

## Ideation Phase

### Brainstorm & Idea Prioritization Template

<b>Date</b>	31 October 2023
<b>Project Name</b>	Understanding Audience: A Machine Learning Approach to Customer Segmentation
<b>Maximum Marks</b>	4 Marks

#### Brainstorm & Idea Prioritization Template:


Brainstorming provides a free and open environment that encourages everyone within a team to participate in the creative thinking process that leads to problem solving. Prioritizing volume over value, out-of-the-box ideas are welcome and built upon, and all participants are encouraged to collaborate, helping each other develop a rich number of creative solutions.

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

#### Reference:

<https://app.mural.co/t/customersegmentation8193/m/customersegmentation8193/1697981687548/80dda111606dec883588589dd2feccdf5067493?sender=u1fa7edd850bd3a5faa6b1883>

# Step-1: Team Gathering, Collaboration and Select the Problem Statement



## Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

🕒 10 minutes to prepare  
🕒 1 hour to collaborate  
👥 2-8 people recommended

➔

### Before you collaborate

A little bit of preparation goes a long way with this session. Here's what you need to do to get going.

🕒 10 minutes

A Team gathering  
Define who should participate in the session and send an invite. Share relevant information or pre-work ahead.

B Set the goal  
Think about the problem you'll be focusing on solving in the brainstorming session.

C Learn how to use the facilitation tools  
Use the Facilitation Superpowers to run a happy and productive session.

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### Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

🕒 5 minutes

PROBLEM

How might we [your problem statement]?

Key rules of brainstorming

To run an smooth and productive session

Stay in topic.

Defer judgment.

Go for volume.

Encourage wild ideas.

Listen to others.

If possible, be visual.

# Step-2: Brainstorm, Idea Listing and Grouping

Adarsh M Nambiar

**Customer Lifetime Value (CLV) Prediction:** Segment customers based on their predicted lifetime value. This can help businesses identify and prioritize high-value customers for special treatment.

**Retail Customer Segmentation:** Implement customer segmentation for a retail business. Use purchase history, frequency of visits, and spending patterns to categorize customers into segments. This can help the business target different customer groups more effectively.

**Subscription Services:** For subscription-based businesses, segment customers to understand churn and retention patterns. This information can be used to implement strategies to reduce churn and improve customer satisfaction.

Shrey Gupta

**Attribute segmentation** Implement customer segmentation based on attributes like Demography (age, gender, location), Behavior (purchase history, website interaction) and Psychography (lifestyle, values, interests).

**Product based profiling:** Use data such as number of views, clicks, searches and purchases to identify which product is in demand, during which time period, and correlate it with the customer profile to have a better understanding of the market.

**NLP for text analysis:** Analyze customer reviews, feedback or social media mentions using NLP techniques to understand sentiment and extract insights that can be used for segmentation and product development.

Manisha Rout

**Recommendation Systems:** Build recommendation engines that use machine learning to suggest products or content to customers based on their behavior and preferences, further refining customer segmentation.

**Predictive Customer Segmentation:** Develop machine learning models that use historical data to predict how customers will behave in the future. This can help businesses tailor their marketing strategies to each segment's specific needs.

**Real-time Audience Segmentation:** Implement a machine learning system that can segment customers in real-time as they interact with a website or app. This can lead to personalized content.

Aditya Ghosh

**E-commerce Personalization:** Use K-means clustering to group e-commerce customers based on their behavior, enabling tailored recommendations and marketing.

**Financial Services Customer Profiling:** Use machine learning algorithms to profile financial customers for personalized product and service offerings.

**Telecom Churn Prediction:** Apply machine learning algorithms to identify customer segments for predicting and reducing telecom churn.

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**Step-3: Idea Prioritization**

