

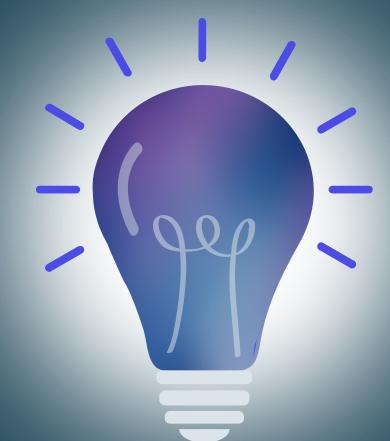
## Character Design Tool

Combine Clustering with Customer Lifetime Value to develop personas for your existing <u>customers</u> and <u>prospects</u>

**NEXT** 

## What's different about clustering this time

- Use <u>Generalized Low Rank Model</u> 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
- Impute missing data vs. ignore the whole data point
- Simple REST API to score new customers
- Makes Segmentation Actionable in less than a day



**NEXT**