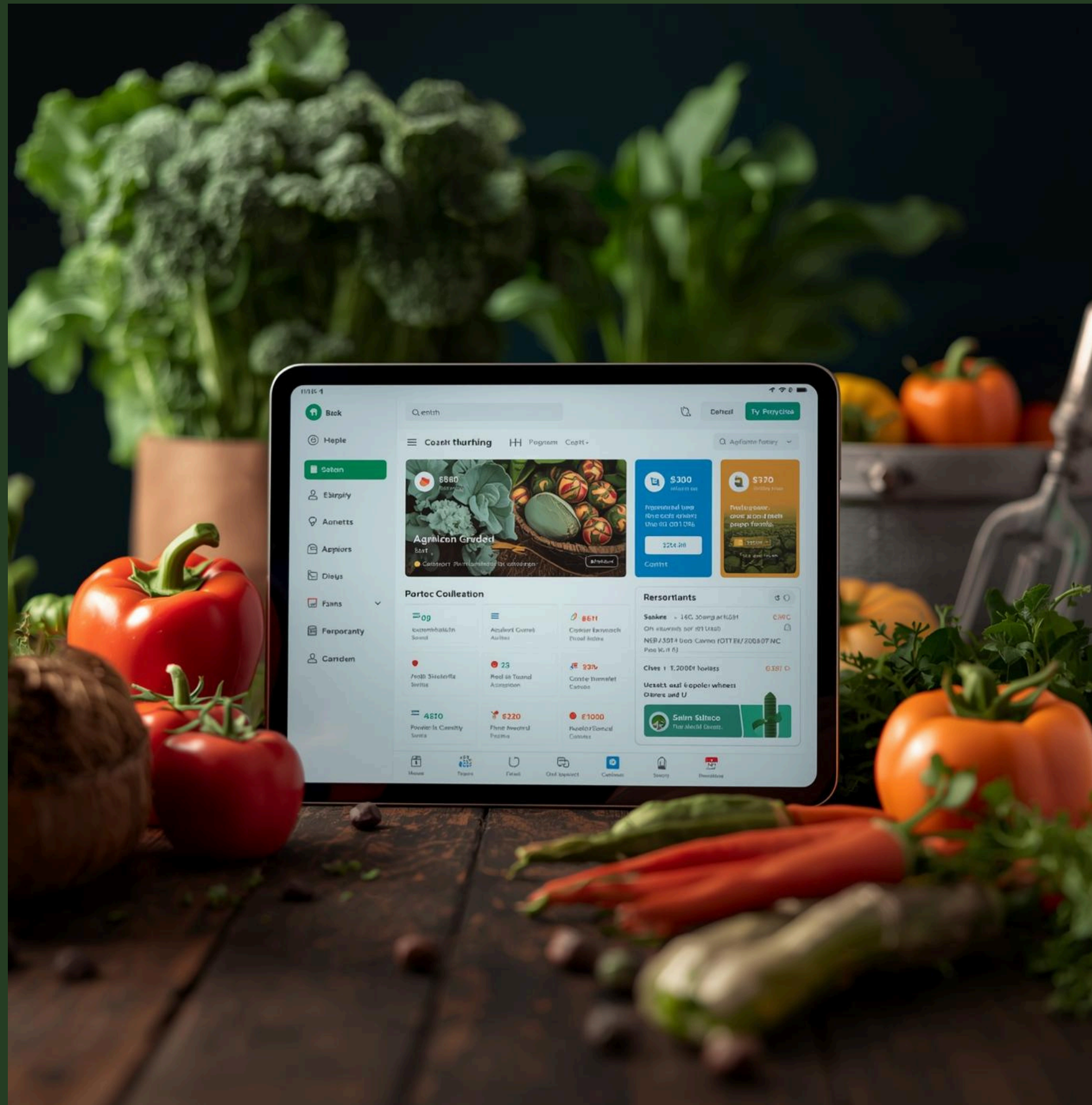


Afrimash

Presented by Team Titan



PROBLEM STATEMENT

Afrimash currently struggles to understand its customers' behavior and preferences, making it difficult to identify distinct customer segments, anticipate purchasing patterns, and monitor retention effectively.



