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| **Sl. No.** | **Name of Authors** | **Title of Paper Paper** | **Publication Details (Where the paper is published)** | **Problem/ Issue Found by the author** | **Methodology used to solve the problem** | **Future Scope of the Paper** | **Year of Publication** | **Written in your own sentence (Y/N) in the literature survey** |
| 1 | R. Gardener | Costumer segmentation | The Essential R Reference | The business world has become increasingly competitive over time; therefore, businesses must increase so by meeting client wants and luring in new customers in accordance with their requirement. | Consumer segmentation divides the customer population into groups that share similar traits or behavior’s rather than taking a “one size fits all” approach. | The strategy of segmenting the market into uniform groups is known as customer segmentation | 2014 | As The business world is increasing the business should be increased |
| 2 | Abeyasekera. S | Multivariate methods for index construction | Department of Economic and Social Affairs Statistics Division. | company in planning the marketing budget, detecting new market prospects, improving brand strategy, and identifying customer retention | BY dividing the customers into groups, depends on a number of variables, including demographics, regional data, economic situations, and behavioral patterns. | It helps the companies to get more income and how to attract the customers | 2005 | By dividing the customer’s into groups the companies gain the profit |
| 3 | Alexander, C.E., Wilson, C.A. & Foley, D.H | Agricultural input market segments: | who is buying what? Journal of Agribusiness | drawbacks of the most popular K-Means and Hierarchical Clustering algorithms | the notion of developing a hybrid strategy is addressed by combining the aforementioned two tactics with the potential to outperform the individual ideas | It helps the marketings of the company’s so that they can easily attract the customers’ | 2005 | relevant to marketing such as gender, age, interests, and miscellaneous spending habits |
| 4 | Babbie.E | The basics of social research | 5th ed. Belmont, USA: Wadsworth. | A number of crucial differentiators that separate customers into targetable categories are what drive the customer segmentation technique | The company’s strategy for addressing the various segments is heavily influenced by data on demographics, location, economic position, and behavioural trends. | Market segmentation is a useful tool for identifying and satisfying customer needs. | 2011 | By using k-mean and dbscan clusters the mall consumer analysis is conducted to identify the target clients who can converge most readialy. |
| 5 | D. P. Yash Kushwaha | “Customer Segmentation using K-Means Algorithm,” 8th Semester Student of B.tech in Computer Science and Engineering | Customer Segmentation using K-Means Algorithm. | The task of finding the subtitles and subgroups in the complete dataset | Customer segmentation can be practiced by all businesses regardless of size or industry and whether they sell online or in person | It begins with gathering and analysing data and ends with acting on the information gathered in a way that is appropriate and effective. | 2002 | Clustering is used in Market basket analysis used to segment the customers based on their behaviours and transactions |
| 6 | Canever, M.D., Van Trijp, H. & Van der Lans, I. | Benefit-feature Segmentation | A tool for the design of supply-chain strategy. Marketing  Intelligence & Planning | Based on segment expertise that tells them younger musicians have less disposable cash than their older counterparts, a small business selling hand-made guitars might choose to push lower-priced products to younger guitarists and higher-priced quality guitars to elderly musicians. | Common traits among consumer groups can help a business choose which items or services to advertise to which segments and how to market to each one. | Similar to this, a meal-delivery business may focus on convenience for millennial clients and “tastes-just-like-mom-used-to-make” advantages for baby boomers | 2007 | a small business selling hand-made guitars might choose to push lower-priced products to younger guitarists and higher-priced quality guitars to elderly musicians. |
| 7 | Forza, C. | Survey research in operations management | A process-based perspective. International Journal of Operations & Production Management, | on every customer that is willing to pay for your product or service, which will allow you to instead hone in on a specific subset of customers | present the most profitable opportunities and efficient use of resources. That is critical for every business, of course, but at the expansion stage, it can often be the difference between incredible success and certain failure. | manage the best current customer segmentation process, however, the impact it can have on every part of your organization — sales, marketing, product development, customer service, etc. — is immense | 2002 | business will possess stronger customer focus and market clarity, allowing it to scale in a far more predictable and efficient manner. |
| 8 | Borgatti, S.P | Thinking theoretically | Thinking theoretically | efficient marketing strategy | to identify and highlight several customer groups that have distinctive buying habits and ways of thinking. Customer segmentation aids in identifying customers with a range of preferences, expectations, desires, and other characteristics | . In several fields, including machine learning, classification, and pattern recognition, clustering is a sort of exploratory data mining. | 2005 | The fundamental goal of customer segmentation is to put people in groups based on their shared interests so that the marketing team can come up |