# Financial Benefit of the project

Marketing success depends on many factors. You need accurate consumer research to build your branding strategy, engaging content to delight your audience, a firm grasp of behavioural economics, and a near-mystical ability to intuit how people will weigh your message against those of your fiercest competitors. In the digital age, marketers can't win without mastering data, analytics, and automation.

Fortunately, machine learning (ML) can already improve marketer performance. But wait. Adopting an ML solution without understanding what it truly does can do more harm (usually expressed in wasted hours and dollars) than good. ML is not magic and won't automatically move the needle unless your team selects and configures the right ML solution for specific marketing challenges.

By analysing the pattern of behaviour in the customer having particular feature we can target on them and can maximise the profit.