WHAT THEY NEED

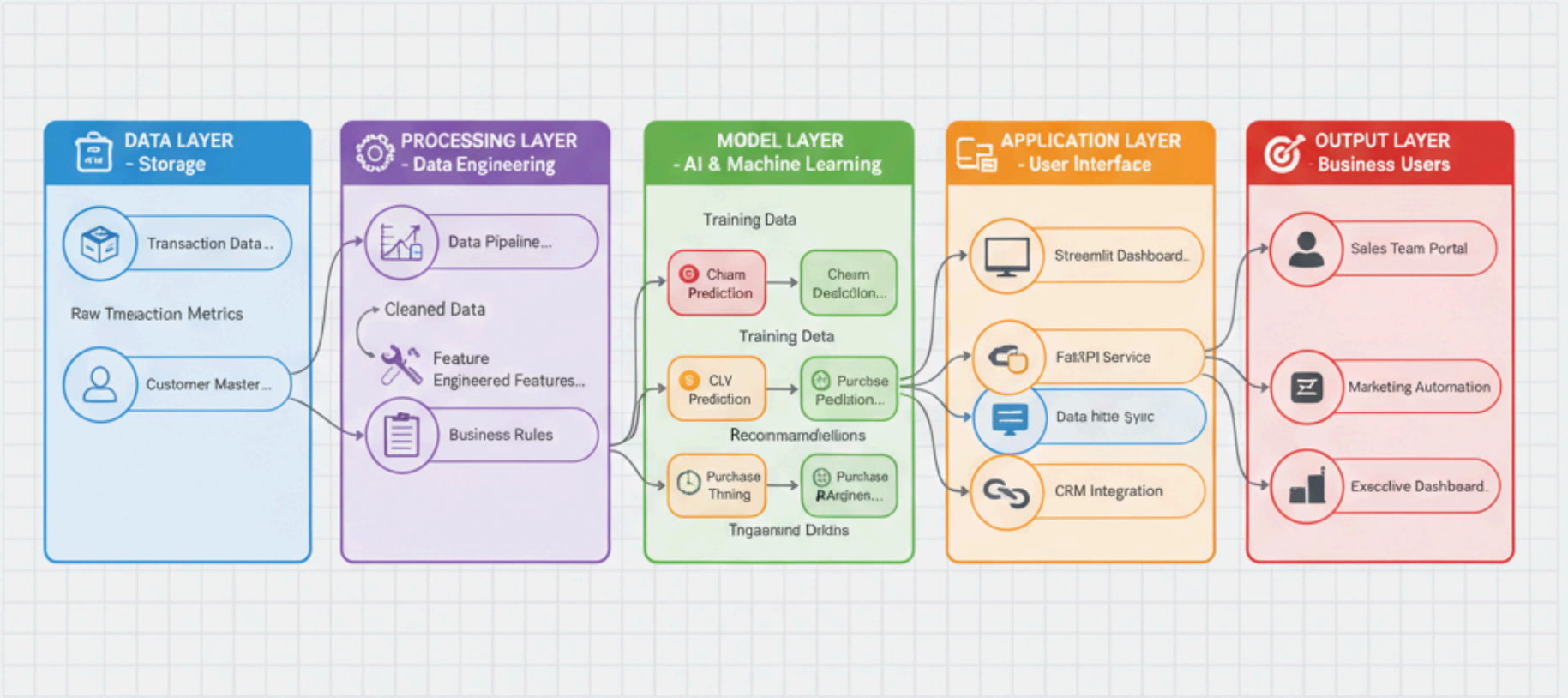
Afrimash is seeking a data-driven solution that can:

- Segment customers into meaningful groups based on behavior and demographics
- Predict customer behavior and purchasing patterns
- Analyze and improve customer retention rates
- Provide an interactive dashboard or report for real-time insight visualization
- Generate personalized product recommendations

Presented by Team Titan



Afrimash Customer Intelligence Platform Architecture



Technology Stack

Key Metrics

Technology Stack	Data Flow	Deployment Options
Setae Pat:filery Sustour in hlen hte torracari od Derenpatons Scisfores	CRM Streamuit Strabboard 890 Gersse	Insights
Desetrand atirs Presionls neamerate reclenaurd Eebratolts	Fa&f&iti Dashl&la Dashors und DId ane Pahted Integration tn Jnrn detgration	Reports
Fretes \$\$\$ Instamde Jloahr b& S&he time inting ite, th doat Drearel'kres.ats lns maiben the sinpation Butorth, Custome imetioates	Fa&OI T&CO S&h&it& Service tr&eic&hted.ing wth aust hain basform Detesting/hoars	Analytics
		Automated Actions

