



CUSTOMERS SEGMENTATION

PRESENTATION OUTLINES



Who is the NexaSphere Marketing Company?!



What do we offer you ?!



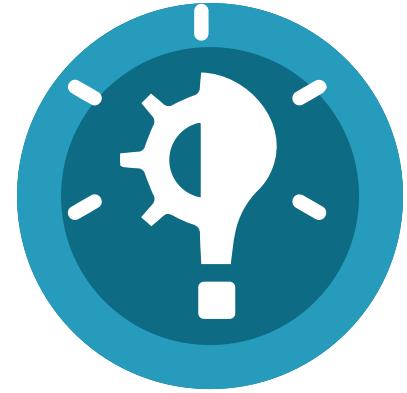
How about real-life example ??



How about a more visual example?



Conclusion



Who We are

NexaSphere Marketing, Elevate Your Brand with Us!

- Architects of Data-Driven Strategies
- Pioneers in Clustering Innovation
- Experts in Online Retail Dynamics

Our Vision:

Aspire to reshape the marketing landscape, through transcending transactional interactions.

seeking profound meaning in each customer interaction. With advanced AI-driven clustering techniques, our goal is to revolutionize the storytelling in online retail campaigns.





What do we Offer ?

One of the main goals for non-store online retail companies is to **enhance their customer's understanding**, **refine sales strategies**, and **ensure optimal resource utilization**. Most companies use the traditional method of customer segmentation which is the RFM (Recency , Frequency, and Monetary values).

RFM Issues

1-RFM model considers only **three factors**, potentially lacks the precision needed to target diverse customer segments effectively.

2-Weight selection in RFM is **arbitrary**, not data-driven.



What do we Offer ?

Our Company ([NEXASHERE](#)) offers customer segmentation through advanced Artificial Intelligence techniques, specifically an unsupervised learning algorithm called "**Clustering**". This allows us to analyze customer data effectively. gaining valuable insights for tailored marketing strategies and improved resource allocation.



Company Services :

- Implementing advanced clustering techniques to **enhance the precision** of customer segmentation.
- Develop **dynamic segmentation** strategies that adapt to evolving customer behaviors.
- Personalized Marketing for Deeper Engagement.
- Position your **brand uniquely** in the market by redefining your segmentation narrative.
- Offer **cohort-driven** optimization to ensure that clients continually refine their strategies based on the most up-to-date data and trends.



How about real-life example ??

Dataset Description

An [online retail dataset from the UCI Machine Learning Repository](#) for exploratory data analysis. The dataset contains all the transactions occurring between **01/12/2010** and **09/12/2011** for a UK-based and registered non-store online retail. The company mainly sells unique all-occasion gifts. Many customers of the company are wholesalers.
 (The datasets has been collected by clarusway)

	InvoiceNo	StockCode	Description	Quantity	InvoiceDate	UnitPrice	CustomerID	Country
0	536365	85123A	WHITE HANGING HEART T-LIGHT HOLDER	6	2010-12-01 08:26:00	2.55	17850.0	United Kingdom
1	536365	71053	WHITE METAL LANTERN	6	2010-12-01 08:26:00	3.39	17850.0	United Kingdom
2	536365	84406B	CREAM CUPID HEARTS COAT HANGER	8	2010-12-01 08:26:00	2.75	17850.0	United Kingdom
3	536365	84029G	KNITTED UNION FLAG HOT WATER BOTTLE	6	2010-12-01 08:26:00	3.39	17850.0	United Kingdom
4	536365	84029E	RED WOOLLY HOTTIE WHITE HEART.	6	2010-12-01 08:26:00	3.39	17850.0	United Kingdom

Dataset Description

- **InvoiceNo:** Invoice number. Nominal, a 6-digit integral number uniquely assigned to each transaction. If this code starts with letter 'c', it indicates a cancellation.
- **StockCode:** Product (item) code. Nominal, a 5-digit integral number uniquely assigned to each distinct product.
- **Description:** Product (item) name.
- **Nominal.Quantity:** The quantities of each product (item) per transaction. Numeric.
- **InvoiceDate:** Invoice Date and time. Numeric, the day and time when each transaction was generated.
- **UnitPrice:** Unit price. Numeric, Product price per unit in sterling.
- **CustomerID:** Customer number. Nominal, a 5-digit integral number uniquely assigned to each customer.
- **Country:** Country name. Nominal, the name of the country where each customer resides.

