

Clustering: Through the Eyes of our Working Example



OUR STORY

Marketing has asked you to make a report on customer retention. They would like you to come up with information that can be used to improve current marketing strategy efforts. The current plan is for marketing at AAVAIL to collect more features on subscribers and they would like to use your report as a proof-of-concept in order to get approval for this effort.

There are many models and many transforms to consider. Use your knowledge of pipelines and functions to ensure that your code makes it easy to compare and iterate.



THE DESIGN THINKING PROCESS

As stated in previous sections of this course, unsupervised learning techniques may be useful in all phases of the design thinking process. In this case you've been tasked with generating a report that will help others see if there are more useful features in the data that can be used for marketing efforts.

These types of tasks are very typical of large-scale design thinking projects. The ideas come quickly, and require a quick response. Also, the execution of the task is a very collaborative effort. You'll be working with domain experts to get the data and understand it. Once you've generated your findings, you'll be asked to present them to possibly several teams and individuals.