

Summary of this project in helping the company to achieve strategic goals:

1. Segmenting customers into small groups and addressing individual customers based on actual behaviors – instead of hard-coding any preconceived notions or assumptions of what makes customers similar to one another, and instead of only looking at aggregated data which hides important facts about individual customers.
2. Tracking customers and how they move among different segments overtime,including customer transaction analysis.
3. Accurately predicting the future behavior of customers (e.g., transaction prediction) using predictive customer behavior modeling techniques –instead of just looking in the rear-view mirror of historical data.
4. Knowing, based on objective metrics, exactly what marketing actions to do now, for each customer, in order to maximize the long-term value of every customer.
5. Using marketing machine learning technology that will reveal insights and make recommendations for improving customer marketing that human marketers are unlikely to spot on their own.