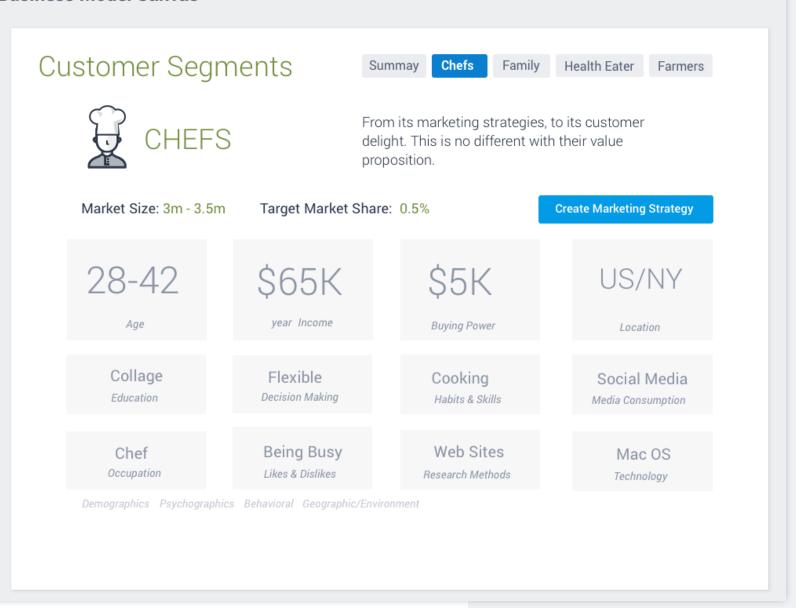
## **Customer Segmentation Drill Down**

## **Business Model Canvas**



## **Customer Analytics**

Data from the customer segmentation helps the user understand his or her target customer to steer marketing campaigns to achieve sales goals.