



MNC PORTAL CUSTOMERS SEGMENTATION FOR BUSINESS STRATEGY

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PROJECT BACKGROUND

If we talk business, one of the goals is profit. In order to reach profit and sales target or growing profitable business, customer segmentation is one of essential things to do.

Segmentation enables us to learn more about our audience so we can better tailor your messaging to their preferences and needs.

Targeting a specific segment that is likely to be interested in your content or product is much more effective than targeting an overly broad audience

KEY BENEFITS TO CUSTOMERS SEGMENTATION



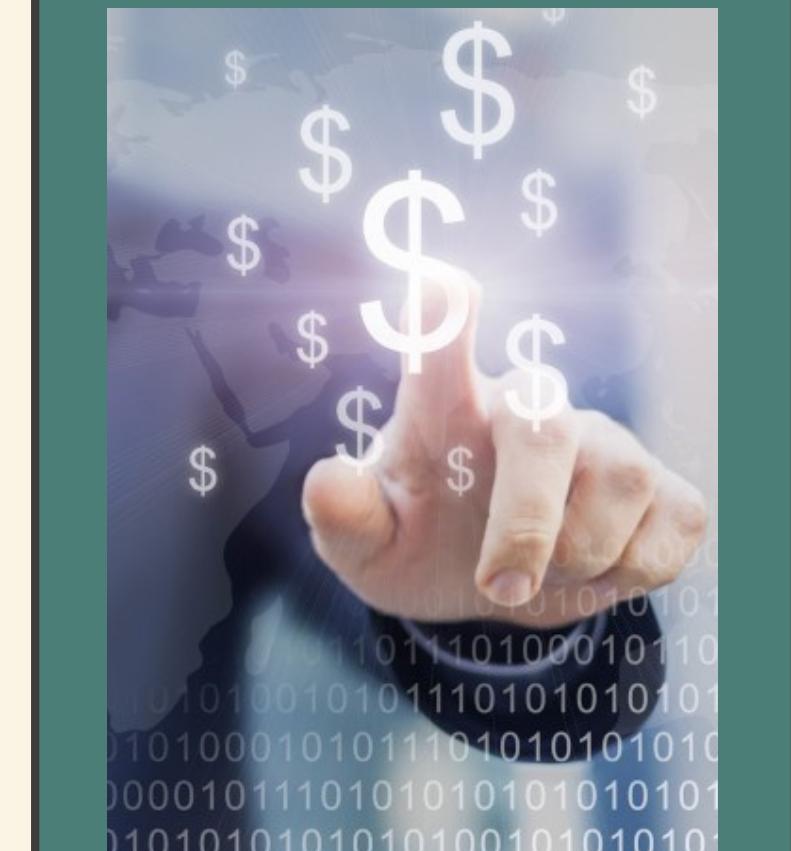
HELPS DETERMINING MARKET OPPORTUNITIES



TAILOR-MAKE MARKETING INITIATIVE



PRODUCT DEVELOPMENT & DESIGN



DETERMINE PRODUCT PRICING

How to do **CUSTOMER SEGMENTATION?**

KModes clustering is one of the unsupervised Machine Learning algorithms that is used to cluster categorical variables.

KMODES CLUSTERING			
New Leaders			
	hair color	eye color	skin color
Cluster 1	brunette	amber	fair
Cluster 2	red	green	fair
Cluster 3	black	hazel	brown
person	hair color	eye color	skin color
P1	blonde	amber	fair
P2	brunette	gray	brown
P3	red	green	brown
P4	black	hazel	brown
P5	brunette	amber	fair
P6	black	gray	brown
P7	red	green	fair
P8	black	hazel	fair



DATA ANALYTICS

[VIEW DASHBOARD](#)

*What is the
OBSTACLE & LIMITATIONS*

How to Deal with

1. TIME

2. EXPERIENCE

3. KNOWLEDGE



Presentation are communication tools that can be used as demonstrations, lectures, reports, and more. it is mostly presented before an audience.

