Location based Social Network and online community that provide users with immediate(vicinity and ML) user generated and geo tagged (map, vendors, groupons, etc products) content, offering localized rewards, feedback, and venue suggestions.

Targeted users1: active shoppers

Targeted clients1: retail and small service businesses

* Propensity models make true predictions about a customer’s future behavior.
* pitching in of products to the wrong customer who has a low propensity to buy it
* The propensity to buy model tool tells you which customers are ready to make their purchase:
* helps you provide the right aggression in your offer.
* Those that are likely to buy won’t need high discounts
* will be used to classify the customers into high propensity to buy customers and others.
* make location/gender based targeting marketing based on a customer’s past visits to similar places and his behavior at those places.

Transactional data:

* a customer’s transactional history details,
* average transactions over a specific time period,
* ticket size,
* recent check in,
* frequency and monetary value of transactions.

Psychographic data - interest (hobbies) data for targeted marketing.

Demographic data:

* customer’s age,
* education,
* income level,
* gender.

Browsing data:

* visits to the website,
* source of visit (marketing channel touched),
* funnel metrics etc.

Questions:

1. Where did the business get the data about customers interest in certain products and location?
2. Types of Data: Transactional, Demographic, Behavioral, Social Media, Product, Browsing, Survey etc? How is it mined?