CUSTOMER PROFILES DEFINITION

AI4STARTUPS2025

CLUSTER 0

DORMANT CUSTOMERS

CLUSTER 1

NEW CUSTOMERS

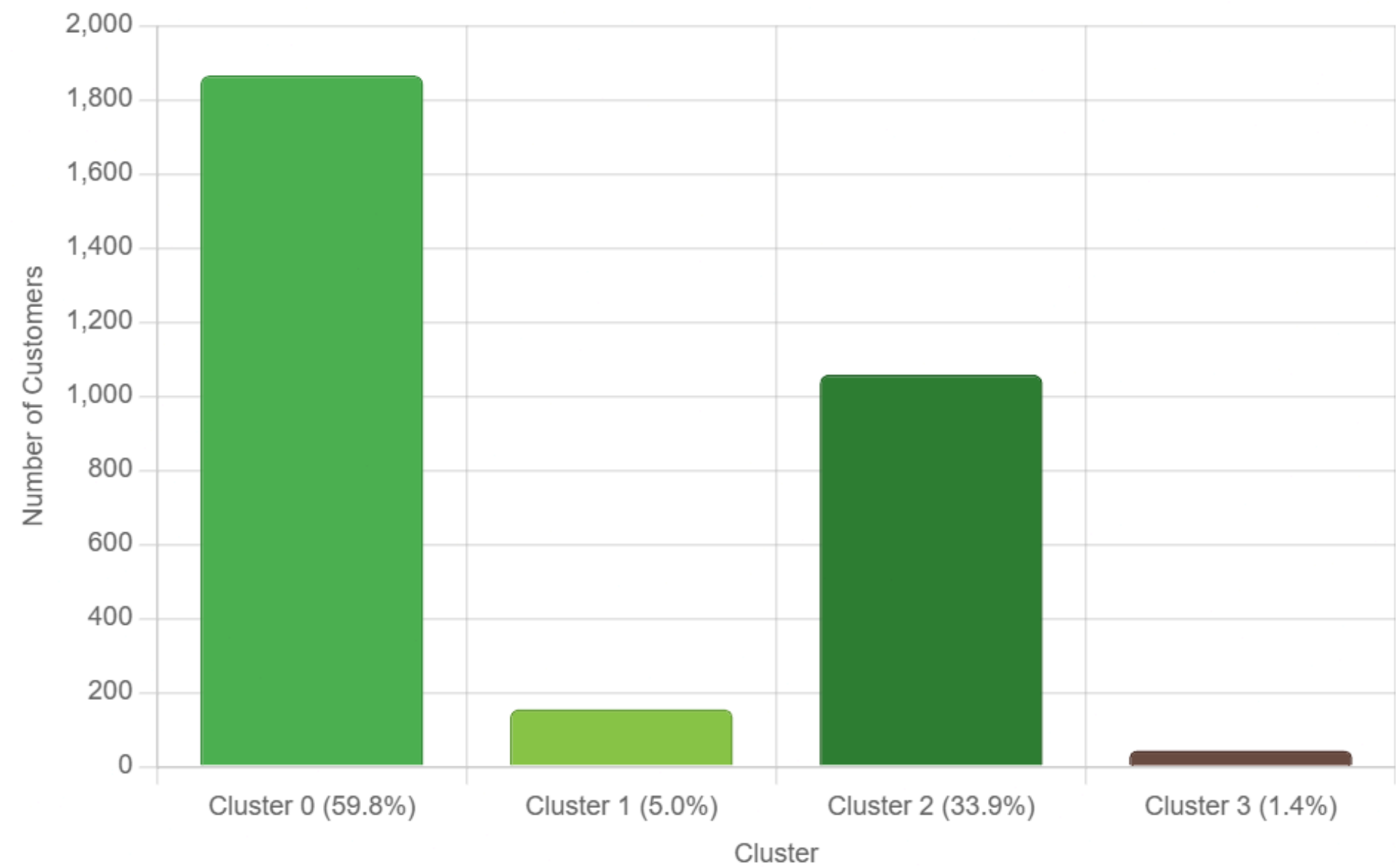
CLUSTER 2

LOYAL CUSTOMERS

CLUSTER 3

MIXED PROFILE

Customer Distribution by Cluster



