



# Character Design Tool

*Combine Clustering with Customer Lifetime Value to develop personas for your existing customers and prospects*

NEXT

# What's different about clustering this time

- Use [Generalized Low Rank Model](#) instead of traditional K-Means approach to tackle issues around outliers, missing data, categorical data and custom optimization functions
- Built at Stanford & Cornell University by Retina Team members
- Imputes missing data vs. ignoring the whole data point
- Current used by Madison Reed and Chegg to build omni-channel strategy
- Simple REST API to score new customers
- Makes Segmentation Actionable in less than a day

NEXT