project TECHNICAL IDEAS & SUGGESTIONS



AIRING TIME RECORD



PROGRAMS RECORD

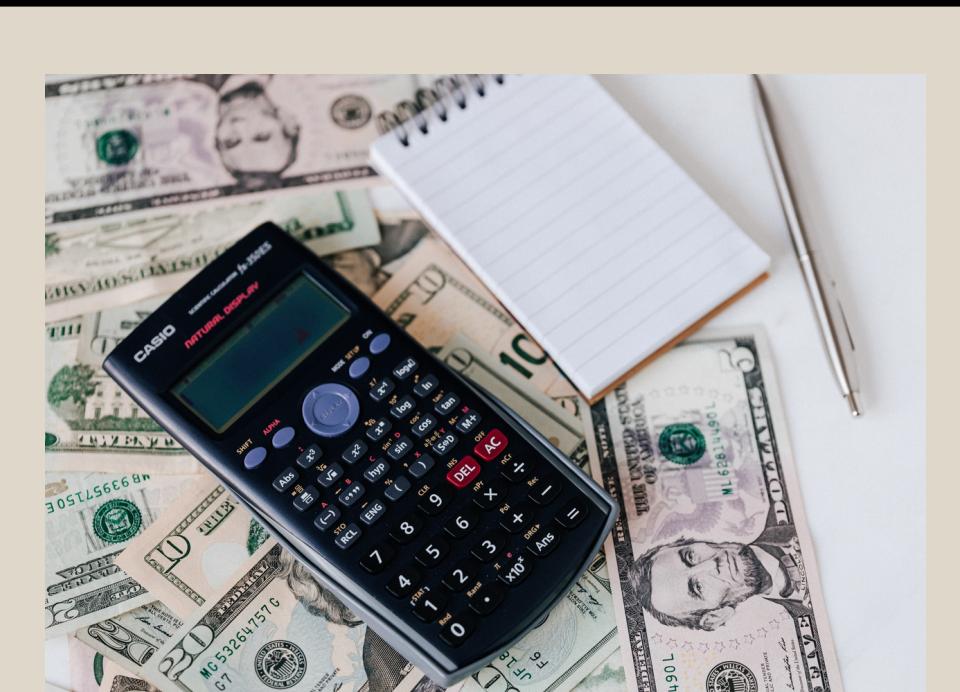


COMPETITOR STATISTIC

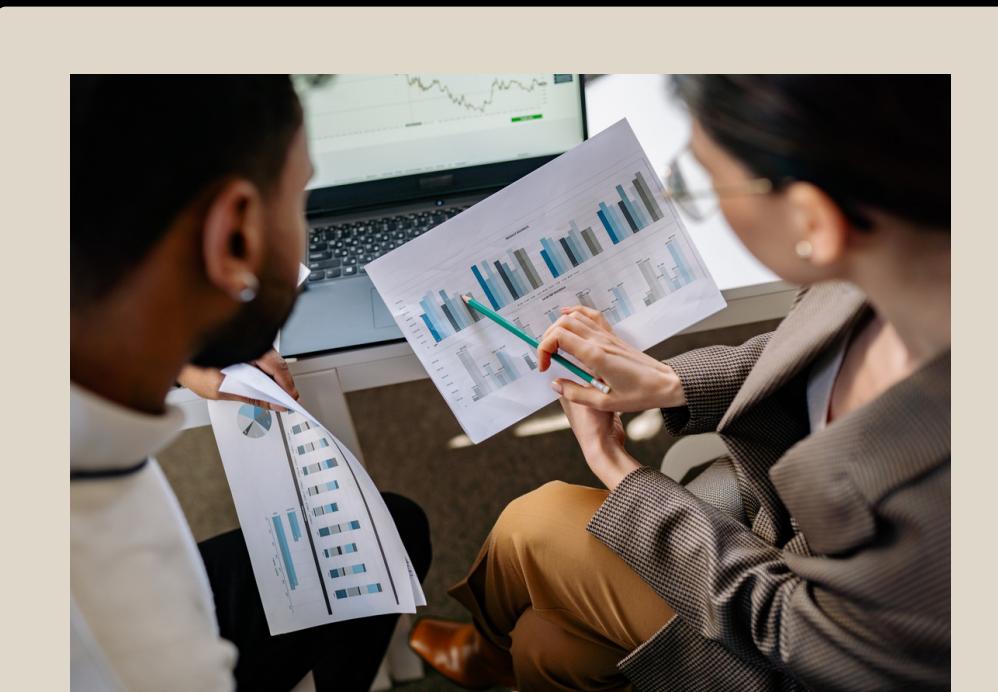
project TECHNICAL IDEAS & SUGGESTIONS



COST



PROFIT

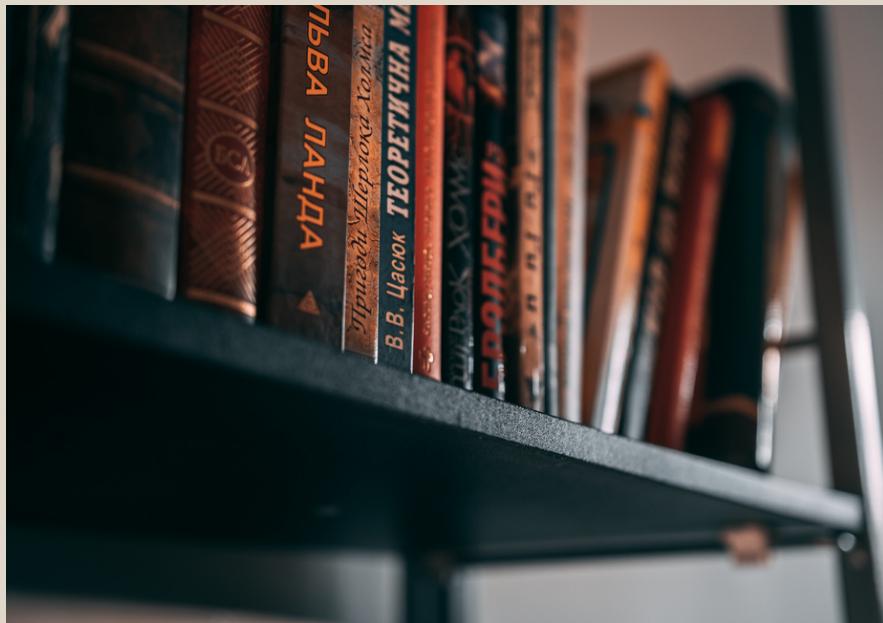


BUSINESS ANALYTICS

BUSINESS IDEAS & SUGGESTIONS



CUSTOMER BASED PROGRAMS



CATEGORY BASED PROGRAMS



ORIGINAL & UNIQUE CONTENTS

project **BUSINESS IDEAS & SUGGESTIONS**



SOCIAL MEDIA ENGAGEMENT



CUSTOMER OPINIONS



AIR-TIME BASED

BIBLIOGRAPHY & FURTHER READING

HUANG, Z. 1998. EXTENSIONS TO THE K-MEANS ALGORITHM FOR CLUSTERING LARGE DATA SETS WITH CATEGORICAL VALUES. DATA MINING AND KNOWLEDGE DISCOVERY, 2(3), 283–304.

[HTTPS://WWW.ANALYTICSVIDHYA.COM/BLOG/2021/06/KMODES-CLUSTERING-ALGORITHM-FOR-CATEGORICAL-DATA/](https://www.analyticsvidhya.com/blog/2021/06/kmodes-clustering-algorithm-for-categorical-data/) (ACCESSED 19 NOV 2022)

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That would be all.
THANK YOU!