Topic:- Developing a Unified Customer Segmentation Framework using Multi-Industry Behavioral Data.

ABSTRACT:-

This study introduces a novel approach for customer segmentation in an application promotion system known as multi-behaviour RFM (MB-RFM). MB-RFM considers different user-item interactions such as clicking, favouriting, and adding to cart, as opposed to earlier RFM models that simply include purchase behaviour. To deconstruct numerous consumer actions and examine the weight relationship between users and things, the self-organizing map (SOM) method is used. Using the superiority chart and entropy value approaches, we examined the weight relationship between numerous user behaviours and products. Furthermore, several advertising methods are established based on client groups in order to increase application adoption and perform targeted promotions. The suggested method's usefulness is validated using real-world datasets, which show significantly enhanced classification performance compared to traditional methods, especially in sparse datasets.