# Big data for business: Week 3 - CRMs and segmentation

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## 1. Clarifications

Register your groups in the spreadsheet - address is in the group project description on Brightspace.

On finding a topic / interviewee:

- write it in the spreadsheet
- don't start late!
- doubts? Problems? Email me, visit during office hours (Tuesday mornings) or by appointment.

Quizzes: there is no "auto-grading".

As written in the syllabus, I will compute the grade by sampling 3 quizzes out of the 9 you'll take.

## 2. Let's discuss key aspects of the content of the lecture for today

1. on CRMs:

- you must be aware of the challenges and opportunities of data driven crms

(in particular, you should understand how a DMP and a CRMs are distinct but overlap)

**and**

- not fall in the trap of thinking bigger software / data scientists will solve a marketing problem.

2. on segmentation:

- you must be able to understand what "clustering" means.

- you must understand the principles of k-means and hierarchical clustering

# The end

Find references for this lesson, and other lessons, here.

[round portrait mini 150] This course is made by Clement Levallois.

Discover my other courses in data / tech for business: https://www.clementlevallois.net

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