



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
- 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

