**Segmentation**

**Features COG**

**There are Four main Types of Segmentation. But there are also many other strategies you can use, including numerous variations on the four main types.**

##### Geographic segmentation

**Splitting customers based on their geographic locations, as they might have different needs in different areas. For example, segmenting them based on country or state, or the characteristics of an area (e.g. rural vs. urban vs. suburban).**

##### Demographic segmentation

**Splitting up customers based on features like age, sex, marital status, or income. This is a rather basic form of segmentation, using easily accessible information. This is hence one of the most common forms of customer segmentation.**

##### Psychographic segmentation

**Splitting up customers based on mental and emotional characteristics — interests, values, lifestyles etc. These characteristics provide insights on why customers purchase the product.**

##### Behavioral segmentation

##### **Splitting up customers based on their behaviors, i.e. how they respond and interact with the brand. Such criteria include loyalty, shopping habits (e.g. the dropout rate on a website), or the frequency of product purchases**.

**Psycho graphic**

1. **Abandonment Orders – User Id , Total Amount**
2. **Abandonment Reservation – User Id , Item Id**
3. **Checkout History – User Id, Status**
4. **Order Histories – Order ID, Order Status ID, User Id**
5. **Reservation – Order Id, Customer, Item, Order Status ID**
6. **Shopping Cart Items (COG-V5) – Cart Id , Items Id, Amount**
7. **User Profile Analytics – User Id , Order ID**
8. **User Wish List (COG-V5)**

**Geographic**

1. **Address Inputs – Coordinates, Created At, Update At ( we can Check Climate and other things According to the given location.**
2. **Delivery Manifest – Delivery id, Manifest Id [Manifest Table (city\_id)]**
3. **Business Directory – Name, City, Type**
4. **User Meta Data – User ID , Last Login ip, Visit Count**

**Behavioral**

1. **Deliveries – Order Id, Delivery Status Id ( Delivery Status )**
2. **Driver Performance**
3. **Feedback - reservation Id [ Reservation Table ( measure Merchant Level ) ]**
4. **Order Histories – Order Status ID, User Id**
5. **Order – Order Id, Total Amount, Order Status Id ( Order Status Table )**
6. **Order Backups – Order status Id, Order Id / Order Id , Total Amount**
7. **Ratings – Reservation Id, Star Rate**
8. **Refund Request – Order Id, Customer Id ( requested Person )**
9. **Testimonials – Order Id, User Id, Rating**
10. **User Profile Analytics – User Id , Order ID**