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

User Stories from the field

Madison Reed Hair Color

- Segment 2M customers and over 10M prospects.
- Running personal based campaigns to increase conversion rates by 45%
- Using the Early CLV value to understand behavior of customer pre- conversion.
- Used by customer service team to get (1) Persona (2) Residual LTV (3) Risk Scoring.

Chegg Study

- Building personas of students with CLV and Churn Propensity
- Using these clusters to run deeper surveys and focus groups
- Marketing team using personas to build personalized content for each persona.
- Using risk scoring to run retention campaigns reducing churn by 11%.

NEXT