **Create data processing scripts:** Code scripts to process raw data into forms suitable for segmentation using machine learning or statistical methods.
* **Build segmentation model**: Develop the model using clustering or classification techniques.
* **Conduct unit testing:** Test each data transformation and segmentation logic individually to ensure accuracy.

**Validation and Acceptance:**

* **Conduct integration testing:** Test the entire model, ensuring that segments are generated correctly, and the results are meaningful.
* **User acceptance testing:** Allow stakeholders to review the customer segments to validate that the model meets business needs and provides actionable insights.

**Deployment and Maintenance:**

* **Deploy the segmentation model:** Implement the model into the marketing and CRM systems so stakeholders can access the segmented customer data.
* **Monitor performance:** Continuously monitor the model’s accuracy and performance, ensuring that it adapts to new customer behaviours and data inputs.

**Retirement and Archival:**

* **Document final state:** If a new version of the segmentation model is developed, document the final version, including requirements and model parameters.
* **Archive assets:** Store all model artifacts, scripts, and documentation for future reference or potential audits.