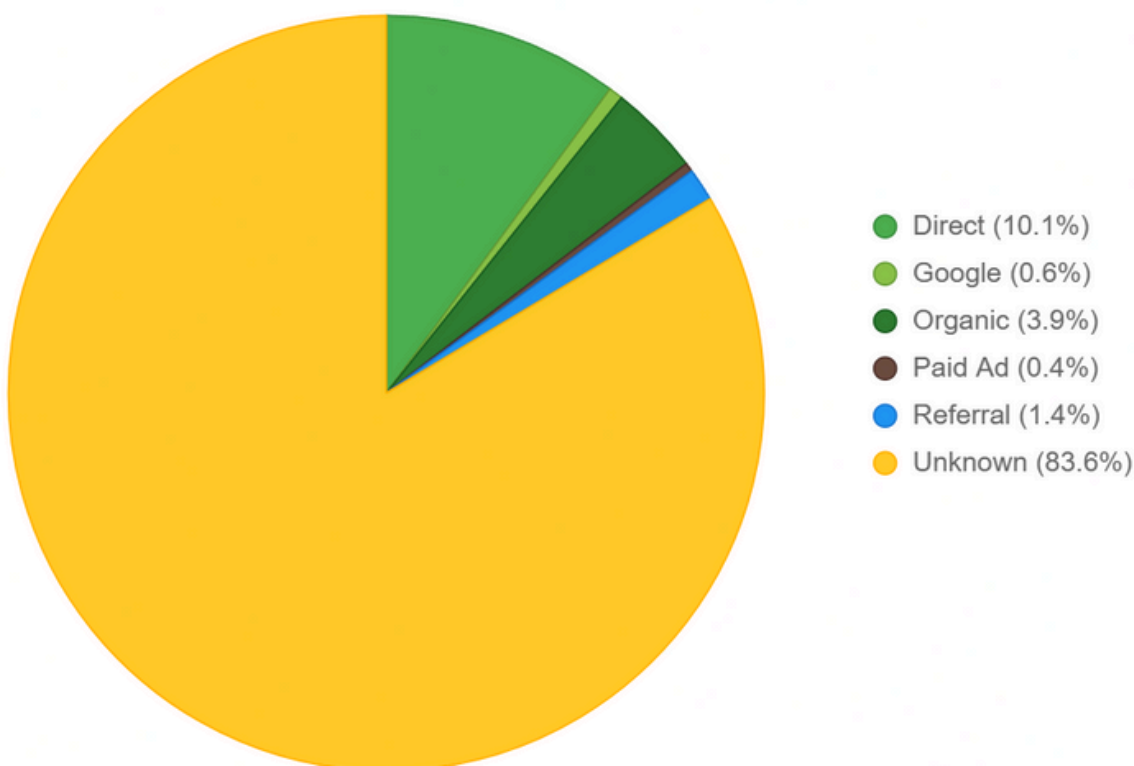
CUSTOMER SEGREGATION

AI4STARTUPS2025

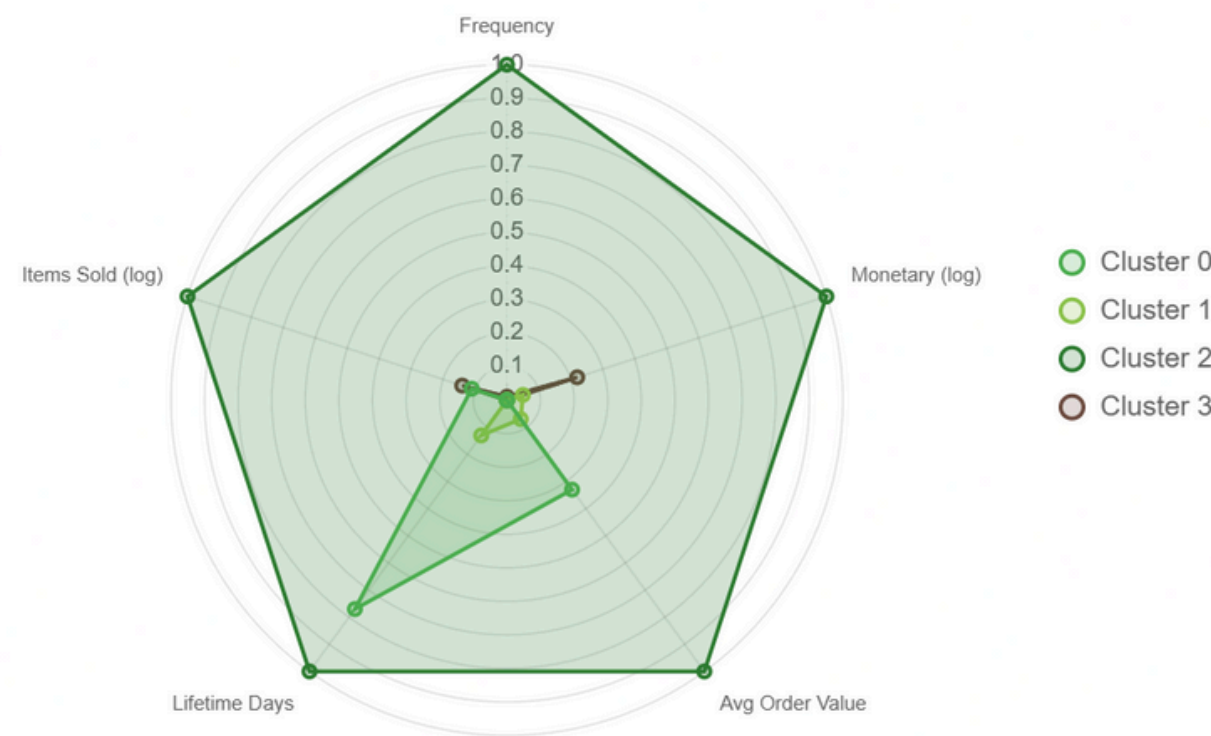
Customer Distribution by Cluster and Type



Customer Acquisition Channels



Cluster Profiles: Behavior and Value



Top Performing Metrics by Cluster