Segments Discussion and Analysis

Let me give you an example. When the professor tells you about a chemical composition, will you easily understand what is happening? What if he took you into the laboratory and showed you the result in practice? You would see how the steam comes out and the color changes. Now is it easy to understand?

So, our expert team members will take you to our lab (notebook) to show you what happened in the EDA department.

NEXT ➤

We will be back soon

Some clarification

K-Means

Kmeans classifies customers based on their similar characteristics, and this greatly facilitates the construction of the marketing process.

DBScan

DBscan classifies customers by area density and is highly effective in both extreme and small areas. It can handle a range of different shapes and colors.

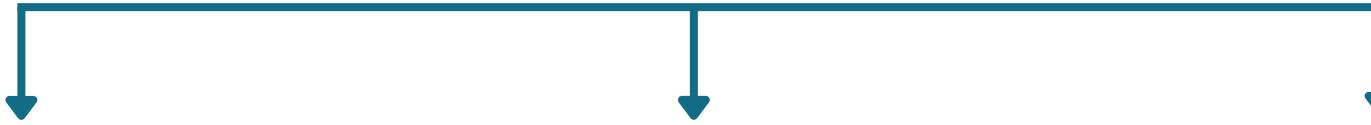
Gaussian Mixture Model

GMM's ability to model complex, non-spherical clusters, provide probabilistic assignments, and capture uncertainty makes it well-suited for customer segmentation in situations where customer behavior is diverse, multi-faceted

Cohort

Cohor is valuable for understanding customer lifecycle patterns, making informed marketing decisions, and tailoring strategies to different customer segments based on their characteristics and behaviors over time.

Segmentation Methods



RFM Segmentation

Cohorts Segmentation

Clustering Segmentation

- **Recency**, how recently a customer made a purchase.
- **Frequency**, how often they make purchases
- **Monetary value**, how much they spend.

An unsupervised Learning algorithm that groups **similar data** points based on certain features or characteristics.

K-Means • ←

DBScan • ←

Gaussian Mixture Model • ←

Segments Methods

Now it's time for the notebook again. This time it will be more fun.

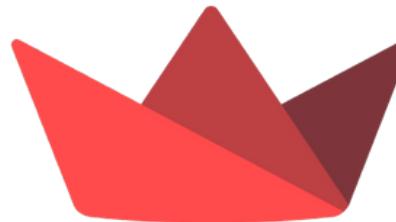
our expert team members will show you how we used algorithms to classify customers

NEXT ➤

We will back soon



How about a more visual example?

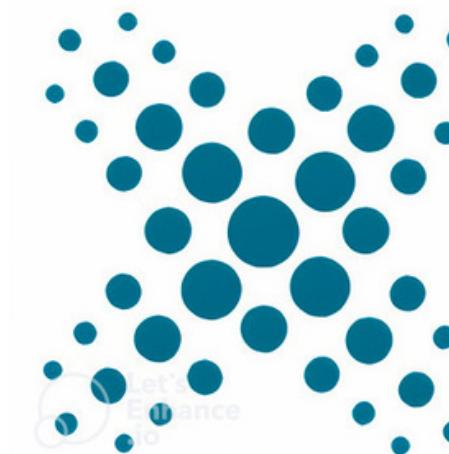


Streamlit

StreamLit is an [open-source](#) framework for building a web platform to showcase machine learning and [data science](#) projects, it acts as a demo.

How about a more visual example?

**So, allow our expert team to guide you through our interactive platform
(Streamlit app) where we'll unveil the insights gained from advanced
clustering techniques**



Conclusion

In today's tech-driven landscape, the surge in AI demand highlights the effectiveness of **clustering segmentation** over **RFM methods** for customer insights.

Our analysis in the Notebook emphasizes the strategic edge clustering offers, aligning seamlessly with the evolving needs of precision and adaptability in customer segmentation.



Why Choose NexaSphere Marketing Company:

- Precision Clustering
- Tailored Marketing Plan.
- Data-Driven Innovation
- Measurable Impact

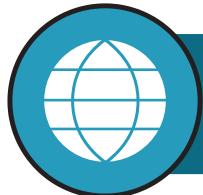


Contact Us

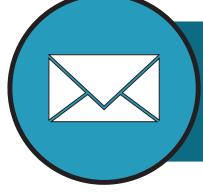
If you have any questions or need more detailed information, feel free to reach out to us [via email](#) or by [calling our mobile phone](#).



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